

N1088

COURSE CODE

205411/  
205511/205611/  
205711/205811

**M.B.A Degree Examination MAY 2024 Common for MBA (G/FM/LM/T/HRM)**  
**ONLINE PROGRAMME EXAMINATIONS**  
**First Year - First Semester**  
**MANAGEMENT PRINCIPLES & PRACTICES**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Management is art of getting things \_\_\_\_\_ People  
(a) Done Through (b) Done for  
(c) Done of (d) Done above
2. Functional managers are responsible for \_\_\_\_\_  
(a) Single Area of activity (b) Upper level of Management  
(c) Complex firm decisions (d) Multiple area of activity
3. Lillian Gilbreth was advocate of an approach to management namely  
(a) Contingency Theory (b) Quantitative Theory  
(c) Qualitative Theory (d) Scientific Management
4. Some policies are imposed by external forces such as ;  
(a) Government Regulatory Agencies (b) Employee Demands  
(c) Management decisions (d) Lack of funding
5. \_\_\_\_\_ describes of the concepts, crucial for the smooth running of an organization . Name the concept.  
(a) Planning (b) Organizing  
(c) Staffing (d) Directing

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6. In Which step of the planning process pros and cons of each alternative is examined
- (a)Building Premises (b)Setting-Up Goal  
(c)Evaluating alternative course of action (d)Selective Alternatives
7. The right of a person to give instruction to her or his subordinates is known \_\_\_\_\_
- (a)Responsibility (b)Authority  
(c)Accountability (d)Line Authority
8. A Planning element which is not flexible in nature and rigid to all sections of the organization
- (a)Rules (b)Regulations  
(c)Procedures (d)Policies
9. The Form of organization known for giving rise to rumour is called \_\_\_\_\_
- (a)Formal organization (b)Centralized Organization  
(c)Decentralized Organization (d)Informal organization
10. Delegation is \_\_\_\_\_
- (a)Compulsory (b)Optional  
(c)Preorgative (d)Preventive

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11. The Power granted through a formal position is called as \_\_\_\_\_
- (a)Expert Power (b)Reward Power  
(c)Legitimate Power (d)Charismatic Power
12. The ability and right to rule is passed down, often through heredity is known as \_\_\_\_\_
- (a)Traditional Authority (b)Legal Authority  
(c)Rational Authority (d)Technical Authority
13. Demonstration type of training method is used to train;
- (a)Workers (b)Supervision  
(c)Managers (d)Aprentice
14. The following is vertical expansion of the job ;
- (a)Job Rotation (b)Job Enrichment  
(c)Management by Objectives (d)Management by Exception
15. The ability to make or produce new things using skills or imagination is known as \_\_\_\_\_
- (a)Innovation (b)Invention  
(c)Technology (d)Creativity

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16. Who has contributed the concept to theory Z ?
- (a)Araham Maslow (b)Herzberg  
(c)Ouchi (d)Vroom
17. Needs, setting standards and maintaining discipline, and appointing sub-leaders are called as ;
- (a)Work Functions (b)Task Functions  
(c)Individual Functions (d)Team Functions
18. A democratic leadership style has which of the following characteristics
- (a)Split Power (b)Dictatorial  
(c)Genuine (d)Differential
19. Appeal and representation are used in \_\_\_\_ communicationa
- (a)Horizontal (b)Downward  
(c)Upward (d)Grapewine
20. Communication is the task of imparting \_\_\_\_\_
- (a)Training (b)Information  
(c)Knowledge (d)Message

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21. The Oldest type of organization coordination is known as ;
- (a)Functional Organization (b)Line Organization  
(c)Matrix Organization (d)Committe Organization
22. Devices which shows the organizaional relationships
- (a)Organizational Charts (b)Scalar Chain  
(c)Overall Plan (d)Budgets
23. \_\_\_\_\_ refers to the extent to which people are committed to work and involved in their activities ;
- (a)Unethical (b)Work Ethics  
(c)Jov description (d)Job Rotation
24. The Ethical decision 'Same Job, Same Wage' is used under which criterion ?
- (a)Rights (b)Utilitarianism  
(c)Justice (d)Culture
25. \_\_\_\_\_ is the managerial function that monitors organizational performanance towards the attainmend of organization goals ;
- (a)Planning (b)Controlling  
(c)Organizing (d)Coordinating

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26. Which of the following techniques is define the process of comparing one's business process and performance with industry's best practice from other forms ?
- (a)Performance Control (b)Costing  
(c)Benchmarking (d)Balance Scorecard
27. Processes that operate with 'Six sigma quality' over the short term are assumed to produce long-term defect levels below \_\_\_\_\_ defects per million opportunities.
- (a)2 (b)2.4  
(c)3 (d)3.4
28. \_\_\_\_\_ are used in Six sigma
- (a)Black Belt (b)Green Belt  
(c)Both Black & Green Belt (d)Yellow Belt
29. Deming's 4 step cycle for improvement is ;
- (a)Plan Do Check Act (b)Plan Dream Check  
(c)Plan Do Criticize Act (d)Plan Do Check Arrange
30. In Six Sigma, a \_\_\_\_\_ define as any process output that doesn't meet customer specification
- (a)Error (b)Quality  
(c)Cost (d)Defect

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31. \_\_\_\_\_ are the charts that identify potential causes for particular quality problems
- (a) Control Chart (b) Flow Chart  
(c) Cause and Effect Diagram (d) Pareto Chart
32. Inspection is part of the \_\_\_\_\_
- (a) Quality Planning (b) Quality Improvement  
(c) Quality Circle (d) Quality Control
33. QFD stands for \_\_\_\_\_
- (a) Quantity for Deployment (b) Quality Function Deployment  
(c) Quality for Decision (d) Quality for Down

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the importance and contribution of Corporate Social Responsibility (CSR) to the society at large.  
[OR]  
(b) Write a detailed note about the contribution of Henri Fayol to the Management academia.
35. (a) Define Planning, Explain its types with examples.  
[OR]  
(b) Distinguish Certainly vs Uncertainly with clear-cut dimensions.
36. (a) Explain the Organizational culture role in an organization to achieve the objective of the organization.  
[OR]  
(b) Describe the line and staff functions of an organization.
37. (a) Define Orientation. Explain its need and significance.  
[OR]  
(b) Explain the X and Y Theory of Motivation with its merits and limitations.
38. (a) Discuss the Path Goal theory with its applications.  
[OR]  
(b) Explain the Process of communication in detail.
39. (a) Discuss the role and importance of co-ordination in the organization.  
[OR]  
(b) Explain the need and relevance of values in Management with examples.
40. (a) Define Core Competency. Explain its characteristics with apt live examples.  
[OR]  
(b) Describe the concept of Balanced Scorecard and its practical applications for an organization.

**MBA DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**First Year - First Semester**  
**ORGANIZATIONAL BEHAVIOUR**  
**COMMON FOR MBA(G)/FM/LM/T/HRM**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Organizational Behaviour is -----  
(a) A Science (b) An Art  
(c) A Science as well as an Art (d) Multi-Disciplinary
2. A Study of the culture and practices in different societies is called as -----  
(a) Personality (b) Anthropology  
(c) Perception (d) Attitude
3. Which of the following character traits best describes an extrovert?  
(a) Freud (b) Jung  
(c) Munn (d) Allport
4. Which of the following is not the characteristics of extrovert?  
(a) Sociable (b) Leadership Power  
(c) Aggressive Temper (d) Daydreamer
5. Emotional Intelligence is characterized by;  
(a) Problem Solving (b) Better Interpersonal Relationship  
(c) Abstract Thinking Ability (d) Sense of Humour
6. Which of the following is the best indicator of academic performance?  
(a) Trait EI (b) IQ  
(c) Personality (d) Perception



7. All religions teach us that we should help those who are in need. This behaviour is called as -----  
(a)Pro Social Behaviour (b)Social Behaviour  
(c)Mental Behaviour (d)Human Behaviour
8. Cluster of ideas regarding the characteristics of a specific group is known as -----  
(a)Attitude (b)Stereotype  
(c)Belief (d)Faith
9. Individuals with a strong desire to achieve a challenging goal and having a strong need for -----  
(a)Power (b)Affiliation  
(c)Achievement (d)Recognition
10. ----- groups are the groups to which a consumer belongs as a member in which the interaction is formal and less regular.  
(a)Primary (b)Secondary  
(c)Territory (d)Exemplified
11. ----- power is influenced wielded as a result of proficiency, special skill, or knowledge  
(a)Legitimate (b)Reward  
(c)Referent (d)Expert
12. ----- is the only tactic effective across organizational levels.  
(a)Legitimacy (b)Inspirational Appeal  
(c)Rational Persuasion (d)Ingratiation

13. ----- is usually exerted by using informal strategies such as persuasion or peer pressure  
(a)Influence (b)Power  
(c)Politics (d)Peer Influence
14. Lower status organizational member's, when seeking organizational goals, try to influence higher status members through the use of -----  
(a)Assertiveness (b)Sanctions  
(c)Upward Appeals (d)Blocking
15. Which of the following are the basic sources of stress -----  
(a)The Environment (b)Social Stressors  
(c)Physiological (d)All the above
16. Learning to support yourself during stressful situations beyond your control will ----- the effects of stress.  
(a)Diminish (b)Increase  
(c)Enhance (d)Empower
17. Which of the following is most likely to result from a strong organizational dynamics?  
(a)Commitment (b)Satisfaction  
(c)Loyalty (d)Absenteeism
18. In the ----- employees value growth, variety, attention to detail, stimulation and autonomy.  
(a)Market (b)Adhocracy  
(c)Clan (d)Bureaucracy

19. Which of the following is not a possible dimension or organizational climate?  
(a)People Oriented (b)Rule Oriented  
(c)Innovation Oriented (d)Happiness Oriented
20. Climate is best defined as;  
(a)Well-being & Structure (b)Perceptions about an Environment  
(c)Style of Treating Each other (d)Temperament
21. In human communication, what is the term used to describe the non-verbal ways to express emotions?  
(a)Kinesics (b)Proxemics  
(c)Haptics (d)Facial Expressions
22. The properties that are specific to and found in all the subjects to which a word applies are called;  
(a)The intensions of a word (b)Implication  
(c)Denotation (d)The extension of a word
23. An example of a change in the nature of the workforce is an increase in -----  
(a)College Attendance (b)Mergers and Consolidations  
(c)Capital Investment (d)Multi-cultural Environment
24. Organizations are increasingly adjusting their processes and positioning their products as environment friendly and sustainable in order to increase their appeal to customers. This is a response to changes in -----  
(a)Demographic Trends (b)Social Trends  
(c)Cultural Trends (d)Legal Requirements

25. Which of the following describe the diversity clearly?  
(a)Strength in Unity (b)Diversity in Harmony  
(c)Unity in Diversity (d)Rich Tradition in Diversity
26. The factor for the development of regionalism in India is;  
(a)Linguistic Attachment (b)Vested Political Interest  
(c)Religious narrow Mindedness (d)All of the above
27. The liberal approach to equal opportunities advocates;  
(a)Positive Discrimination (b)Quota System  
(c)The possibility for individual to compete for social rewards without constraints (d)Policies concerned with the specific needs of traditionally disadvantaged group
28. The mainstream approach to diversity management supports;  
(a)The business case (b)The social justice approach  
(c)A radical approach to equal opportunities (d)Affirmative Action
29. Who developed the learning style in inventory?  
(a)Bandura (b)Piaget  
(c)Skinner (d)Kolb
30. Which of the following is not formal learning intervention?  
(a)Job Shadowing (b)Job Rotation  
(c)E-learning training (d)Network of parti-time Mums

31. What is a learning plan?  
(a) A list that contains all the necessary elements for the delivery of an intervention  
(b) A Strategic L&D objective  
(c) A learning agreement between the employee of an organization  
(d) AN intervention of career change

32. What are Human Rights?  
(a) Special privileges  
(b) Rights declared in UN Declaration of Human Rights  
(c) Legal Proceedings  
(d) Regulations

33. Why is the sustainability so important?  
(a) Exclude some species  
(b) Specify certain organization  
(c) relates to only human beings  
(d) Inclusive of all species

PART - B

(7 X 6 = 42)

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

34. (a) Define Organizational Behaviour. Discuss its meaning and significance.  
[OR]  
(b) Describe the development of a personality in an organizational context.
35. (a) Discuss the significance of Emotional Intelligence with apt illustrations.  
[OR]  
(b) Explain the need to improve interpersonal communication and its relevance.
36. (a) Write a detailed note on Group Cohesiveness with examples.  
[OR]  
(b) Explain the different types of power and its applications in suitable situations.
37. (a) Define Personality. Explain the different factors in creating personality.  
[OR]  
(b) Discuss the sources of stress and the ways to overcome the stress.
38. (a) Explain the factors affecting the organizational climate.  
[OR]  
(b) Enumerate the organizational dynamics and its approaches.
39. (a) Discuss the strategies to overcome the barriers of communication.  
[OR]  
(b) Distinguish Proactive Change Vs Reactive Change process with clear-cut dimensions.
40. (a) Discuss the challenges in building an organizational culture in an international levels with examples.  
[OR]  
(b) Define Organizational Development. Explain the nature and scope of OD and its necessary interventions.

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**MBA DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**First Year - First Semester**  
**MANAGERIAL ECONOMICS**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**PART - A**

(33 X 1 = 33)

Answer **all** the questions.

1. What is the primary focus of Managerial Economics?  
(a) Macro-level economic policies  
(b) Micro-level individual consumer behaviour  
(c) Both macro and microeconomic factors  
(d) Historical economic trends
2. How does the economic approach differ from other approaches in managerial decision-making?  
(a) It ignores external factors  
(b) It considers only short-term goals  
(c) It emphasizes rational decision-making based on economic principles  
(d) It relies solely on intuition
3. What does the term "marginal cost" refer to?  
(a) Total cost divided by quantity.  
(b) Change in total cost due to a one-unit change in quantity.  
(c) Fixed costs of production  
(d) Average cost multiplied by quantity.
4. Which of the following is an example of an explicit cost in managerial economics?  
(a) The salary of the company's CEO  
(b) The opportunity cost of using company-owned land.  
(c) The value of forgone alternatives  
(d) The depreciation of machinery
5. How do economic and business decisions relate in managerial economics?  
(a) Business decisions are influenced only by legal factors  
(b) Economic theory has no impact on business decisions  
(c) Economic theory provides a foundation for understanding and making business decisions  
(d) Business decisions are unrelated to market conditions
6. What is the function of a production possibility curve?  
(a) To show the trade-off between two goods  
(b) To determine the market demand  
(c) To illustrate the total revenue of a firm  
(d) To calculate the profit margin

7. Which of the following is an example of an external factor affecting demand?  
(a)Consumer preferences (b)Income levels  
(c)Government regulations (d)Price of related goods
8. What is the purpose of a demand curve?  
(a)To show the relationship between price and quantity demanded (b)To display the cost structure of a firm  
(c)To depict the production possibilities of a company (d)To indicate the level of competition in the market
9. What does elasticity of supply measure?  
(a)The responsiveness of quantity supplied to changes in price. (b)The sensitivity of consumer preferences  
(c)The impact of advertising on supply (d)The total quantity available in the market
10. What is the derivation of market demand?  
(a)The sum of individual consumer demands (b)The average of individual consumer demands  
(c)The maximum individual consumer demand (d)The minimum individual consumer demand
11. How can a managerial team use the production function in decision- making?  
(a)To calculate market demand (b)To analyze consumer preferences  
(c)To optimize resource allocation and production levels (d)To determine competitor's strategies
12. In the context of isoquants, what does an isoquant represent?  
(a)Different combinations of inputs that produce the same level of output (b)The relationship between price and quantity demanded  
(c)The level of fixed costs in the production process (d)The elasticity of demand for a product

13. In which market structure does a single seller dominate the market?  
(a) Perfect competition (b) Monopoly  
(c) Oligopoly (d) Monopolistic competition
14. In a competitive market, what condition characterizes market equilibrium?  
(a) Maximum price (b) Excess demand  
(c) Excess supply (d) Supply equals demand
15. In game theory, when players in a strategic interaction reach Nash equilibrium, what does it mean?  
(a) One player dominates others (b) No player has an incentive to unilaterally change their strategy  
(c) All players cooperate for a common goal (d) Players make random decisions
16. In the Prisoner's Dilemma, What is the incentive for each prisoner to betray the other?  
(a) To maximize the total payoff (b) To minimize their own individual punishment  
(c) To ensure cooperation for future interactions (d) To establish trust between them
17. What does the cost function describe in economics?  
(a) The relationship between cost and profit (b) The relationship between cost and output  
(c) The relationship between cost and demand (d) The relationship between cost and revenue
18. How does cost reduction differ from cost control?  
(a) Cost reduction focuses on increasing expenses. (b) Cost control aims to decrease costs, while cost reduction targets specific cost elements.  
(c) Cost reduction and cost control are synonymous. (d) Cost reduction is irrelevant to business decisions.



