

R8119

Sub. Code

652201

M.B.A. DEGREE EXAMINATION, APRIL – 2023

Second Semester

International Business

BUSINESS RESEARCH METHODOLOGY

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ includes surveys and fact finding enquiries of different kinds.
 - (a) Quantitative
 - (b) Descriptive
 - (c) Observation
 - (d) Experimental

2. A statement that predicts the cause-and-effect relationship between variables is the
 - (a) Null hypothesis
 - (b) Experimental hypothesis
 - (c) Independent variable
 - (d) Dependent variable

3. The conceptual framework in which a research is conducted is called a
- (a) Synopsis of research
 - (b) Research design
 - (c) Research hypothesis
 - (d) Research paradigm
4. The difference between a statistic and the parameter is called _____.
- (a) Non-random
 - (b) Probability
 - (c) Sampling error
 - (d) Random
5. Name the method which deals with only one person at a time and promotes his adjustment
- (a) Case study
 - (b) Questionnaire
 - (c) Clinical method
 - (d) Experimental method
6. Pilot study is called as _____.
- (a) Descriptive study
 - (b) Feasibility study
 - (c) Correlation study
 - (d) Explanatory study
7. What is the major attribute of correlation analysis?
- (a) Association among variable
 - (b) Difference among variable
 - (c) Regression among variable
 - (d) Variations among variable

8. After the data has been processed and analyzed, the research process requires
- (a) Interpretation of data
 - (b) Presentation of data
 - (c) Reporting of data
 - (d) Testing of data
9. The Kruskal-Wallis test is the non-parametric alternative to the _____.
- (a) Factorial design
 - (b) One-way-ANOVA
 - (c) Two-way-ANOVA
 - (d) Median
10. _____ include the sum up the main points of report.
- (a) Body recommendation
 - (b) Conclusion
 - (c) Summary or abstract
 - (d) Suggestion

Part B

(5 × 5 = 25)

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

11. (a) Distinguish between an experiment and survey.

Or

- (b) Examine on Identification and formulation of a research problem.

12. (a) List out the components of research design.

Or

(b) What are the essentials of a good sampling?

13. (a) Discuss the methods of collecting primary data.

Or

(b) Formulate the guidelines for constructing interview schedule.

14. (a) Calculate mean and standard deviation from the following frequency distribution.

X :	0-10	10-20	20-30	30-40	40-50	50-60	60-70
f :	5	12	30	45	50	37	21

Or

(b) Write a short note on simple, partial and multiple regression.

15. (a) To assess the significance of possible variation in performance in a certain test between the convent schools of a city, a common test was given to a number of students taken random from the senior fifth class of each four schools concerned. The results are given below. Make an analysis of variance of data.

	A	B	C	D
	8	12	18	13
	10	11	12	9
	12	9	16	12
	8	14	6	16
	7	4	8	15

Or

(b) What are the features of Mann-Whitney Test?

Part C

(5 × 8 = 40)

Answer any **five** questions.

- 16. Describe the different stages in research process.
- 17. Explain the Probability and Non-Probability sampling methods with example.
- 18. Enumerate the scaling techniques and measurement metrics.
- 19. From the following data, compute Karl Person's Coefficient of Correlation.

X: 300 200 150 120 100

Y: 225 130 90 48 35

- 20. From the data given below about the treatment off 500 patients suffering from a disease state whether the new treatment is superior to the conventional treatment :

Treatment	No. of patients		Total
	Favourable	Unfavourable	
New	280	60	340
Conventional	120	40	160
Total	400	100	500

(Table value of Chi-Square at 5% level of significance at d.f. 1 is 3.84)

21. Describe the Hypothesis and explain its types and formulation.
 22. Elaborate the layout of research report and narrate the various steps involved in writing a report.
 23. Explain the sample size determination and factors affecting sample size.
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R8120

