M.B.A.(GENERAL) DEGREE EXAMINATION, APRIL 2021

Second Semester

Management

BUSINESS RESEARCH METHODS

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1.   What is meant by synthetic research?

2.   What is census method?

3.   What are the purposes of pre-testing?

4.   Write short notes on association of attributes

5.   From the following find Mean, Median and Mode.

30, 11, 9, 25, 19, 11, 39, 43, 79, 63, 64, 91.

Part B   (5 × 10 = 50)

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

6.   (a)   What are the components of a sound research problem? Illustrate with example.

(b) Compute standard deviation from the following.

Class Interval	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	25	28	30	19	32	33

7. (a) How are research design classified? What are the distinct features of each?

Or

(b) What is meant by Sampling? How do you distinguish between probability and non-probability sampling?

8. (a) From the following find regression lines.

X	10	11	12	13	15	18	20	24	30
Y	9	8	15	20	10	12	13	14	15

Or

(b) What is the observation method? What are the different types of observations methods available to the business research?

9. (a) What are the procedures involved in ANONA? Differentiate between the one-way ANOVA and two-way ANONA?

Or

(b) What is Chi-Square Test? Point out its application. Under what conditions is this test applicable?

10. (a) Discuss in detail the steps that a researcher needs to follow to formulate a good business research

2 **R–4711**

report. Do the criteria become different for different kinds of reports?

Or

(b) Compute Karl Pearson's Correlation from the following:

X	79	80	85	60	62	50	59	57	77	81
Y	25	30	39	10	49	43	45	46	50	54

Part C $(1 \times 10 = 10)$

Compulsory

11. You are the Human Resource Development manager with Tamil Nadu Electrical Appliances Limited, this company has recently taken over a major unit in Bangaluru. You are sent on a posting there and are given the task of introducing a new operation scheme which your parent organization feels will improve efficiency. But you perceive during your stay that there in an underlying dissatisfaction amongst the employees and it is essential to gauge their view and opinion about the takeover and their expectation before introducing the scheme.

    (a) What is the recommended research design? Justify your selection.

    (b) What would be the variables, hypothesis and the population under study?

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R–4711

R–4712

Sub. Code
641202

M.B.A. (General) DEGREE EXAMINATION, APRIL 2021

Second Semester

Management

LEGAL ASPECTS OF BUSINESS

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1.   What is Quasi contract?

2.   Explain the duties of bailor.

3.   What is contract of sale?

4.   What is carriage of goods?

5.   What are minutes and resolution?

Part B   (5 × 10 = 50)

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

6.   (a)   What are the remedies for breach of contract?

Or

(b)   Explain the performance of contract under Indian Contract Act 1872.

7. (a) Explain the different kinds of agents.

Or

(b) Discuss the rights an duties of agent and principal.

8. (a) Explain in detail about consumer protection Act 1986.

Or

(b) Explain the procedure of filling complaint and redressal of complaints under consumer protection Act.

9. (a) Explain the carriage of goods by Sea Act 1925.

Or

(b) Describe about carriage by air Act, 1972.

10. (a) Write short notes to the following :

(i) Articles of Association.

(ii) Memorandum of Association.

Or

(b) Describe the e-filling of documents under ministry of Corporate Affairs (MCA)

Part C (1 × 10 = 10)
Case Study.
Compulsory.

11. Richard, an impoverished university student, and his millionaire father enter into an arrangement where Richard agrees that he will keep the front- and backyards of the family property mowed, and he will 'do a bit' to keep the gardens looking tidy. In return, his father agrees to pay him a weekly allowance of $200. His father had previously used a garden contractor to do the job and

2

R–4712

paid him $350. They live on a one-hectare property, and the mowing alone takes half a day a week. After four weeks, Richard's father tells him that he can't afford to pay $200 a week. He says that Richard should be doing the work for nothing, as it is the responsibility of the whole family to look after the property; besides. he says, Richard is getting free board and lodging. The agreement between Richard and his father comes under the category of social or domestic contracts.

Questions

Issue involved here is about the validity of contract between Richard and his Father and Richard claim his money from him? Write the solution for this issues based on business law.

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R–4712

R–4713	Sub. Code
	641203

M.B.A. (General) DEGREE EXAMINATION, APRIL 2021

Second Semester

Management

MARKETING MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1.   What are the benefits of market segmentation?

2.   How does perception and attitudes affect consumer behavior?

3.   When the possibilities of copying the test product by competitors are great, testing is avoided?

4.   What are the reasons for new product failures?

5.   What are the points you would consider in the preparation of an advertising copy?

Part B   (5 × 10 = 50)

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

6.   (a)   Define service marketing. Elaborate on the various factors influenced on Internal and external environment in services marketing.

                            Or

     (b)   Elaborate in detail about the seven Ps of marketing mix along with suitable examples.

7. (a) Why and how are markets segmented? Distinguish between the product differentiation and market segmentation.

Or

(b) What do you mean by a buying motive? Explain how the consumer behavior affects the decision relating to 7Ps?

8. (a) What are the strategies used for the different stages of PLC? What should be the pricing strategy for an established product?

Or

(b) Discuss the various issues in marketing to the laggards in the diffusion of innovation cycle.

9. (a) Critically evaluate the various pricing technique. What are the needs for geographical pricing with suitable examples?

Or

(b) "A" manufacturer of soap that find that the product has reached the stage of maturity". What are the various strategies available to revive the product?

10. (a) Describe the types of advertising media available in India. Which media would you like to recommend to a local retail trader? Why

Or

(b) What do understand by a public relation? What are the methods of public relations? Discuss in detail.