19. What Characterizes Clerk's theory of dynamic profit?
- (a)Stable market condition
  - (b)Consistent revenue streams
  - (c)Constant innovation
  - (d)Limited competition
20. According to Frank H. Knight, which of the following is a type of profit associated with uncertainty and risk?
- (a)Normal profit
  - (b)Entrepreneurial profit
  - (c)Monopoly profit
  - (d)Economic profit
21. How is risk typically related to the potential return on an investment?
- (a)Low risk is associated with low potential returns
  - (b)High risk is always associated with high potential returns
  - (c)Risk and return are unrelated
  - (d)There is an inverse relationship between risk and potential returns
22. How would you define "Profit" in the business context?
- (a)Revenue minus explicit costs
  - (b)Total revenue
  - (c)Income after tax
  - (d)Revenue minus all costs
23. What is common factor causing inflation?
- (a)Decrease in money supply
  - (b)Increase in demand for goods and services
  - (c)Reduction in production cost
  - (d)High employment rates
24. In the context of a country's balance of payments, a persistent trade deficit implies.
- (a)Increased national savings
  - (b)Strong domestic currency
  - (c)Accumulation of foreign debt
  - (d)Lower unemployment rates

25. How is per capita income calculated?  
(a) Total population divided by GDP  
(b) GDP divided by total population  
(c) Total exports divided by total imports  
(d) Government expenditure divided by total income
26. In recent developments in the Indian economy, which sector has shown significant growth contributing to the GDP?  
(a) Agriculture  
(b) Manufacturing  
(c) Services  
(d) Mining
27. What is the primary objective of antitrust regulations in the context of business?  
(a) Promoting monopolies  
(b) Encouraging collusion among competitions  
(c) Preventing anti-competitive behaviour and promoting fair competition  
(d) Maximizing industry profits
28. What is the primary purpose of measuring concentration in economic context?  
(a) To assess the environment impact of businesses  
(b) To evaluate the level of competition in a market  
(c) To regulate externalities in production  
(d) To determine the ethical practices of companies
29. How is utility analysis helpful in business decision-making?  
(a) It helps in maximizing costs.  
(b) It aids in minimizing total utility.  
(c) It guides in maximizing consumer satisfaction.  
(d) It focuses on increasing fixed costs.
30. What is the Giffen paradox related to in economics?  
(a) The law of demand  
(b) Inferior goods  
(c) Luxury goods  
(d) Elasticity of supply

31. What does cost behaviour refer to in business?  
 (a) Consistency of costs (b) Predictability of costs in relation to business activities  
 (c) Constant increase in costs (d) Ignoring cost variations
32. What is a characteristic of oligopoly in terms of pricing decisions?  
 (a) Firms independently set prices without consideration for rivals (b) Firms follow a standardized pricing strategy  
 (c) Firms coordinate pricing decisions due to interdependence (d) Firms have no control over pricing
33. How does Time Value of Money affect decision-making?  
 (a) It increases the uncertainty of cash flows (b) It emphasizes short-term gains  
 (c) It recognizes the changing value of money over time (d) It ignores inflationary impacts

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the significance of managerial economics.  
 [OR]  
 (b) Explain scarcity, choice and opportunity cost using production possibility curve.
35. (a) Explain law of diminishing marginal utility with its assumptions.  
 [OR]  
 (b) Discuss the concept of elasticity of demand and explain its types.
36. (a) What is the law of supply? Explain determinants of supply as per supply function  
 [OR]  
 (b) Explain the concept of isoquants and its properties in detail
37. (a) What is monopolistic competition market? How is the price determined in this market situation?  
 [OR]  
 (b) What is the relevance of game theory in economics? Explain in detail.
38. (a) Explain the various types of costs that exists in short run and long run.  
 [OR]  
 (b) Briefly explain the relationship among cost, volume and profit.
39. (a) What are the objectives of profit planning.  
 [OR]  
 (b) What are business cycles? How are they relevant for economy?
40. (a) Explain the various methods of computing National Income.  
 [OR]  
 (b) Discuss the measures taken to regulate negative externalities.

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**MBA DEGREE EXAMINATION, MAY 2024  
ONLINE PROGRAMME EXAMINATIONS**

**First Year - First Semester  
Common for MBA(G/FM/LM/T/HRM)**

**QUANTITATIVE TECHNIQUES  
(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. A graph depicting the relationship between the cost per unit produced and the volume in units produced would be an \_\_\_\_\_ model of the real relationship.

(a) Iconic

(b) Analog

(c) Symbolic

(d) Normative versus descriptive

2. A random variable may be \_\_\_\_\_ in nature.

(a) qualitative or quantitative

(b) only qualitative

(c) only quantitative

(d) neither qualitative nor quantitative.

3.  $\frac{d}{dx}(e^x) = \underline{\hspace{2cm}}$ .

(a) 1

(b) 0

(c)  $e^x$ 

(d) -1.

4.  $\int \sin x \, dx = \underline{\hspace{2cm}}$ .

(a)  $\sin x$ (b)  $-\sin x$ (c)  $\cos x$ (d)  $-\cos x$ 

5.  $\frac{d}{dx}\left(\frac{x^{n+1}}{n+1}\right) = \underline{\hspace{2cm}}$ .

(a)  $x^n$ 

(b) 1

(c)  $x^{n+1}$ 

(d) 0

6. When an investigator uses the data which has already been collected by others, such data is called \_\_\_\_\_.
- (a)secondary data (b)Primary data  
(c)qualitative data (d)quantitative data
7. Which one is the true example of primary data from the following options?
- (a)Journal (b)Book  
(c)Census Report (d)Newspaper
8. Two types of research data include \_\_\_\_\_ data
- (a)Recognised and unrecognised (b)Structured and unstructured  
(c)Qualitative and quantitative (d)Organised and processed.
9.  $f(x) = x^2$  is an \_\_\_\_\_ function.
- (a)odd (b)constant  
(c)single (d)even
10. Rational function is of the form \_\_\_\_\_.
- (a) $p=q$  (b) $p*q$   
(c) $p/q$  (d) $p+q$

11. What is the Graphical method, simplex method and transportation method concerned with?
- (a) value analysis (b) queuing theory  
(c) linear programming (d) break even analysis
12. In the Simplex method if in pivot column all the entries are negative or zero when choosing leaving variable then
- (a) Solution is Degenerate (b) Solution is infeasible  
(c) Alternative optima (d) Unbounded
13. If the values of two variables move in the same direction, \_\_\_\_\_
- (a) The correlation is said to be non-linear (b) The correlation is said to be linear  
(c) The correlation is said to be negative (d) The correlation is said to be positive
14. Graphical method is used to solve LPP involving \_\_\_\_\_
- (a) 3 variables (b) 2 variables  
(c) 1 variables (d) more than 2 variables
15. The column, which is introduced in the matrix to balance the rim requirements, is known as \_\_\_\_\_.
- (a) Key column (b) Idle column  
(c) Slack column (d) Dummy Column

16. In the Northwest corner method, the allocations are made

- (a) Starting from the left-hand side top corner
- (b) Starting from the right-hand side top corner
- (c) Starting from the lowest cost cell
- (d) Starting from the lowest requirement and satisfying first

17. Normal distribution is symmetric about \_\_\_\_\_.

- (a) standard deviation
- (b) mean
- (c) covariance
- (d) variance

18. A shape of normal curve is \_\_\_\_\_ shape.

- (a) Bell
- (b) triangular
- (c) rectangular
- (d) circular

19. The Operations research technique which helps in minimizing total waiting and service costs is \_\_\_\_\_.

- (a) Queuing Theory
- (b) Decision Theory
- (c) Both (a) and (b)
- (d) None of the above

20. The total time required to complete all the jobs in a job sequencing problem is known as \_\_\_\_\_.

- (a) processing time
- (b) waiting time
- (c) elapsed time
- (d) idle time

21. The order in which machines are required for completing the jobs is called\_\_\_\_\_.
- (a)machines order (b)job order  
(c)processing order (d)working order
22. The first step in simulation is to\_\_\_\_\_.
- (a)Set up possible courses of action for testing (b)Construct a numerical model  
(c)Validate the model (d)Define the problem
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. Service mechanism in a queuing system is characterized by\_\_\_\_\_.
- (a)server's behaviour (b)customer's behaviour  
(c)customers in the system (d)all of the above
25. A person who leaves the queue by losing his patience to wait is said to be\_\_\_\_\_.
- (a)Reneging (b)Balking  
(c)Jockeying (d)Collusion



26. For a simple queue (M/M/1)  $\rho = \frac{\lambda}{\mu}$  is known as \_\_\_\_\_.

(a)Poisson busy period

(b)Random factor

(c)Traffic intensity

(d)Exponential service factor

27. A type of decision-making environment is \_\_\_\_\_.

(a)certainly

(b)uncertainty

(c)risk

(d)all of these

28. Decision theory is concerned with

(a)methods of arriving at an optimal decision

(b)selecting optimal decision in a sequential manner

(c)analysis of information that is available

(d)all of these

29. \_\_\_\_\_ decisions are those which affect the business in the short run

(a)Tactical

(b)Strategic

(c)Event

(d)The Decision-maker

30. Which of the following criterion is not used for decision-making under uncertainty?

(a)maximin

(b)Maximax

(c)minimax

(d)minimize expected loss

N1091

31. Which of the following criterion is not applicable to decision-making under risk?
- (a) maximize expected return (b) maximize return  
(c) minimize expect regret (d) knowledge of likelihood occurrence of each state of nature
32. The expected value of perfect information (EVPI) is\_\_\_\_\_.
- (a) equal to expected regret of the optimal decision under risk (b) the utility of additional information  
(c) maximum expected opportunity loss (d) none of the above
33. The value of the coefficient of optimism (a) is needed while using the criterion of \_\_\_\_\_.
- (a) equally likely (b) maximin  
(c) realism (d) minimax

PART - B

(7 X 6 = 42)

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

34. (a) Explain Qualitative and Quantitative random variables.

[OR]

(b) Find  $\frac{dy}{dx}$  and  $\left(\frac{dy}{dx}\right)_{x=3}$  for  $y = x^3$

35. (a) Explain the polynomial function.

[OR]

- (b) A person requires 10, 12 and 12 units of chemicals A, B and C respectively for his garden. A liquid product contains 5, 2 and 1 units of A, B and C respectively per jar. A dry product contains 1, 2 and 4 units of A, B, C per carton. If the liquid product sells for ₹ 3 per jar and the dry product sells for ₹2per carton, what should be the number of jars that needs to be purchased, in order to bring down the cost and meet the requirements?

36. (a) Calculate correlation r by Karl Pearson method.

X	1	2	3	4	5	6	7	8	9
Y	9	8	10	12	11	13	14	16	15

[OR]

- (b) Determine an initial basic feasible solution to transportation problem using North West Corner Rule.

	1	2	3	4	supply
A	6	4	1	5	14
B	8	9	2	7	16
C	4	3	6	2	5
Requirement	6	10	15	4	35

37. (a) Discuss the types of probability

[OR]

(b) Explain Poisson distribution

38. (a) Analyze the methodology of operations research

[OR]

(b) Determine the minimize the total elapsed time.

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

39. (a) Explain advantages of simulation

[OR]

(b) A car park contains 5 cars. The arrival of cars is Poisson at a mean rate of 10 per hour. The length of time each car spends in the car park is exponential distribution with mean of 0.5 hours. How many cars are in the car park on an average?

40. (a) What is Laplace criterion?

[OR]

(b) Describe Advantages of Decision Tree.

N1092

COURSE CODE

205421/205521/  
205621/205721/  
205821

**M.B.A. DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**First Year - Second Semester**  
**RESEARCH METHODS**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. Which type of research aims to explore new phenomena, generate theories and understand complex social and business issues?  
  
(a) Descriptive research (b) Exploratory research  
(c) Experimental research (d) Causal research
2. Which of the following is a primary step in social science research?  
  
(a) Preparing the Research Design (b) Developing the Research Hypothesis  
(c) Formulation of research problem (d) Execution of the Project
3. The research is mainly focusing testing theories and hypothesis rather than its practical applicability. It is known as ?  
  
(a) Applied research (b) Pure research  
(c) Action research (d) Participatory research
4. Which of the following is NOT a common survey administration methods?  
  
(a) Face-to-face interviews (b) Online questionnaires  
(c) Telephone interviews (d) Laboratory experiments
5. ....is NOT a characteristic of a well-defined research problem.  
  
(a) Ambiguity (b) Relevance  
(c) Complexity (d) Specificity

N1092

6. ....is an important reason to review the existing literature.
- (a)To make sure you have a long list of references (b)Because without it, you could never reach the required word-count
- (c)To find out what is already known about your area of interest (d)To help in your general studying
7. What does the term 'longitudinal design mean?
- (a)A study completed far away from where the researcher lives. (b)A study which is very long to read.
- (c)A study with two contrasting cases. (d)A study completed over a distinct period of time to map changes in social phenomena
8. .... is/are the conditions in which Type-I error occurs.
- (a)the null hypotheses get accepted even if it is false (b)The null hypotheses get rejected even if it is true
- (c)Both the null hypotheses as well as alternative hypotheses are rejected (d)None of the above
9. An Image, perception or concept that is capable of measurement is called.....
- (a)Scale (b)Hypothesis
- (c)Type (d)Variable
10. Which of the following is a characteristic of a well-constructed hypothesis?
- (a)It is vague and ambiguous. (b)It is based solely on anecdotal evidence.
- (c)It is testable and falsifiable. (d)It cannot be supported or refuted by evidence.

11. Which one is called non-probability sampling?
- (a)Quota sampling  
(c)Systematic sampling
- (b)Cluster sampling  
(d)Stratified random sampling
12. .... is the term used to describe the difference between sample statistics and population parameters.
- (a)Sampling frame  
(c)Sampling error
- (b)Sampling bias  
(d)Population parameter
13. Which technique is generally followed when the population is finite?
- (a)Systematic Sampling Technique  
(c)Area Sampling Technique
- (b)Purposive Sampling Technique  
(d)None of the above
14. What is the sampling unit?
- (a)The population  
(c)All the individual elements of the final sample, drawn together
- (b)The basic unit containing the elements of the population to be sampled  
(d)The method used to collect the sample.
15. ....is a method of collecting primary data in which a number of individuals with a common interest interact with each other.
- (a)Group interview  
(c)direct interview
- (b)depth interview  
(d)focused interview

16. Which data collection tool is most commonly used for collecting quantitative data from a large sample of participants?
- (a) Surveys/questionnaires (b) Interviews  
(c) Observations (d) Focus groups
17. The term used to describe the process of pretesting a questionnaire with a small sample of participants to identify potential issues is .....
- (a) Validation (b) Reliability testing  
(c) Pilot testing (d) Randomization
18. .... is the term used to describe a question that allows participants to provide their own answers without predefined response options.
- (a) Closed-ended question (b) Dichotomous question  
(c) Open-ended question (d) Likert scale question
19. The ..... scale measurement has a natural zero.
- (a) Ratio (b) Nominal  
(c) Ordinal (d) Interval
20. What is the term used to describe a type of scaling where respondents rate items based on their perceived characteristics or attributes?
- (a) Likert scale (b) Guttman scale  
(c) Semantic differential scale (d) Thurstone scale

21. Which of the following techniques is an example of multivariate analysis used to identify underlying patterns of groupings in a dataset with multiple variables?
- (a)Factor Analysis  
(c)One-way ANOVA
- (b)Independent t-test  
(d)Chi-square test for independence
22. ....is the process of assigning numerals or other symbols to the answers.
- (a)Classification  
(c)Editing
- (b)Coding  
(d)Data adjusting
23. Which test is the part of the parametric test?
- (a)Sign Test  
(c)Kruskal-Willis Test
- (b)Run Test for Randomness  
(d)Z-test
24. When is the chi-square test for homogeneity used?
- (a)To compare observed frequencies to expected frequencies  
(c)To test whether proportions are the same across different groups.
- (b)To examine the association between two categorical variables.  
(d)to determine the goodness of fit of observed data to an expected distribution.
25. Which non-parametric test is used to analyze the relationship between two ordinal variables?
- (a)Mann-Whitney U test  
(c)Kruskal-Wallis test
- (b)Spearman's rank correlation  
(d)Wilcoxon signed –rank test



26. Which of the following assumptions is not required for non-parametric tests?
- (a) Normal distribution of the data  
(b) Independence of observations  
(c) Homogeneity of variances  
(d) Continuous measurement scale.
27. Copies of data collection instruments are included in .....
- (a) references  
(b) appendices  
(c) bibliography  
(d) footnotes
28. How does a report writer ensure coherence in the document?
- (a) Including irrelevant information  
(b) Ignoring logical flow  
(c) Using transitional phrases  
(d) Disregarding a clear structure
29. The F-test:
- (a) Is essentially a two-tailed test  
(b) Is essentially a one-tailed test  
(c) Can be one-tailed as well as two-tailed depending on the hypotheses  
(d) Can never be one-tailed test
30. A research problem is feasible only when
- (a) It has utility and relevance  
(b) It is new and adds something to knowledge  
(c) It is researchable  
(d) All of the above

31. Questions in which only two alternatives are possible is called
- (a) Multiple choice questions (b) Dichotomous questions  
(c) Open ended questions (d) Structured questions
32. When one examines the entire population instead of a subgroup of the population, this is called a .....
- (a) Sampling (b) Census  
(c) Population (d) Bias
33. A comprehensive full Report of the research process is called
- (a) Thesis (b) Summary Report  
(c) Abstract (d) Article

PART - B

(7 X 6 = 42)

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

34. (a) Briefly Explain the various steps of Research process.  
[OR]  
(b) State the distinction between Survey and Experimental research.
35. (a) How to identify the objectives of research? Explain.  
[OR]  
(b) Explain the factors affecting Research Design.
36. (a) State the functions and characteristics of hypothesis.  
[OR]  
(b) Explain the different methods of sampling.
37. (a) How to construct a sampling for Infinite population? Explain  
[OR]  
(b) Explain the types and techniques of observation.
38. (a) Explain the various types of Questionnaire.  
[OR]  
(b) Write a short note about pre-testing of data collection tools.
39. (a) Explain Univariate, Bivariate and Multi-variate analysis.  
[OR]  
(b) Explain the test of significance with example.
40. (a) Mention the various guidelines for making valid interpretation.  
[OR]  
(b) Explain the criteria for research findings.

