

R7407

Sub. Code

641355

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022**

Third Semester

Management

DATA WAREHOUSING AND DATA MINING

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. List the various forms of data pre-processing.
2. Write any two applications of data mining.
3. What is data mart and give example?
4. How data warehouse is differs from DBMS?
5. Give a note on “Managed Query Environment”.

Part B

(5 × 10 = 50)

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

6. (a) What are typical requirements of clustering in data mining? Explain.

Or

- (b) Discuss the Apriori algorithm for discovering frequent item sets. Apply the Apriori algorithm to the following data set:

Trans ID	Items Purchased
101	Strawberry Litchi, Oranges
102	Strawberry, Butter fruit
103	Butter fruit, Vanilla
104	Strawberry, Litchi, Oranges
105	Banana, Oranges
106	Banana
107	Banana, Butter fruit
108	Strawberry, Litchi, Apple, Oranges
109	Apple, Vanilla
110	Strawberry, Litchi

The set of items is (Strawberry, Litchi, Apple, Oranges, Vanilla, Banana, Butter fruits). Use 0.3 for the minimum support value.

7. (a) What Differentiate between data retrieval and data mining? Explain data mining as a step in knowledge discovery process.

Or

- (b) Give the algorithm for decision tree induction. Describe its importance in decision tree induction.

8. (a) Why is naive Bayesian classification called “naive”? Briefly outline the major ideas of naive Bayesian classification. Explain Naive-Bayes classification.

Or

- (b) Define Meta data. What is the role of Meta data repository in data warehouse?

9. (a) What is a data warehouse? Diagrammatically illustrate and discuss the data warehousing architecture.

Or

- (b) Discuss the factors which are influencing design and performance consideration for data warehouse.
10. (a) What are the difference between the three main types of data warehouse usage: Information processing, Analytical processing and Data mining?

Or

- (b) What are the various types of OLAP servers? Describe the measures of multidimensional data model.

Part C

(1 × 10 = 10)

Case Study Compulsory.

11. A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a *salad*, the hot-item printer if it is a hot *sandwich* or the bar printer if it is a *drink*. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items

ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

Questions:

- (a) In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions?
- (b) Explain the probable effects that making the system more formal would have on the customers and the management.

R7392

Sub. Code

641301/

645301

**M.B.A. ((General)/Tourism Management) DEGREE
EXAMINATION, NOVEMBER – 2022**

Third Semester

Management/Tourism Management

STRATEGIC MANAGEMENT

**(Common for M.B.A. (General)/M.B.A. Tourism
Management)**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. How do tactics different from Strategy?
2. What is the significance of SWOT analysis in strategy?
3. Elucidate Marketing strategy with example.
4. Explain BCG growth- share matrix.
5. What are the techniques of Strategic control?

Part B

(5 × 10 = 50)

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

6. (a) Success of the company would depend on right strategic planning? Do you agree? Comment.

Or

- (b) Describe the process of implementing a strategy.

7. (a) Success of a strategy depends on right environmental analysis. Do you agree? Comment.

Or

- (b) Internal analysis of the firm is absolutely essential to determine the organizational strength and weakness make a comment and Discuss in detail SWOT matrix with illustrations.

8. (a) Elaborate porter's generic strategies with suitable illustration.

Or

- (b) Identify the core competence of Google Company and explore how it leverages it to gain competitive advantage.

9. (a) What is GE business screen matrix? How does it help multi Business Corporation to evaluate business portfolios and prioritize investment.

Or

- (b) Discuss in detail steps and problems in strategy implementation with illustration.

10. (a) What is stake holder analysis? Discuss in detail, purpose, steps and barriers?

Or

- (b) What is a Balanced Scorecard? How it is used in performance metric to identify and improve various internal business functions and their resulting external outcomes.

Part C

(1 × 10 = 10)

Compulsory Question

11. Wal-Mart, the largest e-commerce giant acquired a controlling stake of 77% in Flipkart (India's largest e-commerce company by market share) by investing \$16 Billion, will this deal will help Flipkart leverage Walmart's omni-channel retail expertise and general supply chain knowledge. Make a comment in detail.
- (a) How would you characterize the business model of Wal-Mart?
- (b) Identify the capabilities of Flipkart
- (c) What synergies the combined business will generate? Discuss in detail.

R7393

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641302

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022**

Third Semester

Management

**MANAGEMENT CONTROL AND INFORMATION
SYSTEM**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What do you understand by the term “Management Control System”?
2. Give a note on “Transfer Pricing”.
3. Distinguish between strategic and tactical decisions.
4. What is data flow diagram?
5. Write a short note on MNC.

