

R0383

Sub. Code

641101

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

First Semester

Management

MANAGEMENT THEORY AND PRACTICE

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Henri Fayol is known as _____ (CO1, K1)
 - (a) The father of general management
 - (b) The father of shop floor management
 - (c) The father of scientific management
 - (d) All of the above
2. Which of the following is the main objective of the Unity in Direction principle? (CO1, K1)
 - (a) Coordination
 - (b) Unity in action
 - (c) Both (a) and (b) are correct
 - (d) Both (a) and (b) are incorrect
3. _____ is an activity required before one starts working on a object. (CO2, K1)
 - (a) planning
 - (b) manufacturing
 - (c) marketing
 - (d) supervision

4. Planning is the _____ (CO2, K1)
- (a) Primary/First
 - (b) Both (a) and (d)
 - (c) None of the options are correct
 - (d) The last function of the manager
5. The principles of organization are (CO3, K1)
- (a) span of control
 - (b) Division and grouping of work
 - (c) proper delegation of work
 - (d) All of the above
6. Disadvantages of line organization are (CO3, K1)
- (a) Neglects area of specialization of employees
 - (b) May overload employees
 - (c) Highly skilled and qualified people are required
 - (d) all of the above
7. It refers to the horizontal movement of employees along with the organisational structure. What is it? (CO4, K1)
- (a) Transfer (b) Promotion
 - (c) Training (d) Demotion
8. Which of the following is not a characteristic of directing? (CO4, K1)
- (a) Directing initiate action
 - (b) It is a continuous process
 - (c) Flows from top to bottom
 - (d) Ensuring order and discipline
9. When the deviations between the actual performance and the planned performance are within the limits _____ (CO5, K1)
- (a) A limited corrective action is required
 - (b) No corrective action is required
 - (c) A major corrective action is required
 - (d) None of the above

10. The need for the controlling function is felt in _____ (CO5, K1)

- (a) Business organisations
- (b) Political organisations
- (c) Social organisations
- (d) All of the above

Part B (5 × 5 = 25)

Answer **all** the following questions not more than 500 words each.

11. (a) Is management an art or a science? Give reasons supporting your viewpoint. (CO1, K2)

Or

(b) Describe the advantages and disadvantages of MBO in detail. (CO1, K2)

12. (a) Determine the need and significance of planning in detail. (CO2, K3)

Or

(b) Elaborate the terms vision, mission and objectives. (CO2, K3)

13. (a) Criticize the merits and demerits of delegation of authority. (CO3, K4)

Or

(b) Compare and contrast the concept of joint venture and strategic alliance. (CO3, K4)

14. (a) Outline the need and importance of directing in detail. (CO4, K2)

Or

(b) Illustrate the process of communication in detail. (CO4, K2)

15. (a) Examine the merits and demerits of benchmarking in detail. (CO5, K3)

Or

(b) Discuss the purpose and importance of balanced score card in detail. (CO5, K3)

Part C

(5 × 8 = 40)

Answer ALL the following questions not more than 1000 words each.

16. (a) Breakdown the Henry foyal's 14 principles of management in detail with suitable examples. (CO1, K4)

Or

- (b) Analyse the roles and responsibilities of modern manager in detail with suitable examples. (CO1, K4)

17. (a) Classify the steps involved in formal planning with suitable examples. (CO2, K3)

Or

- (b) Determine the decision making process in detail with suitable examples. (CO2, K3)

18. (a) Differentiate between the formal and informal organization in detail. (CO3, K2)

Or

- (b) Paraphrase the difference between line and staff organization with suitable examples. (CO3, K2)

19. (a) Elaborate the selection process in detail with suitable examples. (CO4, K4)

Or

- (b) Discuss the different styles of leadership in detail with suitable examples. (CO4, K4)

20. (a) Identify the steps involved in the process of controlling in detail with suitable examples. (CO5, K3)

Or

- (b) Summarize the principles of Total Quality Management in detail with suitable examples. (CO5, K3)

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Sub. Code

641102

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

First Semester

Management

BUSINESS ENVIRONMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Which of the following is not a factor of the PESTLE framework for scanning the business environment?
(CO1, K1)

(a) Political (b) Product

(c) Sociocultural (d) Legal

2. Liberalization, Privatization, and Globalization (LPG) are associated with which aspect of the business environment?
(CO1, K2)

(a) Political (b) Economic

(c) Sociocultural (d) Technological

3. The crucial factor for business growth and stability is _____ (CO2, K2)
- (a) Technological advancements
 - (b) Political stability
 - (c) Sociocultural trends
 - (d) Economic competition
4. _____ impacts the business opportunities by moving the GDP trend. (CO3, K2)
- (a) Fiscal deficits (b) Inflation
 - (c) Monetary system (d) Industrial policies
5. The role of financial institutions in the economic environment for businesses is _____ (CO3, K1)
- (a) Regulative (b) Catalytic
 - (c) Competitive (d) Supportive
6. _____ influence business operations by shaping consumer preferences and market trends. (CO4, K2)
- (a) Fiscal policy (b) Societal structure
 - (c) Monetary system (d) Legal regulations
7. How does the legal environment impact businesses during their lifecycle? (CO5, K1)
- (a) It only affects incorporation
 - (b) It affects all stages from inception to closure
 - (c) It only impacts expansion
 - (d) It doesn't impact businesses

8. _____ are the legal aspect pertains to the protection of inventions and innovations. (CO5, K2)
- (a) Law on Patents
 - (b) Law on Environmental Protection
 - (c) Law on Consumer Protection
 - (d) None of the above
9. The term “Clean Technology” refer to _____ (CO4, K2)
- (a) Technology that minimizes waste and pollution
 - (b) Technology that is expensive and inefficient
 - (c) Technology that relies on fossil fuels
 - (d) Technology that is not subject to environmental regulations
10. The laws and regulations related to the protection of the environment and natural resources are _____ (CO5, K1)
- (a) Law on Patents
 - (b) Law on Clean Energy
 - (c) Law on Environmental Protection
 - (d) Law on Consumer Protection

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Explain the importance of environment scanning for every business. (CO1, K2)

Or

- (b) Explain how the PESTLE framework differs from the SWOT analysis to assess the business environment. (CO1, K3)

12. (a) Discuss the roles of the government in business, with examples. (CO2, K2)

Or

- (b) Describe the interface between the government and the public sector, and explain its significance for businesses. (CO2, K2)
13. (a) What are the components of economic environment? How do they affect the business opportunities in a country? (CO3, K2)

Or

- (b) Explain the impact of fiscal deficits on the businesses in the post-covid period. (CO3, K3)
14. (a) Has technology transfer and trade helped businesses in India? Discuss on the technology policy in shaping the business growth. (CO4, K4)

Or

- (b) Discuss the influence of societal structure and generation gap on the FMCG sector in India. (CO4, K4)
15. (a) Explain the legal aspects related to entering primary and secondary capital markets. (CO5, K1)

Or

- (b) Describe the importance and steps taken by the world countries in the adoption of clean technology in their industries. (CO5, K3)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Compare and contrast the scenario and transformation of business in the pre and post LPG era. (CO1, K4)

Or

- (b) Identify and assess the significance of the external environmental factors influencing the food industry in India. (CO1, K5)

17. (a) “Political stability is a vital factor that affects business growth”. Evaluate the elements of political environment that influence the political stability in a nation. (CO2, K5)

Or

- (b) How do the industrial policies and promotion schemes facilitate the growth of new industries? Discuss the challenges in implementing the schemes. (CO2, K5)

18. (a) Illustrate with examples, how has economic systems and economic policies of India, aided the development of business opportunities. (CO3, K4)

Or

- (b) Discuss the challenges and opportunities associated with foreign capital tapping by businesses and the role of FDI in economic development. (CO3, K3)

19. (a) How has the technological advancements changed the business scenario in India, after 2010. Illustrate with examples. (CO4, K6)

Or

- (b) Evaluate the role of society and culture in entrepreneurship in India, and its implications on businesses. (CO4, K5)
20. (a) Discuss the impact of Environmental protection trends in India on various industries and the strategies businesses can adopt to leverage these trends for growth. (CO5, K5)

Or

- (b) Discuss the comprehensive role of the legal environment on the new start-up business flourishing in this industry 4.0 revolution. (CO5, K4)
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641103

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

First Semester

Management

ACCOUNTING FOR MANAGERS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by
Choosing the correct option.

1. Three key activities of the accounting function are identifying transactions, recording transactions, and communicating transactions. The proper order for these activities is considered to be which of the following?
(CO1, K1)
 - (a) Communicating, recording, and identifying
 - (b) Recording, communicating, and identifying.
 - (c) Identifying, communicating, and recording.
 - (d) Identifying, recording, and communicating.

2. _____ is a liability which arises only on the happening of an uncertain event. (CO1, K2)
 - (a) Contingent Liability
 - (b) Fixed Liability
 - (c) Current Liability
 - (d) Long-term Liability

3. Which of the following are the statutory books of Insurance Companies? (CO2, K4)
- (a) Register of Policies
 - (b) The Register of Claims
 - (c) The Register of Licenced Insurance Agents
 - (d) All of the above
4. In case of life insurance companies, premium shall be recognised as income when (CO2, K2)
- (a) It is received
 - (b) It is due
 - (c) When policy comes into force
 - (d) Premium is not an income
5. Liquid Ratio is equal to liquid assets divided by (CO3, K1)
- (a) Current Liabilities.
 - (b) Total Liabilities
 - (c) Contingent Liabilities
 - (d) Non-Current Liabilities.
6. Inventory ratio is a relationship between (CO3, K5)
- (a) Cost of goods purchased and cost of average inventory.
 - (b) Cost of goods sold and cost of average inventory, and cost of goods purchased and cost of average inventory. Cost of goods sold and cost of average inventory, and cost of goods purchased and cost of average inventory.
 - (c) Cost of goods sold and cost of average inventory.
 - (d) None of the options is correct.