N1093

COURSE CODE

205422/205522/  
205622/205722/  
205822

**M.B.A. DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**First Year - Second Semester**  
**BUSINESS ENVIRONMENT**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. Micro environment factors in business include all of the following EXCEPT:

- (a) Customers (b) Competitors  
(c) Suppliers (d) Government regulations

2. ....are generally considered as controllable factors.

- (a) Internal factors (b) External factors  
(c) Cost of production (d) None of these

3. PESTLE analysis is primarily used for :

- (a) Analyzing competitors in the market (b) Assessing the internal capabilities of a company  
(c) Understanding the external factors influencing a business (d) Identifying consumer preferences and behaviors

4. Which component of PESTLE analysis assesses factors like innovation, automation and research and development?

- (a) Political (b) Economic  
(c) Social (d) Technological

5. Political instability in a country typically leads to :

- (a) Increased investment confidence (b) Higher inflation rates  
(c) Decreased international trade (d) Both b & c

N1093

6. A Government imposing tariffs on imported goods is an example of a political action affecting:
- (a) Consumer behaviour
  - (b) Market competition
  - (c) Supply chain management
  - (d) International trade
7. Monetary policy in India is framed by the .....
- (a) RBI
  - (b) Ministry of Finance
  - (c) Ministry of corporate affairs
  - (d) Planning commission
8. Public Enterprise is defined as .....
- (a) An organization run by joint efforts of Centre and State Governments.
  - (b) An organization which caters to the needs relating to public utilities.
  - (c) An organization in which capital is invested by public.
  - (d) A business organization wholly or partly owned by the state and controlled through a public authority
9. GDP stands for .....
- (a) Gross domestic product
  - (b) General domestic produce
  - (c) Government developmental plan
  - (d) Gross digital promotion
10. Inflationary pressures in an economy are typically accompanied by:
- (a) Decreasing prices of goods and services
  - (b) Stagnant economic growth
  - (c) Rising interest rates
  - (d) Declining consumer demand

11. Which institution plays a crucial role in promoting exports from India by providing financial assistance, export credit insurance, and advisory services?
- (a) Industrial Development Bank of India (IDBI)      (b) Reserve Bank of India (RBI)  
(c) Small Industries Development Bank of India (SIDBI)      (d) Export-Import Bank of India (EXIM Bank)
12. The index representing the top 30 companies listed on the Bombay Stock Exchange (BSE) is known as:
- (a) Nifty      (b) Sensex  
(c) Dow Jones      (d) NASDAQ
13. In the case of direct taxes, the burden directly falls on .....
- (a) Government      (b) Income Tax Department  
(c) Taxpayer      (d) Only businesses
14. The Industrial Policy announced by the Government in the year ..... accepted the fact that foreign investment is essential for modernization, technology upgradation and industrial growth of India.
- (a) 1980      (b) 1991  
(c) 1995      (d) 2000
15. When a group of employees come together to form an organization with the sole purpose of ensuring and securing various benefits for the employees, it is known as .....
- (a) Focus group      (b) Trade Union  
(c) WPM      (d) Quality circle

16. The Employees' State Insurance Act was enacted in the year .....
- (a)1948 (b)1952  
(c)1961 (d)1976
17. The technology life cycle has .....stages.
- (a)3 (b)4  
(c)5 (d)6
18. ....are those costs or expenses that require a cash payment in the current period or during a project.
- (a)out-of-pocket cost (b)opportunity cost  
(c)marginal cost (d)production cost
19. The .....established in 1982 by the GoI, is an institutional mechanism to help promote knowledge based and technology driven enterprises.
- (a)Council of Scientific and Industrial Research (b)Controller General of Patents, Designs and Trademarks  
(CSIR)  
(c)National Science & Technology Entrepreneurship Development Board (NSTEDB) (d)Defense Research and Development Organization  
(DRDO)
20. In the United States, the clean technology industry is largely based in .....
- (a)New York (b)Texas  
(c)Washington (d)Silicon Valley

21. . . . .refers to an economy where the government imposes few or no restrictions and regulations on buyers and sellers.
- (a)Planned economy (b)Command economy  
(c)Monopolistic (d)Free market economy
22. Only . . . . .categories of industries require industrial licensing under the industries (Development and Regulation) Act, 1951 (IDRA).
- (a)4 (b)5  
(c)6 (d)7
23. Which among the following is NOT a renewable form of energy?
- (a)Natural gas (b)Nuclear power  
(c)Solar energy (d)Geothermal
24. . . . .refers to any person who buys any goods for a consideration, which has been paid or promised payment.
- (a)Retailer (b)Seller  
(c)Wholesaler (d)Consumer
25. A fiscal deficit means that the country is . . . . .
- (a)spending less than its income (b)spending more than its income  
(c)not making income (d)saving capital future from the income

26. FEMA stands for .....

- (a) Foreign Exchange Management Act
- (c) Foreign Exports Management Act

- (b) Fiscal Exchange Management Act
- (d) Financial Evaluation & Management Act

27. World Trade Organization is headquartered in .....

- (a) Geneva Switzerland
- (c) Washington, USA

- (b) Munich, Germany
- (d) Moscow, Russia

28. The term ..... is a process of transferring public ownership to the private sector.

- (a) Amalgamation
- (c) disinvestment

- (b) Merger
- (d) Stock split

29. IMF is governed by and accountable to the ..... countries that make up its near-global membership.

- (a) 166
- (c) 189

- (b) 175
- (d) 191

30. .... the first of the five MS is the most significant factor.

- (a) Material
- (c) Machines

- (b) Money
- (d) Man



31. . . . . is a condition of slow economic growth and relatively high unemployment or economic stagnation accompanied by rising prices or inflation.
- (a) deflation (b) stagflation  
(c) disinvestment (d) pandemic
32. Which of the following is a direct tax?
- (a) Value Added Tax (VAT) (b) Goods and Services Tax (GST)  
(c) Corporate Income Tax (d) Excise duty
33. The oldest stock exchange in India is:
- (a) Bombay Stock Exchange (BSE) (b) National Stock Exchange (NSE)  
(c) Calcutta Stock Exchange (CSE) (d) Madras Stock Exchange (MSE)

PART - B

(7 X 6 = 42)

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

34. (a) Explain briefly constituents of business environment.
- [OR]
- (b) State the types of fundamental issues captured in PESTLE
35. (a) Explain the regulative and control functions of government in businesses.
- [OR]
- (b) State the various role of public and private sectors in industrial development.
36. (a) Explain about the Global Trade and Investment environment.
- [OR]
- (b) Explain about stock exchanges and its regulations.
37. (a) Write the Export Import policy of Government.
- [OR]
- (b) Explain about workers participation in management.
38. (a) Write about Technology development phase in the economy.
- [OR]
- (b) Mention the various impacts of Technology in globalization.
39. (a) Write a short note about IDRA and industrial licensing.
- [OR]
- (b) Explain the law on environmental protection.
40. (a) Discuss the facts of liberalization and its impact on business growth.
- [OR]
- (b) Explain the role of world bank in economic development.



N1094

COURSE CODE

205423/205523/  
205623/205723/  
205823

**M.B.A. DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**First Year - Second Semester**  
**BUSINESS LAWS**  
**Common for MBA(G)/FM/LM/T/HRM**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. The Indian Contract Act originally contained .....

(a) 266 sections	(b) 123 sections
(c) 75 sections	(d) 260 sections

2. An agreement is .....

(a) Accepted proposal	(b) Set of promises
(c) Promise	(d) Set of Obligations

3. Contract is an agreement

(a) Defining the legal relationship between parties	(b) Creating legal relationship between parties
(c) Creating and defining legal relationship between parties	(d) Enforcing legal relationship between parties

4. Legal relationship means .....

(a) Lawful relationship	(b) Relationship permissible by law
(c) Legal rights and obligations	(d) All rights and obligations

5. Lawful offer is .....

(a) Promise	(b) Legal relation
(c) Proposal	(d) Presentation

N1094

6. An offer is not different from .....

(a)Advertisement

(b)Price list

(c)Proposal for doing or not doing something

(d)Display of the goods

7. Consideration may not be in the form of .....

(a)Act

(b)Abstinence

(c)Promise

(d)Money

8. Every citizen is at liberty to conduct ..... Temporary text

(a)Any profession

(b)Lawful profession

(c)Business of his choice

(d)Any Business

9. An Insurance contract is.....

(a)Valid

(b)Void

(c)Voidable

(d)Valid for a particular period of time

10. Transaction based on wagering agreement are void.....

(a)In every place throughout the whole country

(b)Only in Jammu and Kashmir

(c)Only in Calcutta

(d)Only in Maharashtra & Gujarat

N1094

11. Quasi – contracts are based on .....
- (a)Surrounding circumstances
  - (b)Naturally created rights and obligation
  - (c)Principal of equity and justice
  - (d)Principal of reasonableness and fairness
12. Contingent Contracts are .....
- (a)always valid
  - (b)may be valid
  - (c)may be voidable
  - (d)may be unenforceable
13. In Novation of contract.....
- (a)Parties of contract remain same
  - (b)Parties may be altogether new
  - (c)One party of old contract and one from new
  - (d)All of these above
14. Rescission occurs under which circumstance.....
- (a)By mutual agreement
  - (b)When contract become illegal
  - (c)When contract is performed by both parties
  - (d)When law declares it as void
15. Material alteration does not involve, change with regard to
- (a)The amount of money to be paid
  - (b)Time of payment
  - (c)Place of payment
  - (d)Correction of error in words and figures

16. Reciprocal promises may be of .....

- (a) Two types
- (c) Three types

- (b) Only one type
- (d) Four types

17. Liabilities in a contract .....

- (a) Can be assigned
- (c) Can be assigned in some situations

- (b) Cannot be assigned
- (d) Can be assigned with the consent of promise

18. "Sale" is also known as .....

- (a) Absolute sale
- (c) Contingent sale

- (b) Conditional sale
- (d) All of the above

19. Appropriation to be legally valid must be .....

- (a) Unconditional
- (c) By mutual consent

- (b) Unintentional
- (d) Both A and C

20. Reservation of right of disposal by seller means .....

- (a) Putting some condition on the buyer
- (c) Not transferring ownership

- (b) Making documents of title in the name of his agent.
- (d) Not giving delivery of goods to the buyer

N1094

21. Delivery of goods may be either .....

(a)Actual

(c)Symbolic

(b)Constructive

(d)All the above

22. Ownership of the goods can be transferred .....

(a)Without making payment of the price

(c)By making payment of price only

(b)Without making delivery of goods

(d)Both A and B

23. Unpaid seller has a right against.....

(a)The goods

(c)The Buyer

(b)The carrier of goods

(d)A and C

24. Right of lien can be exercised by the seller.....

(a)Through the assignee

(c)Through the creditor

(b)Through the employee

(d)only by seller himself

25. Partner is .....

(a)An agent of the firm

(c)Agent as well as principal

(b)Principal to other partners

(d)None of these

N1094

26. The liability of a partner is .....
- (a)Unlimited (b)Limited  
(c)Limited to his share in profit and assets of the firm (d)Limited by guarantee given by him
27. In partnership, there is .....
- (a)Co-ownership (b)Mutual agency  
(c)Fiduciary relation (d)All of these
28. Registration of partnership is .....
- (a)Compulsory by law (b)optional  
(c)obligatory by the circumstances (d)registration of the firm is compulsory for the purpose of income tax
29. Legal effect of registration is .....
- (a)creation of partnership (b)reliable evidence of the existence of the firm  
(c)legal entity of partnership (d)A and C
30. Every partner is subject to the duties .....
- (a)Mandatory duties (b)Duties subject to agreement  
(c)Duties under the provisions of this Act (d)A and B



31. The property of the firm must be used .....
- (a)for mutual benefit of the partner (b)for personal benefits of the partners  
(c)for the purpose of business of the firm (d)A and B
32. Implied authority of a partner is derived from .....
- (a)conduct of parties (b)Law  
(c)Business usage (d)All A, B and C
33. The information Technology Act came into force on .....
- (a)2000 (b)2001  
(c)2002 (d)None of the above

PART - B

(7 X 6 = 42)

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

34. (a) Explain the characteristics of Indian Contract Act.  
[OR]  
(b) Distinguish between acceptance and revocations.
35. (a) Explain the types of consideration.  
[OR]  
(b) Explain the importance of Bailment and pledge
36. (a) Discuss the importance of sales of goods Act 1930.  
[OR]  
(b) Explain the duties and rights of common carriers.
37. (a) Explain the features of Negotiable Instruments Act 1881.  
[OR]  
(b) Write the fundamental principles of Life Insurance.
38. (a) Discuss the objectives of Indian Partnership Act 1932.  
[OR]  
(b) Write the characteristics of Incorporation of companies.
39. (a) Explain the importance of companies Act 1956.  
[OR]  
(b) Write the process of formation of a company.
40. (a) Explain the significance of Information Technology Act 2000.  
[OR]  
(b) Write the salient features of Right to Information Act 2005.

**M.B.A. Degree Examination May 2024**  
**Common for M.B.A. (G)/FM/LM/T/HRM**  
**ONLINE PROGRAMME EXAMINATIONS**  
**First Year Second Semester**  
**MANAGEMENT INFORMATION SYSTEM**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks  
(33 X 1 = 33)

## PART - A

Answer **all** the questions.

1. Information systems that monitor the elementary activities and transactions of the organizations are:  

(a) Management-level system	(b) Operational-level system
(c) Knowledge-level system	(d) Strategic level system
  
2. In an information system which one is not a technology driver for an information system?  

(a) knowledge asset management	(b) networks and the Internet
(c) object technologies	(d) enterprise applications
  
3. In a formal system development process which of the following  

(a) statement of the system users' business requirements	(b) business problem statement.
(c) software and technical hardware solution for the business problem	(d) Specification and technical blueprints for a solution that fulfills the business requirements.
  
4. Which of the following information system supports planning and assessment needs of executive management?  

(a) TPS	(b) DSS
(c) MIS	(d) None of these
  
5. Who have concerned with tactical (short-term) operational problems and decision making ?  

(a) supervisors	(b) mobile managers.
(c) middle managers	(d) executive managers

6. Which of the following application of information is used to scan an organization's environment?
- (a)world wide  
(c)external communication.
- (b)internal communication  
(d)sensing.
7. Management information systems (MIS)
- (a)Development and share documents that support day-today office activities.  
(c)use the transaction data to produce information needed by managers to run the business
- (b)process business transactions (e.g., time cards, payments, orders, ecapture and reproduce the knowledge of an expert problem solver  
(d)none of the above
8. Which one is the organizations Back Bone?
- (a)capital  
(c)management
- (b)employee  
(d)information
9. Which of the following is responsible for the systems development, budget, on-time development and with acceptable quality?
- (a)systems owner  
(c)project manager
- (b)systems designer  
(d)user systems builder
10. In information system Which one is not a business driver?
- (a)security and privacy  
(c)knowledge asset management
- (b)collaboration and partnership  
(d)proliferation of networks and the Internet

11. Short form of AI
- (a)Artificial information (b)Artificial intelligence  
(c)Artificial integration (d)None of the above
12. In which phase of the system development process specifications for a solution that fulfills the business requirements is undertaken and the technical blueprint is developed
- (a)feasibility analysis (b)system design  
(c)system implementation (d)system initiation
13. A university creates a web-based information system that gives access to faculty who can record student grades and advise students, this is an example of a/an CRM.
- (a)ERP (b)extranet  
(c)213 (d)none of the above
14. Using a business performance management software to monitor performance \_\_\_\_\_
- (a)reduces costs (b)adds value  
(c)manages risks (d)create a new opportunity
15. What is the primary outcome of web self-services that is offered by the bank for customers?
- (a)reduces costs (b)manages risks  
(c)adds value (d)creates a new opportunity

16. \_\_\_\_\_ is the general transformation cycle for information?
- (a) data to information to knowledge  
(b) data to knowledge to information  
(c) knowledge to data to information  
(d) information to data to knowledge
17. Which attribute manager require for quality information?
- (a) media  
(b) timeliness  
(c) presentation  
(d) relevance
18. The legal constraints Monitoring by a company which operates under requires review of:
- (a) a company's macro-environment  
(b) a company's micro-environment  
(c) a company's customers  
(d) a company's outputs
19. \_\_\_\_\_ represented an information flow diagram?
- (a) Source  
(b) Entity  
(c) Attribute  
(d) Process
20. The DBA is
- (a) a computer device  
(b) a person  
(c) a communication technique  
(d) All of the above

21. \_\_\_\_\_ is depicted by web blueprint.
- (a)the layout of a website.
  - (b)the layout of an index page.
  - (c)the layout of the home page
  - (d)the layout of an individual web page
22. \_\_\_\_\_ is the collection of UML depicts information systems :
- (a)Objects
  - (b)Processes
  - (c)Entities
  - (d>Data
23. which statement satisfy taxonomy?
- (a)A list of equivalent terms
  - (b)A browsable hierarchy
  - (c)A complex controlled vocabulary showing relationships
  - (d)none of these
24. Which statement is incorrect about XML schemas?
- (a)Schemas provide data-oriented data types
  - (b)They offer more flexibility than DTDs
  - (c)Schemas are defined by XSD tag
  - (d)All XML documents must have a schema
25. \_\_\_\_\_ done in the Credit checking.
- (a)order entry system
  - (b)quotation system
  - (c)order processing system
  - (d)any of the above

26. \_\_\_\_\_ relates to enterprise interoperability?

