

R8085

Sub. Code

641402

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Management

PROJECT PLANNING AND MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What do you mean by project management?
2. What are the elements of Project Formulation?
3. How budgets are framed in projects?
4. Explain the steps in project management planning process.
5. What do you mean by Feasibility report?

Part B

(5 × 10 = 50)

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

6. (a) Write a detailed note Project Management and State the importance of Project Management.

Or

- (b) Describe the roles, responsibilities and selection of project manager.

7. (a) Write a detailed note on the various steps involved in Project Formulation.

Or

- (b) Explain in detail Project selection and project portfolio process.

8. (a) Discuss cash flow forecasting.

Or

- (b) What do you mean by cost benefit analysis? Explain the different categories of cost in detail.

9. (a) A project has a following time schedule

Activity:	1-2	1-3	1-4	2-5	3-6		
Time in weeks:	2	2	1	4	8		
Activity:	3-7	4-6	5-8	6-9	7-8	8-9	
Time in weeks:	5	3	1	5	4	3	

Construct PERT network and compute (i) Total float for each activity and (ii) critical path and its duration.

Or

- (b) Explain the networking process during uncertainty and risk in scheduling a project.

10. (a) Why reporting on project objectives is necessary? Explain in detail.

Or

- (b) "Technical feasibility of project depends largely on location, availability and cost of various requirements in alternative locations." Discuss the statement.

Compulsory

11. Lakes Automotive is a Detroit-based tier-one supplier to the auto industry. Between 1995 and 1999, Lakes Automotive installed a project management methodology based on nine life-cycle phases. All 60,000 employees worldwide accepted the methodology and used it. Management was pleased with the results. Also, Lakes Automotive's customer base was pleased with the methodology and provided Lakes Automotive with quality award recognition that everyone believed was attributed to how well the project management methodology was executed.

In February 2000, Lakes Automotive decided to offer additional products to its customers. Lakes Automotive bought out another tier-one supplier, Pelex Automotive Products (PAP). PAP also had a good project management reputation and also provided quality products. Many of its products were similar to those provided by Lakes Automotive. Because the employees from both companies would be working together closely, a singular project management methodology would be required that would be acceptable to both companies. PAP had a good methodology based on five life-cycle phases. Both methodologies had advantages and disadvantages, and both were well liked by their customers.

- (a) How do you get employees to change work habits that have proven to be successful?
- (b) What influence should a customer have in redesigning a methodology that has proven to be successful?
- (c) What if the customers are unhappy with the new combined methodology?

R8086

Sub. Code

641411

M.B.A.(General) DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Management

ADVANCED COST ACCOUNTING

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. List the objectives of cost accounting.
2. What is the role of “Estimating” in job costing?
3. Explain the concept of margin of safety.
4. Summarize the importance of budgetary control.
5. Interpret activity-based costing with suitable example.

Part B

(5 × 10 = 50)

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

6. (a) Explain the steps to be taken for the installation of a costing system.

Or

- (b) You are required to compile a statement showing cost and profit from the information given, showing clearly, (i) Material consumed (ii) prime cost

(iii) Works cost (iv) Cost of production (v) Cost of sales (vi) Profit and (vii) sales.

	Rs.
Materials purchased	2,00,000
Wages	1,00,000
Direct Expenses	20,000
Opening stock of materials	40,000
Closing stock of materials	60,000

Factory overhead is absorbed at 20% on wages. Administration overhead is 25% on the works cost. Selling at distribution overheads are 20% on the cost of production. Profit is 20% on sales.

7. (a) State the Special Features of Process Costing.

Or

(b) A company engaged in the manufacture of air cooler pumps supplies the following information relating to September 2022.

	Job 100	Job 101	Job 102	Job 103
Materials issued Rs.	500	250	240	300
Purchases Rs.	600	-	50	150
Wages Rs.	500	150	200	250
Machine Hours Rs.	50	30	40	15

Overhead is absorbed on the basis of machine hours and the hourly rate is Rs.10.