7. Funds flow statement is prepared on the basis of (CO4, K4)
- (a) Profit and loss account of the current year
 - (b) The balance sheet of the previous and current year
 - (c) Both (a) and (b)
 - (d) None of the above
8. Statement of cash flows includes (CO4, K4)
- (a) Financing Activities
 - (b) Operating Activities
 - (c) Investing Activities
 - (d) All of the Above
9. A budget is tool which helps the management in planning and control of (CO5, K1)
- (a) All business activities
 - (b) Production activities
 - (c) Purchase activities
 - (d) Sales activities
10. A flexible budget requires careful study and classification of expenses into (CO5, K2)
- (a) Past and Current expenses
 - (b) Fixed, Semi and Variable expenses
 - (c) Administrative expenses
 - (d) Marketing expenses

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each

11. (a) From the information given below prepare Trading Account

Opening stock Rs.1,00,000 ; Purchases Rs. 1,50,000;
Purchases returns Rs. 25,000 ; Direct expenses
Rs. 10,000 ; Carriage inwards Rs. 5,000 ;
Sales Rs. 4,00,000 Closing Stock Rs. 50,0000.

(CO1, K1)

Or

- (b) Summarize the advantages of Accounting. (CO1, K2)

12. (a) Narrate various types of Insurance. (CO2, K3)

Or

- (b) Draft the Balance Sheet of a Banking Company with an imaginary figures. (CO2, K2)

13. (a) Present the need for Financial Statement Analysis. (CO3, K4)

Or

- (b) Evaluate various tools of Financial Statement Analysis. (CO3, K5)

14. (a) Compare Funds Flow Statement with Cash Flow Statement. (CO4, K1)

Or

- (b) Interpret the meaning of Cash and Fund with suitable example. (CO4, K2)

15. (a) Compose the essentials of Budgetary Control. (CO5, K1)

Or

- (b) Summarise various types of budgets. (CO5, K3)

Part C**(5 × 8 = 40)**Answer **all** the questions not more than 1000 words each

16. (a) The following is the Trail Balance of M/s Sivam & Sons, as on 31st March, 2023. Prepare Trading and P & L A/c for the year ended 31st March, 2023 and a Balance Sheet on that data. (CO1, K3)

Particulars	Dr.Rs.	Cr.Rs.
Capital		1,00,000
Drawings	18,000	
Buildings	15,000	
Furniture and Fittings	7,500	
Motor van	25,000	
Loan from Sathwick @ 12% interest		15,000
Interest paid on above	900	
Sales		1,00,000
Purchases	75,000	
Opening Stock	25,000	
Establishment expenses	15,000	
Wages	2,000	
Insurance	1,000	
Commission received		4,500
Sundry debtors	28,100	
Bank balance	20,000	
Creditors		10,000
Interest		3,000
Total	<u>2,32,500</u>	<u>2,32,500</u>

Adjustments :

- (i) The value of stock on 31st March 2023 was Rs.32,000;
- (ii) Outstanding wages Rs.500;
- (iii) Prepaid insurance Rs.300;
- (iv) Commission received in advance Rs.1,300;
- (v) Allow interest on Capital. at 10% ;
- (vi) Depreciate Building 2 1/2 %, Furniture and Fitting 10%, Motor Van 10%.
- (vii) Charge interest on drawings Rs.500
- (viii) Accrued Interest Rs.500.

Or

- (b) Elaborate various accounting concepts and conventions in detail. (CO1, K1)

17. (a) The following are the Trial Balance of Indian bank Ltd as on 31.03.2023.

Particulars	Debit Rs.	Credit Rs.
Share capital 25,000 equity shares of Rs. 20 each		5,00,000
Reserve fund -		2,00,000
Loans and advances	23,85,000	
Premises	60,000	
Reserve Fund Investment	2,00,000	
Investment in Government securities	1,60,000	
Current and other deposits		20,80,000

Salaries	60,000	
General expenses	32,000	
Rent, Rates and Taxes	3,000	
Directors fees	20,000	
Profit and Loss Account as on 1.1.2020		35,000
Interest and discounts		3,12,000
Money at call and short notice	80,000	
Income tax paid	26,000	
Bills discounted	36,000	
Interim dividend paid	25,000	
Cash in hand with RBI	40,000	
	31,27,000	31,27,000

- (i) Interest accrued on Investment Rs. 22,000
- (ii) The market value of Government securities is Rs. 1,50,000 and provision is to made.
- (iii) Authorised capital 50,000 shares of Rs.20 each. Prepare and loss account an balance sheet as on 31.03.2023 (CO2, K3)

Or

- (b) Draft the key differences between General Insurance and Life insurance. (CO2, K1)
18. (a) From the following information, prepare a statement of Assets and Liabilities with as many details as possible,
- (i) Current ratio is 2.5
 - (ii) Liquid ratio is 1.5
 - (iii) Fixed Assets are equal to 75% of Proprietary Capital
 - (iv) Working capital is Rs. 1,20,000
 - (v) Reserves and surplus Rs. 80,000
 - (vi) Bank overdraft Rs. 20,000

There is no long-term loan or any other fictitious assets (CO3, K4)

Or

- (b) From the following information, you are required to calculate (i) Sales (ii) Sundry Debtors (iii) Sundry Creditors (iv) Closing Stock

Debtors Velocity Ratio 3 months; Stock velocity Ratio 6 months (3) Creditors Velocity Ratio 2 months (4) Gross Profit Ratio 25%

The gross profit for the year ended 31st March 2016 was Rs.5,00,000. Stock for the same period was Rs.20,000 more than it was at the beginning of the year. Bills receivable and bills payable Rs.1,50,000 and Rs.83,333 respectively. (CO3, K2)

19. (a) Srivathsun Limited furnishes you the following balance sheet for the year ending on 31.12.22 and 2023. You are required to prepare cash flow statement for the year ended on 31st December 2023.

Liabilities	2022 Rs.	2023 Rs.	Assests	2022 Rs.	2023 Rs.
Equity			Goodwill	1,200	1,200
Share capital	10,000	10,000	Land	4,000	3,600
General Reserve	1,400	1,800	Building	3,700	3,600
P and L A/c	1,600	1,300	Equipment	1,000	1,100
Creditors	800	540	Stock	3,000	2,340
Bill Payable	120	80	Accounts Receivable	2,000	2,220
Provision for Taxation	1,600	1,800	Bank balance	660	1,520
Provision for Bad debts	40	60			

The following additional information is also available:

- (i) A piece of land has also been sold for Rs.800.
- (ii) Depreciation amounting to Rs. 600 has been charged on building.
- (iii) Provision for taxation has been made for Rs. 1,700 during the year. (CO4, K5)

Or

- (b) Generate the managerial implications of Cash Flow Statement. (CO4, K6)

20. (a) A company had budgeted following expenses for producing 12,000 units.

Particulars	Per Rs. Unit
Materials	60
Labour	30
Variable overheads	25
Fixed overheads (Rs.1,20,000)	10
Direct variable overheads	6
Selling and distribution expenses (25% fixed)	24
Administrative expenses (Rs.60,000 rigid for all levels of production)	5
Total	160

prepare a budget for the production of 10,000 units. (CO5, K5)

Or

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(b) The following information about Fishplates X has been made available from the accounting records of Precision Tools Ltd. for the last six months of 2019 (and of only sales for January 2020)
(CO5, K6)

(i) The units to be sold in different months are:

July : 2,200

August : 2,200

September : 3,400

October : 3,800

November : 5,000

December : 4,600

January 2020 : 4,000

(ii) There will be no work-in-progress at the end of any month

(iii) Finished units equal to half of the sales for the next month will be in stock at the end of every month (including June 2019)

(iv) Budgeted production and production costs for the year ending December 2019 are as thus:

Production Unit : 44,000

Direct materials per unit : Rs.10.00

Direct Wages per unit : Rs.4.00

Total factory overheads apportioned to the product: Rs.88,000

Prepare Production Budget and ascertain production cost.