(a)XML

(b)DFD

(c)Information flow diagram

(d)Entity relationship diagram

27. For a web site, \_\_\_\_\_ is not a type of navigation system.

(a)Local

(b)Regional

(c)National

(d)Global

28. \_\_\_\_\_ is not a part of an acceptable use policy?

(a)Encryption policies

(b)Allowable use of systems

(c)Legal obligations

(d)User responsibilities

29. \_\_\_\_\_ is a part of a static view of information?

(a)Metadata

(b)Logical data model

(c)Data flow model

(d)Information process model

30. Information systems that support the business functions that reach out to suppliers are known as:

(a)decision support systems

(b)expert information systems

(c)back-office information systems

(d)front office information systems

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31. \_\_\_\_\_ not a class information system applications?
- (a)office automation system (b)expert system  
(c)decision support system (d)database management system
32. The transactions flow in business processes to ensure that appropriate checks and approvals are implemented is called:
- (a)procedures or flow control (b)process flow  
(c)work flow (d)process requirements
33. \_\_\_\_\_ is an Example of Open database connectivity (OBDC) tools.
- (a)middleware (b)tool kit  
(c)interfaceware (d)layerware

PART - B

(7 X 6 = 42)

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

34. (a) Explain the components of Information system.  
[OR]  
(b) Explain the Evolution of MIS.
35. (a) Explain the characteristics of MIS.  
[OR]  
(b) Explain the importance of Decision Support System.
36. (a) Discuss the artificial intelligence and expert system in detail.  
[OR]  
(b) Explain the recent developments in information technology.
37. (a) Explain the features of electronic bulletin board systems.  
[OR]  
(b) Write the advantages and disadvantages of communication network.
38. (a) Discuss the MIS for research production.  
[OR]  
(b) Write a short note on ERP Systems.
39. (a) Explain the importance of Electronic Data Inter-change.  
[OR]  
(b) Write the different types of computer system processing.
40. (a) Explain the significance of management information resources and technologies.  
[OR]  
(b) Write the societal challenges of information technology.





N1096

COURSE CODE

205425/205525/

205625/205725/

205825

**M.B.A. DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**First Year - Second Semester**  
**HUMAN RESOURCE MANGEMENT**  
**COMMON FOR MBA(G)/FM/LM/T/HRM**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. QWL is

(a)Quantity of women life

(b)Quality of women life

(c)Quantity of work life

(d)Quality of work life

2. The beginning of pre-industrial era in the evolution of HR is around

(a)1100 AD

(b)700 AD

(c)2000 AD

(d)1400 AD

3. Organizational ..... is used to make the organization competitive.

(a)Restructuring

(b)Mirroring

(c)Monitoring

(d)Behaviour

4. 'Organizational design' deals with .....aspects of organization.

(a)Technical

(b)Structural

(c)Behavioral

(d)Virtual

5. ....is one of the methods of collecting job analysis data.

(a)personal observation

(b)interpersonal observation

(c)experiment

(d)case study

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6. Succession planning was first introduced by.....
- (a)F.W.Taylor (b)Henry Fayol  
(c)Peter Drucker (d)Maslow
7. ....is the process of weeding out the unsuitable candidates.
- (a)selection (b)induction  
(c)orientation (d)placement
8. ....employees tend to be with a firm for a long time.
- (a)Ad-hoc (b)contract  
(c)temporary (d)leased
9. ....is a face-to-face personal appraisal method of evaluating the applicant.
- (a)Experiment (b)Observation  
(c)Case study (d)Interview
10. The interview proves to be almost a universal ....tool
- (a)Training (b)Development  
(c)Selection (d)Job evaluation

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11. ....is a technique by which a new employee is rehabilitated into the changed surroundings of a new company.

(a)Placement

(b)Orientation

(c)Selection

(d)Promotion

12. ....is one of the methods of off-the-job training.

(a)conference

(b)coaching

(c)understudy

(d)Job rotation

13. The .....training purpose to develop awareness and sentiments to one's own and others'' behavioral patterns.

(a)role-play

(b)sensitivity

(c)case study

(d)in-basket

14. ....forms a favorite technique broadens the understanding of several business situations.

(a)case study

(b)vestibule training

(c)coaching

(d)job rotation

15. .... are extra financial motivation.

(a)wage

(b)salary

(c)incentives

(d)fringe benefits

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16. The employees are given freedom to choose how they want part of their remuneration to come to them is .....

- (a)Fringe benefit
- (b)salary
- (c)wages
- (d)flexible salary system

17. Which is not the problem face by employees at the work place?

- (a)interpersonal conflict
- (b)social media threat
- (c)gossip
- (d)bullying

18. ....refers to behavior which is intended to trouble or annoy someone.

- (a)retention
- (b)appraisal
- (c)harassment
- (d)change

19. ....is more reliable and easier under the paired comparison method.

- (a)ranking
- (b)grading
- (c)checklist
- (d)forced choice

20. A set of objectives on descriptive statements about the employee and his behaviours is.....

- (a)ranking
- (b)graphic rating
- (c)checklist
- (d)grading

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21. ....equity refers to equity shares offered to the company's employees on favourable terms.
- (a)sweat (b)sweep  
(c)street (d)spot
22. There is no increase in the employee's pay as a result of promotion is .....promotion.
- (a)limited (b)dry  
(c)multiple chain (d)basic
23. ....benefit is given to the dependents of an employee dies in an industrial accident.
- (a)funeral (b)sickness  
(c)dependent (d)disablement
24. The workmen's compensation act was established by the government in the year .....
- (a)1948 (b)1956  
(c)1923 (d)1976
25. .... is a mutual give and take method of arriving at the settlement of dispute.
- (a)trade unionism (b)collective bargaining  
(c)arbitration (d)counseling

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26. The code of discipline adopted by Indian labour conference in .....
- (a)1957 (b)1923  
(c)1948 (d)1956
27. ....research gives a complete understanding of human behavior in the context of organizations.
- (a)training (b)personnel  
(c)payroll (d)health
28. Data recorded in electronic mode is called as .....
- (a)E- record (b)Information system  
(c)Manual record (d)personnel record
29. ....is used widely to check the organizational performance in the management of human resources.
- (a)HR accounting (b)HR audit  
(c)HR management (d)HR development
30. The ..... may average from 30 per cent to 50 per cent of the basic salary.
- (a)incentives (b)reward  
(c)bonus (d)benefit

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31. Result oriented appraisal is also called .....
- (a)BARS (b)MBO  
(c)Assessment centers (d)360\* appraisal
32. ....is a process by which the employee is downgraded and sent to a lower position.
- (a)promotion (b)separation  
(c)transfer (d)demotion
33. When an employee leaves the company on his own accord, it is known as .....separation.
- (a)voluntary (b)involuntary  
(c)forced (d)coerced

PART - B

(7 X 6 = 42)

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

34. (a) Explain the evolution of Human Resource Management.
- [OR]  
(b) Discribe the challenges faced in HRM.
35. (a) Explain the process of Human Resource planning.
- [OR]  
(b) Explain the roles and responsibilities of HR department.
36. (a) Explain common Interview mistakes and computer aided interview.
- [OR]  
(b) Elucidate training methods for operatives and supervisors.
37. (a) Explain on-the-job and off-the-job development techniques.
- [OR]  
(b) Write a short note on Bonus, Incentives and Fringe Benefits.
38. (a) Explain Employment Retention strategies for production and service industry.
- [OR]  
(b) Explain elaborately on Job Evaluation methods.
39. (a) Write a note on sweat equity, labour attrition.
- [OR]  
(b) Describe statutory and non-statutory benefits of employees.
40. (a) Discuss the Dismissals and workers participation in management.
- [OR]  
(b) Explain the scope and importance of personnel research and personnel audit.



N1097

COURSE CODE

205431/205531/

205631/205731/

205831

**M.B.A. DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**Second Year - Third Semester**  
**MARKETING MANAGEMENT**  
**Common for MBA(G)/FM/LM/T/HRM**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. How does successful marketing create jobs?  
(a)By raising the standard of living  
(b)By encouraging conspicuous consumption  
(c)By increasing brand equity  
(d)By building demand for product and services
2. In the four flows in a modern exchange economy, what do sellers receive from buyers in addition to money?  
(a)Legal rights  
(b)Legal releases  
(c)Intangible resources  
(d)Information
3. \_\_\_\_\_ Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.  
(a)Marketing  
(b)Knowledge  
(c)Operations  
(d)Strategic
4. \_\_\_\_\_ is the ability to meet each customer's requirements by preparing products on a mass basis but then individually finalizing the product for each customer, along with corresponding services, programs, and communications.  
(a)Strategic targeting  
(b)Customer focus  
(c)Tactical targeting  
(d)Mass customization
5. Which of these is considered the ultimate level of targeting?  
(a)The one-to-one approach  
(b)Mass marketing  
(c)Mass customization  
(d)Personalized service

N1097

6. Identifying the metrics underlying the performance of a given business unit is a key aspect of \_\_\_\_\_
- (a) itemizing corporate report cards (b) planning products  
(c) managing brands (d) developing portfolio models
7. Which of the following terms can be defined as "the shared experiences, stories, beliefs, and norms that characterize an organization"?
- (a) organizational dynamics (b) a business mission  
(c) an ethical/value statement (d) corporate culture
8. A person's "pattern of living in the world" refers to his or her \_\_\_\_\_
- (a) attitude (b) consumer behaviors  
(c) lifestyle (d) belief system
9. A person's \_\_\_\_\_ consist(s) of all the people who have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.
- (a) subculture (b) family  
(c) social class (d) reference groups
10. Tracking the movement of visitors through a website is an example of \_\_\_\_\_ research.
- (a) focus group (b) survey  
(c) observational (d) behavioral

N1097

11. Marketing research that seeks to quantify demand is considered \_\_\_\_\_
- (a)Descriptive (b)Prescriptive  
(c)Exploratory (d)Narrative
12. The extraordinary look of Jaguar automobiles relates to the \_\_\_\_ element of product design.
- (a)form (b)style  
(c)customization (d)performance quality
13. \_\_\_\_\_ is a very data-driven approach with three phases: observation, ideation, and implementation.
- (a)Product design (b)Brainstorming  
(c)Design thinking (d)Engineering
14. Increased competition leads to price decrease, increasing public awareness, and sales volume increase significantly are the characteristics of \_\_\_\_\_ in PLC.
- (a)Mature Stage (b)Decline Stage  
(c)Growth Stage (d)Market Introduction Stage
15. More calls to the same customer, alternate marketing, and surrogate marketing all can be done in case of \_\_\_\_\_
- (a)Commercialization (b)Market Penetration  
(c)Business Analysis (d)Adapting

N1097

16. \_\_\_\_\_ price refers to what the consumers feel the product should cost.
- (a)Fair (b)Typical  
(c)Usual discounted (d)List
17. Which of the following is the first step in setting a pricing policy?
- (a)Selecting a pricing method (b)Selecting the pricing objective  
(c)Determining demand (d)Estimating cost
18. Companies that believe higher sales volume leads to lower unit costs and higher long-run profits are attempting to \_\_\_\_\_.
- (a)maximize their market share (b)skim the market  
(c)become a product-quality leader (d)merely survive in the market
19. What class of intermediaries operate between manufacturers and industrial customers in B2B markets?
- (a)Industrial distributors (b)Wholesalers  
(c)Retailers (d)Rack jobbers
20. Which of the following allows a firm to maintain control over service level and obtain more dedicated and knowledgeable selling?
- (a)Selective distribution (b)Intensive distribution  
(c)Push strategy (d)Exclusive distribution

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21. Which of the following channel alternatives is most suited to handle complex products and transactions?
- (a)Sales forces (b)The internet  
(c)Dealers (d)Telemarketers
22. An intensive distribution strategy serves well for \_\_\_\_\_
- (a)premium cars (b)commercial trucks  
(c)private label products (d)soft drinks
23. Which component of sales force compensation is designed to provide income stability?
- (a)The fixed amount (b)The variable amount  
(c)Recognition (d)Expense allowances
24. Sales reps who coordinate communication and fruitful contact between people in the buying and selling organizations can be thought of as \_\_\_\_\_
- (a)order arrangers (b)missionary salespeople  
(c)account managers (d)team sellers
25. A sales force that doesn't visit customer locations and works via online and telephone communication is a (n) \_\_\_\_\_ sales force.
- (a)captive (b)inside  
(c)passive (d)interactive

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26. Which of the following is an advantage of using newspapers as an advertising medium?
- (a) Long life span  
(b) High reproduction quality  
(c) Huge "pass-along" audience  
(d) Good local market coverage
27. Which of the following is a disadvantage of using television as an advertising medium?
- (a) High relative cost  
(b) Low audience attention  
(c) Lack of reach among audience  
(d) High audience selectivity
28. Individual webpages or clusters of pages that function as supplements to a primary website are \_\_\_\_\_
- (a) search engine optimization  
(b) pay-per-click ads  
(c) delimiters  
(d) microsites
29. Individual webpages or clusters of pages that function as supplements to a primary website are \_\_\_\_\_.
- (a) search engine optimization  
(b) pay-per-click ads  
(c) delimiters  
(d) microsites
30. The term \_\_\_\_\_ refers to the use of a popular online figure to promote a product, service, or brand within his or her social media feed.
- (a) influencer marketing  
(b) celebrity endorsement  
(c) social commerce  
(d) e-commerce

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31. Strictly speaking, influencer marketing can be viewed as a mix of \_\_\_\_\_ and paid endorsement that takes place in the context of social media.
- (a)entertainment (b)advertising  
(c)publicity (d)press relations
32. When a firm looks for new users in groups that have never used its current products, it is using the \_\_\_\_\_ strategy.
- (a)market-development (b)market-penetration  
(c)geographical-expansion (d)product development
33. As a market follower strategy, the \_\_\_\_\_ emulates the leader's products, name, and packaging, with slight variations.
- (a)counterfeiter (b)cloner  
(c)imitator (d)adapter

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the scope and functions of modern marketing management.
- [OR]
- (b) Explain the 7Ps of Marketing Mix with apt illustrations.
35. (a) Enumerate the concept of customization with special reference to Banking and Financial Services industry. Give suitable examples.
- [OR]
- (b) Discuss in detail about the importance of buyer behaviour and its determinants.
36. (a) Write a detailed note about demand forecasting and its techniques.
- [OR]
- (b) Discuss the stages involved in product planning and development.
37. (a) What do you mean by product positioning? Explain the concept of diversification in detail.
- [OR]
- (b) Discuss the procedures in setting a pricing method with apt examples.
38. (a) Define strategic alliances. Explain the cost reduction through this strategy.
- [OR]
- (b) Explain the process of conflict management in a marketing channel.
39. (a) Discuss the different methods of training the Salesforce of an organization.
- [OR]
- (b) Explain the significance and challenges of Direct Marketing.
40. (a) Discuss any two methods of sales promotion with its merits and limitations.

[OR]

(b) Define Data Warehouse. Explain its importance and applications in a business scenario.