Part B

(5 × 10 = 50)

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

6. (a) What are key variables in management control design? Explain their types.

Or

- (b) Describe the various classification of information system.

7. (a) What do you understand by performance evaluation system? Explain the various metrics used in performance evaluation.

Or

- (b) Define the term 'Profit centre'. Explain the mechanics of setting up investment Centre Control.
8. (a) Critically examine the role of Decision Support System as a support to Management Control System.

Or

- (b) List and briefly describe the types of control in organisational structure and design.
9. (a) What is system documentation? Discuss the different principles of system documentation.

Or

- (b) Explain the various stages of the system design.
10. (a) Draw a plan of ideal Management Control System in a Multi-Project Organisation.

Or

- (b) What are the characteristics of a non-profit organization? Discuss the management control system in an educational service.

Part C

(10 × 1 = 10)

Case Study, Compulsory.

11. The chairman and the president of a large regional banking system were frustrated with the information system of the bank. They observed that there were computer-based system for transaction processing, operational reports and control reports. However there was no systematic information system to support strategic management.

Questions :

- (a) What are the information requirements for a strategic management information system of that bank?
- (b) What hardware and software support might be used to develop the system and operate?

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641311

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022**

Third Semester

Management

WORKING CAPITAL MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Why working capital is needed for every organization?
2. Identify the motives for holding of cash in business.
3. What are the objectives of receivables management?
4. What do you mean by work-in-progress?
5. “A letter of credit gives the exporter an absolute assurance that the bill of exchange” – Justify.

Part B

(5 × 10 = 50)

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

6. (a) Explain the reasons for changes in working capital.

Or

- (b) Describe the methods of operating cycle.

7. (a) Discuss in detail about Miller-oor cash management model.

Or

- (b) A company id expecting to have Rs.2,50,000 cash in hand on 1st April 2019, and it requires you to prepare an estimate of cash position during three months, April – June 2019.

Month	Sales Rs.	Purchases Rs.	Wages Rs.	Expenses Rs.
February	7,00,000	4,00,000	80,000	60,000
March	8,00,000	5,00,000	80,000	70,000
April	9,20,000	5,20,000	90,000	70,000
May	10,00,000	6,00,000	1,00,000	80,000
June	12,00,000	5,00,000	1,20,000	90,000

Additional Information :

- (i) Period of credit allowed by suppliers is two months.
 - (ii) 25% of sale is for cash and the period of credit allowed to customer for credit sale is one month.
 - (iii) Delay in payment of wages and expenses is one month.
 - (iv) Income tax is Rs.2,50,000 is to be paid in June 2019.
8. (a) Explain the various approaches to determine customers credit worthiness.

Or

- (b) Explain the different approaches for controlling accounts receivable.

9. (a) Discuss the various techniques for inventory control.

Or

- (b) Two components P and Q are used as follows, Normal usage 1,000 units per week each; Re-ordering quantity P – 20,000, Q – 8,000; Re-ordering period P – 4 to 6 weeks, Q – 2 to 4 weeks; Minimum usage 2,000 units per week each, Maximum usage 3,000 units per week each.

You are required to calculate the following for each of the components.

- (i) Minimum level
(ii) Maximum level
(iii) Average stock level
(iv) Re-ordering level.
10. (a) Analyse the various findings and recommendations of Tanton Committee for bank credit.

Or

- (b) An engineering company is considering its working capital investment for the year 2018–19. The estimated fixed assets and current liabilities for the next year Rs.6.63 crore and Rs,5.967 crores respectively. The sales and earning before interest and taxes depend on investment in current assets – particularly inventory and receivables. The company is examining the following alternative working capital policies.

Current Capital policy	Investment in Current Assets Rs. in crores	Estimated sales Rs. in crores	EBIT Rs. in crores
Conservative	11.475	31.365	3.1365
Moderate	9.945	29.325	2.9325
Aggressive	6.63	25.50	2.55

You are required to calculate the following for each policy :

- (i) Rate of return on total assets
- (ii) New working capital position
- (iii) Current assets to fixed assets ratio.

Part C (1 × 10 = 10)
(Compulsory)

11. A fire occurred in the factory premises on October 31, 2019. Some accounting records were destroyed. Certain accounting records were kept in another building. They reveal the following for the period September 1, 2019 – October 31, 2019.