Overhead incurred during the month was Rs.2,000. Job No. 100 was finished during the month and invoiced to the customer at Rs.4,000.

Prepare a job cost sheet and necessary ledger accounts.

8. (a) From the following information related to Rajinikanth Bros. Ltd., you are required to find out

- (i) P/V Ratio
- (ii) Break Even Point
- (iii) Profit
- (iv) Margin of Safety
- (v) Volume of Sales to earn Profit of Rs.6,000

	Rs.
Total fixed costs	4,500
Total variable costs	7,500
Total Sales	15,000

Or

(b) Analyze the managerial uses of marginal costing.

9. (a) Distinguish between budgetary control and standard costing.

Or

(b) Draw up a flexible budget for production at 75% and 100% capacity on the basis of the following data for a 50% activity.

	Per unit
	Rs.
Materials	100
Labour	50
Variable Expenses (direct)	10
Administrative expenses (50% fixed)	40,000
Selling and distribution expenses (60% fixed)	50,000
Present Production (50% activity) :	1,000
	units

10. (a) Explain the steps involved in cost control procedure and implementation.

Or

- (b) Write a detailed on lifecycle costing with suitable example.

Part C (1 × 10 = 10)

Case Study – Compulsory

11. “Marginal costing is a valuable aid for Managerial Decisions”. Support your answer.
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641412

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Management

GST AND CUSTOMS LAW

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Define the term IGST with example.
2. Enlist taxes subsumed under CGST.
3. How do you determine the rate of tax in case there is change in the tax rates?
4. Who are the persons compulsory to GST registration?
5. Describe documents used in export trade.

Part B

(5 × 10 = 50)

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

6. (a) How is zero rated supply different from exempted supply?

Or

- (b) Explain the challenges for implementation of GST.

7. (a) What will be the place of supply for mobile network connection?

Or

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

8. (a) Write short note on :

(i) Eligibility and Conditions for ITC

(ii) Documents for claim ITC by a registered person.

Or

(b) Briefly Explain

(i) Bill of entry

(ii) Basic documents to be filed along with bill of entry.

9. (a) Explain the methods of payment of GST and how the tax liabilities are recorded.

Or

(b) What are the procedures to be followed by authority of Advance ruling after receipt of an application?

10. (a) How are export of goods treated under GST?

Or

(b) Distinction between private warehouse and public warehouse under Customs law?

Part C

(1 × 10 = 10)

Compulsory.

11. (a) Raj Ltd. provides the following information :

Date of invoice in respect of purchase of Plant and Machinery 01.11.2018

(Life of plant and machinery is five years)

Value of Plant and Machinery excluding GST 20,00,000

GST charged in respect of Plant and Machinery @ 18% 3,60,000

Date of supply of Plant and Machinery owing to obsolescence 10.01.2020

Value of outward supply of Plant and Machinery 12,00,000

Determine how much amount of GST to be paid on the supply of such machine.

(b) From the following information provided to you, determine, how would you utilize the ITC on account of SGST available in the Electronic Credit Ledger:

Particulars	Amount
Amount of ITC on account of SGST available in the Electronic Credit Ledger for the month of June, 2019	2,00,000
CGST payable for the month of June, 2019	73,000
IGST payable for the month of June, 2019	96,000
SGST payable for the month of June, 2019	30,000

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641401

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Management

BUSINESS ETHICS AND CORPORATE GOVERNANCE

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Define Business Ethics.
2. What do you mean by Environmental Ethics?
3. Differentiate between Business Ethics and Corporate Ethics.
4. What do you mean by Corporate Governance?
5. What is CSR?

Part B

(5 × 10 = 50)

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

6. (a) List any two basic ethical theories with an example of each in practice. Identify the limitations of each theory.