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N1098

COURSE CODE

205432/205532/

205632/205732/

205832

**M.B.A. DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**Second Year - Third Semester**  
**FINANCIAL MANAGEMENT**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

- Which of the following is not among the daily activity of financial management?  
(a) Sale of shares and bonds  
(b) Credit management  
(c) Inventory management  
(d) The receipt and disbursement of funds
- Traditional approach confines finance function only to -----funds  
(a) Raising  
(b) Mobilizing  
(c) Utilizing  
(d) Financing
- Leasing of machinery can be categorized as  
(a) Fixed asset  
(b) Financing decision  
(c) Investment decision  
(d) Budgeting decision
- Finance function comprises  
(a) Safe custody of funds only  
(b) Expending funds only  
(c) Procurement of funds only  
(d) Procurement and effective use of funds
- The future value of the rupee that you invest today is  
(a) More than a rupee  
(b) Equal to rupee  
(c) Less than a rupee  
(d) none of the above

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6. The decision to acquire a new and modern plant to upgrade an old one is called
- (a)Financing decision (b)Investment decision  
(c)Capital decision (d)None of these
7. The price of bonds will decrease if an interest rate
- (a)Rises (b)Equals  
(c)Declines (d)None of these
8. Long term source are...
- (a)Retained earnings (b)Share capital  
(c)Debenture (d)All of the above
9. What is the main function if SEBI?
- (a)Regulate the Indian capital market (b)Grant loans  
(c)Provide Credit facilities (d)Discounting of bills
10. The capital market is organized in India by?
- (a)RBI (b)NABARD  
(c)SEBI (d)IRDA

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11. The company's cost of capital...
- (a) Leverages
  - (b) Hurdle rate
  - (c) Risk rate
  - (d) Return rate
12. The cost of retained earnings is equal to.
- (a) Cost of equity
  - (b) Cost of debt
  - (c) Cost of bank loan
  - (d) Cost of term loan
13. A firm should select the capital structure that
- (a) Maximize the value of the firm
  - (b) Minimize taxes
  - (c) Is fully unlevered
  - (d) None of these
14. Operating leverage works when....
- (a) Sales increase
  - (b) Sales decrease
  - (c) Both A and B
  - (d) None of the above
15. Depreciation is included in cost in case of
- (a) Payback period methods
  - (b) NPV method
  - (c) Accounting rate method
  - (d) IRR method

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16. Savings in respect of a cost is treated in capital budgeting as
- (a) An inflow (b) Nil  
(c) An out flow (d) None of the above
17. The following is the method for adjustment of risks.
- (a) Risk-adjusted discounting rate (b) Risk equivalence coefficient method  
(c) Both (a) and (b) (d) None of these
18. Which of the following is not an Application Areas of Modelling & Simulation?
- (a) Military applications (b) Designing semiconductors  
(c) Food industry (d) Telecommunications.
19. The gross working capital is a \_\_\_\_\_ concern concept
- (a) Going concern (b) Money measurement  
(c) Revenue concept (d) Cost concept
20. Insufficient working capital results in
- (a) Block of cash (b) Losing interest  
(c) Lack of Production (d) Lack of smooth flow of production

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21. Which of the following related to receivable management?
- (a)Cash budget (b)Ageing schedule  
(c)EOQ (d)All of the above
22. Valuation inventory dealt with in..
- (a)AS1 (b)AS2  
(c)AS3 (d)AS4
23. Which of the following is not shown in cash budget?
- (a)Proposed issue of capital (b)Interest on loan  
(c)Loan repayment (d)Depreciation
24. Which of the following accounts is most liquid?
- (a)Land (b)Inventory  
(c)Building (d)Account receivables
25. According to the \_\_\_\_\_ model, the dividend decision is irrelevant
- (a)MM (b)Walter  
(c)Gorden (d)XY

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26. Walter model of dividend policy assumes that
- (a) The firms offer an increasing amount of dividend per share at a given level of price per share
  - (b) The firm has a finite life
  - (c) The cost of capital of the firm is variable
  - (d) Equal to current assets plus current liabilities including bank borrowings
27. ....dividends promise to pay shareholders at future date
- (a) Scrip
  - (b) Stock
  - (c) Cash
  - (d) Property
28. Which of the following is not a type of dividend payment?
- (a) Bonus issue
  - (b) Share split
  - (c) Rights issue
  - (d) Both A and B
29. In order to calculate WACC, weights may be based on...
- (a) Market values
  - (b) Book values
  - (c) Target values
  - (d) All of the above
30. The formula for EBIT =
- (a) Sales – variable cost
  - (b) Contribution – fixed cost
  - (c) Sales – fixed cost
  - (d) All of the above

N1098

31. Which of the following is not an element of credit policy?
- (a)Credit terms (b)Cash discount terms  
(c)Collection policy (d)Sales price
32. The cheapest source of finance is...
- (a)Debenture (b)Equity shares  
(c)Retained earnings (d)Preference shares
33. Cost of issuing new shares to the public is called
- (a)Cost of equity (b)Cost of capital  
(c)Floatation cost (d)Marginal cost of capital

PART - B

(7 X 6 = 42)

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

34. (a) Explain the objectives of Financial Management
- [OR]
- (b) What are the tax incentives for entrepreneurship?
35. (a) Explain the discounting technique of adjusting for time value of money.
- [OR]
- (b) What are different types of debentures?
36. (a) List out the SEBI guidelines for book building.
- [OR]
- (b) What do you meant by weighted average cost of capital? Explain its significance.
37. (a) Describe the traditional approach to capital structure.
- [OR]
- (b) Discuss briefly the NPV method of evaluation of projects.
38. (a) Briefly explain the pros and cons of simulation analysis.
- [OR]
- (b) Explain briefly the sources of working capital.
39. (a) What are the objectives of maintaining receivables?
- [OR]
- (b) Explain the Baumol model of cash management.
40. (a) Explain the Modigliani – Miller hypothesis of dividend irrelevance.
- [OR]
- (b) Discuss the Walter model of share valuation Vis - a -Vis dividend policy.

N1113

COURSE CODE

205443B2 /

205644

**MBA DEGREE EXAMINATION, MAY 2024**  
**Common for MBA(G) /LM**  
**ONLINE PROGRAMME EXAMINATIONS**  
**Second Year - Third Semester**  
**LOGISTICS MARKETING AND TECHNOLOGY**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. ----- is not a part of basic systems of codifications  
(a)Alphabetical system (b)Numerical system  
(c)Colour coding system (d)None of the above
2. ----- and physical distribution are the two major operations of logistics  
(a)Supply Chain Management (b)Materials Management  
(c)Logistics Management (d)None of the above
3. Which of the following is not a component of 4PL?  
(a)Control Room (b)Resource Providers  
(c)Information (d)Recycling
4. Logistics management is an ----- part of the business and its success.  
(a)Minimal (b)Integral  
(c)Unrelated (d)None of the above
5. Which of the following is not a part of supply Chain Management System?  
(a)Supplier (b)Manufacturer  
(c)Information flow (d)Competitor

N1113



6. ----- includes design and administration of systems to control the flow of materials, WIP and finished inventory to support business unit strategy.

(a)Logistics Management

(b)Logistics Management

(c)Bill of Materials

(d)None of the above

7. ----- is the time that elapses between issuing replenishment order and receiving the material in stores.

(a)Replenishment time

(b)Load time

(c)Idle time

(d)None of the above

8. ----- is the task of buying goods of right quality in the right quantities at the right time and of the right price.

(a)Supplying

(b)Purchasing

(c)Scrutinizing

(d)None of the above

9. ----- is the provision of service to customers before during and after a purchase.

(a)Customer service

(b)Product Management

(c)Purchase Management

(d)None of the above

10. Buying according to the requirements is called

(a)Seasonal Buying

(b)Hand to mouth buying

(c)Scheduled buying

(d)Tender buying

N1113

11. The objective of independent business function stage is -----
- (a)Core competency  
(c)Cost reduction
- (b)Maximization of profitable by more expenses  
(d)Maximization of profit by sales volume
12. ----- is not a part of basic systems of codifications
- (a)Numerical system  
(c)Alphabetical system
- (b)Colour coding system  
(d)None of the above
13. Place utility is created by
- (a)Logistics function  
(c)Procurement function
- (b)Distribution function  
(d)Operation function
14. EDI stands for
- (a)Electronic Distribution Intermediary  
(c)Electronic Data Interface
- (b)Electronic Documentation Interchange  
(d)Electronic Data Interchange
15. OBO stands for ----- carriers
- (a)Ore Bulk Oil  
(c)Over Bulk Order
- (b)On Bulk Order  
(d)Ore Bulk Order

16. ---- is not an activity in the generic value chain of Logistics

- (a)Supply chain Management
- (c)Operators

- (b)Human Resource Management
- (d)Marketing & Sales

17. Form utility is created by

- (a)Logistics function
- (c)Operation function

- (b)Procurement function
- (d)Distribution function

18. Just in time (JIT) is a practice originally followed in

- (a)America
- (c)Japan

- (b)China
- (d)Britain

19. VLCC stands for

- (a)Very large closed container
- (c)Very large crude carrier

- (b)Very large closed carrier
- (d)Very large crude container

20. The document that is used for the MTO is

- (a)ARE
- (c)CTD

- (b)GR
- (d)Bill of lading

N1113

21. The first liner company was formed in

(a)1825

(b)1835

(c)1837

(d)1840

22. The department in the shipping company that ensures the seaworthiness

(a)Husbandary department

(b)Finance department

(c)Technical department

(d)Operating department

23. The department that aims to maximize the economic employment of the ship is

(a)Husbandary department

(b)Finance department

(c)Technical department

(d)Operating department

24. The UN convention on liner code emphasis the right of any country to develop its own merchant shipping fleet to carry ----- of its own foreign trade.

(a)10%

(b)20%

(c)30%

(d)40%

25. The stability of liner freight rates extends for a period of not less than

(a)6 Months

(b)12 Months

(c)15 Months

(d)18 Months

N1113

26. General notice of any increase in rate of freight should not be less than

- (a) 60 days
- (b) 120 days
- (c) 150 days
- (d) 180 days

27. The document that is used to differentiate liner operations from tramp operation is

- (a) Bill of entry
- (b) Bill of entry
- (c) Letter of credit
- (d) Shipping bill

28. The document that is used in imports and not in exports is

- (a) Bill of entry
- (b) Charter party
- (c) Letter of credit
- (d) Shipping bill

29. ITIC stands for

- (a) Indian trade intermediaries co-operation
- (b) Indian trade intermediaries corporation
- (c) Indian trade intermediaries club
- (d) Indian transport intermediaries club

30. Indian companies including ship agents can operate as MTS on obtaining license form

- (a) The ministry of commerce
- (b) The chamber of commerce
- (c) The DGFT
- (d) The DG of shipping

N1113

31. The document that is used for the MTO is
- (a) Bill of lading (b) CTD  
(c) ARE (d) GR
32. The freight broker's duty of acting for the actual ship owner in finding cargo for the vessel is
- (a) Chartering duty (b) Sale and purchase  
(c) Owner broker (d) Cabling broker
33. The freight broker's duty of communicating with other international markets is
- (a) Chartering duty (b) Sale and purchase  
(c) Owner broker (d) Cabling broker

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the nature and scope of marketing environment and systems
- [OR]
- (b) What are the key strategic decision and design elements that must be considered in the service process planning?
35. (a) Discuss the comparison between differentiated and undifferentiated marketing.
- [OR]
- (b) Discuss the role of networking with suppliers, whole sellers and industries
36. (a) Discuss the key elements of warehousing operation
- [OR]
- (b) Discuss the new product pricing strategy
37. (a) What is an innovative product offering ? Discuss.
- [OR]
- (b) Discuss the BCH product portfolio concept and use
38. (a) Discuss the impact of price change on competitors pricing strategy
- [OR]
- (b) Why organization need advertisement? What are the different types of advertisements.
39. (a) What are the key rules to remember to allocate budget for promotional expenses?
- [OR]
- (b) What are the key supply chain management software? Discuss their role and importance.
40. (a) Discuss the key advances in shipping and flight technology.
- [OR]
- (b) Discuss the nature and scope of ISO 9000.



N1120

COURSE CODE

205633

**M.B.A. DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**Second Year - Third Semester**  
**MODERN LOGISTICS OPERATIONS**  
**MBA(Logistics Management)**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. .... and physical distribution are the two major operations of logistics.  

(a)Supply Chain Management	(b)Materials Management
(c)Logistics Management	(d)None of the above
  
2. Which of the following is not a component of 4PL?  

(a)Control Room (Intelligence)	(b)Resource Providers
(c)Information	(d)Recycling
  
3. The warehousing function that combines the logistical flow of several small shipments to a specific market area is  

(a)Break bulk function	(b)Operational function
(c)Stockpiling function	(d)Consolidation function
  
4. The transportation system that is an outcome of the combination of air and roadways is  

(a)Transship	(b)Airtruck
(c)Piggyback	(d)Fishyback
  
5. Which of the following models is used to calculate the timing of the inventory order?  

(a)Economic order quantity model	(b)Fixed order quantity model
(c)Reorder point model	(d)Fixed order inventory model

N1120



6. The type of inventory method that comprises more number of accounting transactions is known as .....
- (a)Periodic inventory method (b)Perpetual inventory system  
(c)Finished goods inventory method (d)Fixed order period inventory system
7. The warehousing function that combines the logistical flow of several small shipments to a specific market area is
- (a)Break bulk function (b)Operational function  
(c)Stockpiling function (d)Consolidation function
8. The transportation model coordinated between railways and roadways is
- (a)Transship (b)Airtruck  
(c)Piggyback (d)Fishyback
9. Normally the maximum period for which packing credit advances are made is
- (a)90 days (b)135 days  
(c)180 days (d)360 days
10. A pre-shipment advance is not expected to be adjusted by
- (a)Proceeds of export bill (b)Export incentives  
(c)Post-shipment finance (d)Local funds

11. Mate's Receipt is issued by .....

(a) Customs

(b) Captain of the Ship

(c) Importer

(d) Inspection agency

12. The CHA is also known as .....

(a) C & F agent

(b) Consignor

(c) Customs official

(d) Shipping company

13. The following incoterm cannot be used for contracts providing for transportation of goods by sea

(a) CFR

(b) DDP

(c) DES

(d) DEQ

14. The incoterm providing or least responsibility to seller is

(a) EXW

(b) DDP

(c) FOB

(d) CIF

15. Which unit is used for the measurement of an insertion loss?

(a) Neper

(b) Weber

(c) Ohm

(d) Watt

N1120

16. ....and physical distribution are the two major operations of logistics.

(a)Supply Chain Management

(b)Materials Management

(c)Logistics Management

(d)None of the above

17. Logistics grew from the .....function of supplying troops in the field.

(a)Airforce

(b)Military

(c)Commerce

(d)Distribution

18. The logistics is derived from the .....word.

(a)Greek

(b)Latin

(c)Spanish

(d)American

19. The initial stage of the supply chain process is the .....

(a)Sourcing Stage

(b)Organizing Stage

(c)Planning Stage

(d)Directing Stage

20. The term supply chain management was first coined by .....

(a)Frankel & Paulraj

(b)Peter Drucker

(c)Keith Oliver

(d)Philip Kotler

N1120

21. EDI stands for

- (a)Electronic Data Interface
- (c)Electronic Distribution Intermediary

- (b)Electronic Data Interchange
- (d)Electronic Documentation Interchange

22. The objective of independent business function stage is

- (a)Cost reduction
- (c)Core competency

- (b)Maximisation of profit by sales volume
- (d)Maximisation of profitable sales volume and cost reduction

23. Which of the following is not a component of 4 PL?

- (a)Control room
- (c)Information

- (b)Resource providers
- (d)Recycling

24. .... includes design and administration of systems to control the flow of materials, WIP and finished inventory to support business unit strategy.

- (a)Logistics Management
- (c)Bill of Materials

- (b)Materials Management
- (d)Distribution Management

25. ....refers to supply chain practices that strive to reduce energy and environmental footprints in terms of freight distribution.

- (a)Inbound Logistics
- (c)Outbound Logistics

- (b)Green Logistics
- (d)SCM

N1120

26. The data Warehouse is.....

- (a)Read only
- (c)Read write only

- (b)Write only
- (d)None

27. ....describes the data contained in the data warehouse.

- (a)Relational data
- (c)Metadata

- (b)Operational data
- (d)Informational data

28. Place utility is created by.....

- (a)Logistics function
- (c)Procurement function

- (b)Distribution function
- (d)Operation function

29. ....is not an activity in the generic value chain of logistics

- (a)Supply chain management
- (c)Operations

- (b)Human Resource Management
- (d)Marketing & sales

30. VLCC stands for .....

- (a)Very large closed container
- (c)Very large crude carrier

- (b)Very large closed carrier
- (d)Very large crude container

N1120

31. Which of the following do not form part of duty drawback scheme?
- (a) Refund of excise duties (b) Refund of customs duties  
(c) Refund of export duties (d) Refund of income dock charges at the port of shipment
32. Which one of the following is not a document related to fulfill the customs formalities
- (a) Shipping bill (b) Export license  
(c) Import License (d) Proforma invoice
33. The document that is used for the MTO is .....
- (a) ARE (b) GR  
(c) CTD (d) Bill of lading

PART - B

(7 X 6 = 42)

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

34. (a) Logistics as interface function of Demand Forecasting – Discuss.  
[OR]  
(b) Write note on Tracking Inward Shipment.
35. (a) Briefly explain about consignment.  
[OR]  
(b) What is Vendor Managed Inventory (VMI)? List out its key features.
36. (a) What is FCL and LCL in shipping terms?  
[OR]  
(b) Discuss briefly about Stock Level Management.
37. (a) What are the documents used for import logistics?  
[OR]  
(b) Explain the different types of terminal Networks.
38. (a) Discuss about the role of call centers in logistics.  
[OR]  
(b) Why is Business Process Analysis important for logistic management?
39. (a) Examine the various salient features of International Supply Chain Management.  
[OR]  
(b) Enumerate the need of Life Cycle Logistics for projects and products.
40. (a) What are the different characteristics of Logistics Information Systems?  
[OR]  
(b) Write a short note on “Reverse Logistics.