(a) Direct material purchased	Rs. 2,50,000
(b) Work-in-progress inventory 1.9.2019	Rs. 40,000
(c) Direct materials inventory, 1.9.2019	Rs. 20,000
(d) Finished goods inventory, 1.9.2019	Rs. 37,750
(e) Indirect Manufacturing cost	40% of the conversion cost
(f) Sales revenues	Rs. 7,50,000
(g) Direct manufacturing labour	Rs. 2,22,250
(h) Prime costs	Rs. 3,97,750
(i) Gross margin percentage based on revenues	30%
(j) Cost of goods available for sale	Rs. 5,55,750

The loss is fully covered by insurance. The insurance company wants to know the historical cost of the inventory as a basis for negotiation a settlement, although the settlement is actually to be based on replacement cost, not historical cost.

You are required to find out :

- (i) Finished goods inventory as on 31.10.2019
- (ii) Work-in-progress inventory as on 31.10.2019
- (iii) Direct material inventory as on 31.10.2019

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641312

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022**

Third Semester

Management

DIRECT TAX LAWS AND PRACTICE

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. State the rules relating to valuation of 'Rent Free House'.
2. Define annual value and how it will be determined?
3. How will you treat the bad debts recovered while calculating business income?
4. Distinguish between short term capital asset and long term capital asset.
5. What is grossing up of income of interest and dividend?

Part B

(5 × 10 = 50)

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

6. (a) List out any ten incomes which are exempted U/S 10 of the Income Tax Act 1961.

Or

- (b) From the following particulars find out the taxable salary of Mr. Ramesh working at Trichy (Population more than 4 lakhs)
 Salary Rs.12,000 p.m.
 DA Rs. 1,500 p.m.
 Rent free accommodation whose fair rental value is Rs. 80,000 pa.
 Employer's contribution to RPF 14% of salary
 Interest on PF balance @ 13% pa. Rs. 3,900
 Professional tax paid Rs. 2,000
 Medical allowance received Rs. 500 p.m.
 Arrears of Salary Rs. 13,200.

7. (a) Describe the basis of charging tax under the head Income from House Property.

Or

- (b) Ganesh has three houses, all of which are self-occupied. The particulars of the houses for the P.Y. 2019-20 are as under :

Particulars	House I	House II	House III
Municipal value p.a.	3,00,000	3,60,000	3,30,000
Fair rent p.a.	3,75,000	2,75,000	3,80,000
Standard rent pa.	3,50,000	3,70,000	3,75,000
Date of completion/purchase	31.03.1999	31.03.2001	01.04.2014
Municipal taxes paid during the year	12%	8%	6%
Interest on money borrowed for repairs of property during the current year	-	55,000	-
Interest for current year on money borrowed in July 2013 for purchase of property	-	-	1,75,000

Compute Ganesh's income from house property for A.Y. 2020-21 and suggest which houses should be opted by Ganesh to be assessed as Self-occupied so that his tax liability is minimum.

8. (a) Discuss the admissible deductions under profits and gains of business or profession.

Or

- (b) From the following profit and loss a/c of a manufacturer, calculate income from "profits and Gains of Business or profession" for the year ending 31st March 2020.

Particulars	Rs.	Particulars	Rs.
Salaries to employees	95,000	Gross profit	3,80,000
Advertisement expenses (paid in cash)	24,000	Interest on securities	14,000
General expenses	16,000	Income from house property	25,000
Entertainment expenses	22,000	Bad debts recovered	12,000
Bad debts	1,500	(allowed earlier)	
Drawings by proprietor	24,000		
Sales tax (due and paid on 1.7.2017)	6,000		
Interest on proprietor's capital	7,000		
Repairs	2,500		
Rent	21,000		
Legal expenses	5,000		
Depreciation	15,000		
Bonus	6,000		
Bonus to proprietor	4,000		
Car purchased	72,000		
Expenses on car during the year	12,000		
Donations	2,000		
Provisions for bad debts	6,000		
Net profit	90,000		
	<u>4,31,000</u>		<u>4,31,000</u>

From the examination of books of accounts, the following information are available.

- (i) Advertisement expenses were spent on insertion in newspapers.
- (ii) Rs. 3,000 were spent on purchase of land and included in legal expenses
- (iii) Half of the repair expenses were on let out building
- (iv) Depreciation allowable on all assets including car is Rs. 14,400
- (v) Bonus was paid to employees on 30.6.2020 and date of filing of return is 30.7.2020

9. (a) What the procedure for computation of short term and long term capital gain?