Or

- (b) State the difficulties involved in ethical decision making. Bring out the guidelines which help ethical decision making.

7. (a) Discuss the ethical issues involved in training and appraising the employees in an organization.

Or

- (b) What are the major issues involved in false advertising?

8. (a) What are the objectives of corporate governance? Explain the emergence of corporate governance in India.

Or

- (b) Write a brief note on any five corporate financial frauds reported in India.

9. (a) In achieving the goal of corporate transparency, write notes on the role of: (i) Stakeholders (ii) The board of directors.

Or

- (b) What do you mean by insider trading? Explain the role of SEBI in controlling insider trading.

10. (a) How can ethics and social responsibility be integrated into a firm's marketing Strategy? Elaborate.

Or

- (b) Explain financial implications of corporate social responsibility.

Part C

(1 × 10 = 10)

Compulsory.

11. Kamala knew that something was wrong when Jagan got back at his desk. Jagan had been with Akash for twenty years. He was sincere, hardworking and also a strong Supporter of the company. Kamala joined this accounting firm one year ago, after passing her C.A. exam.

One morning, Jagan was moody and upset. When Kamala was wishing him a good morning, Jagan said: "Look here, Kamala I have been denied a senior position. I am working 60 hours per week for the last 20 years. This company wants me to wait for some more time". Kamala asked him, "What are you going to do?". Jagan replied, "I don't know".

Later on, Jagan began behaving in different way. He used to come late and go early. On a Sunday, when Kamala went to office to collect some papers, she noticed Jagan was Copying some software used on auditing and consulting. Jagan began to do some consulting work for small firms. He also said that long-term service was not recognized in that company. Kamala was disturbed by this even.

Questions :

- (a) What are the ethical issues in this case?
- (b) Do you have some suggestions for this Company?

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641413

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Management

FINANCIAL DERIVATIVES

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is meant by a forward contract? Give examples.
2. Explain the term 'future contract'.
3. Give the meaning of call options with examples.
4. Write a short note on hedging.
5. Expand FRN.

Part B

(5 × 10 = 50)

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

6. (a) Enumerate the functions of the OTC Derivatives market.

Or

- (b) Write a detailed note on features of different types of financial derivatives.

7. (a) Explain the origin and operating mechanism of the futures market in India.

Or

- (b) Elaborate on the role of clearing houses in a derivatives market.

8. (a) Write the difference between futures and options.

Or

(b) Discuss the different option pricing models with examples.

9. (a) What are hedge funds? How hedge funds are structured?

Or

(b) As a financial analyst, how will you evaluate the hedge position in the derivatives market?

10. (a) Discuss the different types of SWAP contracts with examples.

Or

(b) Explain the advantages and disadvantages of Floating-Rate Notes.

Part C (1 × 10 = 10)

(Compulsory)

11. An investor has obtained the following details regarding Evergreen corporations' call option. The current price of the stock is Rs.45 and the strike price is Rs.40 per share. The contract duration is three months. The standard deviation is 0.52 and the risk-free rate of interest is assumed to be 10 percent.

Determine the call option. If the current price of a call option on Evergreen Corporation is Rs.6.20 per share what should an investor do to make money?

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M.B.A. (General) DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Management

SALES MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. List the qualitative objectives of personal selling.
2. What is prospecting? Why it is necessary?
3. What is the sales quota and its types?
4. Define sales force training.
5. Explain any three needs for the sales budget.

Part B

(5 × 10 = 50)

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

6. (a) Explain the application of the AIDAS theory of selling in a sales process.

Or

- (b) State the differences between the selling and marketing concepts.

7. (a) How would you plan your sales presentation if you were a salesperson responsible for selling the personal computer to individual customers?

Or

- (b) As a sales executive how will you handle the different sales objections from the prospects.

8. (a) Briefly explain the steps involved in the salesforce selection process.

Or

- (b) Define recruitment. Explain the sources of salesforce recruitment.