**MBA DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**Second Year - Third Semester**  
**PACKING AND PACKAGING MANAGEMENT**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. In the history of packaging of the food industry, which among these was never a material of packaging?  
(a) Bakelite (b) Pottery and vases  
(c) Iron and tin plated steel (d) None of the mentioned
2. Which of the given reasons, is NOT a valid reason for packaging of food items?  
(a) Security and portion control (b) Marketing and convenience  
(c) Protection and information transmission (d) None of the mentioned
3. Statement 1: Secondary packaging is outside the primary packaging, so as to group the primarily packed objects.  
Statement 2: Packaging can be arbitrarily classified into Primary, Secondary and Tertiary Packaging.  
(a) True, False (b) True, True  
(c) False, False (d) False, True
4. Which of the following is incorrect?  
(a) Packages designed for uniform shipping cannot be loaded into mixed shipping (b) Waste prevention is the most sought after option and disposal, the least sought after  
(c) Shrink wraps is one of the forms of packing used (d) None of the mentioned
5. Which of the following is a must in food labeling?  
(a) Name (b) Standard Specification  
(c) Place of Origin (d) All of the mentioned

6. Statement 1: 'Use by' date is mentioned for perishable items and 'Best before' date is used to indicate when the item starts decaying/getting spoilt.

Statement 2: Instruction of use need not be necessary unless it is not obvious how to be used.

(a) True, False

(b) True, True

(c) False, False

(d) False, True

7. Which of the following need not be in the same vision of field?

(a) Product name

(b) Quantity

(c) Date mark

(d) Place of Origin

8. It is legal for a label to say – 'this product cures xyz disease'.

(a) True

(b) False

(c) False and True

(d) True and False

9. Food Authenticity means \_\_\_\_\_

(a) The food should match the description

(b) The food should taste good

(c) It should be cheap

(d) None of the mentioned

10. Which of the following is a form of mis-description?

(a) Incorrect Origin

(b) Incorrect Quantitative Description

(c) Extending the food

(d) All of the mentioned

N1121



11. which of the following is the quality certification mark for agricultural produce?
- (a)BIS (b)AGMARK  
(c)ISO 2000 (d)ISI
12. Name the branding practice wherein several related products with the same brand name are advertised using the same advertisement
- (a)Umbrella Branding (b)Ingredient Branding  
(c)Salience Branding (d)Co-Branding
13. A unique symbol that is part of a brand is referred to as
- (a)Brand name (b)Brand mark  
(c)Logo (d)Patent
14. The verbal part of a brand. The part that can be spoken or written is known as
- (a)Brand name (b)Brand mark  
(c)Logo (d)Patent
15. Branding of product
- (a)makes it more saleable (b)differentiates it from other products in the market  
(c)make it more attractive for customer (d)gives customer rebate on MRP

16. the strategy to ensure the purchase of new product or high quality product by the customer is called
- (a)core sales (b)upgrading  
(c)full – line sales (d)product – line sales
17. \_\_\_\_\_ involves consistent repurchases and preferences for specific brands.
- (a)Brand Loyalty (b)Brand image  
(c)Brand personality (d)Brand recall
18. when two separate companies or two divisions within the same company agree to place both of their respective brands on a particular product or enterprise, this arrangement is termed as:
- (a)Differential Branding (b)Cobranding  
(c)Dual Branding (d)Both Cobranding and Dual Branding
19. which of the following is used to pack carbonated soft drinks?
- (a)HDPE (b)PET  
(c)PS (d)PVC
20. Which of the following is used to pack fried snack foods?
- (a)LDPE (b)PET  
(c)PS (d)PVC

21. Which of the following is used for packaging of milk in pouches?
- (a) Polyvinyl  
(c) Polyethylene
- (b) Polyethylene Terephthalate  
(d) Polyester
22. which of the following materials is used in packaging yoghurt in cups?
- (a) Low Density Polyethylene  
(c) Polyvinyl Chloride
- (b) Polystyrene  
(d) High density Polyethylene
23. which of the following is used for primary packaging of butter?
- (a) Oiled Paper  
(c) Wax Paper
- (b) Kraft Paper  
(d) Parchment Paper
24. which of the following material is used as a primary package in biscuits?
- (a) PE  
(c) PVC
- (b) LDPE  
(d) BOPP
25. Tetrapak has \_\_\_\_\_ layers.
- (a) 4  
(c) 6
- (b) 5  
(d) 7

26. which of the following metal is not used in food packaging?

(a)Aluminum

(b)Iron

(c)Tin

(d)Chromium

27. Steel and aluminium are primary materials for metal packaging.

(a)True

(b)False

(c)True& False

(d)False & True

28. \_\_\_\_\_ is used as protective layer for steel.

(a)Chromium

(b)Aluminum

(c)Boron

(d)Iron

29. A metal can is a \_\_\_\_\_ package.

(a)Primary

(b)Secondary

(c)tertiary

(d)quaternary

30. Addition of \_\_\_\_\_ to aluminium improves fluidity.

(a)vanadium

(b)silicon

(c)manganese

(d)copper

N1121

31. In which year was Food Safety and Standards act enacted?

- (a)2005 (b)2000  
(c)2006 (d)2011

32. BIS gives process specific certification.

- (a)True (b)False  
(c)True& False (d)False & True

33. Which of the following is the correct expansion of FDA?

- (a)Food and Drug Affiliation (b)Food and Drug Administration  
(c)Food and Drug Abuse (d)Food and Drug Authority

PART - B

(7 X 6 = 42)

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

34. (a) Explain the Functions of packaging?

[OR]

(b) Describe in detail about the test of packaging.

35. (a) What are the types of packaging?

[OR]

(b) Write a short note on:

a. Identification codes

b. Barcodes

c. Electronic data interchange.

36. (a) Explain the procedure of food packaging.

[OR]

(b) What are the considerations for packing?

37. (a) Explain about the package design considerations.

[OR]

(b) Write about the Merits and demerits of Sustainable packaging.

38. (a) What are the various materials used for packaging?

[OR]

(b) Explain the difference between packaging cost vs product cost.

39. (a) Explain scientific packaging.

[OR]

(b) What are the technology trends in packaging industry.

40. (a) Discuss Logistics Automation.

[OR]

(b) Explain the concept of verification and validation.

N1121

N1122

COURSE CODE

205635

**M.B.A. (LM) DEGREE EXAMINATION,  
MAY 2024 ONLINE PROGRAMME  
EXAMINATIONS  
Second Year - Third Semester  
RAIL ROAD LOGISTICS  
(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. The transportation model coordinated between railways and roadways
  - (a) Transship
  - (b) Airtruck
  - (c) Piggyback
  - (d) Fishyback
  
2. The transportation system that is an outcome of the combination of air and roadways is
  - (a) Transship
  - (b) Airtruck
  - (c) Piggyback
  - (d) Fishyback
  
3. Booking of shipping space in advance is helpful to an exporter in
  - (a) Saving in freight charges
  - (b) Availing bank finance
  - (c) Getting priority on inland movement of cargo by all
  - (d) None of the above
  
4. A mate's receipt is
  - (a) A draft bill of lading
  - (b) A substitute bill of lading
  - (c) Bill of lading evidencing goods carried on deck
  - (d) None of the above
  
5. Packaging performs two functions.....and logistics
  - (a) Distribution
  - (b) Store keeping
  - (c) Material handling
  - (d) Marketing

N1122

6. The outcome of the independent business function era was

(a) Aggressive preaching skill

(b) Price-based competition

(c) Customer value and harmonious relation

(d) Increased productivity, profitability and market share

7. The outcome of limited integrated business function was

(a) Aggressive preaching skill

(b) Price-based competition

(c) Customer value and harmonious relation

(d) Increased productivity, profitability and market share

8. The outcome of internally integrated business function was

(a) Aggressive preaching skill

(b) Price-based competition

(c) Customer value and harmonious relation

(d) Increased productivity, profitability and market share

9. The outcome of externally integrated business function was

(a) Aggressive preaching skill

(b) Price-based competition

(c) Customer value and harmonious relation

(d) Increased productivity, profitability and market share

10. The period of existence of independent business function was

(a) till 1950s

(b) 1960s to 1970s

(c) 1980s

(d) 1990s

N1122



11. The non-logistical component of logistics mission
- (a) Reflect the vision of top management
  - (b) Deal with basic services required for delivering of goods
  - (c) Refers to the value-added services offered
  - (d) Reflects the ability of firm to exploit market
12. The following transport document is acceptable under a letter of credit
- (a) House airway bill
  - (b) House bill of lading
  - (c) Warehouse receipt
  - (d) Tramp bill of lading
13. Freight to pay bill of lading is acceptable if
- (a) The contract term is CIF
  - (b) The contract term is CFR
  - (c) The contract term is FOB
  - (d) Goods are carried by a foreign vessel
14. A transferable credit can be transferred
- (a) Once
  - (b) Twice
  - (c) Twice
  - (d) Any number of times
15. When goods are sent to an agent of an exporter in the importing country, the method of payment adopted is
- (a) Open account
  - (b) Letter of credit
  - (c) Consignment sale
  - (d) Document against acceptance

N1122

16. The best form of method of payment for an importer would be

- (a) Advance remittance
- (b) Letter of credit
- (c) Documents against payment
- (d) Open account

17. The internal process leads to

- (a) Supply uncertainty
- (b) Supply uncertainty
- (c) Demand uncertainty
- (d) Production uncertainty

18. The flow of information that facilitates operational activities if

- (a) Forward information flow
- (b) Backward information flow
- (c) Upward information flow
- (d) Downward information flow

19. The port that handles mainly coal traffic is

- (a) Kandla
- (b) Cochin
- (c) New Mangalore
- (d) Tuticorin

20. Freight to pay bill of lading is acceptable if

- (a) The contract term is CIF
- (b) The contract term is CFR
- (c) The contract term is FOB
- (d) Goods are carried by a foreign vessel

N1122

21. The warehousing function that combines the logistical flow of several small shipments to a specific market area is
- (a) Break bulk function  
(b) Operational function  
(c) Stockpiling function  
(d) Consolidation function
22. The largest National Highway in India is
- (a) NH3  
(b) NH7  
(c) NH4  
(d) NH32
23. R.R is the abbreviation of
- (a) Railway receipt  
(b) Railways risk  
(c) Road receipt  
(d) None of these
24. Booking of shipping space in advance is helpful to an exporter in
- (a) Saving in freight charges  
(b) Availing bank finance  
(c) Getting priority on inland movement of cargo by all  
(d) None of the above
25. A mate's receipt is
- (a) A draft bill of lading  
(b) A substitute bill of lading  
(c) Bill of lading evidencing goods carried on deck  
(d) None of the above

26. According to the Multimodal Transportation of Goods Act, a multimodal transport document cannot be

- (a) A bearer instrument
- (b) An order instrument
- (c) A non-negotiable instrument
- (d) None of the above

27. The following incoterm cannot be used for contracts providing for transportation of goods by sea

- (a) CFR
- (b) DDP
- (c) DES
- (d) DEQ

28. The incoterm providing or least responsibility to seller is

- (a) EXW
- (b) DDP
- (c) FOB
- (d) CIF

29. The group of incoterms under which the seller's responsibility is to obtain freight paid transport document for the main carriage is

- (a) E terms
- (b) C terms
- (c) C terms
- (d) F terms

30. Packaging performs two function.....and logistics

- (a) Distribution
- (b) Store keeping
- (c) Material handling
- (d) Marketing

N1122

31. The outcome of the independent business function era was

- (a) Aggressive preaching skill (b) Price-based competition  
(c) Customer value and harmonious relation (d) Increased productivity, profitability and market share

32. The outcome of limited integrated business function was

- (a) Aggressive preaching skill (b) Price-based competition  
(c) Customer value and harmonious relation (d) Increased productivity, profitability and market share

33. The outcome of internally integrated business function was

- (a) Aggressive preaching skill (b) Price-based competition  
(c) Customer value and harmonious relation (d) Increased productivity, profitability and market share

PART - B

(7 X 6 = 42)

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

34. (a) Explain the concept of Transportation in Logistics

[OR]

(b) Identify the different characteristics of transport logistics.

35. (a) Discuss the advances in logistics Transportation.

[OR]

(b) Describe in detail the various components of cargo and distance ranges segments.

36. (a) Write a note on the Cargo Consolidation.

[OR]

(b) Discuss the Freight determinants of cargo in Railways.

37. (a) Analyse and briefly discuss the roadways and logistics.

[OR]

(b) Explain problems and prospects of Interstate logistics by Road.

38. (a) Discuss the factors affecting outsourcing fleets of technology.

[OR]

(b) Explain the concept of Freight Consolidation.

39. (a) Discuss the Co-ordination among supply chain partners

[OR]

(b) Discuss the differences between print advertising and digital advertising.

40. (a) Explain the role of National Highways and the Toll Highways

[OR]

(b) Discuss the difference between Cargo and Road Logistics.

N1123

COURSE CODE

205641

**MBA DEGREE EXAMINATION, MAY 2024**  
**MBA(Logistics Management)**  
**ONLINE PROGRAMME EXAMINATIONS**  
**Second Year - Fourth Semester**  
**WAREHOUSING MANAGEMENT**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

(33 X 1 = 33)

PART - A

Answer **all** the questions.

1. What is the primary function of a warehouse?
  - (a)Product manufacturing
  - (b)Product distribution
  - (c)Product marketing
  - (d)Product sales
  
2. Which of the following is not a typical warehouse function?
  - (a)Inventory management
  - (b)Order fulfilment
  - (c)Quality control
  - (d)Advertising and promotion
  
3. Which of the following is an essential task in warehouse operations?
  - (a)Sales forecasting
  - (b)Employee trainging
  - (c)Product design
  - (d)Market research
  
4. What is the primary purpose of storage in a warhouse?
  - (a)Maximizing floor space utilization
  - (b)Facilitating easy access to products
  - (c)Minimizing employee workolad
  - (d)Streamlining order fulfilment
  
5. Which of the following is not a common storage method in a warehours?
  - (a)Block stacking
  - (b)Randomized placement
  - (c)Racking systems
  - (d)Bin shelving

N1123

6. Which type of warehouse is designed to store goods for a short period before they are transported to the next destination?
- (a) Distribution warehouse  
(b) Cold storage warehouse  
(c) Bonded warehouse  
(d) Fulfillment centre
7. Which type of warehouse is specialized in storing products that require controlled temperature conditions?
- (a) Distribution centre  
(b) Cross-docking warehouse  
(c) Bulk storage warehouse  
(d) Cold storage warehouse
8. A warehouse that provides temporary storage for imported goods under customs control without paying duties is known as:
- (a) Distribution centre  
(b) Cross-docking warehouse  
(c) Bonded warehouse  
(d) Public warehouse
9. Distribution warehouses are primarily focused on:
- (a) Long-term storage of goods  
(b) Manufacturing processes  
(c) Efficient distribution of goods  
(d) Cold storage of perishable items
10. Distribution warehouses are typically located:
- (a) Near manufacturing facilities  
(b) In rural areas  
(c) Close to customer markets  
(d) Away from transportation hubs

N1123

11. The main objective of a distribution warehouse is to:
- (a) Maximize storage capacity
  - (b) Minimize transportation costs
  - (c) Optimize inventory turnover
  - (d) Increase manufacturing efficiency
12. Break bulk warehouses are designed to handle:
- (a) Bulk quantities of goods
  - (b) Perishable goods
  - (c) Hazardous materials
  - (d) Individual items or small quantities of goods
13. The primary purpose of break bulk warehouses is to:
- (a) Store goods for long periods of time
  - (b) Consolidate and redistribute goods
  - (c) Store bulk commodities
  - (d) Facilitate direct-to-consumer shipping
14. Break bulk warehouses are commonly used in industries such as:
- (a) Agriculture and farming
  - (b) Manufacturing and production
  - (c) Retail and e-commerce
  - (d) Oil and gas exploration
15. Which of the following is a primary goal of internal operations in a company?
- (a) Maximizing shareholder wealth
  - (b) Minimizing employee turnover
  - (c) Reducing operational costs
  - (d) Enhancing brand reputation

N1123



16. Lean manufacturing focuses on:

- (a) Maximizing production output
- (c) Increasing employee morale

- (b) Minimizing waste and improving efficiency
- (d) Expanding market share

17. The main objective of supply chain management is to:

- (a) Optimize production efficiency
- (c) Reduce transportation costs

- (b) Maximize customer loyalty
- (d) Coordinate activities across the entire supply chain

18. Which equipment is commonly used for lifting and moving heavy palletized loads in a warehouse?

- (a) Forklift
- (c) Pallet jack

- (b) Conveyor belt
- (d) Automated guided vehicle (AGV)

19. Which equipment is used for organizing and storing goods on multiple levels within a warehouse?

- (a) Shelving racks
- (c) Automated storage and retrieval system (AS/RS)

- (b) Pallet racks
- (d) Mezzanine floors

20. Which equipment is used for transporting goods within a warehouse by utilizing a network of belts or rollers?

- (a) Forklift
- (c) Pallet jack

- (b) Conveyor belt
- (d) Reach truck

N1123

21. Which of the following is NOT a type of platform truck or industrial cart?
- (a) Hand pallet truck  
(b) Platform trolley  
(c) Towable cart  
(d) Reach stacker
22. Platform trucks and industrial carts are commonly used in industries such as:
- (a) Construction and heavy machinery  
(b) Retail and e-commerce  
(c) Food and beverage processing  
(d) Healthcare and pharmaceuticals
23. Platform trucks and industrial carts are primarily used for:
- (a) Material handling and transportation within a warehouse  
(b) Storing and organizing goods on shelves  
(c) Lifting heavy machinery and equipment  
(d) Sorting and packing orders for shipment
24. Which of the following material storage systems utilizes vertical space by stacking goods directly on top of each other?
- (a) Pallet racking  
(b) Shelving  
(c) Mezzanine floors  
(d) AS/RS (Automated Storage and Retrieval System)
25. Which material storage system is commonly used for storing small parts or items in bins or containers?
- (a) Pallet racking  
(b) Shelving  
(c) Mezzanine floors  
(d) Carousel storage system