Sub. Code

652202

M.B.A. DEGREE EXAMINATION, APRIL – 2023

Second Semester

International Business

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Directing, being one of the preeminent functions of Human Resource Management that falls under
 - (a) Operational functions
 - (b) Technical functions
 - (c) Managerial functions
 - (d) Behavioral functions

2. Human resource management emphasis
 - (a) Development of people
 - (b) Punishment of people
 - (c) Adoption of people
 - (d) Top level

3. Which of the following provides necessary information for job evaluation?
- (a) Job Enrichment (b) Job Description
(c) Job Ranking (d) Job Enlargement
4. What kind of person to recruit and for what qualities that person should be tested?
- (a) Job Description (b) Job Enlargement
(c) Job Specification (d) Job Enrichment
5. _____ is the process through which employees adjust or acclimatize to their new jobs and working environment.
- (a) Divestiture orientation
(b) Individual
(c) Induction
(d) Investiture orientation
6. _____ refers to the learning opportunities designed to help employees grow.
- (a) Training (b) Development
(c) Education (d) Transfer
7. Which of the following option is a component remuneration?
- (a) Fringe benefits (b) Commitment
(c) External equity (d) Motivation
8. What is linked with performance appraisal?
- (a) Job Design (b) Job Development
(c) Job analysis (d) Job Evaluation

9. Which act in Industrial Relations defines the term trade union?
- (a) Industrial Trade Resolution
 - (b) Industrial Policy
 - (c) Trade Union and Labour Relations Act
 - (d) Industrial Employment Act
10. As per the color code of red indicates
- (a) Fire prevention
 - (b) Radiant hazards
 - (c) First-aid equipment
 - (d) General caution

Part B (5 × 5 = 25)

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

11. (a) Discuss the objectives of Human Resource Management.
- Or
- (b) Distinguish between IHRM and Domestic HRM.
12. (a) State the need for Human resource planning.
- Or
- (b) What is personnel policy? Explain its importance.
13. (a) Explain the employee selection process.
- Or
- (b) Evaluate the pros and cons of employee promotion.

14. (a) Discuss the principles of employee compensation.

Or

(b) Explain the cafeteria approach in specific recruitment.

15. (a) List the importance of industrial relations.

Or

(b) State the problems in multicultural and ethnic groups.

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Enumerate the approaches of International Human Resource Management.

17. Explain the internal and external sources of recruitment.

18. Examine the different methods of training to different cadres in an organization.

19. Elaborate the various methods of international compensation.

20. Critically analyze the response of Trade Unions to MNE's.

21. Examine the staff selection criteria for international assignments.

22. Summarize the benefits of training and development.

23. Describe the health and safety measures to international assignees.

R8121

Sub. Code

652203

M.B.A. DEGREE EXAMINATION, APRIL – 2023

Second Semester

International Business

EX-IM MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The new Foreign Trade Policy (2015 – 20) has been extended up to _____.
 - (a) September 30, 2022
 - (b) October 30, 2022
 - (c) March 31, 2021
 - (d) Not extended
2. What is the validity period of the IEC?
 - (a) 1 Year
 - (b) Life time
 - (c) 2 Years
 - (d) 5 Years
3. Pre-shipment finance is also known as _____.
 - (a) Initial loan
 - (b) Startup loan
 - (c) Advance
 - (d) Packing credit

4. Post-shipment finance refers to the credit extended to the exporters after the shipment of goods for meeting _____ capital requirement.
- (a) total (b) working
(c) project (d) inventory
5. Under Advance authorization Scheme (AAS), exporter can import raw-materials and related inputs under _____% duty exemption schemes.
- (a) 90 (b) 100
(c) 70 (d) 80
6. Duty free import Authorisation (DFIA) license is issued by _____ in which basic customs duty is exempted on the import of inputs required to obtain the export products.
- (a) FIA (b) CIA
(c) EIH (d) DGFT
7. _____ Container Depots, otherwise known as ICDs, are dry ports equipped for handling and temporary storage of containerized cargo as well as empties.
- (a) Inland (b) Integrated
(c) Isolated (d) Middle sea
8. _____ of Export Excellence is a status provided to those towns which produce and export goods worth a minimum value in a specific sector.
- (a) Metros (b) Cities
(c) Towns (d) Capitals

14. (a) What are the merits and demerits of exports by sea?