Or

- (b) Mahesh has given the following information about the sale of assets on 1st March 2020.

	Gold	Securities	Plot
	Rs.	Rs.	Rs.
Selling price	8,00,000	4,00,000	13,90,000
Indexed Cost of acquisition	3,00,000	2,00,000	6,00,000
Selling expenses	10,000	5,000	90,000

Mahesh owned one residential house property on 1st March 2020 being the date of transfer of aforesaid assets. He was invested in the following assets after 31st March, 2020 but upto 31st July 2020 being the last date of furnishing the return of income for the Assessment year 2020-21:

- Bonds of National Highway Authority of India redeemable after 6 years Rs. 3,00,000.
- Bonds of Rural Electrification Corporation Ltd., redeemable after 5 year Rs. 2,40,000
- Residential House Property Rs. 10,00,000.

Calculate the income taxable under the head capital gains.

10. (a) State the various items of income chargeable under the head income from other sources.

Or

- (b) Mr. Kannan owns horses at Bangalore and Delhi. The horses run in races at the respective race courses. During the year 2019-20, Mr. Kannan submits the following information.

- (i) Expenses on race horses Rs. 4,00,000
at Bangalore
- (ii) Expenses on race horses at Delhi Rs. 6,00,000
- (iii) Stake money earned by horses at :
- | | |
|-----------|--------------|
| Bangalore | Rs. 5,00,000 |
| Delhi | Rs. 3,00,000 |
- (iv) Mr. Kannan received Rs. 1,26,000 on betting during horse races at Bangalore
- (v) Kannan also received Rs. 49,000 as lottery winnings and his winnings from card games were Rs. 20,000 during the year.

Compute the income from other sources of Kannan for the assessment year 2020-21

Part C**(1 × 10 = 10)****Compulsory question.**

11. From the following particulars Mr. Kannan who is working in Hari & Co., Delhi, (population above 25 lakhs) compute his total income and find out qualifying amount for deduction u/s 80C

	Rs.
Salary Rs. 3000 per month	36,000
Entertainment allowance (never given before)	25,000
Dearness allowance	18,000
Employers contribution to RPF	4,000
Employees contribution to RPF	4,000
Education expenses of Mr. Kannan's son met by employer	1,000
Rent free furnished house in Delhi provided by the employer, Rental value of the house owned by the employer is	6,000
Medical expenses during office hours	600
Club bill of Mr. Kannan paid by the company	400
Insurance premium paid from his salary	1,000
Bonus	26,000
Car of 1.8 Ltr. is provided for personal and office use. Driver's wages Rs. 6,000. Expenses on running and maintenance are met by employer	
Gas, water and electricity bills paid by the employer is	3,000
Gardener's salary paid by employer	4,000
Mr. Kannan paid college tuition fee of his children	16,000
Amount deposited in PPF	60,000
Life Insurance premium on Spouse's life principal	80,000
Housing loan principal amount paid	60,000

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**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022.**

Third Semester

Management

**SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is secondary market? State its services.
2. State the importance of studying fundamental analysis.
3. Who are odd lotters?
4. How do you identify the efficient portfolio?
5. Why should the investors adopt formula plans?

Part B

(5 × 10 = 50)

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

6. (a) Explain the role of SEBI with regard to primary market.

Or

- (b) Describe the features of primary market and secondary market.

7. (a) Discuss the factors involved in company analysis.

Or

(b) Give a detailed account of sources of investment information.

8. (a) Discuss the role of charts in technical analysis.

Or

(b) Explain in detail about the random walk theory.

9. (a) Explain the Sharpe Model in detail.

Or

(b) Discuss the Arbitrage Pricing Theory (APT) model. How does it differ from CAPM model.

10. (a) Explain the Sharpe's and Treynor's performance measures for portfolio.

Or

(b) Discuss the various techniques of portfolio revision.

Part C

(1 × 10 = 10)

Compulsory

11. Explain the role of SEBI with regard to primary market and secondary market.

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641316

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022.**

Third Semester

Management

FINANCIAL MARKETS AND INSTITUTIONS

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is bank rate? List out the importance.
2. Describe the derivative market. List out any three specific advantages.
3. Write a short note on DFHL.
4. What is MCX?
5. Define financial market.

Part B

(5 × 10 = 50)

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

6. (a) Explain Indian financial system.

Or

- (b) What do you mean by Non-banking finance companies (NBFC's)? Explain their major activities.

