

R8077

Sub. Code

641201

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

Second Semester

Management

BUSINESS RESEARCH METHODS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The conclusions/findings of which type of research cannot be generalized to other situations?
 - (a) Pure research
 - (b) Descriptive research
 - (c) Historical research
 - (d) Experimental research

2. What is a function of a literature review?
 - (a) To identify a research problem
 - (b) To demonstrate that you can use the internet
 - (c) To provide a theoretical background for the study
 - (d) To provide reliable research findings

3. Which of the following is not a type of non-probability sampling?
- (a) Quota sampling
 - (b) Convenience sampling
 - (c) Snowball sampling
 - (d) Cluster sampling
4. Increasing the sample size has the following effect on the sampling error?
- (a) It increases the sampling error
 - (b) It reduces the sampling error
 - (c) It has no effect on the sampling error
 - (d) All the above
5. Which of the following is a method of secondary data collection?
- (a) Direct personal investigation
 - (b) Direct oral investigation
 - (c) Collection of information through a questionnaire
 - (d) None of these
6. Which one of these is a self-administrated questionnaire?
- (a) Postal questionnaire
 - (b) Personal questionnaire
 - (c) Face-to-face questionnaire
 - (d) Telephone questionnaire

7. If the Pearson correlation coefficient R is equal to I then:
- (a) There is a perfect positive relationship between the two variables
 - (b) There is a negative relationship between the two variables
 - (c) There is no relationship between the two variables
 - (d) There is a positive relationship between the two variables
8. Simple linear regression method is used
- (a) To assess whether there is a significant difference between repeated measures
 - (b) To assess whether there is a significant difference between independent groups
 - (c) To predict scores on a dependent variable from scores on a single independent variable
 - (d) To predict scores on a dependent variable from scores on multiple independent variables
9. In order to test the equality of population means of two groups when their standard deviations are unknown, we use _____ test.
- (a) F
 - (b) t
 - (c) z
 - (d) Chi-square test

10. Which one of the following is a parametric test?
- (a) Kruskal Wallis test
 - (b) Mann-Whitney U test
 - (c) Sign test
 - (d) ANOVA

Part B

(5 × 5 = 25)

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

11. (a) Write a short note on the importance of research.

Or

- (b) Briefly explain the steps involved in the formulation of the hypothesis.

12. (a) What are the essentials of good sampling?

Or

- (b) Narrate the difference between the census and sampling.

13. (a) Give an account of various scaling techniques in a questionnaire.

Or

- (b) State the purpose and outcomes of a pilot study.

14. (a) Describe the uses of tabulation of data.

Or

- (b) Find the arithmetic mean for the distribution of wages in a factory.

Wages in Rs.	59	60	61	62	63	64
No. of. workers	6	7	9	12	18	8

15. (a) Explain the procedure to apply the Chi-square test.

Or

- (b) Describe the features of a good research report.

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Summarize the various types of research and their applications with examples.
17. How to identify and properly formulate the research problem?
18. Explain in detail the various methods of probability sampling and their applications.
19. Enlighten the difference between schedules and questionnaires.
20. As a researcher, construct the questionnaire to assess consumer behavior towards online e-tailers in the rural market.

21. A sample of 200 persons with a particular disease were selected. Out of these, 100 were given a drug and the others were not given any drug. The result is as follows.

Number of persons	Drug	No Drug	Total
Cured	65	55	120
Not Cured	35	45	80
Total	100	100	200

Test whether the drug is effective or not by using the Chi-square test.