Or

(b) List out the necessary documents required for filing claims.

15. (a) Exports need promotion – Justify.

Or

(b) Elucidate the role of the Export Inspection of Agency in India's export sector.

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Discuss the special features of the new Foreign Trade Policy.

17. Explain the instruments and procedures of export credit.

18. Examine the features and importance of post-shipment credit.

19. Evaluate the contributions of ECGC to Indian exporters.

20. Bring out the salient features of Free Trade and Warehousing Zones.

21. Elucidate the points to be noted down in the Market Access Initiative Scheme.

22. Propose suitable strategies to overcome the problems in export logistics.

23. Demonstrate the significance of the Indian Trade Promotion Organization to exporters.

R8122

Sub. Code

652204

M.B.A. DEGREE EXAMINATION, APRIL – 2023

Second Semester

International Business

GLOBAL ENTREPRENEURSHIP MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The word 'entrepreneur' is derived from the French word *entreprendre*. It means to _____
 - (a) Sell
 - (b) Buy
 - (c) Undertake
 - (d) Rate

2. _____ is the practical implementation of ideas that result in the introduction of new goods or services or improvement in offering goods or services.
 - (a) Innovation
 - (b) Critically
 - (c) Design
 - (d) Fax

3. In psychology, the _____ is the totality of the human mind, conscious and unconscious.
 - (a) Psyche
 - (b) Body
 - (c) Wave
 - (d) Carbonization

4. _____ involves systematizing, defending and recommending concepts of right and wrong behaviour.
- (a) Marketing (b) Accounting
(c) Delivery (d) Ethics
5. _____, or entrepreneurial ventures, are broadly defined as those firms that are in their early stages of development and growth.
- (a) Boots (b) New ventures
(c) Sacks (d) Turns
6. The process of turning a new idea or technology into a business that can succeed and will attract investors is called _____.
- (a) New venture creation
(b) Development
(c) Maintenance
(d) Closure
7. The IMF was conceived in July _____ at the United Nations Bretton Woods Conference.
- (a) 1950 (b) 1944
(c) 1970 (d) 2020
8. _____ formulation is a process by which one obtains a complete picture of the project being undertaken without really arriving at a detailed feasibility study.
- (a) Pool (b) Synthesis
(c) Buy-out (d) Project

9. A _____ report is a document that contains information about the proposed project and it contains all the details of the project.
- (a) Project (b) Marketing
(c) Regulatory (d) Financial
10. MSME stands for _____
- (a) Micro, Small and Medium Enterprises
(b) Many Small and Medium Enterprises
(c) Micro, Small and Mega Enterprises
(d) Microsize and Medium size Enterprises

Part B

(5 × 5 = 25)

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

11. (a) Infer the meaning of global entrepreneur.
- Or
- (b) Outline the emergence of intrapreneurs in India.
12. (a) Summarise the influence of internal factors on the decision-making of managers.
- Or
- (b) Deduce the need to understand the influence of culture on business.
13. (a) State the importance of new ventures or startups to the growth of the Indian economy.
- Or
- (b) Relate between Indian and American entrepreneurs.

14. (a) Interpret the concept of the global monetary system.

Or

(b) Determine the need for forming international alliances.

15. (a) What are the qualities of a good project proposal?

Or

(b) Highlight the features of MSME.

Part C

(5 × 8 = 40)

Answer any **five** questions.