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641104

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

First Semester

Management

ORGANIZATIONAL BEHAVIOUR

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Organisational behaviour is_____ (CO1, K2)
 - (a) A science
 - (b) An art
 - (c) A science as well as an art
 - (d) None of the above

2. Which of the following factors affect organizational behaviour? (CO1, K2)
 - (a) Technology
 - (b) People
 - (c) Environment
 - (d) All of the above

3. Which of the following theories gives the way by which the requirements can be transformed into performance or behaviour? (CO2, K2)
- (a) Expectancy theory
 - (b) Herzberg's theory
 - (c) Process theory
 - (d) Maslow's theory
4. What is the ability to influence individuals to attempt with full efforts for mutual targets? (CO2, K2)
- (a) Leadership
 - (b) Control
 - (c) Supervision
 - (d) Motivation
5. The _____ dimension of motivation measures how long a person can maintain effort. (CO3, K2)
- (a) Direction
 - (b) Persistence
 - (c) Intensity
 - (d) Knowledge
6. "Leadership motivates the people to work and not the power of money", this concept is related to _____ (CO3, K1)
- (a) Autocratic model
 - (b) Custodial model
 - (c) Supportive Model
 - (d) Collegial Model

7. _____ is a Study of Group Behaviour (CO4, K1)
- (a) Anthropology
 - (b) Psychology
 - (c) Physiology
 - (d) Sociology
8. Policies are sometimes defined as an (CO4, K2)
- (a) Shortcut for thinking
 - (b) Action plan
 - (c) Substitute for strategy
 - (d) Substitute for management authority
9. Which of the following of an individual can change due to hard situations and external influence? (CO5, K2)
- (a) Attitude
 - (b) Personality
 - (c) Objective
 - (d) Motivation
10. A study of the culture and practices in different societies is called _____ (CO5, K2)
- (a) Personality
 - (b) Anthropology
 - (c) Perception
 - (d) Attitudes

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Discuss the scope and nature of Organizational Behaviour. (CO1, K1)

Or

- (b) What is organizational behavior? Discuss sociocultural approach of OB. (CO1, K1)

12. (a) Write a detailed note on stress management. (CO2, K2)

Or

- (b) Describe the components of attitude. (CO2, K1)

13. (a) Explain Herzberg's two factor theory. (CO3, K2)

Or

- (b) What are different approaches to manage functional and dysfunctional conflicts? Explain by giving examples. (CO3, K2)

14. (a) Describe the effective use of power. (CO4, K1)

Or

- (b) What are the causes and consequences of political behaviour? (CO4, K2)

15. (a) What are the factors affecting organizational climate? (CO5, K2)

Or

- (b) Discuss the objectives and characteristics of organizational development. (CO5, K2)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Explain the role of the Indian social system on the organizational behavior in India. (CO1, K2)

Or

- (b) Define organizational behaviour along with its importance in any organisation. (CO1, K2)

17. (a) Explain the process of learning and its implications to organization. (CO2, K2)

Or

- (b) “Motivation is the core of management”. Discuss the importance of motivation in the light of this statement. (CO2, K3)

18. (a) Discuss the concept of Group dynamics. Explain its significance towards attaining long term and short-term goals of the organization. (CO3, K2)

Or

- (b) What are the influences of individual differences, organizational constraints, and culture on decision making? (CO3, K2)

19. (a) What are the different sources of power? How does power and politics contribute towards managing people effectively? (CO4, K2)

Or

- (b) Why do organisational politics emerge? Discuss the measure to avoid organisational politics. (CO4, K4)

20. (a) What forces act as sources of resistance to change? What are the four main approaches to managing organizational change? (CO5, K2)

Or

- (b) What do you mean by organisational effectiveness? State the methods by which organisational effectiveness can be achieved. (CO5, K4)

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Sub. Code

641105

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

First Semester

Management

MANAGERIAL ECONOMICS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Managerial Economics is (CO1, K1)
 - (a) Dealing only micro aspects
 - (b) Dealing only macro aspects
 - (c) Deals with practical aspects
 - (d) All of the above

2. In economics, desire backed by purchasing power is known as (CO1, K1)
 - (a) Utility (b) Demand
 - (c) Consumption (d) Scarcity

3. Normally the demand curve will have a _____ shape. (CO2, K1)
 - (a) Upward sloping (b) Downward sloping
 - (c) Vertical (d) Horizontal

4. The elasticity for the demand for durable goods is (CO2, K1)
- (a) Zero
 - (b) Equal to unity
 - (c) Greater than unity
 - (d) Less than unity
5. _____ is an expression of the technological relationship between inputs and outputs of an item. (CO3, K1)
- (a) Production
 - (b) Revenue function
 - (c) Production function
 - (d) All of the above
6. _____ refers to the transformation of inputs into output. (CO3, K1)
- (a) Production
 - (b) Revenue function
 - (c) Production function
 - (d) All of the above
7. _____ is the total expenditure incurred in producing a commodity. (CO4, K1)
- (a) Explicit cost (b) Cost
 - (c) Implicit cost (d) Inputs
8. _____ refers to those costs which do not vary directly with the level of output. (CO4, K1)
- (a) Cost (b) Explicit cost
 - (c) Fixed cost (d) Total cost
9. Domestic territory is also called: (CO5, K1)
- (a) Economic territory (b) Political territory
 - (c) Foreign territory (d) None of the above

10. Centre of economic interest includes: (CO5, K1)
- (a) Resident lives or works in domestic territory
 - (b) Resident operates economic activities at that place
 - (c) Both (a) and (b)
 - (d) None of the above

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Determine the nature and scope of managerial economics in detail. (CO1, K4)
- Or
- (b) Analyse the role of equilibrium in business decision making with suitable examples. (CO1, K4)
12. (a) Summarize the law of demand in detail with suitable examples. (CO2, K2)
- Or
- (b) List and explain the various determinants of supply in detail. (CO2, K2)
13. (a) Criticize the difference between cost control and cost reduction in detail with suitable examples. (CO3, K4)
- Or
- (b) Identify the production functions of Homogeneous and Homothetic in detail with suitable examples. (CO3, K4)
14. (a) Compare and contrast the monopoly and duopoly competition in detail. (CO4, K3)
- Or
- (b) Paraphrase the cost volume profit analysis in detail. (CO4, K3)
15. (a) Classify the phases of business cycle in detail with suitable examples. (CO5, K3)
- Or
- (b) List and explain the factors affecting the business decision in detail. (CO5, K3)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Analyse the role of managerial economics in business decision making with suitable examples. (CO1, K4)

Or

- (b) Compare and contrast the relationship between economic theory and managerial economics in detail with suitable examples. (CO1, K4)

17. (a) Elaborate the various determinants of demand in detail with suitable examples. (CO2, K3)

Or

- (b) Examine the different types of demand in detail with suitable examples. (CO2, K3)

18. (a) Infer the cost output relationship in long run with suitable diagrams. (CO3, K2)

Or

- (b) List and explain the various types of cost useful in making managerial decision. (CO3, K2)

19. (a) Differentiate skimming and penetrative pricing in detail with suitable examples. (CO4, K4)

Or

- (b) Identify the role of government in controlling the price of the commodity with suitable examples. (CO4, K4)

20. (a) Breakdown the reasons for inflation and deflation with suitable examples. (CO5, K3)

Or

- (b) Discuss the balance of payment and its implication in managerial decision with suitable examples. (CO5, K3)

R0388

Sub. Code

641301

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

Third Semester

Management

STRATEGIC MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions
by choosing the correct option.

1. Strategy is _____. (CO1, K1)
 - (a) Completely Proactive and Completely Reactive
 - (b) Partly Proactive and Partly Reactive
 - (c) Neither Proactive Nor Reactive
 - (d) Proactive Only

2. The strategy was developed by the visionary chief executive in which mode of strategic management? (CO1, K1)
 - (a) Planning mode
 - (b) Strategic mode
 - (c) Adaptive mode
 - (d) Entrepreneurial mode

3. The different components of functional level strategy are (CO2, K2)
- (a) Finance
 - (b) Marketing
 - (c) HR
 - (d) All of these
4. The time range of business-level strategy is (CO2, K1)
- (a) Short
 - (b) Medium
 - (c) Long
 - (d) None of these
5. The human, Conceptual and intellectual skills are the important component of _____. (CO3, K1)
- (a) Effective strategic management
 - (b) System
 - (c) Structure
 - (d) None of these
6. Disinvestment is what kind of strategy? (CO3, K2)
- (a) A weakness-reduction strategy
 - (b) An asset-reduction strategy
 - (c) A product-reduction strategy
 - (d) A cost reduction strategy

7. Which integration attempts to improve performance through ownership of more parts of the value system, making linkages internal to organization? (CO4, K2)
- (a) Vertical
 - (b) Horizontal
 - (c) Co-centric
 - (d) Stratified
8. Expand TPS (CO4, K1)
- (a) Transaction Processing System
 - (b) Total Processing System
 - (c) Toyota Processing System
 - (d) None of these
9. One company buying another company means (CO5, K1)
- (a) Joint venture
 - (b) Amalgamation
 - (c) Merger
 - (d) Acquisitions
10. In which of the following scenarios is a joint venture likely to be more attractive than acquisition? (CO5, K1)
- (a) New market entry
 - (b) Horizontal integration
 - (c) Vertical integration
 - (d) Larger resource pool

Part B

(5 × 5 = 25)

Answer **all** the following questions not more than
500 words each.

11. (a) Distinguish strategy and plan. Which one is more suitable in a competitive environment? (CO1, K4)

Or

- (b) Identify the people responsible for strategy making at different levels in an organizations. (CO1, K3)

12. (a) Apply the SWOT analysis of any one of the company in automobile industry. (CO2, K3)

Or

- (b) Explain environment scanning and analysis. (CO2, K2)

13. (a) Explain the Generic level strategies of management. (CO3, K4)

Or

- (b) Explain the generic strategies given by Michel E. Porter with Indian examples. (CO3, K4)

14. (a) Discuss the different forms of restructuring. (CO4, K2)

Or

- (b) Explain: (i) leveraged buy outs (ii) Spin offs
(iii) Divestitures (CO4, K3)

15. (a) Explain in detail about balance score card.(CO5, K4)

Or

- (b) Enumerate the different strategic control techniques. (CO5, K4)

Part C (5 × 8 = 40)

Answer **all** the following questions not more than 1000 words each.