9. (a) How will you determine the incentives for a sales force? — Explain.

Or

- (b) How can the training needs of salespersons be identified? How do the learning styles of salespersons affect the design of the sales training program? Use illustrative examples to substantiate your answer.

10. (a) Explain the factors that should be considered while preparing the sale budget.

Or

- (b) How a salesperson should be ethically responsible? — Explain.

Part C

(1 × 10 = 10)

(Compulsory)

11. You are a large publishing house, publishing scientific and technical books for a nationwide customer base. What type of field sales organization would you design and why?
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M.B.A. (General) DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Management

DISTRIBUTION MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Write a note on distribution management.
2. Why retailing?
3. Define channel design.
4. State the need for channel information system.
5. What do you understand by vertical integration?

Part B

(5 × 10 = 50)

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

6. (a) Explain the importance of marketing mix.

Or

- (b) Discuss the channel roles in distribution management.

7. (a) Illustrate the role of retailing.

Or

(b) State the significance of franchising.

8. (a) Explain the different types of marketing channel members.

Or

(b) Enumerate the need for channel design.

9. (a) Why logistics and supply chain management? Explain.

Or

(b) Analyze the role of channel information systems.

10. (a) Evaluate the strategic alliances in distribution management.

Or

(b) Outline the various issues related to international distribution.

Part C

(1 × 10 = 10)

(Compulsory)

11. What performance considerations would you use in the selection of channel structure for a newly introduced brand of frozen vegetables?

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M.B.A. (General) DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Management

MARKETING RESEARCH

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Define marketing DSS.
2. Write a short note on omnibus Survey.
3. What are the uses of test marketing?
4. Differentiate skimming pricing and penetration pricing.
5. List any two issues in packaging.

Part B

(5 × 10 = 50)

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

6. (a) What is the role of marketing research at the strategic level of marketing?

Or

- (b) State the importance of conducting Marketing Research.

7. (a) Discuss the sources of collecting secondary data.

Or

(b) Write a brief note on survey methods.

8. (a) Explain various stages of product development process and discuss how product research is applicable in new product development.

Or

(b) What are the steps involved in the application of conjoint analysis?

9. (a) Explain the distribution research techniques that are most ideal for monitoring the performance of the chosen channel.

Or

(b) "Is everyday low pricing leading to low profit in current scenario" - Discuss.

10. (a) Discuss the ethical issues in marketing research in detail.

Or

(b) What is meant by packaging? List out and explain the functions of packaging?

Part C

(1 × 10 = 10)

Compulsory.

11. CASE STUDY:

Sheetal Ice cream wants to set up various soft cones vending machines at various shopping malls and other shopping places. The Unique Selling Proposition (USP) of the ice cream is that it is less sweet, low calories and yet very thick and creamy. They have 5 flavours i.e., vanilla, dark cocoa, coffee, butterscotch and strawberry. They also have unique real fruit flavours in orange, kiwi, black current and mixed fruit.

Before they launch the ice cream, they need to know the taste preferences, buyer's behavior towards their spending power and frequency of eating ice cream. The ice cream is targeted to health-conscious Consumers.

- (a) What is research process? Explain the research process for the above case.
- (b) As a researcher which research design would you use? Justify your choice.

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M.B.A. (General) DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Management

RETAIL OPERATIONS MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Explain various types of Retail Management.
2. What are the Responsibilities of Store Manager?
3. What are the steps in the strategic planning process?
4. What is push and pull supply chain?
5. What is retail administration?

Part B

(5 × 10 = 50)

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

6. (a) Explain the components and functions of Retail Operations.

Or

- (b) Explain retail Trends in 2020 with example.

7. (a) What is retail market segmentation? Explain its benefits and types.

Or

- (b) What is pricing in retail? What are the problems of pricing? What are the Pricing Strategies?

8. (a) Explain different types of floor plans for a retail Business.