R–4713

Part C (1 × 10 = 10)

Compulsory

11. Charge less when the customers purchase a bundle or several related items at one time. Bundle overstocks with popular items to avoid a closeout or bundle established items with a new product to help build awareness.

    Question :

    Do you think these strategies are good for furniture? Justify your answer.

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3 R–4713

R–4714	Sub. Code
	641204

M.B.A. (General) DEGREE EXAMINATION, APRIL 2021

Second Semester

Management

HUMAN RESOURCE MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1.   What are the recent challenges of Human Resource Management in MSMEs in India?

2.   Write short notes on First and Second Line Leadership.

3.   Why is it important for organizations to do an effective job or recruiting?

4.   What is meant by Fringe benefit?

5.   What do you understand that employee redressal?

Part B   (5 × 10 = 50)

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

6.   (a)   Why is it important for companies today to make their human resources into a competitive advantage? Explain how human resource can contribute to doing this?

Or

(b) Who are they called by "Line and Staff Managers"? What are the HR management responsibilities of line and staff managers?

7. (a) Which items are typically included in the job description? How can you make use of the information it provides for job analysis?

Or

(b) Do you think companies can really do without detailed job description? Why or Why not?

8. (a) What are the advantages and disadvantages of the various external recruitment sources? How do they compare with the internal sources?

Or

(b) What are the views on having some form of temporary or leased employees instead of having permanent ones?

9. (a) When you would suggest using team or group incentive programs rather than individual incentives programs?

Or

(b) "Do you believe that an employee's behaviour is always influenced by the rewards expected" – Justify your answer.

10. (a) What are the reasons why safety has often not been managed as effectively as some other business functions? What may don about this?

Or

(b) Briefly discuss about the Cause and Effect of grievances in Services sector in India.

2 **R–4714**

Part C (1 × 10 = 10)

Case study – Compulsory.

11. Suppose human resources planners estimate that because of several technological innovations your company will need 25 percent fewer employees in three years. What actions would you take today?

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R–4714

R–4715

Sub. Code
641205

MBA (General) DEGREE EXAMINATION, APRIL 2021

Second Semester

Management

PRODUCTION AND OPERATIONS MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1.   What is Reverse Engineering?

2.   What is capacity planning?

3.   What is Job design?

4.   What is aggregate production planning?

5.   What is PERT?

Part B   (5 × 10 = 50)

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

6.   (a)   Briefly explain the functions, scope and objectives of production and operations management.

Or

(b)   Explain process and project systems of operations management.

7. (a) Describe about facility planning and location of facilities.

   Or

   (b) What are the factors contributing to capacity determination for a service organization?

8. (a) What is locational break even analysis? Explain in details.

   Or

   (b) What is work study? Explain its features.

9. (a) What is Assembly line balancing? Explain its step by step procedure.

   Or

   (b) Explain the Techniques of Aggregate production planning and control.

10. (a) Describe various purchase inventory models.

    Or

    (b) Explain the functions and Techniques of stores management.

R–4715

Part C   (1 × 10 = 10)

(Compulsory)

11. Flipkart's Move toward Automated Supply Chain Mangement.

Flipkart was registered in Singapore and was founded in October 2007 by Sachin Bansal and Binny Bansal (Binny). The company started its operations with the launch of books. Over the years, the company began offering more than 40 million products in 80 categories that included music, movies, mobiles, lifestyle, and fashion products. The growth of its business encouraged the company to offer a range of services that included 24*7 customer support and a 30-day replacement policy.

According to operations experts, while storage and investory management comprised 60% of the entire supply chain cost, warehouse operations constituted 25% of the entire supply chain cost. Most Indian e-commerce companies seemed to be unaware of the importance of supply chain management, especially warehouse operations management, in efficient cost management. Moreover, the use of technology in Indian warehouses was dismal with most basic operations such as sorting, picking, storing, and documenting done manually, resulting in inefficiencies and errors.

R–4715

Flipkart learnt that AI (Artifical Intelligence) coupled with the robotics process of automation increased delivery output by almost 200% made efficient use of existing space in the warehouse, reduced lead time, lowered operating costs (OPEX), streamlined revenue processes, and eliminated errors..

Questions :

1. Analyze the factors that lead a company to undertake automation in its supply chain.

2. Examine the impact of automation on the operations of an e-commerce company.

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R–4715

R–4716

Sub. Code
641206

M.B.A. (General) DEGREE EXAMINATION, APRIL 2021

Second Semester

Management

FINANCIAL MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(5 × 3 = 15)

Answer **all** questions.

1. What is financial market? How do you classify them?

2. Why is "Debenture Capital" required?

3. What are the 'accept or reject' criterion under PBP technique?

4. What is optimum capital structure?

5. What is stock split? Why is it used?

Part B　　　　　　　(5 × 10 = 50)

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

6. (a) "Finance function of a business is closely related to its other functions" — Discuss.

Or

   (b) "Indian Financial System comprises four Elements" — Discuss.

7. (a) Critically examine the merits and disadvantages of raising funds by issue of equity capital?

Or

(b) What do you mean by retained earnings? Discuss the merits and limitations of retained earnings.

8. (a) Describe the traditional view on capital structure. Compare and contrast this view with NOI and NI approach.

Or

(b) What basic principle will you advocate in the matter of deciding on a proper constitution of capital structure of a firm?

9. (a) An enterprise has to decide on either of the following proposals. Assuming a required rate of return of 10 percent per annum evaluate the investment proposals under:

Particulars	Proposal – A	Proposal – B
Cost of Investment (Rs.)	20,000	28,000
Life – Number of years	4	5
Scarp Value	Nil	Nil

Inflows after depreciation and tax (Rs.)