16. (a) “Corporate strategy making is an on going process” – Discuss. (CO1, K4)

Or

- (b) Explain the different approaches to strategy making. (CO1, K4)

17. (a) Explain the different kinds of grant strategy. (CO2, K3)

Or

- (b) Write a short notes on
(i) SWOT (ii) PEST (iii) ETOP (CO2, K2)

18. (a) Explain the concepts of core competency and distinguish competency. (CO3, K2)

Or

- (b) Enumerate the different functional levels of strategy. (CO3, K2)

19. (a) Apply the GE nine cells matrix for Maruti suzuki.
(CO4, K3)

Or

- (b) Explain in details about corporate portfolio management.
(CO4, K3)

20. (a) Enumerate the process strategic implementation.
(CO5, K4)

Or

- (b) Explain the concept of ERP and its approaches towards contemporary business.
(CO5, K4)

R0389

Sub. Code

641302

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

Third Semester

Management

**MANAGEMENT CONTROL AND
INFORMATION SYSTEM**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by
choosing the correct option

1. The primary focus of Task Control compared to Management Control is _____. (CO1, K1)
 - (a) Long-term planning and strategy
 - (b) Supervising individual tasks and activities
 - (c) Monitoring key result areas (KRAs)
 - (d) Managing organizational boundaries and components

2. Which of the following is a characteristic of an Information System? (CO2, K1)
 - (a) Designing key result areas (KRAs)
 - (b) Defining organizational boundaries
 - (c) Providing information support for decision-making
 - (d) Conducting long-term strategic planning

3. The purpose of Transfer Pricing in management control is to _____. (CO2, K2)
- (a) Maximizing employee satisfaction
 - (b) Ensuring tax compliance
 - (c) Facilitating the transfer of employees
 - (d) Evaluating the performance of profit centers
4. _____ involves setting financial targets and plans for the organization. (CO2, K2)
- (a) Programming and budgeting
 - (b) Analyzing reporting
 - (c) Performance evaluation
 - (d) Organizational restructuring
5. _____ is the key consideration in MICS installation. (CO3, K1)
- (a) Selecting the optimal organizational structure
 - (b) Identifying competitors' strategies
 - (c) Ensuring data security and integrity
 - (d) Conducting market research
6. _____ has a well-defined procedures and a high level of routine and repetition. (CO4, K1)
- (a) Strategic decision-making
 - (b) Tactical decision-making
 - (c) Unstructured decision-making
 - (d) Transaction processing

7. The purpose of a Data Flow Diagram is _____.
(CO3, K2)
- (a) To document physical objects within a system
 - (b) To design graphical user interfaces (GUIs)
 - (c) To illustrate the flow of information within a system
 - (d) To analyze system vulnerabilities
8. _____ is a commonly used fact-finding technique in system analysis and design? (CO3, K1)
- (a) System testing
 - (b) User interface design
 - (c) Brainstorming
 - (d) Software coding
9. Middle-level managers will make tactical decisions through _____. (CO2, K2)
- (a) Executive Information System (EIS)
 - (b) Decision Support System (DSS)
 - (c) Transaction Processing System (TPS)
 - (d) Office Automation System (OAS)
10. Hierarchical management control structures are used in _____. (CO5, K2)
- (a) Flat organization
 - (b) Non-governmental organization
 - (c) Matrix organization
 - (d) Traditional bureaucratic organization

Part B

(5 × 5 = 25)

Answer **all** the questions, not more than 500 words each.

11. (a) Explain the difference between Management Control and Task Control. (CO1, K2)

Or

- (b) What is the role of information support in decision-making processes? (CO1, K3)

12. (a) Explain the concept of a Profit Centre in management control with an example. (CO2, K4)

Or

- (b) What is the role of “Performance evaluation” in the management control process of warehouses? (CO2, K3)

13. (a) What are the key steps involved in the installation of a Management Information and Control System (MICS) in an organization? (CO3, K2)

Or

- (b) Discuss the features and functions of TPS in financial institutions with illustrations. (CO4, K2)

14. (a) What are some common methods or tools that can be employed to visualize and analyse the flow of information? (CO3, K3)

Or

- (b) What are the challenges faced by the organization to maintaining up-to-date system documentation? (CO3, K4)

15. (a) What are the significant implications of management control and information systems in a small business? (CO5, K4)

Or

- (b) Explain how the management control and information systems in a Non-government organization might differ from those in a private-sector corporation. (CO5, K3)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) What are the key variables in management control design? Explain how you would apply the principles of Management Control to monitor and guide the team activities in IT companies. (CO1, K3)

Or

- (b) Describe the types of information systems that can be utilized to support decision-making process in automobile companies. Describe how to gather relevant data to make informed decisions. (CO2, K3)

17. (a) Evaluate how transfer pricing can be used to optimize the financial performance of a factory. Give examples on how to set price for goods or services. (CO2, K5)

Or

- (b) Explain the importance of programming and budgeting in the early stages of a company's growth. Explain how budget can be a valuable tool for decision-making and expense control. (CO2, K4)

18. (a) Describe the benefits and challenges in the installation of a Management Information and Control System in service organisations, to support their management control needs. (CO3, K4)

Or

- (b) Discuss how management support Information Systems can play a crucial role in optimizing the productivity decisions of manufacturing processes. (CO4, K5)

19. (a) Describe the different types of fact-finding techniques used to collect essential information and describe the advantages and limitations of each technique. (CO3, K4)

Or

- (b) Outline the considerations of a system's architecture and database design in the system design phase. (CO3, K3)

20. (a) Describe the benefits of structural change in terms of management control and information systems. Provide specific examples. (CO5, K3)

Or

- (b) Describe the specific control measures that multiple service organizations often employ to ensure the quality and consistency of their services. (CO5, K5)

R0390

Sub. Code

641311

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

Third Semester

Management

Elective : WORKING CAPITAL MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions
by choosing the correct option.

1. _____ assets are cash and other assets expected to be converted to cash, sold, or consumed either in a year or in the operating cycle, without disturbing the normal operations of a business. (CO1, K1)
 - (a) Fixed
 - (b) Floating
 - (c) Current
 - (d) Fictitious

2. Working capital represents the funds available with the company for _____ operations. (CO1, K2)
 - (a) day-to-day
 - (b) long term
 - (c) short term
 - (d) all of the above

3. _____ refers to the movement of cash into and out of a business. (CO2, K4)

- (a) Working Capital
- (b) Cash flow
- (c) Finance
- (d) Management

4. A _____ is an estimate of cash receipt and disbursements of cash during a future period of time.

(CO2, K2)

- (a) Inventory Management
- (b) Marketing Management
- (c) Cash Budget
- (d) Receivables Management

5. A firm requires a suitable and effective _____ to control the level of total investment in receivables.

(CO3, K1)

- (a) Insurance Policy
- (b) Credit Policy
- (c) Receivables Policy
- (d) Debit Policy

6. Aging schedule is helpful for identifying _____ debtors. (CO3, K5)

- (a) Slow pay
- (b) Bad
- (c) Doubtful
- (d) Balanced

7. ABC inventory classification and related control techniques were developed originally for _____ Systems prior to the widespread use of automated inventory record keeping. (CO4, K4)
- (a) Mutual
 - (b) Separate
 - (c) Collateral
 - (d) None of these
8. The traditional EOQ model is _____ to the impact on present value cost of the changes in the timing of cash flows resulting from different order quantities and different payment terms. (CO4, K4)
- (a) decrease
 - (b) insensitive
 - (c) increases
 - (d) no change
9. Which of the following is NOT sources of Working Capital? (CO5, K1)
- (a) Commercial Paper
 - (b) Bank Credit
 - (c) Share Capital
 - (d) All of these
10. Factoring is _____ (CO5, K2)
- (a) Service
 - (b) Product
 - (c) Both (a) and (b)
 - (d) Asset

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Classify various types of Working Capital. (CO1, K1)

Or

- (b) What might happen if the current liabilities of a firm are larger than the current assets it has? What will be its effect on the working of the firm?

(CO1, K2)

12. (a) Express the need for preparing Cash Budgeting.

(CO2, K3)

Or

- (b) Show the essential strategies need for managing marketable securities.

(CO2, K2)

13. (a) Explain the important functions of Receivables management.

(CO3, K4)

Or

- (b) Interpret the meaning of Receivable Matrix.

(CO3, K5)

14. (a) Categorise the kinds of inventory.

(CO4, K3)

Or

- (b) Distinguish various types of inventory costs.

(CO4, K2)

15. (a) Compose the benefits of Commercial paper.
(CO5, K1)

Or

- (b) Compile the advantages of Bank Credit at present.
(CO5, K3)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Summarise the various approaches of working capital finance.
(CO1, K3)

Or

- (b) Illustrate the process of estimating the working capital needs of the firm.
(CO1, K1)

17. (a) Examine the factors that determine the optimum cash balances in a firm.
(CO2, K3)

Or

- (b) In your opinion, what seems to be the reason behind the Baumol model being the most popular model of cash management?
(CO2, K1)

18. (a) Evaluate the impact of credit policy changes in an organization.
(CO3, K4)

Or

- (b) Determine the essentials of a good credit policy.
(CO3, K2)

19. (a) Which method of inventory valuation do you think to be the best and why? (CO4, K6)

Or

- (b) Is there any significance of cash flow time line in the inventory management? If yes, elucidate upon the same. If no, why are they studied in combination under inventory management?

(CO4, K5)

20. (a) Discuss various sources of Working Capital.

(CO5, K2)

Or

- (b) Formulate suitable strategies to control working capital management in case of excess and surplus.

(CO5, K6)

R0391

Sub. Code

641312

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

Third Semester

Management

Elective — DIRECT TAX LAWS AND PRACTICE

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by
choosing the correct option.