7. (a) Write a short note on functions of Reserve Bank of India.

Or

- (b) Describe the different kinds of financial services provided by banks and financial institutions.

8. (a) Discuss the functions of a central bank in the economy.

Or

- (b) Explicate the credit rating and briefly discuss with credit rating process.

9. (a) Describe the structure of financial markets in India.

Or

- (b) Discuss in brief the life and non-life insurance organizations in India.

10. (a) What is secondary market? Briefly discuss the working of the stock markets in India.

Or

- (b) Explain the role of SEBI in primary and secondary market.

Part C

(1 × 10 = 10)

Compulsory Question.

11. Elaborate on the Indian financial sectors and highlight the reforms introduced in various sectors such as banks, capital markets, insurance.

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641321

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022.**

Third Semester

Management

CONSUMER BEHAVIOUR

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** the questions.

1. What is meant by market segmentation?
2. Briefly explain the profile of opinion leaders.
3. Attitude of consumers may be changed- Justify this statement.
4. Explain any three role of family members in consumer buying decisions.
5. What do you understand by repeat purchase?

Part B

(5 × 10 = 50)

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

6. (a) Explain the need, significance and characteristics of consumer behaviour.

Or

- (b) Discuss the application of consumer behaviour principles on strategic marketing with examples.

7. (a) Explain the different theories of personality and its application on consumer buying behaviour.

Or

- (b) Enumerate the functions and components of attitude in detail with examples.

8. (a) Describe the process of diffusion of innovation.

Or

- (b) Explain the term reference groups? What are the major types of reference group appeals in common marketing usage?

9. (a) What are the traditional family life cycle stages family progresses through? Discuss how the family life cycle stages influences an individual's consumer behavior. Give examples.

Or

- (b) Distinguish among belief; values, customs. Illustrate how the clothing a person wears at different times or for different occasions is influenced by customs. Does understanding the customers' customs present insights and opportunities for clothing markets? Elaborate

10. (a) What are the different types of purchase decisions? What kind of marketing and socio-cultural factors will influence consumer decision making.

Or

- (b) Explain the steps involved in consumer decision making process.

Part C

(1 × 10 = 10)

Compulsory

11. You are the brand manager of a new line of light weight autofocus, economically priced digital cameras. Describe how an understanding of consumer behaviour will help you in your segmentation strategy and promotion strategy. What are the consumer behaviour variables that are crucial to your understanding of this market?
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R7399

Sub. Code

641322

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022.**

Third Semester

Management

MARKETING COMMUNICATION

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** the questions.

1. What is meant by advertisement?
2. What do you understand by advertisement layout in print media?
3. Describe the term advertisement budget.
4. Who are advertising agencies? Name any two top advertising agencies in India.
5. Define integrated market communication.

Part B

(5 × 10 = 50)

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

6. (a) Define marketing communication and discuss its importance in today's competitive business environment.

Or

- (b) Explain the benefits of modern advertising.

7. (a) Write a note on (i) Evaluation of advertising copy
(ii) Objectives of Advertising.

Or

- (b) Evaluate various pre-testing and post testing techniques used for evaluation of advertising copy.
8. (a) Develop a media plan for a company to promote its broadband service in the Indian market. Make necessary assumptions.

Or

- (b) Briefly explain the various appropriation methods used for an advertising budget.
9. (a) Explain the techniques used to measure the effectiveness of advertisement.

Or

- (b) Explain the factors to be considered in selecting an advertising agency.
10. (a) How is publicity different from other promotional tools of marketing? Detail the goals of publicity creation in business markets.

Or

- (b) Explain the merits and demerits of integrated marketing communication.

Part C

(1 × 10 = 10)

Compulsory

11. Develop a detailed “Advertising Plan” for a company who wish to launch new sanitizer in their existing brand (Make necessary assumptions).
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641326

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022.**

Third Semester

Management

FRANCHISE MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. State some of the advantages of Franchising.
2. Write some of the features of franchising.
3. Who is a Franchisor?
4. Describe the role of IPR in franchising.
5. Mention the major franchisor industry segments in India.

Part B

(5 × 10 = 50)

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

6. (a) Explain the different stages of Internationalisation.

Or

- (b) Elucidate the evolution of franchising in chronological order.

7. (a) Write down the implications of 'Agency Theory' in franchising.

Or

- (b) What is parenting advantage? Explain how it adds value to the business?

8. (a) Explain the various factors influencing the selection of franchise.

Or

- (b) Discuss the relationship between Franchisor and franchisee with suitable illustration.