Year	2010	2011	2012	2013	2014
Proposal – A	500	2,000	3,500	2,500	–
Proposal – B	–	3,400	3,400	3,400	3,400

Each project will require an additional working capital of Rs.2,000, which will be received back in full after the expiry of each project life. Depreciation is provided under straight line method.

Or

(b) What is capital budgeting? Discuss it's the importance and deficiencies of capital budgeting.

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R–4716

10. (a) Discuss in detail the Garden dividend theory with suitable example.

Or

(b) "The assumptions of MM hypothesis are unrealistic". Explain with example.

Part C (1 × 10 = 10)

(Compulsory)

11. ABC Co Ltd is expecting 10 per cent return on its total assets Rs.20 lakhs. The Company has outstanding shares 1,00,000. The Board of Director's of the company have decided to pay 50 per cent dividend payout ratio. The rate of return required on its investments is 20 per cent. Rate of return expected by investors is 18 per cent.

Question :

Determine share price as per Walter's model. Are you satisfied with current dividend policy of the company?

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3 R–4716

R–4717	Sub. Code
	641702

M.B.A. (General) DEGREE EXAMINATION, APRIL 2021

Second Semester

Management

QUANTITATIVE METHODS

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(5 \times 3 = 15)$

Answer **all** questions.

1. Define primal problem and dual problem.

2. Write the addition theorem of probability.

3. What is a queue? Give an example.

4. What is decision tree?

5. What is multiple regression?

Part B $(5 \times 10 = 50)$

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

6. (a) A factory manufactures three products which are processed through three different production stages. The time required to manufacture one unit of each of the three products and the daily capacity of the stages are given in the following table.

Stage	Time per unit (in minutes)			Stage capacity in minutes
	Product 1	Product 2	Product 3	
1	1	2	1	430
2	3	–	2	460
3	1	4	–	420
Profit per unit	Rs. 3	Rs. 2	Rs.5	

(i) Set the data in simplex table

(ii) Find the table for optimum solution

(iii) State from the table - maximum profit, production pattern and surplus capacity at any stage.

Or

(b) Use Vogel's approximation method to obtain an initial basic feasible solution of the transportation problem

	D	E	F	G	Available
A	11	13	17	14	250
B	16	18	14	10	300
C	21	24	13	10	400
Demand	200	225	275	250	

7. (a) A bag contains 4 white and 6 black balls. Two balls are drawn at random. What is the probability that (i) both are white (ii) both are black (iii) one white and one black?

Or

(b) After correcting the proofs of the first 50 pages of a book, it is found that on the average there are 3 errors per 5 pages. Use poisson probabilities and estimate the number of pages with 0, 1, 2, 3 errors in the whole book of 1000 pages $(\overline{e}^{.6} = .5488)$.

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R–4717

8. (a) A confectioner sells confectionery items. Past data of demand per week (in hundred kilograms) with frequency is given below.

Demand week :   0   5   10   15   20   25

Frequency :   2   11   8   21   5   3

Using the following sequence of random numbers, generate the demand for the next 10 weeks. Also find the average demand per week

35, 52, 90, 13, 23, 73, 34, 57, 35, 83, 94, 56, 67, 66, 60

Or

(b) At a Railway station, only one train is handled at a time. The railway yard is sufficient only for two trains to wait while other is given signal to leave the station. Trains arrive at the station at an average rate of 6 per hour and the railway station can handle them on an average of 12 per hour. Assuming Poisson arrivals and exponential service distribution, find the steady - state probabilities for the various number of trains in the system. Also find the average waiting time of a new train coming into the yard.

9. (a) A business man has two independent investments A and B available to him, but to lacks the capital to undertake both of them simultaneously. He can choose to take A first and then stop or if A is successful then take B or vice-versa. The probability of success on A is 0.7 while for B it is 0.4 both investments require an initial capital outlay of Rs. 2,000 and both return nothing if the venture is unsuccessful. Successful competition of A will return Rs. 3,000 (over cost) successful competition of B will return Rs. 5,000 (over cost) draw the decision tree and determine the best strategy.

Or

3

R–4717

(b) Solve the game whose pay off matrix is given below.

$$\begin{bmatrix} -2 & 0 & 0 & 5 & 3 \\ 3 & 2 & 1 & 2 & 2 \\ -4 & -3 & 0 & -2 & 6 \\ 5 & 3 & -4 & 2 & -6 \end{bmatrix}$$

10. (a) A steel plant produces x tons of steel per week at a total cost of Rs. $\left(\dfrac{1}{3}x^3 - 5x^2 + 99x + 35 \right)$. Find out the output level at which the marginal cost attains its minimum.

Or

(b) Calculate the correlation coefficient between the age of husband and the age of wife from the following data.

Part C $(1 \times 10 = 10)$

Compulsory.

11. An analyst of a certain company was studying the relationship between travel expenses in rupees (y) for 102 sales trips and the duration in days (x) of these trips. He has found that these relationship between y and x is linear. A summary of data is given below

$\Sigma x = 510$, $\Sigma x^2 = 4150$, $\Sigma xy = 54900$, $\Sigma y = 3140$, $\Sigma y = 740200$.

(a) Obtain the two regression equations from the above data

(b) A given trip has to take seven days. How much money should a salesman be allowed so that he will not run short of money?