1. Residential Status of an assessee is ascertained as per the provisions of (CO1, K1)
(a) Sec. 6 (b) Sec. 7
(c) Sec. 9 (d) Sec. 11
2. Incomes on which income tax is not charged are called (CO1, K1)
(a) Exceptional incomes
(b) Omitted incomes
(c) Privileged incomes
(d) Exempted incomes
3. GAV of self occupied house is : (CO2, K1)
(a) Higher of MRV/FRV
(b) Always fully taxable
(c) Always nil
(d) None of these

4. Maximum deduction on interest on loan borrowed prior to 1.4.99 in case of self occupied house is : (CO2, K2)
- (a) Rs. 1,50,000 (b) Rs. 30,000
(c) Rs. 50,000 (d) Rs. 1,75,000
5. Contribution made to an approved scientific research association is eligible for deduction upto (CO3, K2)
- (a) 50% (b) 80%
(c) 100% (d) 175%
6. Bad debts allowed earlier and recovered latter on is : (CO3, K2)
- (a) Business Income
(b) Non business income
(c) Exempted income
(d) Income from other sources
7. Exemption u/s 54B is allowed for investment in (CO4, K1)
- (a) Agricultural land (b) Residential house
(c) Shares (d) Non-agricultural land
8. Income from sale of house hold furniture is (CO4, K2)
- (a) Taxable capital gain
(b) Exempted capital gain
(c) Short term capital gain
(d) Long term capital gain

9. Listed shares held for less than 12 months are (CO5, K1)
- (a) Exempted capital asset
 - (b) Long term capital asset
 - (c) Short term capital asset
 - (d) None of these
10. Rate of T.D.S for listed securities is (CO5, K1)
- (a) 10%
 - (b) 15.3%
 - (c) 20.3%
 - (d) 30.3%

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Determine the residential status of an Individual. (CO1, K2)

Or

- (b) Explain any ten exempted income U/S 10. (CO1, K2)

12. (a) What is Annual Value? Explain the deductions from Annual Value. (CO2, K2)

Or

- (b) Compute the annual value of the house in the following cases : (CO2, K3)

Particulars	A	B
	Amount (Rs.)	Amount (Rs.)
Municipal Value	1,00,000	1,00,000
Fair Rent	1,20,000	1,20,000
Standard Rent	90,000	1,40,000
Actual Rent Received	1,32,000	96,000
Municipal Tax 10% of Municipal Value	Paid by owner	Paid by tenant

13. (a) Given below is the Profit and Loss Account of a Timber Merchant for the year ended 31st March, 2023. (CO3, K4)

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
To Opening stock	25,000	By Sales	6,00,000
To Purchases	2,50,000	By Rent of	
To Wages	1,00,000	Property	15,000
To Audit Fees	1,000	By Closing stock	35,000
To Repairs (House Property)	2,000		
To General Charges	1,500		
To Commission for raising loan	1,000		
To Bad Debts Reserve	500		
To Bad debts	2,000		
To Interest on Capital	10,500		
To Contribution to Staff Welfare Fund	2,500		
To Provision for Income Tax	1,500		
To Depreciation (Allowable)	2,500		
To Net Profits	<u>2,50,000</u>		
	<u>6,50,000</u>		<u>6,50,000</u>

You are required to compute his total income for the Assessment Year 2023-24.

Or

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R0391

- (b) The Net Profit of Mr. Sulaiman as per his profit and Loss Account after charging the following items was Rs. 3,40,000. (CO3, K4)

	Rs.
(i) Interest on capital	20,000
(ii) Salary to staff	1,16,000
(iii) Office expenses	3,000
(iv) Bad debts written-off	13,000
(v) Provisions for bad debts	10,000
(vi) Provisions for Income tax	16,000
(vii) Donation	10,000
(viii) Depreciation	17,000

Depreciations allowable as per the Act is only Rs. 12,000.

Compute Income from Business.

14. (a) Explain the types of capital gain. (CO4, K2)

Or

- (b) Briefly discuss exemption capital gain U/S 10. (CO4, K2)

15. (a) Mr. P's investments during the year ended 31st March, 2023 consisted of the following : (CO5, K3)

- (i) Rs. 17,500, 10% Government Securities.
(ii) Rs. 10,000, 12% Agra Municipal Bonds.

- (iii) Rs. 20,000, 9% Bombay Port Trust Bonds.
- (iv) 7% Government Bonds Rs. 18,000
- (v) Rs. 10,000, 9% Securities issued by a Foreign Government.
- (vi) Interest credited to Sukanya Samriddhi A/c Rs. 3,000.

He paid Rs. 60 as commission for collecting the interest taxable under the head interest on securities and Rs. 1,200 as interest on loan which he had taken for the purpose of purchasing the Bombay Port Trust Bonds.

Compute his income from other sources.

Or

- (b) Asha Anand, a resident individual, received in cash the following income as interest on securities during the Previous Year ending 31st March, 2023.
(CO5, K3)

Rs. 8,000 as interest on Government Securities.

Rs. 7,200 as interest on debentures issued by the Local authority.

Rs. 7,200 as interest on debentures of Meghdoot Limited (not listed at any stock exchange).

Rs. 7,200 as interest on debentures of Mercury Paints Limited (listed on Delhi Stock Exchange).

Rs. 7,200 as interest on tax-free debentures of Gunjan Electricals Limited (not listed on any stock exchange).

Compute the income under the head 'Income from other sources' for the Assessment Year 2023-24, assuming that the interest is paid in each case on 30th June and 31st December.

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Shankar, a foreign national, furnishes the following particulars of his income relevant for the Previous Year 2022-23 : (CO1, K5)

	Rs.
(i) Profit on sale of plant at London (one-half is received in India)	1,46,000
(ii) Profit on sale of plant at Delhi (one-half is received in London)	1,02,000
(iii) Salary from an Indian Company received in London (one-half is paid for rendering services in India) (Computed)	60,000
(iv) Interest on U.K. Development Bonds (entire amount is received in London)	40,000
(v) Income from property in London received there	30,000
(vi) Profit from a business in Delhi managed from India.	49,000

Rs.

(vii)	Income from Agriculture in London received there, half of which is used for meeting hostel expenses of Shankar's son in England and remaining amount is later on remitted to India.	25,000
(viii)	Dividend (Gross) received in London from a company registered in India but mainly operating in U.K.	17,000
(ix)	Income from a property in Nepal deposited by the tenant in a foreign branch of an Indian bank operating there	12,000
(x)	Gift from a relative in foreign currency (one-third of which is received in India and remaining amount is used for meeting education expenses of Shankar's son in USA)	3,70,000

Determine gross total income of Shankar for the Assessment Year 2023-24. if he is :

- (1) non resident
- (2) resident but not-ordinarily resident and
- (3) resident and ordinarily resident.

Or

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R0391

(b) From the following information compute the taxable 'Salary' of Shri Ashok, who is working as driver with a transport company at Sikkim for the Assessment Year 2023-24 : (CO1, K4)

- (i) Salary Rs. 20,000 p.m.
- (ii) Dearness Allowance Rs. 1,500 p.m.
- (iii) Bonus equal to one month's pay
- (iv) Remote Locality Allowance Rs. 1,500 p.m.
- (v) Allowance to meet his personal expenses while on duty Rs. 3,000 p.m.
- (vi) Children Education Allowance Rs. 195 p.m.
(For three children @ 65 p.m. per child.)
- (vii) One son of Shri Ashok lives in a hostel for studies and the employer pays Rs. 400 p.m. to meet hostel expenditure.
- (viii) Entertainment Allowance Rs. 450 p.m.

17. (a) Mr. Hari Kishan owns three houses in Agra city. He got a house as gift from a widow on the condition that she will be paid Rs. 12,000 per annum for her maintenance throughout her life. The house has been let out at Rs. 2,300 p.m. and the municipal taxes paid Rs. 3,000. (CO2, K4)

The value of the second house according to municipal records is Rs. 14,800 and Standard rent Rs. 15,000, but it has been let out at Rs. 1,500 p.m. and the tenant has undertaken to bear the cost of repairs. Municipal taxes paid amounted to Rs. 2,000.

The third house which was constructed in 1.1.2017 with a borrowed capital of Rs. 1,50,000 @ 10% per annum interest from a firm of Sydney (Australia), is occupied by Mr. Hari Kishan as his residence. Municipal valuation of this house is Rs. 8,000 per annum and the municipal tax is levied @ 10% but it could not be paid during the year. The outstanding loan on 1.4.2022 was Rs. 1,20,000 and nothing was repaid out of capital sum during the year. Interest has been remitted to the Sydney firm without deducting any tax from it and there is no person in India who can be treated as the agent of that firm in India.

Compute his income from house property for the Assessment Year 2023-24.

Or

- (b) Mr. Satyam has a big house consisting of 4 units. One portion is occupied by him and the remaining 3 are let-out. The following data is available for the Assessment Year 2023-24. Compute income from house property. Loan taken for house construction Rs. 40,000 @ 10% pa. (CO2, K4)
- (i) Municipal value (entire house) Rs. 1,00,000
 - (ii) Municipal taxes Rs. 10,000
 - (iii) Actual rent (for the year) for 3 portions Rs. 1,80,000
 - (iv) Insurance premium Rs. 4,000
 - (v) Repair and Collection Charges Rs. 6,789
 - (vi) One portion remained vacant for 1 month and another portion remained vacant for 2 months.

18. (a) The following is the Profit and Loss Account of Mr. X for the year ended 31st March, 2023. Compute his taxable income from business for that year.

(CO3, K5)

Particulars	Amount	Particulars	Amount
	(Rs.)		(Rs.)
To Opening Stock	15,000	By Sales	2,80,000
To Purchases	1,40,000	By Closing Stock	20,000
To Wages	20,000	By Gift from father	10,000
To Rent	46,000	By Sales of Car	17,000
To Repairs of Car	3,000	By Income Tax Refund	3,000
To Medical Expenses	3,000		
To General Expenses	10,000		
To Depreciation of Car	4,000		
To Profit for the year	89,000		
	<u>3,30,000</u>		<u>3,30,000</u>

Following further information is given :

- (i) Mr. X carries on his business from a rented premises, half of which is used as his residence.
- (ii) Mr. X bought a car during the year for Rs. 20,000. He charged 20% depreciation on the value of the car. The car was sold during the year for Rs. 17,000. The use of the car was $\frac{3}{4}$ th for the business and $\frac{1}{4}$ th for personal use.