Or

- (b) Describe various display in retailing.

9. (a) Explain Product Development and delivery in retailing.

Or

- (b) Discuss the role Supply Chain to the promotion of Retailing with example.

10. (a) Explain various retail accounting packages and its advantages.

Or

- (b) Explain the role of MIS in Retail Industry.

Part C

(1 × 10 = 10)

(Compulsory)

11. Garuda Transport Limited was established in year 1962 at Bangalore. Over a period they have established 14 transshipment warehouses at different places. At present their business volume is around two lakh metric tons of dry cargo, mostly in packed commodities.

They have established a good clientele. Out of two Lakh tons of cargo movement nearly 40,000 tons are from South to North, 25,000 tons from North to West, 60,000 tons from West to South, 40,000 tons from West to North, 25,000 tons from North to South and hardly 10,000 tons is from North to East as well as South to East.

Most of the consignments are part loads booked by various clients. The rates quoted by them for transportation is around Rs. 15 per ton per kilometre for part loads and Rs. 11.30 for full loads. In addition to the above freight charges they also charge for handling and other service charges as 20% of the invoice value as documentation charges.

However, the time period for the delivery is not guaranteed even though they informally agree for a stipulated time period for delivery. Since, most of the consignments are booked by the companies on consignee basis either as freight-to-pay or freight-paid, the consignee has to collect the material from the transporter's godown.

Question :

Describe the systematic way to improve performance of SCM Practices in Garuda Transport Limited.

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**M.B.A. (GENERAL) DEGREE EXAMINATION,
APRIL – 2023**

Fourth Semester

Management

DIGITAL MARKETING

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Define social channels.
2. What is meant by search engine marketing?
3. Write a short note on email marketing.
4. Describe online branding.
5. Explain engagement marketing.

Part B

(5 × 10 = 50)

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

6. (a) Classify the various types of digital marketing – discuss in detail.

Or

- (b) Why the digital marketing is used in various sectors? – explain.

7. (a) Discuss in detail the online marketing mix.
Or
(b) Explain the various steps involved in website monetization process.
8. (a) Classify the different types of social media marketing.
Or
(b) Explain the different tools used for email marketing.
9. (a) Discuss the various types of web business models.
Or
(b) Enlighten the factors affecting the online branding.
10. (a) Explain various engagement marketing strategies in content management.
Or
(b) What are the online tools used for consumer segmentation, targeting and positioning in digital marketing.

Part C (1 × 10 = 10)

Compulsory question.

11. World retail giant Raintree a multi-brand retail brand decided to enter the India market. as part of its global expansion strategy “Raintree” picked up e-commerce start-up ‘Flipgoods’ has successfully built and sustained itself over a short period of time. From a small start-up, competing with many e-commerce giants, ‘Flipgoods’ has grown to become the number-one digital market place. good service, good quality products, quick delivery, safe packaging and competitive pricing created a lot of trust and confidence amongst Indian consumers.

Raintree intends to utilise the strengths of 'Flipgoods' to quickly penetrate the huge digital market place in India.

Read the case and answer the following questions:

- (a) Describe, how Raintree intends to utilise 'Flipgoods' to market its products in India.
 - (b) How will Flipgoods retain its position as the best e-commerce brand in India?
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641441

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Management

LEARNING AND DEVELOPMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is learning cure?
2. Write a note on Task Analysis.
3. What is an assessment centre?
4. How do you classify learning capabilities?
5. What do you mean by Pedagogy?

Part B

(5 × 10 = 50)

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

6. (a) What are the various elements of learning?
Elucidate the concept of learning.

Or

- (b) Explain the various theories of learning.

7. (a) How training needs are identified? Briefly explain the methods of identifying training needs.

Or

- (b) Discuss the process and significance of Training and Development.

8. (a) What is the difference between strategic management and project management? Explain how strategic deliverables improve design and assessment of training objectives.