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4

R–4717

R5510		Sub. Code
		641401

M.B.A. DEGREE EXAMINATION, APRIL – 2021

Fourth Semester

General

BUSINESS ETHICS AND CORPORATE GOVERNANCE

(CBCS – 2019 onwards)

Time : 3 Hours　　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　$(5 \times 3 = 15)$

Answer **all** questions.

1. What is ethics?

2. Why is called business ethics?

3. State the need for corporate governance.

4. What are the significance of code of conduct in business?

5. What is known as corporate social responsibility?

Part B　　　　　　　$(5 \times 10 = 50)$

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

6. (a) Explain the characteristics of business ethics.

Or

(b) Describe the evolution of business ethics.

7. (a) Elaborate the ethical issues in human resource management.

Or

(b) Give a detailed description on environmental ethics.

8. (a) Critically examine the theories of governance.

Or

(b) Enumerate the various types of boards in corporate governance.

9. (a) Briefly explain the need for code of conduct.

Or

(b) Explain the corporate governance system with respect to MNCs and domestic companies.

10. (a) "Corporate social responsibility (CSR) can be made an effective strategy for good governance". Elucidate the statement.

Or

(b) Explain briefly the economic issues of CSR.

Part C $(1 \times 10 = 10)$

Compulsory

11. Case study.

A junior member of staff has just returned to work after taking special leave to care for her elderly mother. For financial reasons she needs to work full-time. She has been having difficulties with her mother's home care arrangements, causing her to miss a number of team meetings (which usually take place at the beginning of each day) and to leave work early. She is very competent in her work but her absences are putting pressure on her

2   R5510

and her overworked colleagues. You are her manager, and you are aware that the flow of work through the practice is coming under pressure. One of her male colleagues is beginning to make comments such as "a woman's place is in the home", and is undermining her at even opportunity, putting her under even greater stress.

Questions:

How should you proceed so as not to discredit yourself, your profession or the practice   for which you   work and   at   the   same   time maintaining integrity and confidentiality in your actions?

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R5510

R5511		Sub. Code
		641402

M.B.A. DEGREE EXAMINATION, APRIL – 2021.

Fourth Semester

General

PROJECT PLANNING AND MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours　　　　　　　　Maximum : 75 Marks

Part - A　　　　　　$(5 \times 3 = 15)$

Answer **all** questions.

1.　What is called project management?

2.　State the purpose of pre-feasibility.

3.　How does financial projections helpful to the business?

4.　What is project audit?

5.　List out the need for project report.

Part - B　　　　　　$(5 \times 10 = 50)$

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

6.　(a)　Explain the various types of projects.

Or

(b)　"Project management is a profession" - Comment.

7. (a) Discuss the different stages involved in project formulation.

Or

(b) Briefly explain the planning commission's guidelines for project formulation.

8. (a) Explain the usefulness for assessing the various methods of investment.

Or

(b) How does entrepreneur forecast the cost and benefit of projects.

9. (a) Outline the objective of project planning and scheduling.

Or

(b) Briefly explain the PERT and CPM in the network technique.

10. (a) Describe the various types of project report.

Or

(b) Explain the significance of feasibility of the project report.

R5511

Part - C   (1 × 10 = 10)

Compulsory

11. **Case Study :**

Mr. Rahul a fresh graduate in food technology has developed a novel food product; viz. Coconut Water Composite (CWC) based on the indigenously developed technology. The product has been tested by the government food testing laboratory and certified for human consumption. CWC is very tasty and energetic. It does not contain any preservatives and does not deplete underground water reservoirs.

Draft a project report for Mr.Rahul to introduce this new product.

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R5511

M.B.A. DEGREE EXAMINATION, APRIL –2021

Fourth Semester

General

ADVANCED COST ACCOUNTING

(CBCS – 2019 Onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(5 \times 3 = 15)$

Answer **all the** questions.

1. Calculate Work cost: Raw materials RS.60,000, wages - RS.40,000, Direct Expenses – Rs.10,000 and Factory overhead - RS.50,000.

2. Mention the features of Process Costing

3. What is PVR? How do you apply it to the business.

4. Differentiate between Forecast and Budget

5. Write about the Life cycle of Costing

Part B $(5 \times 10 = 50)$

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

6. (a) Describe the differences between Cost accounting and Management Accounting.

Or

(b) Sony Television company finds that 2017, the cost to manufacture 200 TV sets was Rs.6, 16,000 and each T.V set was sold at Rs.4,000. Cost was made up of

Rs.

Material	2,00,000
Direct Wages	3.00,000
Factory Expenses	60,000
Office Expenses	56,000

For 2018, it estimates that

(i) Each television will require materials of the value of Rs.l,000 and wages Rs.l,500

(ii) Absorb factory expenses on the basis of Direct wages

(iii) Absorb office expenses on the basis of works cost

Prepare a statement showing the profit if should make per unit if it enhances the price of television by Rs.80.

7. (a) Explain the features of Process costing

Or

(b) The product of company passes through two processes to completion known as A and B. From the past experience it is ascertained that loss is incurred in each process as Process A = 2% Process B = 5%

R5512

In each case the percentage of loss is computed on the number of units entering the process concerned.

The loss of each process possesses a scrap value. The loss of process A and B is sold at Rs. 5 per 100 units.

The output of each process passes immediately to the next process and the finished units are passed into stock

	Process A	Process B
	Rs.	Rs.
Materials consumed	6,000	4,000
Direct Labour	8,000	6,000
Manufacturing expenses	1,000	1,000

20,000 units have been issued to process A at a cost of Rs.l0,000. The output of each process has been as under.

Process A - 19,500 Process - B - 18,800. Prepare process accounts.

8. (a) Discuss objectives of Budgetary control.