- (iii) Medical expense were incurred during the sickness of Mr. X for his treatment.
- (iv) Wages include Rs. 250 per month on account of Mr. X's driver for 10 months.

Or

- (b) Mr. Bhagawandas is a registered medical practitioner. He keeps his books on cash basis, and his summarized cash account for the year ended 31st March 2023 is as under : (CO3, K4)

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
To Balance b/d	1,22,000	By Cost of Medicines	10,000
To Loan from Bank for private purposes	3,000	By Surgical Equipments	8,000
To Sale of Medicines	25,250	By Motor-Car	1,20,000
To Consultation fees	1,55,000	By Car Expenses	6,000
To Visiting fees	24,000	By Salaries	4,600
To Interest on Government Securities	4,500	By Rent on Dispensary	1,600
To Rent from property (not subject to local taxes)	3,600	By General Expenses	300
		By Personal Expenses	1,11,800
		By Life Insurance Premium	3,000
		By Interest on Loan from Bank	300
		By Insurance of Property	200
		By Balance c/d	71,550
	<u>3,37,350</u>		<u>3,37,350</u>

Compute income from profession.

19. (a) Explain the provisions relating to exempted capital gain. (CO4, K2)

Or

- (b) Distinguish between short term capital gain and long term capital gain. (CO4, K3)
20. (a) Mr. Anil furnishes the following particulars of his income for the Previous Year 2022-23. Compute his gross total income. (CO5, K4)

	Rs.
(i) Dividend on equity shares	600
(ii) Dividend on preference shares (Gross)	3,200
(iii) Income from letting on hire of building and machinery under one composite lease	27,000
(iv) Interest on bank deposits	2,500
(v) Director's sitting fees received	1,200
(vi) Ground rent	600
(vii) Income from undisclosed sources	10,000
(viii) Winnings from lotteries (Net) received	14,000

The following deductions are claimed by him :

- | | |
|--|-------|
| (1) Collection charges of dividend | 20 |
| (2) Allowable depreciation on building and machinery | 4,000 |
| (3) Fire insurance on building and machinery | 100 |

Or

- (b) Following incomes are received by Mrs. Annapurna during the Financial Year 2022-23 : (CO5, K4)

	Rs.
(i) Honorarium received for writing articles in magazines	1,000
(ii) Income from agriculture in Sri Lanka	2,500
(iii) Ground rent from land in Gwalior	5,000
(iv) Interest on P.O.S.B A/c	1,000
(v) Interest on deposits with Industrial Finance Corporation	250
(vi) Dividend from Foreign Company	350
(vii) Rent from letting of building along with plant Repairs to above said plant	2,000
(viii) Winnings form horse race	100
(ix) Interest on Rs. 72,000, 10% Tax-free Debentures (listed) of Arvind Co.	2,000

You are required to compute 'Income from Other Sources' of Mrs. Annapurna for the Assessment Year 2023-24.

R0392

Sub. Code

641313

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

Third Semester

Management

**Elective : SECURITY ANALYSIS AND
PORTFOLIO MANAGEMENT**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions
by choosing the correct option.

1. Employment of funds with the aim of achieving additional income is known as _____. (CO1, K1)
(a) Investment (b) Speculation
(c) Gambling (d) Biting

2. Risk due to internal environment of a firm or those affecting particular industry are referred to as _____. (CO1, K2)
(a) Unsystematic risk
(b) Systematic risk
(c) Normal risk
(d) Abnormal risk

3. _____ analysis refers the study of the variables that influence the future of a firm both qualitatively and quantitatively. (CO2, K4)
- (a) Technical analysis
 - (b) Industry analysis
 - (c) Company analysis
 - (d) Economic analysis
4. The fundamental analysis approach has been associated with _____. (CO2, K2)
- (a) Balance Sheet
 - (b) Certainties
 - (c) Ratios
 - (d) Uncertainties
5. The Dow Theory was developed by _____. (CO3, K1)
- (a) Stock broker by the name of Dow
 - (b) An editor of Wall Street Journal by the name of Dow
 - (c) It was developed by Markowitz and Dow
 - (d) It was developed by Sharpe
6. An Efficient Market Hypothesis states all public information which is reflected in current market prices is classified as (CO3, K5)
- (a) weak form efficiency
 - (b) strong form efficiency
 - (c) semi strong form efficiency
 - (d) market efficiency

7. The main objective of portfolio is to reduce by _____ diversification. (CO4, K4)
- (a) Return
 - (b) Risk
 - (c) Uncertainty
 - (d) Percentage
8. A combination of various investment products like bonds, shares, securities, mutual funds and so on is called as _____. (CO4, K4)
- (a) Portfolio
 - (b) Investment
 - (c) Speculation
 - (d) Gambling
9. Portfolio performance is evaluated over a _____ time period. (CO5, K1)
- (a) Specific
 - (b) Long
 - (c) All the time
 - (d) At any time
10. The art of changing the mix of securities in a portfolio is called _____ (CO5, K2)
- (a) Portfolio Management
 - (b) Portfolio Revision
 - (c) Portfolio Diversification
 - (d) Portfolio Theory

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Analyse the present conditions of Investment Environment. (CO1, K4)

Or

- (b) How risk and return co-related in terms of Investment? (CO1, K4)

12. (a) Outline various source of information for security analysis. (CO2, K2)

Or

- (b) Show the advantages of Economic Analysis. (CO2, K2)

13. (a) Do you think that the capital markets be efficient? Why/Why not? (CO3, K4)

Or

- (b) Is the stock market semi strong form efficient? Why/Why not? (CO3, K4)

14. (a) When portfolio analysis is need? (CO4, K4)

Or

- (b) As a portfolio manager, what would you do if a transaction is proposed that has a return from lending activities only that is below the hurdle rate and why? (CO4, K4)

15. (a) Outline the procedure for portfolio revision. (CO5, K2)

Or

- (b) Write the advantages of portfolio revision. (CO5, K2)

Part C (5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Classify various types of investment avenues available for an investor. (CO1, K4)

Or

- (b) Examine the role of SEBI in primary and secondary market. (CO1, K4)

17. (a) Summarise the differences between Fundamental Analysis and Technical Analysis. (CO2, K2)

Or

- (b) "Sector and Industry Analysis is most important to investor's success" - Illustrate. (CO2, K2)

18. (a) Examine the concept of efficient frontier with the riskless asset. (CO3, K4)

Or

- (b) The efficient market theory is a good first approximation for characterizing how prices in a liquid and free market react to the disclosure of information. How? (CO3, K2)

19. (a) Generate suitable process for portfolio management in the relevant to the present situation. (CO4, K6)

Or

- (b) Explain various models of portfolio diversification. (CO4, K5)

20. (a) Explain the methods for evaluation of portfolio performance. (CO5, K2)

Or

- (b) What points we should kept in mind while revise the portfolio? Explain. (CO5, K2)
-

R0393

Sub. Code

641316

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

Third Semester

Management

Elective — FINANCIAL MARKETS AND INSTITUTIONS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct options.

1. _____ is a market for lending and borrowing of short term funds. (CO1, K1)
(a) Money market (b) Primary market
(c) Capital market (d) All of the above
2. The electronic clearing and Depository system set up by the _____. (CO1, K1)
(a) SGL (b) SHCIL
(c) HCL (d) None of these
3. Industrial Finance Corporation of India (IFCI) was established in _____. (CO2, K1)
(a) 1946 (b) 1947
(c) 1948 (d) 1949
4. Co-operative development bank was set up by (CO2, K1)
(a) NABARD (b) RBI
(c) SBI (d) Central Government

5. Not a profit maximizing business is (CO3, K1)
(a) IMF (b) IBRD
(c) IFC (d) WTO
6. Which of the following country has the highest subscribed capital of the ADB? (CO3, K1)
(a) INDIA (b) CHINA
(c) JAPAN (d) MALAYSIA
7. The market for venture capital refers to the _____. (CO4, K1)
(a) Private financial marketplace for providing equity investment for small, startup firms
(b) Bond market
(c) Share market
(d) Mutual Funds
8. UTI Act was enacted in the year (CO4, K1)
(a) 1975 (b) 1955
(c) 1963 (d) 1995
9. Primary capital markets are the platform where _____. (CO5, K1)
(a) New securities are issued
(b) New securities are sold
(c) New securities are borrowed
(d) Both (a) and (b)
10. The capital market is organized in India by (CO5, K1)
(a) RBI (b) NABARD
(c) SEBI (d) IRDA

Part B

(5 × 5 = 25)

Answer **all** the following questions not more than 500 words each.

11. (a) Present the functions of DFHI. (CO1, K2)

Or

- (b) Discuss the Role of IL and FS. (CO1, K2)

12. (a) Tabulate Different development Banks in India. (CO2, K2)

Or

- (b) Difference between a Development bank and a Commercial bank (CO2, K2)

13. (a) Mention the goals and functions of the IDA and the IFC. (CO3, K2)

Or

- (b) Elucidate the role of Asian Development Bank. (CO3, K2)

14. (a) Give short note on Mutual Funds. (CO4, K2)

Or

- (b) Write short note on venture capital. (CO4, K2)

15. (a) Classify the various money market instruments. (CO5, K2)

Or

- (b) Explain about MCX. (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** the following questions not more than 1000 words each.