9. (a) Explain the content and development applicable in Franchise agreement.

Or

- (b) Enumerate the role of 4 P's of marketing in Franchising.

10. (a) What types of businesses are involved in franchises? Explain any two of the most successful industry.

Or

- (b) List the various advantages and disadvantages to the franchisee in food retail chain industry.

Part C (1 × 10 = 10)

Compulsory

11. You are interested in taking franchise of some brand in service industry in India. What are the factors you need to consider and analyse when you are speaking with the franchise development representative? Critically examine the above statement with an example.

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641327

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022**

Third Semester

Management

PRINCIPLES OF RETAILING

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **ALL** questions.

1. What are the advantages of retailing?
2. What is customer service satisfaction?
3. List out the difference between Merchandising plan and financial plan.
4. What is retail store operation?
5. Write the names of retailing mix variables.

Part B

(5 × 10 = 50)

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

6. (a) Define Retailing. What are the key drivers of Retailing in India and Why?

Or

- (b) Explain the various theories of retailing.

7. (a) Describe the factors affecting consumer behaviour.

Or

(b) What is business plan? Prepare a complete business plan for a retail store.

8. (a) What are the advantages and disadvantages of value based pricing?

Or

(b) Describe the social factors that affect the consumer buying decision process in retailing.

9. (a) What is Organisational structure in retail? Explain the types of organizational structure?

Or

(b) Give a note on recruitment in retail? Discuss the process of recruitment.

10. (a) What is barcode and how it works? Is RFID and barcode same? Discuss its benefits in retail industry.

Or

(b) Define Geographic Information System and discuss their potential uses in a retail enterprise.

Case Study- Compulsory

11. HYPER CITY AUTOMATES DISTRIBUTION CENTERS' FOR EFFICIENCY

Hyper City Retail is a big-box hypermarket with three stores covering over 2.2 lakh sq.ft. All the hypermarkets have 'back-stores' to store merchandise, but because retail space is expensive these store-rooms only hold a day's worth of inventory. The bulk of Hyper City's inventory is maintained at mammoth 2,00,000 sq.ft. Distribution centers (DCs) on the outskirts of a city. These DCs handle about a million SKUs and 1,200 vendors.

To make certain that the hypermarkets' shelves are always stocked, the DC's processes have to be automated. DC personnel set themselves a target of achieving a minimum of a 95 percent fill-rate across all categories for store transfers and also receive goods with minimum vendor vehicle turnaround time. "It was clear that to ensure on time fulfilment of store transfers, the DC's processes had to be automated. In order to help optimize various processes and reduce the time spent in the DC, we knew that the solution had to run on a mobile device," says Veneeth Purushotaman, head-technology, Hyper City Retail.

Today, when a product arrives at the DC, the receiving team loads its purchase order on a handheld scanner device. This helps reduce manual entry (and its accompanying errors). Once the items are received, the warehouse management system prints out a 'put-away' document. This document is now available on the scanner and guarantees that a DC staffer puts items away correctly. Finally, when it is time for inventory to be moved to a store a 'pick' document is assigned to a 'picker' using a wireless hand-held scanner. This document shows

the exact location of a product and the number of pieces to gather. If an item is not on the pick list an error message informs the picker. Within a month of the implementation, staff costs at the DC fell by 23 percent, and sales rose by 25 percent. As envisioned, turnaround time fell by 12 hours, because errors from misreading data virtually disappeared. Purushotaman's solution also created a unique bond between IT and business processes, creating happier employees. "Attrition is near zero and the enthusiasm and motivation that the DC management system has generated has helped the DC set new benchmarks for retail logistics and warehouse management in India."

Question:

Discuss the advantages of automation of distribution centres for efficiency.

R7402

Sub. Code

641341

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022.**

Third Semester

Management

ORGANIZATIONAL CULTURE AND DEVELOPMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** the questions.

1. List out any four organizational characteristic.
2. What you meant by maintenance components?
3. Elucidate action research in organizational development.
4. Describe interpersonal interventions.
5. Enumerate the resistance to change.

Part B

(5 × 10 = 50)

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

6. (a) Explain the dimensions of organizational culture.

Or

- (b) How organizational culture affects the workplace?
And what are the factors affecting the
organizational culture.

7. (a) Give explanation about the action plan Process for operational component in organizational development.

Or

- (b) Define organizational development and discuss about the components of organizational development process.

8. (a) Explain action research approach for organizational development.