22. Calculate the Karl Pearson's coefficient of correlations from the following data.

Advertisements	39	65	62	90	82	75	25	98	36	78
cost in 1000's										
Sales in lakhs	47	53	58	86	62	68	60	91	51	84

23. Elucidate the steps involved in drafting the research report.

R8078

Sub. Code

641202

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

Second Semester

Management

LEGAL ASPECTS OF BUSINESS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The consideration must be
 - (a) Adequate
 - (b) Must be adequate
 - (c) Need not be adequate
 - (d) Substantially adequate
2. Consent is defined as
 - (a) Two or more persons are said to consent when they agree.
 - (b) Two more persons are said to consent when they agree upon the same thing in the same sense.
 - (c) Two or more persons are said to consent when they understand the same thing.
 - (d) Two or more persons are said to consent when they agree upon the same thing.
3. A contract of indemnity may be called as
 - (a) Quasi-contract
 - (b) Contingent contract
 - (c) Void contract
 - (d) Implied contract

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Explain in detail the various modes of discharge of the contract.
17. Discuss the remedies available to an aggrieved party in case of breach of contract.
18. Write a detailed note on the rights and duties of an agent.
19. Who is a surety? How can a surety be discharged from his liability in a contract of guarantee?
20. Enlighten the legal rules regarding the exception of Caveat Emptor.
21. Enumerate the procedure to file a complaint under the consumer protection act.
22. Summarize the legal responsibilities of a railway administration as a carrier of goods under the Railways Act 1989.
23. Elaborate the various clauses of Memorandum of Association.

R8079

Sub. Code

641203

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

Second Semester

Management

MARKETING MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which is not a part of branch concept?
 - (a) Product mix
 - (b) Brand image
 - (c) Brand Franchise
 - (d) Brand recognition

2. The marketing concept involves
 - (a) Organisation integration
 - (b) Competition oriented
 - (c) Customer orientation
 - (d) All the above

3. "Marketing is a human activity directed at satisfying needs and wants through exchange processes."
- (a) Hansi L.V
 - (b) Philp Kotler
 - (c) Peter F. Drucker
 - (d) D.S. Paule
4. A brand is a
- (a) Product plan
 - (b) Product cost
 - (c) Quality
 - (d) Product or service
5. Which is not involved in morden marketing consists
- (a) Marketing strategy
 - (b) Marketing effectiveness
 - (c) Brand Management
 - (d) Public relation

6. AMA stand for
- (a) American marketing association
 - (b) Association more for all
 - (c) Apple money act
 - (d) All market association
7. Who developed the 4 P's of marketing?
- (a) J.R. Betty (b) Hanson
 - (c) Mc Carthy (d) Peter F. Drucker
8. Internet marketing does not deal
- (a) Advertising
 - (b) Interactive marketing
 - (c) E-mail marketing and web advertising
 - (d) Display advertising
9. The concept of online marketing is different from the concept of
- (a) E-commerce
 - (b) E-accounting
 - (c) Commerce
 - (d) All the above

10. Match the following:

List—I	List—II
(Marketing Sub-plans)	(Variables)
(A) Contingency Plan	1 Diversification
(B) Organisation Plan	2 Public Relations
(C) Technical Plan	3 Quality Control
(D) Baseline Research	4 Customer Service

Codes:

	A	B	C	D
(a)	1	3	2	4
(b)	4	2	3	1
(c)	2	4	3	1
(d)	1	2	3	4

Part B

(5 × 5 = 25)

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

11. (a) Briefly explain the concept of marketing.

Or

(b) Explain prospects and challenges global environments.

12. (a) Briefly marketing information system.

Or

(b) Explain marketing segmentation.

13. (a) Deliberate the product planning in the modern marketing.

Or

- (b) Explicate the diversification of product mix.

14. (a) Briefly discuss the objectives of price fixation in product.

Or

- (b) Explain the strategy involved in the online market.

15. (a) What are ways to measure the evaluation of performance in the market?

Or

- (b) Methods of sales promotion - Discuss

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Determination of theories of consumer behaviour – Discuss.
17. Discuss the contents of a marketing research report.
18. Why is it necessary for a marketer to study the marketing environment? What are the environmental variables to be taken into consideration? Describe in details.
19. Explain the customer relationship marketing.