Or

(b) Assuming the cost structure and selling price remain the same inperiods I and II find out

(i) P/V Ratio

(ii) BEP

(iii) Profits when sales are Rs.l,00,000

3

R5512

(iv) Sales required to earn a profit of Rs. 20,000

(v) Margin of safety for II period

Period	Sales	Profit
I	1,20,000	9,000
II	1,40,000	13,000

9. (a) Prepare a flexible budget for overheads on the basis of the following data. Calculate the overhead rate at 70%, 80% and 90% capacity.

Variable Overheads	At 80% Capacity Rs.
Indirect Labour	12,000
Stores	4,000
Semi variable overheads	
Power (30% Fixed)	20,000
Repairs (40% Variable)	2,000
Fixed overheads	
Depreciation	11,000
Insurance	3,000
Salaries	10,000
Total overheads	62,000

Or

4 R5512

(b) Prepare production budget for the first six months.

Sales	Jan	Feb	Mar	Apr	May	June	July
Product A	28	28	24	20	16	16	18

(units)

It is assumed that there is no work in progress and sales equal to half of the following month will be kept in stock for current month.

10. (a) Explain the procedure in implementation of Target Costing

Or

(b) What are advantages of Activity based Costing.

Part C $(1 \times 10 = 10)$

Compulsory

11. Prepare a cost sheet for the month of December 2011.

Stock on hand- 1-1-2019	Rs.
Raw materials	25,000
Finished goods	17,300
Stockonhand-31-12-2019	
Raw materials	26,200
Finished goods	15,700
Purchase of Raw materials	21,900

R5512

Carriage on Purchases	1,100
Work-in-progress 1-1-2019	8,200
Work-in-progress 31-12-2019	9,100
Sales of Finished Goods	72,300
Direct wages	17,200
Non-productive wages	800
Direct expenses	1,200
Factory overhead	8,300
Administrative overhead	3,200
Selling and distribution overhead	4,200

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R5512

M.B.A. DEGREE EXAMINATION, APRIL – 2021

Fourth Semester

General

GST AND CUSTOMS LAW

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1. Mention the Applicability of IGST with an example.

2. Write about Input Service Distributor.

3. When is the Input Tax Credit reversed?

4. Who are the persons exempted from GST registration?

5. Enlist the auxiliary duty of customs.

Part B   (5 × 10 = 50)

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

6. (a) Distinction between Existing Tax System (ETS) and Goods and Services Tax (GST).

Or

(b) Explain the advantage and disadvantages of GST.

7.   (a)   Narrate the provisions relating to eligibility limit for composition scheme under GST.

Or

(b)   Briefly explain the Levy and Collection of CGST and SGST.

8.   (a)   Enumerate the steps in filing process of GST returns.

Or

(b)   Identify the persons who are liable to pay tax.

9.   (a)   Explain the type of assessment under GST.

Or

(b)   Elaborate the provisions relating to prescribed offences under CGST act.

10. (a)   Write a short note on

      (i)   Countervailing duty

      (ii)   Anti-dumping duty

Or

(b)   Discuss the penalties imposed under customs duty.

2   **R5513**

(Compulsory question)

11. GST impacted the wallet of a common man so far? Give your comments.

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R5513

R5514	Sub. Code
	641413

M.B.A. DEGREE EXAMINATION, APRIL –2021

Fourth Semester

General

FINANCIAL DERIVATIVES

(CBCS – 2019 Onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1. What are the importance of derivatives.

2. Write down the importance of future market.

3. What is meant by options?

4. State the need for hedging.

5. Define SWAP

Part B   (5 × 10 = 50)

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

6. (a) Explain the role of derivatives market in India.

Or

(b) Discuss the various types of derivatives.

7. (a) Enumerate the origin of futures markets.

Or

(b) Outline the role and operation of clearing houses.

8.   (a)   Explain the stock index futures portfolio strategies.

Or

(b)   State the factors affecting option pricing.

9.   (a)   Describe in detail about the hedge objectives.

Or

(b)   Briefly explain the steps to designing an effective hedging strategy.

10.   (a)   Describe in detail about the bond Swaps and substitution swaps.

Or

(b)   Give a detailed description about new financial derivatives.

Part C $(1 \times 10 = 10)$

Compulsory

11.   "Options are the safest instruments for investors for investment purposes". Critically examine the statement.

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2   **R5514**

R5515		Sub. Code
		641421

M.B.A. DEGREE EXAMINATION, APRIL –2021

Fourth Semester

General

SALES MANAGEMENT

(CBCS – 2019 Onwards)

Time : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　$(5 \times 3 = 15)$

Answer **all** questions.

1. Define Retail seller

2. What are the purpose of pre-approach in sales?

3. What is optimum sales force?

4. How do you start a sales meeting?

5. How do you create a sales Budget?

Part B　　　　　　$(5 \times 10 = 50)$

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

6. (a) Explain different types of sales personalities.

Or

(b) How do you sell the product Internationally? What are the main challenges and strategies for selling internationally?

7. (a) Describe presentation and Demonstration strategies in detail.

    Or

    (b) Explain various steps in selling process in detail.

8. (a) Describe the selection process of sales people.

    Or

    (b) How do you achieve target in sales? Explain.

9. (a) Explain the Group Training methods for sales forces?

    Or

    (b) Explain the importance of Leadership and supervision in a sales organisation.

10. (a) Describe the methods of evaluating sales force performance.

    Or

    (b) What are the duties and legal Responsibilities of sales manager.