Or

- (b) Explain the steps involved in classroom and non-class room techniques. What are the benefits?
9. (a) What skills/qualities are required to be an effective trainer? Explain the role of trainer in effective training program.

Or

- (b) What is the process of evaluating the effectiveness of training program? Also explain the problems encountered in this evaluation process.
10. (a) What is training communication? Describe the training methods and techniques.

Or

- (b) How is the Indian corporate sector being affected by the current trend of issues related to training and development?

Part C

(1 × 10 = 10)

Compulsory

11. Case Study:

Ragu Sharma has been employed for six months in the accounts section of a large manufacturing company in Chennai. You have been his supervisor for the past three months. Recently you have been asked by the management to find out the contributions of each employee in the Accounts Section and monitor carefully whether they are meeting the standards set by you. A few days back you have completed your formal investigation

and with the exception of Ragu, all seem to be meeting the targets set by you. Along with numerous errors, Ragu's work is characterized by low performance. Often he does 20 percent less than the other clerks in the department. As you look into Ragu's performance review sheets again, you begin to wonder whether some sort of training is needed for people like him.

Questions:

- (a) As Ragu's supervisor can you find out whether the poor performance is due to poor training or to some other cause?
- (b) Since Ragu has been with the company for six months, what kind of training do you think would be best?

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M.B.A. (General) DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Management

HUMAN RESOURCE DEVELOPMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is meant by personnel management?
2. Write a short note on performance development.
3. Define training.
4. Describe career path.
5. Elucidate HR climate.

Part B

(5 × 10 = 50)

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

6. (a) Discuss the difference between traditional personnel management and HRD.

Or

- (b) Elucidate the role and structure of human resource function in organisation.

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

Or

- (b) Discuss the conditions of effective performance counselling.

8. (a) Elaborate the types of training methods and its merits and demerits.

Or

- (b) Classify the various methods used for evaluating the training programme.

9. (a) What are the factors affecting career development in HRD — discuss in detail.

Or

- (b) Discuss in detail various types of career anchor.

10. (a) Enlighten various phases of OD, with suitable examples.

Or

- (b) Briefly outline the problems which may affect Performance Management effectiveness.

Part C

(1 × 10 = 10)

Compulsory question.

11. In an organization face a problem related to employee turnover because of lack of training, in this case HR manager what kind of training methods have been adopted?

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641445

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Management

COMPENSATION AND REWARD MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is the importance of compensation?
2. What are the elements of wage and salary administration?
3. Why job evaluation is important for compensation management?
4. What is bonus? Write the types of bonuses?
5. What are the basic tax planning strategies?

Part B

(5 × 10 = 50)

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

6. (a) Discuss the need of compensation and rewards in organization.

Or

- (b) Explain the Behavioural issues in Compensation Management.

7. (a) What are the factors influencing wage and salary administration? Explain in detail.

Or

- (b) Write the characteristics of wage determination? Also explain wage determination process.

8. (a) Explain the institutional Mechanism for wage determination.

Or

- (b) Explain the best salary benchmarking tools? Also explain Executive compensation.

9. (a) Explain the types of incentives in detail.

Or

- (b) Explain the role of fringe benefits in reward systems.

10. (a) Explain the approaches of international compensation.

Or

- (b) Discuss the trends in Compensation Management for Forward-Thinking.

Part C

(1 × 10 = 10)

Case Study

(Fashion House at Kolkata)

11. Aditi after completing her Bachelors in Fashion Designing from a well-known college in France, Aditi has opened a boutique in a posh market at Kolkata. She has divided the work in smaller units and each employee is well trained to perform his/her task efficiently. The sales

persons are allowed to close a deal with a buyer by giving a maximum of 5 percent discount, whereas the decision to give any further discount rests with Aditi as the final authority. In the earlier period of her business venture, employees were asked to put in extra hours of work. In return she had promised to give them a special incentive within a year. Therefore, when the business was doing well, she full fill her commitment by giving bonus to her employees. She also instructed her employees that communication from top to bottom should follow the official lines of command. However, she tends to be more biased towards her female employees, when it comes to solve the conflicts among employees. This reward was not fulfilled by the employee too.