20. Briefly introduced the factor influencing especially for selection of media.
 21. Outline the stages in new product development.
 22. Explain various types of attacking strategy.
 23. Has marketing changed in the connected world”? Discuss the strategy implications of the internet for marketing.
-

R8080

Sub. Code

641204

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

Second Semester

Management

HUMAN RESOURCES MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The _____ focuses his attention in providing and improving welfare facilities for employees.
 - (a) HR manager
 - (b) Finance manager
 - (c) Arbitrator
 - (d) Adjudicator

2. While personnel management is mainly concerned with administrative tasks. HRM is _____in nature.
 - (a) Routine
 - (b) Strategic
 - (c) Ordinary
 - (d) Challenging

3. _____ is a tool to show the internal flow of employees within large organisations.

- (a) Replacement chart
- (b) Ratio Analysis
- (c) Work Study
- (d) Markov Analysis

4. If _____ is less, lesser human resources would be required.

- (a) Retention
- (b) Absenteeism
- (c) Overtime
- (d) Resources

5. Guiding and advising Junior employees by seniors.

- (a) Committee
- (b) Planned progression
- (c) Reading
- (d) Counselling

6. Moving an employee to a higher position in the organisational hierarchy
- (a) Transfer
 - (b) Promotion
 - (c) Job rotation
 - (d) Job analysis
7. Based on _____ details, the minimum and maximum wage ranges are fixed.
- (a) Job evaluation
 - (b) Wage
 - (c) Salary
 - (d) Training
8. Balanced method combines the features of _____ and _____ .
- (a) On the job; Off the job
 - (b) Job; System
 - (c) Time age; Piece rate
 - (d) Monetary; Non-monetary

9. _____ is a sign of an employee's discontent with job and its nature.
- (a) Grievance
 - (b) Industrial Disputes
 - (c) Conflict
 - (d) Imaginary
10. _____ refer to the relations between employers and employees
- (a) Industrial dispute
 - (b) Industrial Relations
 - (c) Improved morale
 - (d) Industrial peace

Part B

(5 × 5 = 25)

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

11. (a) Discuss the role of HR manger

Or

- (b) Distinguish between personnel management and human resource management.

12. (a) Explain the factors to consider in human resource planning.

Or

- (b) Enumerate the important external sources of recruitment of employees.

13. (a) Discuss the method and use of interview selection.

Or

(b) Explain the significance and limitation of employee interview.

14. (a) Discuss the causes of labour turnover.

Or

(b) Enumerate the wage and salary administration.

15. (a) Expound the role of gheraro.

Or

(b) Discuss recent trends in HRM.

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Discuss the structure of human resource department or
How would you organise HR department?

17. Explain the steps in man power planning.

18. Elaborately discuss the various sources of recruitment.

19. Explain the various sources of recruitment.

20. A good transfer policy should satisfy certain requirements
- Discuss.
 21. Explain the factors influencing wage policies.
 22. Discuss the causes of dissatisfaction and steps to improve
job satisfaction.
 23. Explain the process of grievance and redressal activities
-

R8081

Sub. Code

641205

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

Second Semester

Management

PRODUCTION AND OPERATIONS MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Henry Ford is noted for his contributions to
 - (a) Standardisation of parts
 - (b) Statistical quality control
 - (c) Assembly line operations
 - (d) Scientific management

2. _____ may be defined as the ratio between output and input
 - (a) Production
 - (b) Productivity
 - (c) Batch production
 - (d) Job production

3. Capacity planning guides our choices on _____ for the long-term.
- (a) Capacity (b) Locations
(c) Layout (d) All of these
4. _____ refers to the maximum capacity of a machine with a particular design
- (a) Effective capacity
(b) Maximum capacity
(c) Design capacity
(d) Production capacity
5. _____ study is concerned with the determination of the amount of time required to perform a unit of work.
- (a) Method (b) Motion
(c) Time (d) Work
6. Method study and work measurement is part of
- (a) Work study
(b) Time study
(c) Motion study
(d) Productivity
7. Product layout is suitable for _____ type of production.
- (a) Small (b) Mass
(c) Less (d) Medium