Part C   (1 × 10 = 10)

Compulsory

11. On April 27 2002, Christian Skroder vice president of Tupperware company (Tupperware), felicitated about 900 star performers of Tupperware India, the Indian subsidiary of the $1.1 billion Tupperware company in the US.
    Skroder said that India was one of the largest markets for the company's products. The company had achieved a growth rate of 40% within four years of its entry in the Indian market.

2   R5515

In 1996, the company had a turnover of Rs.100 million, which according to analysts was an achievement in itself and in 2000, the company's turnover touched Rs.570 million.

Commented Rajan Chabba, deputy managing director of KSA Technopak, a retail consultancy, "At launch, Tupperware did a phenomenal job of creating a base in India and it has been growing ever since." According to analysts, Tupperware India performed better than most of the other foreign direct selling companies in India. This was because it was focused on achieving its targets both in terms of sales as well as segments. The company was growth driven and pushed the direct selling method well.

Question

How the company developed to become one of the leading direct selling companies of India? Discuss.

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R5515

R5516		Sub. Code
		641423

M.B.A. DEGREE EXAMINATION, APRIL – 2021

Fourth Semester

General

MARKETING RESEARCH

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1. What is Marketing Research? Write its scope.

2. What is Quantitative Research? Give example.

3. What are the purpose of concept Testing?

4. What is distribution research? Write its uses.

5. What are the advantages of Promotion Research?

Part B   (5 × 10 = 50)

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

6. (a) Discuss about Marketing decision support system in detail.

Or

(b) Describe the evaluation of major Marketing Research agencies in India.

7. (a) Explain the methods of analyzing Panel Data.

                          Or

    (b) What is an Omnibus Survey? Explain its issues and challenges.

8. (a) What are the research issues and marketing segmentation?

                          Or

    (b) Explain conjoint Analysis with example.

9. (a) Distinguish between cost oriented pricing demand oriented pricing and competition oriented pricing.

                          Or

    (b) Explain the major methods for pre testing with example.

10. (a) Explain the types of packaging and its issues.

                          Or

    (b) Explain Trade Promotion Research in detail.

                Part C   (1 × 10 = 10)

                     Compulsory

11. In October 2019, Carnegie Mellon completed a Web 2.0-focused Web site redesign, created with the help of digital marketing agency Barkley RET, based in Missouri.

     The redesign put in place the foundation for a plan to create and execute an ongoing social media campaign in Fall 2020. The campaign's goal was to increase the visibility of Carnegie Mellon online and increase brand awareness among students and alumni.

     The university intended to highlight its professors, alumni, students, and curriculum by launching a series of

                        2   R5516

online videos. It also hoped to connect on a deeper and viral level with its 70,000 plus alumni to help build the university's presence and outreach, offline and online.

"We recognized that we needed to engage with our intended audience on their terms," said Marilyn Kail, Assistant VP for marketing communications."

Question

How do you implement your techniques / strategy to the success of Carnegie Mellon?

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R5517

M.B.A. DEGREE EXAMINATION, APRIL – 2021

Fourth Semester

General

RETAIL OPERATIONS MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours　　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　$(5 \times 3 = 15)$

Answer **all** questions.

1. What are the functions of retail operations?

2. What are the key steps of strategic planning that should be used by a retailer?

3. How do you design a retail store layout?

4. What are the key elements of retail logistics?

5. What are the functions of retail management

Part B　　　　　　　$(5 \times 10 = 50)$

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

6. (a) Discuss the structural changes in Indian Retail market.

Or

(b) Describe the retail trends in Abroad with example.

7. (a) Describe the main components of strategic marketing plan.

Or

(b) Why is merchandising important in retail what are the factors affecting retail merchandising?

8. (a) What are the stages in the new product development process? Also explain the types of product development strategies.

Or

(b) Describe the role of SCM in retailing.

9. (a) Explain various retail store layout design.

Or

(b) Describe various types of retail stores.

10. (a) How automation can improve in retail accounting and its operations? Explain with example.

Or

(b) Describe the functions of retail information system with suitable example.

Part C $(1 \times 10 = 10)$

Compulsory

11. Dr. W. was a senior physician who had a huge practice, which consisted mainly of elderly patients. So when a new drug which protected elderly patients from stomach ulcers was launched, he quickly put the drug to the test by putting himself and three of his best friends on it since they were all in the same age group that was prone to stomach ulcers.

2   R5517

Unfortunately, this drug was initially launched with a four times per day dosing schedule and at this dosage, a significant percentage of patients experienced a very nasty side effect, namely diarrhea. The next day after taking the drug,

Dr. W. and his three buddies went out to play their favorite game, which was golf. At the ninth hole, all four men suddenly experienced the diarrhea side effect from taking the drug. Their golf game was certainly cut short. When the new drug rep responsible for promoting this drug visited Dr. W., the doctor told the rep that based on his awful experience with the drug, he will never prescribe the product again. This was a major setback for the drug rep because Dr. W. was potentially one of the most important customers in the entire sales territory due to his mainly senior age patients who were all candidates for the drug. This was not a good way for this drug rep to start his brand new career in pharma sales. Fortunately, Dr. W. did like another one of this drug rep's products so the rep wasn't thrown out of the office. So what this rep did was to continue supporting Dr. W.'s use of this other drug in order to slowly build up a good business relationship with the physician. Over the next couple of months, the rep visited Dr. W. every other month making sure that his office was always stocked with an adequate supply of drug samples since the doctor liked using them for his patients.