Questions

- (a) State your opinion towards Aditi decision
 - (b) Is reward will help the handle the conflicts among the employee – Identify.
-

R8097

Sub. Code

641448

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2023

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. How should HRM be designed and implemented in service industry?
2. List out any three competencies of HRD Managers.
3. Compare Training with Education.
4. State any three factors affecting Performance Appraisal.
5. What are the reasons for using women in international assignments?

Part B

(5 × 10 = 50)

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

6. (a) Why is the study of International Human Resource Management important for businesses?

Or

- (b) What is the importance of cultural awareness? Substantiate with recent events.

7. (a) What is the selection process for third-country national employees and host country national employees?

Or

- (b) Is HRM confined to managerial employees? Explain your view with justification.

8. (a) Discuss the training for long-term assignments and short-term assignments.

Or

- (b) Infer the characteristics of a good training system.

9. (a) What should be the main objectives for a multinational with regard to its compensation policies?

Or

- (b) Describe the main differences in the Going Rate and Balance Sheet Approaches to international compensation.

10. (a) Analyse the status of women in International Management.

Or

- (b) Discuss the factors influencing work life balance of employees.

Part C (1 × 10 = 10)

Compulsory

11. Are the firms to be family-friendly? Why? Discuss the various types of work-life initiatives that organisations can provide to their employees.

R8098

Sub. Code

641452

M.B.A. (General) DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Management

ENTERPRISE RESOURCE PLANNING

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Define Enterprise Resource Planning.
2. What are the different business units in People soft?
3. Write a note on quality management.
4. How business process reengineering is significant?
5. List out the basic flavours of EIA.

Part B

(5 × 10 = 50)

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

6. (a) Explain the benefits of Enterprise Resource Planning.

Or

- (b) Illustrate the integrated management information.

7. (a) Analyze the evolution of Enterprise Resource Planning.

Or

(b) Discuss in detail about Engineer to order and configure to order.

8. (a) Explain the various ERP modules with suitable examples.

Or

(b) Interpret materials management with necessary illustrations.

9. (a) Examine the various issues of implementing the ERP packages.

Or

(b) Elucidate the process of team training and end user training.

10. (a) Explain the limitations of EIA.

Or

(b) Elaborate the future direction of an ERP.

Part C

(1 × 10 = 10)

Case Study - Compulsory

11. “Quality Management helps an organization can achieve greater consistency in tasks and activities involved in the production of products and services”. Justify this statement.

R8099

Sub. Code

641454

**M.B.A. (General) DEGREE EXAMINATION,
APRIL – 2023**

Fourth Semester

Management

INTERNET AND WEB APPLICATIONS

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Write a note on TCP/IP.
2. List out the advantages of an authentication protocols.
3. State the features of internet advertising.
4. What are the general applications of multimedia?
5. Highlight the practical issues on servers and application software.

Part B

(5 × 10 = 50)

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

6. (a) Discuss the IEEE802.3 Ethernet with necessary illustrations.

Or

- (b) Briefly explain about the common gateway interface with neat sketch.

7. (a) List the security protocols for web commerce.

Or

(b) What is firewall? List its advantages?

8. (a) Interpret the functions of web auctions.

Or

(b) Elucidate the different types of E-Commerce models.

9. (a) Analyze the HW and networking requirements.

Or

(b) Illustrate the general applications of multimedia.

10. (a) Summarize the steps involved in building a corporate website.

Or

(b) Discuss in detail about the corporate website.

Part C

(1 × 10 = 10)

Case Study – Compulsory

11. “E-Commerce has become one of the latest trends for all kinds of businesses”. Justify this statement.