Or

- (b) How to use action research in organizational development discuss in detail?

9. (a) Type of organizational development interventions – discuss in detail.

Or

- (b) Explicate the factors affecting structural intervention in organizational development.

10. (a) Give explanation in detail about the process of organizational change.

Or

- (b) Discuss in detail the strategies for managing organizational changes.

Part C

(1 × 10 = 10)

Compulsory

11. As a HR manager, how will you manage various sources resistance from the employees about the radical change in the organization?

R7403

Sub. Code

641342

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022**

Third Semester

Management

ADVANCED BEHAVIORAL SCIENCE

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** the questions.

1. What do you understand by behavioral science?
2. What are strokes in Transaction Analysis?
3. Explain the types of goal setting
4. Behavior modification is the riskier process - Justify this statement.
5. Enumerate the need for counseling in an organization.

Part B

(5 × 10 = 50)

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

6. (a) What is meant by Organization Development?
Explain the techniques used for measuring the Organization Development.

Or

- (b) Write a detailed note on steps involved in Organization Development process.

7. (a) As a HR consultant, how do you analyse the outcome of human transactions by using strokes and stamps.

Or

- (b) Enumerate the need and importance of individual employee assertive behavior and his communication style in a team organization.
8. (a) What is meant by goal setting? Explain its need and importance in employee growth rate.

Or

- (b) What do you understand by Employee Development Plan? Explain the steps involved in creating effective Employee Development plan.
9. (a) Explain the various techniques of behavior modification and its applications.

Or

- (b) Enlighten the steps involved in Behaviour intervention planning process.
10. (a) What is employee counseling? Explain its need and objectives.

Or

- (b) What are stressors? Explain the sources and symptoms of stress.

Part C (1 × 10 = 10)

(Compulsory)

11. 'Anxiety disorder is the silent killer of employees in the workplace' – Justify this statement.

R7404

Sub. Code

641343

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022**

Third Semester

Management

INDUSTRIAL RELATIONS

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is meant by Industrial relations? Mention its importance.
2. Write a short note on ICFTU.
3. Describe the role of employer in the industrial relations.
4. Narrate the benefits of collective bargaining.
5. Write a short note on accident prevention techniques.

Part B

(5 × 10 = 50)

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

6. (a) State the steps relating to build a Good Industrial Relations.

Or

- (b) Describe the recommendation of NCL relating to Industrial Relations.

7. (a) Narrate the functions of Trade Union.

Or

(b) Describe the supervision of ILO on the implementation of its conventions and recommendations.

8. (a) State briefly the procedure prescribed for adjudication of an industrial dispute by arbitration.

Or

(b) Why are grievances caused in a organization? How can these be redressed?

9. (a) Has Bipartism flourished in India? If not what are the reasons? Give suggestions.

Or

(b) Describe the factors influencing in the fixation of wage rates.

10. (a) What is hazardous process? What are the precautionary measures and safety measures have to be adopted under IV-A chapter of the Factory's Act?

Or

(b) What is meant by counselling? Explain the advantages and of shortcomings counselling.

Part C

(1 × 10 = 10)

Compulsory.

11. Prakash Ltd is engaged in manufacturing and marketing non-durable consumer products. It has units in different parts of the country. Most of the workers and some of the supervisory staff are unionised and belong to different trade unions. In one of the units in the eastern region, there are five trade unions. All the unions are apparently controlled by internal leaders, though they have been holding such leadership positions for several years and their links with different political parties cannot be totally ruled out either.

The Management of the local unit of the eastern region mentioned above has been dealing with that union which it believed had some links with the party in power in the state. Over the years the workers have come to believe that the Management has not cared to deal with the union, which actually enjoyed the support of the majority of workers. Gradually workers appear to have lost faith in the Management and sporadic incidents of indiscipline have also grown.

What steps in your view may develop a sense of confidence amongst the workers and improve the discipline at the work place and why?

R7405

Sub. Code

641347

**M.B.A.(General) DEGREE EXAMINATION,
NOVEMBER – 2022**

Third Semester

Management

**ORGANISATIONAL STRESS AND CONFLICT
MANAGEMENT**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is stress? What are its types?
2. What are the symptoms of stress?
3. Give a note on assertiveness training.
4. What is win-win conflict outcome?
5. In reality what do most of the organizations do in case of a conflict?

Part B

(5 × 10 = 50)

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

6. (a) What do you mean by role stress? Explain the different types of role stressors in the organization.

Or

- (b) Discuss the social and environmental sources of stress.