The rep kept Dr. W. up to date on all of the company's products in terms of the latest published clinical studies. He also took Dr. W. to a few medical conferences featuring some very high level medical specialists which furthered Dr. W's own education on the latest medical treatments. Dr. W. learned during one of these medical education events that top specialists were experiencing great success with the rep's product without the diarrhea side effect by using a twice per day dosage rather than

R5517

four times daily. At this lower dosage, patients were still adequately protected from stomach ulcers but didn't get the nasty side effect. The rep gently encouraged Dr. W. to try the drug out on a few patients at the lower dosage as reported at the medical conference. It took an entire year before Dr. W. did 9 eventually try the drug again but when he did, patients came back reporting good results without side effects. Dr. W. put the drug on more patients including himself again. No side effects were noticed this time. Over the next few months, Dr. W. prescribed the drug to a huge portion of his elderly patients with success. He became one of the rep's biggest supporters in the sales territory. With similar support from other physicians, this rep grew the sales level of this drug significantly beyond budgeted expectations. As a result of his performance, the rep was promoted to a senior hospital specialist rep position in the country's most important medical market.

Questions

What is the lesson you have studied from this case? State your comments on the performance of sales rep?

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M.B.A. DEGREE EXAMINATION, APRIL – 2021

Fourth Semester

General

DIGITAL MARKETING

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1.   Identify the benefits of digital marketing.

2.   What time are you going to target your audience?

3.   Highlights the steps to create own business page.

4.   Enlist the role of social media in digital marketing.

5.   How would you attract customers through engagement marketing?

Part B   (5 × 10 = 50)

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

6.   (a)   Distinguish between traditional marketing and digital marketing.

Or

(b)   Write detailed note on

(i)   Cost Per Click (CPM)

(ii)   Cost Per Thousand (CPM)

7. (a) Describe the 7P's of online marketing mix.

Or

(b) Analyse the various strategies for search engine optimization.

8. (a) Discuss the various stages involved in the social media marketing.

Or

(b) Analyse the features of face book marketing.

9. (a) Explore the online branding strategies followed in your new business.

Or

(b) Identify the essential drivers that will shape the future of virtual reality.

10. (a) Explain the online campaign management practices.

Or

(b) Examine the various customer segmentation strategies for digital marketing.

Part C (1 × 10 = 10)

Compulsory question.

11. Search Logistics assisted a furniture-seller who had a website that was hit by Google penalty and lacked in keyword-optimization techniques. Search Logistics redesigned the website, built the domain authority through link building, managed the site structure issues, and many more. Within 6 months, they were able to experience the positive impacts on the website like a 122.27% increase in organic traffic, a 336% in e-commerce transactions, a 369% in revenue, etc.

Suggests your ideas to the marketer to develop new websites.

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R5518

R5519		Sub. Code
		641432

M.B.A. DEGREE EXAMINATION, APRIL –2021

Fourth Semester

Management

SUPPLY CHAIN MANAGEMENT

(CBCS – 2019 Onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all the** questions.

1. What do you meant by Supply Chain Management.

2. Write a short note on Co-Sourcing.

3. Define Network Design.

4. Describe Obnoxion Facilities Location.

5. Elucidate Bullwhip Effect.

Part B   (5 × 10 = 50)

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

6. (a) Discuss the goal of a supply chain and explain how supply chain decisions affect the success of a firm.

Or

(b) Explain the impact of responsiveness and efficiency on each of the major drivers of supply chain performance.

7. (a) Elucidate the factors influencing the choice of sourcing.

Or

(b) Discuss the various purchase strategy with example.

8. (a) Enlighten the factors that influence supply chain network design decisions.

Or

(b) What are the impact of uncertainty and how decision trees can be used to evaluate network design in this scenario?

9. (a) Elaborate the different models of inventory used by in warehouse to effectively stock by the goods.

Or

(b) Explain the impact of supply uncertainty on safety inventory.

10. (a) What are the key issues in determining channel requirements? Explain then briefly.

Or

(b) Narrate the role of channels in efficient and effective supply chain management.

Part C (1 × 10 = 10)

Compulsory question.

11. In what way do supply chain flows affect the success or failure of a firm such as Amazon? List two supply chain decisions that have a significance impact on supply chain Profitability

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R5519

R5520

M.B.A. DEGREE EXAMINATION, APRIL –2021

Fourth Semester

Management

PRODUCTIVITY MANAGEMENT AND TECHNIQUES

(CBCS – 2019 Onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** the questions.

1. Define Productivity.

2. Write a short note on Man power planning.

3. Describe Job Performance.

4. Explain the pitfalls man power planning.

5. What do you mean by work scheduling?

Part B   (5 × 10 = 50)

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

6. (a) Explain the importance of productive improvement cycle and its factors.

Or

(b) You are a production manager; how do you measure your productivity in your organization.

7. (a) Elucidate the need and the importance of manpower planning in production management.

Or

(b) What factors do you consider while measuring productivity in manufacturing firm.

8. (a) Elaborate factors affecting productivity.

Or

(b) Describe how the physical environment affecting the productivity.

9. (a) How does a production manager overcome the barrier in productivity improvement?

Or

(b) Enlighten the various techniques used for productivity improvement.

10. (a) Explicate the contribution of the top management to improve their organizational productivity.

Or

(b) Explain the various time saving techniques that can be adopted in services industry.

Part C (1 × 10 = 10)

Compulsory question.