16. (a) Briefly explain the various types of NBFCs and also explain the regulatory frame work of NBFCs.

(CO1, K2)

Or

- (b) Describe the functions of the financial system.

(CO1, K2)

17. (a) Appraise the Role of NABARD. (CO2, K2)

Or

- (b) Elucidate the contribution of the state level industrial development corporation of India, in the growth of Indian Economy. (CO2, K2)

18. (a) Interpret the various sources of funds. (CO3, K2)

Or

- (b) Summarize the objectives of Various International Financial Institutions. (CO3, K2)

19. (a) Highlight the Functions of credit rating agencies. (CO4, K2)

(CO4, K2)

Or

- (b) Elaborate on LIC and GIC in detail. (CO4, K2)

20. (a) Distinguish between Primary and Secondary Market. (CO5, K2)

(CO5, K2)

Or

- (b) Discuss the roles and functions of SEBI. (CO5, K2)

R0394

Sub. Code

641321

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

Third Semester

Management

Elective : CONSUMER BEHAVIOUR

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions
by choosing the correct option.

1. What is the significance of studying Consumer Behaviour in marketing? (CO1, K1)
 - (a) It helps marketers manipulate consumers' decisions
 - (b) It allows marketers to understand consumer needs and preferences
 - (c) It has no impact on marketing strategies
 - (d) It simplifies marketing processes

2. How can Consumer Behaviour principles be applied to strategic marketing? (CO1, K1)
 - (a) By ignoring consumer insights for cost savings
 - (b) By tailoring marketing strategies to meet consumer demands
 - (c) By focusing solely on product features
 - (d) By avoiding consumer research

3. How does an individual's personality influence their consumer behavior? (CO2, K2)
- (a) It has no impact on consumer choices
 - (b) It affects their perception of product quality
 - (c) It determines their income level
 - (d) It primarily influences their work behaviour.
4. How do consumers acquire new knowledge and behaviors according to the concept of "Learning" in Consumer Behavior? (CO2, K2)
- (a) Through instinct and intuition
 - (b) Through hereditary factors
 - (c) Through experiences and interactions
 - (d) Through marketing efforts only
5. In which type of consumer decision-making behavior does the consumer make choices almost automatically with minimal effort? (CO1, K2)
- (a) Routinized Response Behavior
 - (b) Unlimited Problem Solving Behavior
 - (c) Extensive Problem Solving Behavior
 - (d) Impulsive Behavior
6. What is the primary focus of relationship marketing in the context of consumer behavior? (CO1, K2)
- (a) Maximizing short-term profits
 - (b) Attracting new customers
 - (c) Building and maintaining long-term customer relationships
 - (d) Creating one-time transactions

7. How does culture impact consumer behavior? (CO1, K1)
- (a) It has no significant influence on consumer choices
 - (b) It shapes individuals' core values, beliefs, and behaviour.
 - (c) It primarily determines consumers' income levels.
 - (d) It focuses solely on demographic factors
8. In consumer behavior, how does reference group influence typically manifest? (CO2, K1)
- (a) Directly affecting consumers' income levels
 - (b) Shaping consumers' self-concept and values
 - (c) Influencing consumers' geographic location
 - (d) Determining consumers' demographics
9. In the context of consumer perception, what is "perceptual selection" primarily concerned with? (CO2, K1)
- (a) How consumers interpret sensory information
 - (b) How consumers expose themselves to stimuli
 - (c) How consumers organize perceptual inputs
 - (d) How consumers evaluate product quality
10. Factors such as cultural background, personal experiences, and individual beliefs that influence how consumers perceive information fall into which category? (CO1, K1)
- (a) Perceptual Selection
 - (b) Perceptual Organization
 - (c) Price Perceptions
 - (d) Factors That Distort Individual Perception

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) State the implications of ignoring consumer behavior trends when launching a new product or service. (CO2, K1)

Or

- (b) Write about the importance of market segmentation in developing effective marketing strategies. (CO2, K1)

12. (a) Summarize the role of learning in consumer behavior. (CO3, K2)

Or

- (b) Discuss the concept of lifestyle and its relevance to consumer behavior. (CO3, K2)

13. (a) Discuss how the Kollat-Blackwell model explains consumer behavior when they encounter a complex purchase decision. (CO4, K2)

Or

- (b) Summarize the key difference between limited problem solving and extensive problem solving in consumer decision-making. (CO4, K2)

14. (a) Compare the influence of friendship reference groups with celebrity reference groups on consumer behavior. (CO4, K4)

Or

- (b) Investigate the influence of subcultures on consumer behavior. (CO4, K4)

15. (a) Determine the key elements that contribute to the perceived quality of customer service in the retail industry. (CO5, K3)

Or

- (b) Recommend strategies for businesses to enhance perceived product quality in the absence of changing the actual product. (CO5, K3)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Explain the key elements of a successful consumer behavior-driven marketing strategy. (CO3, K2)

Or

- (b) Describe how understanding consumer behavior informs strategic marketing decisions. (CO3, K2)

17. (a) Illustrate how an individual's personality traits can influence their consumer behavior. (CO3, K3)

Or

- (b) Examine the process of attitude formation and how it can impact consumer decision-making. (CO3, K3)

18. (a) Compare and contrast the Howard-Sheth model with the Nicosia model of consumer decision-making. (CO4, K4)

Or

- (b) Investigate the stages of the routinized response behavior in consumer decision-making. (CO4, K4)

19. (a) Evaluate the influence of social class on consumer behaviour. (CO4, K5)

Or

- (b) Discuss the motivations behind opinion leadership. (CO4, K5)

20. (a) Forecast the potential risks associated with consumer risk perceptions in the context of a new product launch. (CO5, K6)

Or

- (b) Prepare a strategic plan for businesses to enhance perceived product and service quality based on consumer feedback. (CO5, K6)

R0395

Sub. Code

641323

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

Third Semester

Management

Elective : ADVANCED MARKETING RESEARCH

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Marketing Research is (CO1, K1)
 - (a) Descriptive
 - (b) Continuous Process
 - (c) Predictive the future
 - (d) All of these

2. Marketing Research Design is (CO1, K2)
 - (a) the blue print for collection, measurement and analysis of data
 - (b) allocation of limited resources
 - (c) a method of data collection
 - (d) acquiring the information needed

3. _____ is a method for repeatedly collecting data from a pre-recruited set of people. (CO2, K4)
 - (a) Desk Research (b) Trade Research
 - (c) Panel Research (d) Market Research

4. A/An _____ is a method of quantitative marketing research where data on a wide variety of subjects is collected during the same interview. (CO2, K2)
- (a) Multi-dimensional scaling
 - (b) Group Research
 - (c) Market Segment Research
 - (d) Omnibus survey
5. Which of the following interviewing technique uses nonparametric factor analysis to determine an idiographic measure of personality? (CO3, K1)
- (a) Repertory grid
 - (b) Perceptual maps
 - (c) Concept Testing
 - (d) Conjoint Analysis
6. _____ is a form of statistical analysis that firms use in market research to understand how customers value different components or features of their products or services. (CO3, K5)
- (a) Perceptual maps
 - (b) Repertory grid
 - (c) Conjoint Analysis
 - (d) Concept Testing
7. Price optimization establishes the foundation for a _____ (CO4, K4)
- (a) Sound pricing decision
 - (b) Pinpoint the best possible price
 - (c) Low prices
 - (d) High prices
8. Which of the following, comparing the prices of similar products being offered on the market? (CO4, K4)
- (a) Oriented Pricing
 - (b) Skimming Pricing
 - (c) Competitive Pricing
 - (d) Dual Pricing
9. Online Brand Perception research includes _____ (CO5, K1)
- (a) Understanding brand strength
 - (b) Identify opportunities
 - (c) Consumers' feelings
 - (d) All of the above

10. _____ reflect consumer's specific traits, interests and shopping behaviour. (CO5, K2)
- (a) Online targeted advertising
 - (b) Online Brand perception
 - (c) Consumer Research
 - (d) Marketing research

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) How can marketing research benefit to marketing management? (CO1, K5)
- Or
- (b) What are the different components of a research design? (CO1, K2)
12. (a) Make a comparison between Qualitative Research and Quantitative Research. (CO2, K3)
- Or
- (b) Write about the types of market research. (CO2, K2)
13. (a) Highlight the objectives Product tests. (CO3, K4)
- Or
- (b) What are the uses of perceptual maps in research for new product development? (CO3, K5)
14. (a) How does the Gabor-Granger method work? (CO4, K3)
- Or
- (b) What do you understand by Distribution Research? (CO4, K2)
15. (a) Write briefly about Online targeted advertising. (CO5, K1)
- Or
- (b) Present the need for web-based marketing research. (CO5, K3)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Explain about marketing research procedure and why it should be a part of research proposal? (CO1, K3)

Or

- (b) “Experimental research is better than descriptive research” – Do you agree with this statement? Why or not? (CO1, K1)

17. (a) Explain multi-dimensional scaling technique. What and why is this technique used in research? Illustrate. (CO2, K3)

Or

- (b) Identify and suggest suitable solutions for Design issues in Omnibus surveys. (CO2, K1)

18. (a) Describe the procedures and issues in conducting test marketing. (CO3, K4)

Or

- (b) Scan the recent the issues in marketing segmentation. (CO3, K2)

19. (a) Analyze the importance of Pricing and Distribution research at the present context. (CO4, K6)

Or

- (b) How do you utilize the research for pricing new products? (CO4, K5)

20. (a) Explain the advantages and limitations of web-based marketing research. (CO5, K2)

Or

- (b) “Marketing research in social media is not an easy task” – Evaluate the statement and present your views on this. (CO5, K6)