7. (a) “All types of stress are not negative. When an individual learns to tolerate the stress to enhance performance, stress is healthy”. Discuss the statement.

Or

- (b) Discuss the different types of verbal and non-verbal indicators of stress.
8. (a) ‘Humor can be useful key to success at workplaces’ - Justify, this statement using valid points and examples.

Or

- (b) Explain the role of yoga in organization with an example.
9. (a) “Even organizations which we consider to be ideal ones are not free from conflicts”. Can you apply your theoretical knowledge to explain how conflicts arise in any organization?

Or

- (b) Briefly explain different strategies that can be useful in resolving intra personal conflict.
10. (a) Briefly discuss the process of development of conflict.

Or

- (b) Discuss conflict resolution techniques. What are the strengths and weaknesses of each?

Part C

(1 × 10 = 10)

Case study — Compulsory.

11. Mr. Ram is working in an Insurance Company, which is owned by Indian and Foreign companies. He is head of the region where population is below 5 lakhs. There are another 10 similar companies in the market which are existing from 20 years back and offer better packages than that of Ram's Company. He had monthly target which had to be finished Ram has another hurdle, as he is not a native of that place. He had problem of tackling with workers and superiors. Constantly with this he is feeling more stress at his office and home. He is shouting with family members for simple reasons. He is losing the relationships at home. With the same his performance is degrading day by day. His superiors advised to take vacation.

Case Questions:

- (a) Explain why Ram is inconsistent with his behaviour
 - (b) Do you think Ram is working hard?
 - (c) What measures you suggest to Ram to overcome the problem of stress?
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R7406

Sub. Code

641352

**M.B.A. (General) DEGREE EXAMINATION,
NOVEMBER – 2022**

Third Semester

Management

RELATIONAL DATABASE MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What do you mean by Data processing?
2. What is the difference between volatile and non-volatile storage?
3. What is de-normalization?
4. Define Two Phase Commit protocol.
5. List out the database security features.

Part B

(5 × 10 = 50)

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

6. (a) Explain the advantages and disadvantages of DBMS.

Or

- (b) Define File Organization. Explain different File Organization methods.

7. (a) What is Data Independence? What is a view? How it is related to data independence?

Or

- (b) What is E – R model? Discuss about the Concept Design with the ER Model.

8. (a) What is Relational Algebra? Explain various operators used in relational algebra.

Or

- (b) What is the need of the normalization? Explain the first three steps involved in the normalization.

9. (a) Discuss the immediate update recovery technique is both single and multiuser environment.

Or

- (b) Discuss the concurrency control mechanism in detail using suitable example.

10. (a) What is DBTG system? Explain the DBMS architecture in detail with diagram

Or

- (b) What is the role of database administration? Explain the types of database administrator.

(Case Study – Compulsory)**11. Microsoft Dynamics**

Microsoft Dynamics is a line of Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) software applications developed by Microsoft. Microsoft Dynamics work like familiar Microsoft products which we already use, thereby reducing the time required to learn how to use it and helping people to be more productive. For example, Microsoft Dynamics CRM works inside Microsoft Outlook, the email client, so that sales, marketing, and customer service tasks can be completed as easily as processing email or adding an appointment to the calendar. Microsoft Dynamics delivers a compelling suite of software solutions to help improve financial, customer relationship, and supply chain management. Solution providers build on the standard Microsoft Dynamics ERP and CRM functionality to deliver powerful industry solutions that meet industry-specific needs. Delivered through a network of channel partners providing specialized services, these adaptable business solutions work like and with familiar Microsoft software to streamline processes across an entire business. Microsoft Dynamics increases the value of an organization's technology investments because it works with existing systems, lowering the Total Cost Ownership (TCO) while scaling as the organization grows and evolves in the future. With Microsoft Dynamics, one can monitor changing business conditions by accessing critical business data from the moment it is first captured through final reporting using centralized reporting and analysis tools. This gives the manager the confidence to make the right decisions for his business. Microsoft Dynamics software supports agility by making business processes quick to adapt, add new functionalities, easily extend the functionalities, and through a focus on the cloud, providing the ability to expand or contract capacity as business conditions demand.

Questions:

- (a) How is Microsoft Dynamics trying to add on the capabilities of existing Microsoft products to manage the information needs of a business? Answer by first explaining what you mean by 'information needs'?
 - (b) What do you mean by streamlining business processes? How does software help? Relate this concept of streamlining businesses with Business Process Reengineering (BPR).
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