8. The following type of layout is preferred to manufacture a standard product in large quantity.
- (a) Product layout
 - (b) Process layout
 - (c) Fixed position layout
 - (d) Combination layout
9. _____ helps in identifying inventory on the basis of their importance and urgency.
- (a) VED analysis (b) ABC analysis
 - (c) EOQ model (d) FSN analysis
10. CPM is the _____
- (a) Time oriented technique
 - (b) Event oriented technique
 - (c) Target oriented technique
 - (d) Activity oriented technique

Part B

(5 × 5 = 25)

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

11. (a) Highlight the scope of production and operations management.

Or

- (b) Explain the need for reverse engineering.

12. (a) What are capacity planning strategies?

Or

- (b) Briefly explain the locational Break-Even Analysis.

13. (a) Discuss the procedures involved in process planning.

Or

- (b) Describe the steps involved in method study.

14. (a) Explain about layout design procedure.

Or

- (b) Write a note on Assembly line balancing.

15. (a) Define CPM. Name three steps in CPM processing.

Or

- (b) Highlight the need for EOQ model.

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Explain the different types of manufacturing systems.
17. Discuss the objectives and importance of facility planning.
18. Analyze the importance of capacity planning.
19. Outline the characteristics of production process systems.
20. Briefly explain the layout types.
21. Discuss the various functions of layout.
22. Describe the importance of inventory control technique.
23. Discuss the use of ABC analysis of inventory control. Explain its significance in modern inventory control.

R8082

Sub. Code

641206

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

Second Semester

Management

FINANCIAL MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is a person who is responsible for finance functions.
(a) Finance Manager (b) Human Manager
(c) Portfolio Manager (d) Accounting Manager
2. Profit Maximisation is concerned with maximization of _____
(a) NPV (b) EPS
(c) EBIT (d) Profit
3. Trade credit is source of _____
(a) Long-term finance
(b) Medium-term finance
(c) Short-term finance
(d) Spontaneous finance
4. Treasury bills are _____
(a) Bills of Exchange
(b) Not Liquid
(c) Promissory Note
(d) High Liquid

5. _____ debentures are issued with an option to the holder to convert.
- (a) Convertible (b) Non-Convertible
(c) Negotiable (d) Non-Negotiable
6. At high gear the capital structure becomes loaded with more _____
- (a) Fixed rate bonds (b) Bank overdraft
(c) Retained earnings (d) Equity Shares
7. The “Arbitrage Process” in M-M hypothesis refers to _____
- (a) An act of buying assets / securities
(b) An act of buying securities at lower price and selling it in higher price
(c) An act of selling securities
(d) An act of trading
8. MM theory speaks of the irrelevance of dividend decision on
- (a) Value (b) Risk
(c) Return (d) Liquidity
9. The most appropriate dividend policy is payment of
- (a) Low dividend (b) Variable per share
(c) Constant dividend (d) No dividend

10. The decision rule under profitability index method is

- (a) $PI > 1$ accept (b) $PI < 1$ reject
(c) Both (a) and (b) (d) $PI = 1$ accept

Part B (5 × 5 = 25)

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

11. (a) Explain the relationship between financial management and other areas of management.

Or

(b) Describe the various types of finance decisions.

12. (a) Explain various factors influencing working capital

Or

(b) What is share and elaborately discuss with types of share?

13. (a) Describe the cost of capital and briefly discuss with classification of cost of capital.

Or

(b) A project is acceptable unless the yield is 10% Cash inflow of the project along with cash outflow are given below:

Year	Outflows	Inflows	PV Factor @
0	1,50,000	---	1.000
1	30,000	20,000	0.909
2	---	30,000	0.826
3	---	60,000	0.751
4	---	80,000	0.683
5	---	30,000	0.621

The salvage value at the end of the 5th year is Rs.40,000. Calculate the net present value.