16. Discuss the need and sources of innovation.
17. Examine the influence of social and political factors on global entrepreneurship.
18. Assess the steps in new venture creation.
19. Appraise the functions of the International Monetary System.
20. Elucidate the sources of capital available for new ventures.
21. Evaluate the issues in developing business propositions.
22. Explain the ways and means of identifying suppliers, financiers, and business partners.
23. Write an essay on the recent development in global entrepreneurship.

R8123

Sub. Code

652205

M.B.A. DEGREE EXAMINATION, APRIL – 2023

Second Semester

International Business

QUANTITATIVE METHODS FOR DECISION MAKING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following method is used for checking the optimally?
 - (a) North-west corner method
 - (b) Vogel's approximation method
 - (c) Modified distribution method
 - (d) Least cost method

2. Hungarian algorithm used to solve
 - (a) Transportation problem
 - (b) Assignment problem
 - (c) Unconstrained non-linear programming
 - (d) Constrained non-linear programming

3. Poisson distribution is applied for
 - (a) Continuous random variable
 - (b) Discrete random variable
 - (c) Irregular random variable
 - (d) Uncertain random variable

4. Binomial distribution is a
 - (a) Continuous distribution
 - (b) Discrete distribution
 - (c) Irregular distribution
 - (d) Not a probability distribution

5. Queuing theory is associated with
 - (a) Sales (b) Inspection time
 - (c) Waiting time (d) Production time

6. In game theory, the outcome or consequence of a strategy is referred to as the
 - (a) Payoff (b) Penalty
 - (c) Reward (d) End-game strategy

7. If the values of two variable move in the same direction
 - (a) The correlation is said to be non-linear
 - (b) The correlation is said to be linear
 - (c) The correlation is said to be negative
 - (d) The correlation is said to be positive

8. In regression analysis, R^2 is also called as
 - (a) Residual
 - (b) Coefficient of correlation
 - (c) Coefficient of determination
 - (d) Standard error of the estimate

9. _____ is a collection of data that is used in volume, yet growing exponentially with time
- (a) Big database (b) Big DBMS
(c) Big data file (d) Big data
10. Which of the following is the branch of artificial intelligence?
- (a) Machine learning
(b) Cyber forensics
(c) Full-stack developer
(d) Network design

Section B

(5 × 5 = 25)

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

11. (a) Solve the following linear programming model graphically:

$$\text{Maximize } Z = 30x_1 + 100x_2$$

Subject to constraints,

$$4x_1 + 6x_2 \leq 90$$

$$8x_1 + 6x_2 \leq 100$$

$$5x_1 + 4x_2 \leq 80$$

$$\text{where } x_1, x_2 \geq 0$$

Or

- (b) What are the different types of additional variables used in simplex method?
12. (a) Find the probability of throwing a total of six in a single throw with two unbiased dice.
- Or
- (b) Write the characteristics of binominal distribution.
13. (a) What are the models of queuing theory?
- Or
- (b) Discuss the criteria for making decisions under uncertainty.

14. (a) Write a short note on revenue behavior.

Or

(b) Distinguish between partial and multiple correlation.

15. (a) List out the classification of machine learning.

Or

(b) State the main phases of data analytics lifecycle.

Section C (5 × 8 = 40)

Answer any **five** questions.

16. Solve the following LPP in simplex method:

$$\text{Maximize, } Z = 20x_1 + 28x_2 + 23x_3$$

Subject to constraints,

$$4x_1 + 4x_2 \leq 75$$

$$2x_1 + x_2 + 2x_3 \leq 100$$

$$3x_1 + 2x_2 + x_3 \leq 50$$

$$\text{where } x_1, x_2, x_3 \geq 0$$

17. Enumerate the features and uses of the binomial distribution.

18. State the importance and applications of queuing theory.

19. Elaborate the cost minimization and output maximization.

20. Describe the tools and technology of big data analytics.

21. Examine the pay off and loss tables and their applications.

22. Summarise the techniques and importance of decision making under uncertainty.

23. Enumerate the steps involved in MODI method.