N1123

26. Which material storage system involves storing goods in specialized containers that are transported along a track or rail system?
- (a) Pallet racking  
(b) Shelving  
(c) Mezzanine floors  
(d) Carousel storage system
27. Which of the following is a primary goal of inventory management?
- (a) Maximizing sales revenue  
(b) Minimizing order processing time  
(c) Reducing carrying costs  
(d) Expanding product offering
28. ABC analysis categorizes inventory items based on:
- (a) Purchase price of the items  
(b) Physical size or weight of the items  
(c) Demand patterns or value of the items  
(d) Age or shelf life of the items
29. Which of the following is a commonly used method for inventory classification?
- (a) ABC analysis  
(b) FIFO analysis  
(c) LIFO analysis  
(d) EOQ analysis
30. ABC analysis classifies inventory items based on:
- (a) Purchase price of the items  
(b) Physical size or weight of the items  
(c) Demand patterns or value of the items  
(d) Shelf life or expiration date of the items

N1123

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

PART - B

(7 X 6 = 42)

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

34. (a) What is warehousing? State the importance of warehousing.  
[OR]  
(b) What is the role of store keeper for maintaining in warehouse?
35. (a) Explain handling, Transporting and storage of ISO containers  
[OR]  
(b) State the types of warehouses
36. (a) What is the value added services provided in warehouses?  
[OR]  
(b) What are the characteristics of ideal warehouses?
37. (a) Explain the measures and metrics of warehouse operations  
[OR]  
(b) What are the material handling equipment and systems adopted in warehousing?
38. (a) Write notes on (a) Platform trucks carts (b) Industrial scales (c) Pallet Trucks.  
[OR]  
(b) Explain the material storage systems.
39. (a) What is the need and functions of inventory management?  
[OR]  
(b) Write notes on (a) ABC (b) VED (c) FSN.
40. (a) How importance of warehouse documentations for maintaining the good warehouse?  
[OR]  
(b) Define warehouse structure Draw the skeleton of structure



N1124

COURSE CODE

205642

**MBA DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**Second Year - Fourth Semester**  
**MARITIME LOGISTICS AND DOCUMENTATION**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. The logistics is derived from the \_\_\_\_\_ word.  
(a)Greek (b)Latin  
(c)Spanish (d)American
2. The goal of logistics is  
(a)to achieve a target level of customer service at lowest possible cost. (b)to achieve a targeted level of customer service.  
(c)increase in the market share. (d)All of the above.
3. In the product life cycle, the emphasis in marketing mix during decline stage is  
(a)Distribution (b)Promotion  
(c)Price (d)Cost reduction
4. The concept of logistics has been systematically divided into  
(a)2 phases (b)3 phases  
(c)4 phases (d)5 phases
5. EDI stands for  
(a)Electronic Data Interface. (b)Electronic Data Interchange.  
(c)Electronic Distribution Intermediary. (d)Electronic Documentation Interchange.

N1124

6. Form utility is created by
- (a) Operation function.
  - (b) Logistics function.
  - (c) Procurement function.
  - (d) Distribution function.
7. The strategic component of logistical mission
- (a) reflect the vision of top management.
  - (b) deal with basic services required for delivering of goods.
  - (c) refers to the value-added services offered.
  - (d) reflects the ability of firm to exploit market.
8. HRM is \_\_\_\_\_ in the generic value chain of logistics.
- (a) a support activity.
  - (b) a primary activity.
  - (c) not an activity.
  - (d) the only activity.
9. Just in time is a practice followed in
- (a) Japan
  - (b) America
  - (c) Britain
  - (d) China
10. The diesel power was introduced in the
- (a) 1910s
  - (b) 1920s
  - (c) 1930s
  - (d) 1940s

11. VLCC is

- (a) Very large crude container.
- (c) Very large closed container.

- (b) Very large crude carrier.
- (d) Very large closed carrier.

12. The route that helps trade between Western North America and Eastern Asia and that between North America and Australia is

- (a) The Cape route.
- (c) The Panama route.

- (b) The South Atlantic route.
- (d) The North Pacific route.

13. The first liner company was formed in

- (a) 1825
- (c) 1837

- (b) 1835
- (d) 1840

14. The department that aims to maximize the economic employment of the ship is

- (a) husbandry department.
- (c) technical department.

- (b) finance department.
- (d) operating department.

15. The document that is used to differentiate liner operations from tramp operations is

- (a) bill of entry.
- (c) letter of credit.

- (b) charter party.
- (d) shipping bill.

N1124



16. ITIC stands for

- (a) Indian trade intermediaries co-operation.
- (c) Indian trade intermediaries club.

- (b) Indian trade intermediaries corporation.
- (d) Indian transport intermediaries club.

17. The document that is used for the MTO is

- (a) Bill of lading.
- (c) ARE

- (b) CTD
- (d) GR

18. The intermediary who commonly works for imports is

- (a) shipping agent.
- (c) freight intermediary.

- (b) freight broker.
- (d) clearing house broker.

19. The leading Mazdoor is assisted by

- (a) Tindal.
- (c) Signal man.

- (b) Winch driver.
- (d) Mazdoor.

20. The term used for loading or unloading of heavy cargo is

- (a) Rigging
- (c) Carnage

- (b) Slinging
- (d) Forced discharge

N1124

21. The tidal port is

(a)Kandla

(c)New Mangalore

(b)Cochin

(d)Tuticorin

22. The port which was formerly called Nhava Sheva is

(a)New Mangalore

(c)JNPT

(b)Marmugao

(d)Vizhag

23. The container vessels were formerly called

(a)Vessels

(c)Vanships

(b)Trucks

(d)Ships

24. OTL stands for

(a)Over time lock.

(c)One time lease.

(b)One time lock.

(d)On time landed.

25. A specific place for a ship in harbour is called

(a)Berth

(c)Board

(b)Dock

(d)Wharf

N1124

26. The international tanker nominal freight scale Association Ltd is located in

- (a) London
- (c) Australia

- (b) New York
- (d) Germany

27. Contract of affreightment is the term used for the carriage of goods by

- (a) Air
- (c) Road

- (b) Sea
- (d) Rail

28. Unreliability of vendors leads to

- (a) Production uncertainty.
- (c) Demand uncertainty.

- (b) Process uncertainty.
- (d) Supply uncertainty.

29. The warehouses located near the port is

- (a) Field warehouse.
- (c) Bonded warehouse.

- (b) Buffer storage warehouse.
- (d) Export and import warehouse.

30. A mate's receipt is

- (a) A draft bill of lading.
- (c) Bill of lading evidencing goods carried on deck.

- (b) A substitute bill of lading.
- (d) None of the above

N1124

31. Packaging performs two functions. \_\_\_\_\_ and logistics.

(a)Distribution

(b)Store keeping

(c)Material handling

(d)Marketing

32. The non -logistical component of logistics mission

(a)reflect the vision of top management.

(b)deal with basic services required for delivering of goods.

(c)refers to the value-added services offered.

(d)reflects the ability of firm to exploit market.

33. An advantage of a channel of distribution over selling direct to consumers is that each channel member plays a \_\_\_\_\_ in the channel.

(a)time-saving part.

(b)disciplinary role.

(c)specialized role.

(d)informational role.

PART - B

(7 X 6 = 42)

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

34. (a) What is maritime logistics? Write the objectives and importance?

[OR]

(b) What are the characteristics of shipping transport in Business sea routes?

35. (a) Enumerate the formation and functions of IMO.

[OR]

(b) Explain the types of carters.

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

[OR]

(b) Explain functions of services clearing and forwarding agents.

37. (a) Explain of types of port present in India.

[OR]

(b) Explain the maritime insurance in India

38. (a) What are the procedures of obtaining cargo insurance?

[OR]

(b) Describe the various factors influencing the choice of a shipping service.

39. (a) Analyse the significance of high quality services, transparency and tracking in shipping.

[OR]

(b) What is the different purpose that documents services in international trade?

40. (a) Explain the types of Letter of credit in India

[OR]

(b) Analyse the significance of export credit insurance



N1125

COURSE CODE

205643

**MBA DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**Second Year - Fourth Semester**  
**AIR CARGO LOGISTICS**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. How many Air traffic Geography?

- (a)1 (b)2  
(c)3 (d)4

2. All commercial aircraft fall into \_\_\_ categories

- (a)1 (b)2  
(c)3 (d)4

3. An upper part of fuselage called

- (a)compartment (b)bulk  
(c)cabin (d)overhead bin

4. Aircraft equipment which is used to contain baggage, cargo and mail before loading in the aircraft compartment called

- (a)Unit Load Devices (ULDs) (b)Unit system  
(c)Bulk (d)Compartment

5. Loading equipment used to load cargo from/to between ground level and main deck level called

- (a)Bulk Loader (b)FMC  
(c)Lower Deck Loader (d)Main Deck Loader

N1125

6. ICAO stand for?

- (a)International Cargo Agent Operator
- (b)International Company Airlines Organization
- (c)International Civil Aviation Organization
- (d)International Customs Aviation Organization

7. Which of the following functions apply to a IATA cargo agent?

- (a)Charges the Customer the published airline air freight rates.
- (b)Assume responsibility beyond delivering the shipment to the Airline
- (c)Deliver direct shipment to the carrying airline
- (d)Both A & C

8. The document covering the transportation of the total consolidation is called?

- (a)House Air Waybill
- (b)Master Air Waybill
- (c)Consolidation Manifest
- (d)Cargo label for Consolidation

9. The agent who split the shipment at destination is referred to as a:

- (a)Cargo Agent
- (b)Consolidator
- (c)Break Bulk Agent
- (d)Freight Forwarder

10. Which one of the following statements describes a shipment in bond?

- (a)A shipment that is ready for carriage.
- (b)A shipment that has been cleared through Customs.
- (c)A shipment on which import duty has been paid.
- (d)A shipment on which export duty has not been paid

N1125

11. Which of the following models is an example of conventional, narrow-body aircraft?
- (a)A310 (b)DC10  
(c)MD11 (d)A318
12. Which of the following statement about a cargo door is false?
- (a)It may serve one or two cargo compartments (b)It opens only inward  
(c)It opens either outwards or inwards (d)A lower deck cargo door is located on the aircraft's right side
13. Which are the three functional areas of a cargo terminal?
- (a)Export, Import and interline/Transshipment (b)Warehouse, security, Customs  
(c)Landside, airside, Customs (d)Export, Import, warehouse
14. When can a consignment be considered as "Ready for Carriage"?
- (a)When all documentary procedures have been completed and the cargo has been screened. (b)When all documentary procedures have been completed and all physical checks performed.  
(c)When all documentary procedures have been completed and security check performed. (d)When all documentary procedures have been completed and dimension of the packages have been checked against the air waybill
15. Which of the following is an example of a direct cargo related services?
- (a)Cargo storage (b)Packaging  
(c)Maintenance (d)Public transport

N1125



16. Who must sign the air waybill as to become a valid contract?
- (a) Shipper or an agent acting on his behalf (b) Carrier or an authorized cargo agent  
(c) Both a & b (d) None of the above
17. The air waybill is a non-negotiable document. What does this indicate?
- (a) The Air Waybill represents the value of merchandise entered in the waybill (b) The Air Waybill must be endorsed by the party accepting the goods.  
(c) The Air Waybill can be used as a means of payment without a bank acting as intermediate. (d) The Air Waybill is a contract for transportation only
18. Temporary text
- (a) IATA was formed in the year? (b) 1940  
(c) 1950 (d) 1919
19. The Headquarters of ICAO is situated in?
- (a) Paris, France (b) Montreal, Canada  
(c) London, United Kingdom (d) Mexico
20. Membership in FIATA is?
- (a) Limited to National Freight forwarders Associations. (b) Limited to national freight forwarders and freight forwarding firms  
(c) Limited to freight forward firms (d) Open to Customs and firms specializing in warehousing, trucking and brokerage services

N1125

21. Which of the following is not a service provided by IATA Cargo Agent?
- (a)Fills out necessary documents prior to air transportation  
 (b)Prepare airline document, i.e. complete Air Waybill including charges  
 (c)Ensure that packaging certificates and declarations are in compliance with government and IATA regulations  
 (d)Check that export and import licenses are in order and comply fully with Government regulations
22. Which of the following statements about the rights and obligations of IATA Cargo Agent is False?
- (a)IATA Cargo Agents receives a commission from IATA Airlines on export cargo  
 (b)IATA Cargo Agent must present shipments to the Airlines “Read for carriage”  
 (c)IATA Cargo Agent have the option of either settling accounts using CASS in countries where it is available or through the traditional method  
 (d)IATA Cargo agent can lose their registration for repeated late payment of freight accounts
23. \_\_\_\_\_ is the method of sorting, transporting and distributing products in unitized or standardized form in a container.
- (a)Cold chain logistics  
 (b)ICD  
 (c)Containerization  
 (d)DFC
24. cost is directly proportional to the volume of activity.
- (a)Fixed  
 (b)Variable  
 (c)Joint  
 (d)Common
25. When did cargo planes evolve?
- (a)1880s  
 (b)1890s  
 (c)1920s  
 (d)1930s

26. How much did air cargo demand grow in 2018 YOY, measured in freight tonne kilometers (FTKs)

(a)-3.5%

(b)1%

(c)3.5%

(d)5%

27. Jet planes flying in the sky leave a \_\_\_\_\_ trail behind them

(a)Black

(b)Blue

(c)White

(d)Grey

28. Privately owned aircrafts are called \_\_\_\_\_

(a)Air taxies

(b)Chartered flights

(c)Scheduled Flights

(d)None of the above

29. The Place of ticket issuance and sales are in the COC of travel is \_\_\_\_\_

(a)SITI

(b)SITO

(c)SOTI

(d)SOTO

30. The airlines which does not operate according to a regular time table is known as \_\_\_\_\_

(a)Scheduled flights

(b)Chartered flights

(c)Air Taxies

(d)Connection Flights

N1125

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

PART - B

(7 X 6 = 42)

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

34. (a) Write down the factors influencing growth in Air-logistics.
- [OR]
- (b) “Air transportation as a means of conquering time and space” – Discuss.
35. (a) Write a note on Route scheduling. How is it used for air cargo logistics?
- [OR]
- (b) What is the scenario of competition with other modes? Explain.
36. (a) Write a brief note on oversized freight.
- [OR]
- (b) Explain the procedure of air craft loading.
37. (a) Write the mail acceptance procedure of AV7 and AV8 papers.
- [OR]
- (b) Write a brief note on (i) Export packing list (ii) Import license
38. (a) What are the types of Air-way bills?
- [OR]
- (b) Write the procedure of bill of entry and cancellation of shipments.
39. (a) Explain the air craft loading procedure for unit load devices.
- [OR]
- (b) Explain the term: (i) charges collect shipments and (ii) prepaid shipments.
40. (a) What are the functions of IATA?
- [OR]
- (b) What are the functions performed by ACAAI?

N1126

COURSE CODE

205645

**MBA DEGREE EXAMINATION, MAY 2024  
ONLINE PROGRAMME EXAMINATIONS**

**Second Year - Fourth Semester**

**GROWTH MANAGEMENT**

**MBA(Logistics Management)**

**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Team members should be \_\_\_\_\_ to the ideas of others.  
(a) Group work (b) Open  
(c) Combine work (d) None of the above
2. Sharing of Information and ideas can build a strong \_\_\_\_\_  
(a) Team (b) Team work  
(c) Combine work (d) None of the above
3. Poor Communication can be a beginning of \_\_\_\_\_  
(a) Conflict (b) Work  
(c) Team (d) None of these
4. Communication is a \_\_\_\_\_  
(a) One-way process (b) Two-way process  
(c) Three-way process (d) Four -way process
5. Growth management refers to strategies used by government agencies at all levels to help guide  
(a) the type, intensity, location, and timing of new development. (b) the type, location, timing  
(c) None of these (d) the type, timing needed, rational views

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6. The main purpose of a TOWS is to

- (a) Reduce threats, take advantage of opportunities, exploit strengths, and remove weaknesses  
(b) Reduce weakness, take advantage of opportunities, exploit strengths, and remove threats.  
(c) Increase Strength, take advantage of opportunities and remove threats.  
(d) None of these

7. Kaizen is a \_\_\_\_

- (a) Continuous improvement  
(b) Non-Continuous improvement  
(c) Fast Improvement  
(d) Slow Improvement

8. \_\_\_\_\_ deals with appointing of people and placing them in job.