14. (a) What are the essentials of Gardon's model of dividend effect?

Or

(b) What is dividend? Different forms of dividend - Discuss

15. (a) Contemporary development in the field of financial domain- Discuss

Or

(b) You can assume that the manager of one company, and how to measure the performance of companies and what are tools to help in the performance?

Part C (5 × 8 = 40)

Answer any **five** questions.

16. From the following information, extracted from the books of a manufacturing company, compute the operating cycle in days by operating cycle methods and the amount of working capital required:

Period covered 365 days

Average period of credit allowed by suppliers 16 days

(Rs.in '000)

Average Total of debtors outstanding 480

Raw Material Consumption 4,400

Total Production Cost 10,000

Total Cost of Sales 10,500

Sales for the year 16,000

Value of Average Stock Maintained :

Finishing Goods 260

Raw Materials 320

Work-in-Progress 350

17. What are the Internal factors which influence the dividend policy of a firm?
18. The project cost of an investment is Rs, 50,000. The facility has a life expectancy of 5 years and no salvage value. The company's tax rate is 55% The firm uses straight line depreciation. The estimated cash flows before depreciation and tax is a follows:

Year	1	2	3	4	5
CFBD and TAX	10,000	11,000	14,000	15,000	25,000

Compute the following: (a) Payback period; (b) ARR;

(c) IRR (d) Net present value at 10% discount rate; Profitability index at 10% discount rate.

19. Following are the details regarding three companies:

A Ltd	B Ltd	C Ltd
r=15%	r=15%	r=10%
Ke=10%	Ke=10%	Ke=10%
E=0.8	E=0.8	E=0.8

Calculate the value of equity share of each of the company applying Walter's model, when dividend payout ratio is : (a) 50% (b) 75% and (c) 25%

20. What is the dividend decision and analyzing the factors influencing the dividend decision?
21. A company's equity shares are being traded in the market at Rs.48 per share with a price earning ratio of 8. The company's dividend payout ratio is 80%. It has 1,00,000 equity shares of Rs. 10 each and no preference shares. Book value per share is Rs. 40. Calculate (i) Earnings per Share, (ii) Net income; (iii) Dividend yield and (iv) Return on equity.

22. Explain the debenture valuation models you would adopt for valuation of redeemable debentures and perpetual debentures.
 23. Briefly discuss with diversification and modernization.
-

R8083

Sub. Code

641702

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

Second Semester

Management

QUANTITATIVE METHODS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the objective function in linear programming problems?
 - (a) A constraint for available resource
 - (b) An objective for research and development of a company
 - (c) A Linear function in an optimization problem
 - (d) A set of non-negativity conditions
2. Graphical optimal value for Z can be obtained from
 - (a) Corner points of feasible region
 - (b) Both (a) and (c)
 - (c) Corner points of the solution region
 - (d) None of the above

3. The solution to a transportation problem with 'm'-rows (supplier) and 'w' columns (destination) is feasible if number of positive allocation are
- (a) $m + n$ (b) $m \times n$
- (c) $m + n - 1$ (d) $m + n + 1$
4. The method used for solving an assignment problem is called
- (a) MODI method
- (b) Reduced Matrix method
- (c) Hungarian method
- (d) None of the above
5. Which one of the following is a part of every game theory model?
- (a) Players (b) Payoffs
- (c) Probabilities (d) Strategies
6. Under queuing model the arriving people are called
- (a) Customer (b) People
- (c) Seller (d) All of these
7. The probability of getting two tails when two coins are to 5 red is _____
- (a) $\frac{1}{6}$ (b) $\frac{1}{2}$
- (c) $\frac{1}{3}$ (d) $\frac{1}{4}$