11. Read the following case and answer the question.

You have the opportunity to invest INR 100 billion for your company to develop a jet engine for commercial aircrafts. Development will span 5 years. The final product costing Rs. 500 million / unit could reach a sales potential, eventually of Rs. 2,500 billion. The new engine can be placed in service 5 years from now, but only if it

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R5520

qualifies four years from now for certification clearing commercial use and only if it meets America's Federal Aviation Administration's (FAA) ever tightening standards for noise reduction. Certification also has to be obtained from India's Director General of Civil Aviation (DGCA). There is competition from world-class manufacturers like Pratt and Whitney and Rolls Royce who are developing competing engines. If you decide to proceed with the project, you must also determine where the new engines will be produced and develop the manufacturing facilities. If you decline to proceed, your company could invest its resources elsewhere and based on its track record, get attractive returns.

(a)   What would be your line of action?

(b)   In case of lengthy product design and development time, what kinds of risks are there?

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R5521		Sub. Code
		641442

M.B.A. DEGREE EXAMINATION, APRIL –2021

Fourth Semester

HUMAN RESOURCE DEVELOPMENT

(CBCS – 2019 Onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1. What do you mean by Human Resource Development?

2. Write a short note on Feedback.

3. Define On-the-Job Training.

4. Describe Career Anchor.

5. Elucidate Organizational Climate.

Part B   (5 × 10 = 50)

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

6. (a) Define HRD and explain the key performance areas in HRD.

Or

(b) List out the role of HRD manager - Explain.

7. (a) Explain the various methods for performance appraisal.

Or

(b) Describe the development-oriented appraisal system.

8. (a) Enlighten the various inputs required for a training and development programme.

Or

(b) What is called as follow-up training? How best the follow-up training can be measured?

9. (a) What are the factors affecting career development in HRD? Discuss them in detail.

Or

(b) Extend note on Special issues in career development.

10. (a) "Organization culture and organization climate are the tools to be managed for organizational effectiveness". Comment.

Or

(b) What do you mean by organisational effectiveness? Discuss various approaches to improve organisational effectiveness?

Part C (1 × 10 = 10)

Compulsory questions.

11. Describe the experiences in Human Resource Development in the Indian Context.

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2 R5521

M.B.A. DEGREE EXAMINATION, APRIL – 2021

Fourth Semester

General

LABOUR LEGISLATIONS

(CBCS – 2019 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1.   What are the objectives of the Factories Act, 1948?

2.   Define wages.

3.   What is meant by gratuity?

4.   Write a note on Registration of Trade union under the Trade Union Act, 1926.

5.   What is Equal Remuneration Act, 1976?

Part B   (5 × 10 = 50)

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

6.   (a)   Explain the provisions of the Factories Act relating to safety of the worker.

Or

(b)   Explain the provisions relating to distribution of compensation as per the Workmen's compensation Act, 1923.

7. (a) Describe the rules regarding annual leave with wages.

Or

(b) Explain the salient features of the Payment of Bonus Act, 1965.

8. (a) State the provisions relating to determination and recovery of gratuity as per the Payment of Gratuity Act, 1972.

Or

(b) Discuss the rules relating to contribution as per the ESI Act, 1948.

9. (a) Explain the procedure for registration of a Trade Union and cancellation of registration.

Or

(b) Discuss the salient features of Industrial Dispute.

10. (a) Enumerate the features of Equal Remuneration Act, 1976.

Or

(b) Explain the features of Maternity Benefits Act.

Part C $(1 \times 10 = 10)$

Compulsory

11. "The Employees State Insurance Act is the proof of progress in the field of social insurance of the industrial workers in India". Explain.

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R5522

R5523	Sub. Code
	641446

M.B.A. DEGREE EXAMINATION, APRIL –2021

Fourth Semester

Management

WORKPLACE COUNSELLING

(CBCS – 2019 Onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1.   What is called workplace counselling?

2.   Write down the importance of business values.

3.   Highlight the advantages for the preparation of counselling.

4.   State the usefulness of evaluation.

5.   What is meant by dynamics of training?

Part B   (5 × 10 = 50)

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

6.   (a)   Discuss the various dimensions of counselling.

Or

(b)   Narrate manager-based model, welfare-based model and organization change model.

7. (a) Explain the various multiple roles of counsellors.

Or

(b) Illustrate the different cultures and counselling relate to organization.

8. (a) Briefly explain the impact of introducing counselling in the workplace.

Or

(b) Narrate the possibilities for terminating counselling.

9. (a) Explain the various methods of counselling evaluation.

Or

(b) Elaborate the impact of training in ethical decision making.

10. (a) Elucidate the various methods of training counsellors.

Or

(b) Explain the role of helping counsellors for supervision.

Part C (1 × 10 = 10)

Compulsory

11. "Counselling is a form of organizational change." Justify this statement.

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R5523

M.B.A. DEGREE EXAMINATION, APRIL –2021

Fourth Semester

Management

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

(CBCS – 2019 Onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions

1.   What is called International human resource management.

2.   Highlight the importance of selection.

3.   List out the need for training.

4.   How does reward motivates employees?

5.   Mention the purpose of work life balance.

Part B   (5 × 10 = 50)

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

6.   (a)   Briefly explain the impact of international HRM in today's scenario.

Or

     (b)   Explain the significance of developing cultural intelligence.

7. (a) Elaborate the various methods of recruitment.

Or

(b) Explain the outcome of managing the global assignment cycle.

8. (a) Describe the importance of training and development.

Or

(b) Give a detailed description related to the systems of employee development.

9. (a) How does reward system motivates productivity of the organisation?

Or

(b) Discuss the important reward factors affecting international compensation systems.

10. (a) How the employees are satisfied with their current worklife balance? Explain.

Or

(b) Elaborate the diversity management of international organisations.

Part C (1 × 10 = 10)

Compulsory

11. Why should MNCs provide training to their employees even after employing relatively more competent people?

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R5524