- (a) HRM  
(b) Recruitment  
(c) Staffing  
(d) Placement

9. Which is not the domain in securing growth?

- (a) Product & Brand domain  
(b) Assets & Capacity domain  
(c) Share & Knowledge domain  
(d) Network & Relationship domain

10. Blue ocean strategy in the sequence of

- (a) Buyer utility, price, cost, and adoption.  
(b) Buyer utility, price, loss and adoption.  
(c) Buyer response, price, loss and adoption.  
(d) All the Above

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11. McKinsey 7s model was developed in \_\_\_\_\_

(a)1990s

(b)1980s

(c)1970s

(d)1960s

12. The person who receives the message is called \_\_\_\_\_

(a)Sender

(b)Receiver

(c)Encoding

(d)Decoding

13. What is another name for horizontal growth?

(a)Lateral integration

(b)bilateral integrate

(c)Non lateral integration

(d)None of the above

14. Which one is the radical Innovation?

(a)Netflix

(b)Amazon web services

(c)Google

(d)All the Above

15. Write the full form of M4G \_\_\_\_\_

(a)Mentor for growth

(b)Mission for growth

(c)Missile for growth

(d)Member for growth

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16. Letters, Circulars, memos, Bulletin, Manuals, reports are examples of \_\_\_\_\_
- (a) Oral communication (b) Written communication  
(c) Gestural communication (d) Sideward communication
17. The problems in communication channels is known as \_\_\_\_\_
- (a) Organizational barriers (b) Mechanical barriers  
(c) Personal barriers (d) Semantic barriers
18. Decision making helps in the smooth function of the \_\_\_\_\_
- (a) Business (b) Staffing  
(c) Organization (d) Planning
19. Michael Porter developed his Generic Strategies in the year \_\_\_\_\_
- (a) 1985 (b) 1986  
(c) 1984 (d) 1981
20. Which one is related to building up the growth sinews \_\_\_\_\_
- (a) Firmware, software (b) Fine ware, software  
(c) Hardware (d) Both B&C



21. How an executive interprets facts and events in accordance with beliefs and assumptions is Best described by his \_\_\_\_\_
- (a) Managerial Philosophy  
(c) Administrative acumen
- (b) Executive profile  
(d) Leadership style
22. A growth strategy is an \_\_\_\_\_ for overcoming current and future challenges to realize its goals for expansion.
- (a) Organization's plan  
(c) Dimensional plan
- (b) Geographic plan  
(d) None of the above
23. What is a good development plan for an employee?
- (a) Improve their skills  
(c) Gain confidence in their roles.
- (b) Refine their knowledge  
(d) All of the above
24. Vertical growth is considered to be a \_\_\_\_\_ strategy for a startup.
- (a) Traditional  
(c) Non-traditional
- (b) Non-traditional  
(d) None of the Above
25. From employees' point of view, increased benefits are noticed by \_\_\_\_
- (a) Needs  
(c) Grievances
- (b) Unions  
(d) Common practices

26. A good organization requires that \_\_\_\_\_
- (a)Everybody should feel responsibility
  - (b)Everybody should be authorized to get any work done for expeditious disposal.
  - (c)Responsibility should be clearly defined
  - (d)Communication system should be dull so that secrets do not leakout.
27. One of the essential conditions of perfect competition is
- (a)Product differentiation
  - (b)Many sellers and few buyers
  - (c)Many sellers and few sellers
  - (d)Only one price for identical goods at any one time.
28. First free trade zone in India was established in
- (a)Bombay
  - (b)Calcutta
  - (c)Madras
  - (d)Trivandrum
29. Appraisal is \_\_\_\_\_
- (a)Judging
  - (b)Finding
  - (c)Hiring
  - (d)Matching
30. Balanced growth means \_\_\_\_\_
- (a)Equal percentage growth in output
  - (b)Equal increase in resources allocated
  - (c)Different parts of the economy grow in a harmonious manner
  - (d)Different fields grow in a natural rate

31. The main disadvantage of line organization is \_\_\_\_\_
- (a)Communication delay (b)Rigid structure  
(c)Top level executions over work (d)All the above
32. Economic development of a country depends more on
- (a)Natural resources (b)Capital formation  
(c)Availability of markets (d)Entrepreneurs
33. Promoting people from within an organization
- (a)Is more economical than hiring from outside (b)Provides a system for rewarding deserving employees  
(c)Is faster than hiring from outside (d)All of the above

PART - B

(7 X 6 = 42)

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

34. (a) Describe the key elements of Ansoff's model.  
[OR]  
(b) Explain the concepts of fine-ware, soft-ware and hard-ware.
35. (a) Discuss the challenges in managing sustenance and growth in business.  
[OR]  
(b) Compare Acquired and Discontinuous growth.
36. (a) Bring out the pros and cons of differentiation strategies.  
[OR]  
(b) Write the efficient process of decision making.
37. (a) Write the importance of change management tools in place.  
[OR]  
(b) Explain warding off organization from signs of slowing and losing in detail.
38. (a) State the various directing growth resource mix in detail.  
[OR]  
(b) Comment on "Managing the momentum of growth: Steady and Speed".
39. (a) Discuss the benefits of market and competition domain.  
[OR]  
(b) Write a brief note on turning risk into opportunities.
40. (a) Write the importance of efficiency improvement in sustaining growth.  
[OR]  
(b) State the various rapid growth strategies and provide needed illustrations for each strategies in detail.



N1141

COURSE CODE

205415/205515/205615/205715/205815

**MBA DEGREE EXAMINATION, MAY 2024**  
**ONLINE PROGRAMME EXAMINATIONS**  
**First Year - First Semester**  
**FINANCIAL AND MANAGEMENT ACCOUNTING**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. The main focus of financial accounting is on \_\_\_\_\_.  
(a) Past performance (b) Future projections  
(c) Internal operations (d) Decision-making
2. Cost accounting is helpful in \_\_\_\_\_.  
(a) Making pricing decisions (b) Reporting financial information to external stakeholders  
(c) Preparing income statements and balance sheets (d) Assessing the financial health of the organization
3. \_\_\_\_\_ accounting concept states that financial statements should reflect the assumption that the entity will continue to operate in the foreseeable future  
(a) Going concern (b) Matching  
(c) Materiality (d) Consistency
4. \_\_\_\_\_ is a book of original entry.  
(a) Ledger (b) Cash Book  
(c) Trial Balance (d) Journal
5. \_\_\_\_\_ type of error is recorded twice.  
(a) Error of Principle (b) Error of Omission  
(c) Error of Commission (d) Error of Original Entry

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6. \_\_\_\_\_ summarizes a company's revenues and expenses over a specific period.
- (a)Income statement (b)Statement of Affairs  
(c)Balance Sheet (d)Cash flow statement
7. \_\_\_\_\_ depreciation method evenly allocates the cost of an asset over its useful life.
- (a)Straight-line (b)Double-declining balance  
(c)Units of production (d)Sum-of-the-years- digits
8. \_\_\_\_\_ is typically prepared using the conversion methods in incomplete records accounting.
- (a)Income Statement (b)Balance Sheet  
(c)Cash flow statement (d)Statement of changes in equity
9. The primary objective of financial statement analysis in management accounting is \_\_\_\_\_
- (a)To prepare financial statements (b)To evaluate the financial performance and position of a company  
(c)To record financial transactions (d)To calculate taxes
10. The primary purpose of trend analysis is \_\_\_\_\_
- (a)To compare financial statements of different companies (b)To analyze the financial performance of a company over different periods  
(c)To prepare financial statements for regulatory authorities (d)To calculate taxes for a company

11. The primary focus of management statements is \_\_\_\_\_
- (a) Compliance with legal requirements (b) Communicating with external stakeholders  
(c) Supporting internal decision-making and strategic planning (d) Providing information for tax reporting purposes
12. What is the purpose of making a provision for depreciation in the accounts?
- (a) To charge the cost of fixed assets against profits (b) To show the current market value of fixed asset  
(c) To make cash available to replace fixed assets (d) To make a provision for repairs
13. Comparative Statement of Profit & Loss provides information about:
- (a) Rate of increase or decrease in revenue from operations (b) Rate of increase or decrease in cost of revenue from operations  
(c) Rate of increase or decrease in net profit (d) All of the above
14. Which of the below options is/are the purpose or objective of financial analysis?
- (a) To assess the current profitability of the firm (b) To measure the solvency of the firm  
(c) To assess the short- term and long-term liquidity position of the firm (d) All of the above
15. Which of the following ratios does come under Activity/Operating ratios?
- (a) Current ratio (b) Quick ratio  
(c) Inventory Turnover ratio (d) Proprietary ratio

16. The \_\_\_\_\_ is a measure of liquidity that excludes generally the least liquid asset.
- (a)Liquid ratio, Accounts receivable. (b)Current ratio, inventory.  
(c)Liquid ratio, inventory. (d)Current ratio, Accounts receivable.
17. Which of the following rules stands true while preparation of Schedule of changes in working capital?
- (a)An increase in current assets increases working capital. (b)An increase in current assets decreases working capital.  
(c)An increase in current liabilities decreases working capital. (d)An increase in current liabilities increases working capital.
18. Given Net profit for the year Rs 2, 50,000 Transferred to general reserves Rs 40,000 and old machinery bought for Rs 50,000 was sold for Rs 20,000. Calculate funds from operations.
- (a)Rs 2, 80,000 (b)Rs 2, 20,000  
(c)Rs 2, 90,000 (d)Rs 3, 00,000
19. The cash flow statement categorises cash flows as per:
- (a)Operating and non- operating cash flows (b)Investing and non- operating cash flows  
(c)Inflows and outflows (d)Operating, investing and financing activities
20. When total sources of funds are Rs.1,25,000 and total applications of funds are Rs. 1,50,000. The result would be \_\_\_\_\_
- (a)Net increase in working capital by Rs.25,000 (b)Net decrease in working capital by Rs.25,000  
(c)No effect on working capital (d)None of the above



21. Activity Based Costing brings accuracy and reliability in product cost determination by focussing on in the cost incurrence.

(a)Cause and effect relationship

(b)Cost absorption

(c)Cost allocation

(d)Cost apportionment

22. Re-ordering level is calculated as

(a)Maximum consumption rate x Maximum re-order period

(b)Minimum consumption rate x Minimum re-order period

(c)Maximum consumption rate x Minimum re-order period

(d)Minimum consumption rate x Maximum re-order period

23. Calculate EOQ (approx.) from the following details:

Annual Consumption: 24000 units

Ordering cost: Rs. 10 per order

Purchase price: Rs. 100 per unit

Carrying cost: 5%

(a)310

(b)400

(c)290

(d)300

24. ABC analysis is an inventory control technique in which:

(a)Inventory levels are maintained

(b)Inventory is classified into A, B and C category with A being the highest quantity, lowest value

(c)Inventory is classified into A, B and C Category with A being the lowest quantity, highest value

(d)Either b or c

25. Prime cost plus variable overhead is known as \_\_\_\_\_

(a)Cost of sales

(b)Production cost

(c)Total cost

(d)Marginal cost

26. Operating costing is suitable for \_\_\_\_\_
- (a) Job order business (b) Contractors  
(c) Sugar industries (d) Service industries
27. Cost accounting was developed because of the \_\_\_\_\_
- (a) Limitations of the financial accounting (b) Limitations of the management accounting  
(c) Limitations of the human resource accounting (d) Limitations of the double entry accounting
28. The costs of conversion of inventories include:
- (a) Costs directly related to the units of production (b) Systematic allocation of fixed and variable production overheads  
(c) Systematic allocation Selling and distribution costs (d) Both a and b
29. If the total cost of 1000 units is Rs.60000 and that of 1001 units is Rs.60400, then the increase of Rs.400 in the total cost is \_\_\_\_\_
- (a) Prime cost (b) All variable overheads  
(c) Marginal cost (d) None of the above
30. The term 'Contribution' refers to the \_\_\_\_\_
- (a) Excess of selling price over variable cost per unit (b) Difference between the selling price and total cost  
(c) Subscription towards raising capital (d) None of the above

31. While preparing sales budget, which of the following factors are considered?
- (a) Non-operational factors (b) Environmental factors  
(c) Both a and b (d) None of the above
32. Budgetary control system acts as a friend, philosopher and guide to the:
- (a) Management (b) Shareholders  
(c) Creditors (d) Employees
33. Production budget is depended on:
- (a) Purchase budget (b) Sales budget  
(c) Cash budget (d) Overhead budget

PART - B

(7 X 6 = 42)

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

34. (a) What are the differences between cost accounting and Management accounting?

[OR]

- (b) What is Double entry system of book-keeping? Explain its advantages?

35. (a) Mrs. Vandana runs a small printing firm. She was maintaining only some records, which she thought, were sufficient to run the business. On April 01, 2013, available information from her records indicated that she had the following assets and liabilities: Printing Press Rs. 5,00,000, Buildings Rs. 2,00,000, Stock Rs. 50,000, Cash at bank Rs. 65,600, Cash in hand Rs. 7,980, Dues from customers Rs. 20,350, Dues to creditors Rs. 75,340 and Outstanding wages Rs. 5,000. She withdrew Rs. 8,000 every month for meeting her personal expenses. She had also introduced Rs. 15,000 during the year as additional capital. On March 31, 2014 her position was as follows : Press Rs. 5, 25,000, Buildings Rs. 2,00,000, Stock Rs. 55,000, Cash at bank Rs. 40,380, Cash in hand Rs. 15,340, Dues from customers Rs. 17,210, Dues to creditors Rs. 65,680. Calculate the profit made by Mrs. Vandana during the year using statement of affairs method.

[OR]

- (b) Calculate the Amount of annual Depreciation and Rate of Depreciation under Straight Line Method (SLM) from the following:

Purchased a second-hand machine for ₹ 96,000, spent ₹ 24,000 on its cartage, repairs and installation, estimated useful life of machine 4 years. Estimated residual value ₹ 72,000.

36. (a) From the following statement of profit and loss for the years ended 31<sup>st</sup> March, 2012 and 2013, prepare common-size.

Particulars	Note no.	31 <sup>st</sup> March 2013	31 <sup>st</sup> March 2012
<b>1. Income</b>			
Revenue from operations (net sales)		12,50,000	10,00,000
<b>2. Expenses</b>			
Purchase of stock In trade		8,70,000	7,20,000
Change in inventories		(20,000)	30,000
Depreciation and amortization expenses		30,000	20,000
Other expenses		50,000	30,000
<b>Total</b>		<b>9,30,000</b>	<b>8,00,000</b>
<b>3. Profit before Tax(I-II)</b>		3,20,000	2,00,000
<b>4. Less: Income tax</b>		96,000	60,000
<b>5. Profit after Tax (III-IV)</b>		<b>2,24,000</b>	<b>1,40,000</b>

[OR]

- (b) Explain briefly about the tools of Financial Statements Analysis.

37. (a) Calculate Inventory Turnover Ratio from the following:

	₹
Opening Inventory	29,000
Closing Inventory	31,000
Revenue from Operations, i.e., Sales	3,20,000
Gross Profit Ratio 25%	

[OR]

- (b) Explain the merits and demerits of fund flow analysis.

38. (a) From the following statement of profit and loss for the years ended 31<sup>st</sup> March, 2012 and 2013, prepare common-size.

Particulars	Note no.	31 <sup>st</sup> March 2013	31 <sup>st</sup> March 2012
<b>1. Income</b>			
Revenue from operations (net sales)		12,50,000	10,00,000
<b>2. Expenses</b>			
Purchase of stock In trade		8,70,000	7,20,000
Change in inventories		(20,000)	30,000
Depreciation and amortization expenses		30,000	20,000
Other expenses		50,000	30,000
<b>Total</b>		<b>9,30,000</b>	<b>8,00,000</b>
<b>3. Profit before Tax(I-II)</b>		3,20,000	2,00,000
<b>4. Less: Income tax</b>		96,000	60,000
<b>5. Profit after Tax (III-IV)</b>		<b>2,24,000</b>	<b>1,40,000</b>

[OR]

- (b) What are the objectives of cost accounting?

39. (a) The John Equipment Company estimates its carrying cost at 15% and its ordering cost at \$9 per order.

The estimated annual requirement is 48,000 units at a price of \$4 per unit.

Required:

- a) What is the most economical number of units to order?
- b) How many orders should be placed in a year?
- c) How often should an order be placed?

[OR]

- (b) From the information given below, calculate P/V Ratio, Fixed expenses, expected profit if sales are budgeted at Rs. 90, 000.

Year	sales	Profit
2004	1, 80, 000	30, 000
2005	2, 60, 000	50, 000

40. (a) S. K. Brothers wish to approach the bankers for temporary overdraft facility for the period from October 2019 to December 2019. During the period of this period of these three months, the firm will be manufacturing mostly for stock. You are required to prepare a cash budget for the above period.

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
August	3,60,000	2,49,600	24,000
September	3,84,000	2,88,000	28,000
October	2,16,000	4,86,000	22,000
November	3,48,000	4,92,000	20,000
December	2,52,000	5,36,000	30,000

(a) 50% of credit sales are realized in the month following the sales and remaining 50% in the second following.

(b) Creditors are paid in the month following the month of purchase

(c) Estimated cash as on 1-10-2019 is Rs.50,000.

[OR]

- (b) The selling price is Rs.20 per bucket. If it is desired to work the factory at 50% capacity the selling price falls by 3%. At 90% capacity the selling price falls by 5% accompanied by a similar fall in the price of material. You are required to prepare a statement the profit at 50% and 90% capacities and also calculate the break- even points at this capacity production.

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