8. In binomial distribution, successive trials are _____
- (a) Mutually exclusive
 - (b) Dependent
 - (c) Independent
 - (d) None of the above
9. Decision theory is concerned with _____
- (a) Methods of arriving at an optimal decision
 - (b) Selecting optimal decision in a sequential Manner
 - (c) Analysis of information that is available
 - (d) All of these
10. A payoff table can also be constructed in another way in terms of _____
- (a) Opportunity Loss table
 - (b) Opportunity gain table
 - (c) Minimum opportunity table
 - (d) Maximum opportunity table

Part B

(5 × 5 = 25)

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

11. (a) Elaborate the applications in Linear Programming.

Or

- (b) Solve the following LPP by graphical method

$$\text{Maximize } Z = 25x_1 + 20x_2$$

Subject to

$$16x_1 + 12x_2 \leq 100,$$

$$8x_1 + 16x_2 \leq 80,$$

$$x_1, x_2 \geq 0$$

12. (a) Solve the transportation problem by using MODI method.

	To	Availability		
	7	3	4	2
From	2	1	3	3
	3	4	6	5
Demand	4	1	5	

Or

- (b) Solve the Assignment problem

	M ₁	M ₂	M ₃
J ₁	19	28	31
J ₂	11	17	16
J ₃	12	15	13

13. (a) Solve the following game:

	Player 'B'		
Player 'A'	30	14	22
	32	45	40
	18	20	25

Or

- (b) Customer arrive at a box office window, being manned by a single Individual according to a Poisson input process with a mean rate of 30 per hour. The time required to serve a customer has an exponential distribution with a mean of 90 seconds. Find the average waiting time of a customer.

14. (a) State and prove the addition theorem of probability.

Or

(b) In a bag there are 5 white, 7 black and 8 red balls
Find the probability that the ball taken is

(i) a white ball

(ii) a black ball

(iii) a red ball

15. (a) The probability distribution of monthly sales of an item is as follows:

Monthly sales (units)	0	1	2	3	4	5	6
Probabilities	.01	.06	.25	.30	.22	.10	.06

The cost of carrying inventory (unsold during the month) is Rs. 30 per unit per month and the cost of unit shortage is Rs. 70. Determine optimum stock to minimize expected cost.

Or

(b) Explain the limitations of simulation.

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Evaluate the following LPP by simplex method

Maximise $Z = 6x_1 + 4x_2$

Subject to

$$x_1 + 2x_2 \leq 720$$

$$2x_1 + x_2 \leq 780$$

$$x_1 + x_2 \leq 320 \text{ and}$$

$$x_1, x_2 > 0$$

17. Solve the following transportation model Vogel's approximation method:

		Ware house			Capacity
		W ₁	W ₂	W ₂	
Plan	P ₁	7	5	9	28
	P ₂	12	16	10	44
	P ₃	8	7	6	43
Demand		34	45	36	115

18. Solve the game applying principle of dominance theory

		Player B				
		1	2	3	4	5
Player A	1	2	5	10	7	2
	2	3	3	6	6	4
	3	4	4	8	12	1

19. Ten coins are tossed simultaneously. Find the probability of getting

- (a) atleast seven heads
- (b) exactly seven heads
- (c) atmost seven heads

20. A T.V. dealer finds that the procurement cost of a T.V. is Rs. 20 and the cost of a unit shortage is Rs. 50. For one particular model of T.V. the probability distribution of weekly sales is as follows:

Weekly sales:	0	1	2	3	4	5	6
Probability:	0.1	0.1	0.2	0.2	0.2	0.15	0.05

How many units per week should the dealer buy?

21. Solve the following assignment problem which minimizes the total man hour

		Man			
		A	B	C	D
Job	1	10	25	15	20
	2	15	30	5	15
	3	35	20	12	24
	4	17	25	24	20

22. Explain the concept of decision trees.
23. What are the steps involved in carrying out Monte Carlo simulation model?
-