R0396

Sub. Code

641326

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

Third Semester

Management

Elective – DIGITAL MARKETING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following multiple choice questions by choosing the correct options

1. In digital marketing, the communication is (CO1, K2)
 - (a) Unidirectional
 - (b) Bidirectional
 - (c) Multidirectional
 - (d) Circle directional

2. What does the term CPM refer to? (CO1, K1)
 - (a) Cost Per Minute
 - (b) Cost Per Milk
 - (c) Cost Per Measure
 - (d) Cost Per Thousand

3. It is a form of internet marketing (CO2, K2)
 - (a) Search engine marketing
 - (b) Social media marketing
 - (c) Online marketing
 - (d) Content marketing

4. What are the areas to utilize your keywords to optimize website ranking? (CO2, K1)
- (a) Trade shows
 - (b) Upon
 - (c) Meta tag
 - (d) Call extension
5. Does social media affect SEO? (CO3, K1)
- (a) It can but indirectly
 - (b) It can but directly
 - (c) It can but not possible
 - (d) It can if possible
6. In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as (CO3, K2)
- (a) Web 1.0
 - (b) Web 2.0
 - (c) Web Publishing
 - (d) Static web
7. Which of the following is a common social media advertising objective? (CO4, K1)
- (a) To increase website traffic
 - (b) To improve search engine ranking
 - (c) To boost email open rates
 - (d) All of the above

8. Which of the following tools allows you to track page views, unique visitors and conversion statistics?

(CO4, K1)

(a) Google Ad Words

(b) Alexa

(c) Google Analytics

(d) Wordpress

9. The act of collecting, organizing, and sharing content is known as

(CO5, K2)

(a) Crowd sourcing

(b) Digital Commerce

(c) Cornerstone Content

(d) Curation

10. In the email campaign, _____ delivers the advertisements into the group of targeted customers.

(CO5, K2)

(a) Spoofing

(b) Indirect email marketing

(c) Direct email marketing

(d) Spamming

Part B

(5 × 5 = 25)

Answer **all** the questions not more than
500 words each

11. (a) Describe the potential benefits of digital marketing in the present internet era. (CO1, K3)

Or

- (b) Write note on Pay Per Click advertising. (CO1, K3)

12. (a) Differentiate on-page and off-page optimization. (CO2, K2)

Or

- (b) Summarize the challenges and limitations of e-marketing. (CO2, K2)

13. (a) How can you use social media for marketing. Give examples? (CO3, K2)

Or

- (b) Narrate the characteristics of a digital consumer. (CO3, K2)

14. (a) Evaluate most effective ways to increase traffic to a website. (CO4, K4)

Or

- (b) Explore the key factors of online branding. (CO4, K4)

15. (a) Explain how customers can be effectively engaged through digital media. (CO5, K3)

Or

- (b) How consumers are targeted through online marketing tools. Explain in detail. (CO5, K3)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Compare and contrast traditional marketing with digital marketing and trace the similarities. (CO1, K4)

Or

- (b) Identify different types of Digital Marketing channels in India and point out the best in terms of effectiveness. (CO1, K4)

17. (a) Illustrate Search Engine Optimization process. (CO2, K3)

Or

- (b) Elucidate the CRM and web analytic techniques with the merits. (CO2, K3)

18. (a) Enumerate the roles of CRM tools in making a targeted offer to a customer in digital marketing space. (CO3, K4)

Or

- (b) A smart watch company wants to do competitive intelligence in terms of web analytics. Suggest the company methods used for tracking competitive intelligence. (CO3, K4)

19. (a) Analyze how you could use social promote your brand and increase customer engagement. (CO4, K4)

Or

- (b) “Internet provides tremendous scope for Micro marketing” – in the light of the statement, discuss the e-business models with examples. (CO4, K4)
20. (a) “Content management determine the effectiveness of digital marketing” – Do you agree? Defend. (CO5, K6)

Or

- (b) Tamilnadu Tourism Development Corporation (TTDC) plan to market their services globally. Design a competitive digital marketing strategy by targeting and positioning foreign customers. (CO5, K6)

R0397

Sub. Code

641341

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

Third Semester

Management

Elective – HUMAN RESOURCE DEVELOPMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Human resource development is a part of (CO1, K1)
 - (a) Human Resource Planning
 - (b) Human Resource Management
 - (c) Human Resource Accounting
 - (d) Human Resource Downsizing

2. Which of the following is the core of all HRD efforts? (CO1, K1)
 - (a) Better coordination among employees
 - (b) Internal control of activities
 - (c) Workplace Learning
 - (d) Employee satisfaction

3. It is an evaluation of an employee's job related strengths and weaknesses (CO2, K1)
- (a) Preliminary screening
 - (b) Recruitment
 - (c) Employment Tests
 - (d) Performance appraisal
4. The three performance counseling phases are (CO2, K2)
- (a) Rapport building, Exploration, Action Planning
 - (b) Report making, Exploration, Action Planning
 - (c) Rapport building, Experimentation, Action Planning
 - (d) Rapport building, Exploration, Action taken
5. The perception of the employees regarding atmosphere or environment for development of human resource in an organization is called. (CO3, K1)
- (a) Organizational effectiveness
 - (b) Organizational Development
 - (c) HRD culture
 - (d) HRD climate
6. It is defined as the process of enhancing the effectiveness of an Organization and the wellbeing of its members through planned interventions. (CO3, K2)
- (a) Organizational Development
 - (b) Career Development
 - (c) Economic development
 - (d) Training

7. It refers to the identification of the hidden talents and skills of employees to take up higher positions and responsibilities in the organizational hierarchy. (CO4, K2)
- (a) Grievances
 - (b) Potential Appraisal
 - (c) Compensation
 - (d) Employee Welfare
8. It is widely used for human relations and leadership training (CO4, K2)
- (a) Business games
 - (b) Role playing
 - (c) Case study method
 - (d) Job rotation
9. The global context of HRD has fundamentally shifted due to changes in which of the following factors? (CO5, K1)
- (a) Political, economic, and cultural
 - (b) Political, economic, and social
 - (c) Social, economic, cultural
 - (d) Political, economic, cultural, and social.
10. What is the objective of strategic human resources development? (CO5, K2)
- (a) Enabling people to upgrade their knowledge and skills
 - (b) Getting promoted to the next level in the hierarchy after trailing
 - (c) Alignment of HR activities with HRM
 - (d) Enabling organizations to achieve its strategic objectives of performance and competitive advantages

Part B

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Describe the salient features of HRD. (CO1, K3)

Or

- (b) Identify the ideology of Key Performance Area.
(CO1, K3)

12. (a) Summarize the drawbacks of performance appraisal. (CO2, K2)

Or

- (b) Explain the importance of feedback system in organizations. (CO2, K2)

13. (a) Outline the elements of HRD climate. (CO3, K2)

Or

- (b) Classify the characteristics and objectives Organization Development. (CO3, K2)

14. (a) Examine the steps involved in career planning. (CO4, K4)

Or

- (b) Explore the different approaches of training need analysis. (CO4, K4)

15. (a) Point out the scope of HRD. (CO5, K3)

Or

- (b) Give an overview on HRD strategies. (CO5, K3)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Identify the role and change of Personnel Management into Human Resource Management. (CO1, K3)

Or

- (b) Elucidate the process of role analysis and its importance in organizations. (CO1, K3)
17. (a) Compare and contrast modern performance appraisal methods with traditional methods. (CO2, K2)

Or

- (b) Describe the role of effective counseling and its impact on performances of an individual in Indian organizations. (CO2, K2)
18. (a) Enumerate various approaches to the study of organizational effectiveness. (CO3, K2)

Or

- (b) Highlight the role of organizational development in organizational improvement and brief its limitations and problems. (CO3, K2)
19. (a) Analyze various individual and organizational strategies for career planning and development. (CO4, K4)

Or

- (b) Examine various on-the job and off-the job training methods. (CO4, K4)

20. (a) Discuss the need and importance of HRD in the present Indian industry context. (CO5, K6)

Or

- (b) Elaborate the emerging trends and perspectives of human resource development in India. (CO5, K6)
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R0398

Sub. Code

641342

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

Third Semester

Management

**Elective – ORGANISATIONAL CULTURAL AND
DEVELOPMENT**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. The factors shape the culture of a workgroup or an organization include. (CO1, K3)
 - (a) Structure and size
 - (b) Leadership
 - (c) Natural of Business
 - (d) All of the above
2. A strong culture should reduce employee turnover, because it results in _____. (CO1, K3)
 - (a) Cohesiveness and organizational commitment
 - (b) A highly centralized organization
 - (c) An outcome-oriented organization
 - (d) A highly formalized organization

3. Who among the following has developed the institutional theory of work – life initiative? (CO2, K2)
- (a) Daft and weick
 - (b) Milliken et al
 - (c) Dimaggio and powell
 - (d) Pfeffer and salancik
4. According to the process of organizational change, the three steps in this process are unfreezing, learning and _____ . (CO2, K2)
- (a) Formalization (b) Refreezing
 - (c) Restructuring (d) Retraining
5. The term ‘Action’ in action research implies: (CO3, K6)
- (a) Primary data are collected
 - (b) Study leads directly to action
 - (c) Teachers are directly involved
 - (d) Study in scientific in nature
6. Which of the following research is cyclic in nature (CO3, K6)
- (a) Fundamental research
 - (b) Applied research
 - (c) Action research
 - (d) Evaluation research
7. Sensitivity training is a small group of interaction processes in the _____ form. (CO4, K3)
- (a) Structured (b) Semi-structured
 - (c) Unstructured (d) Directive

8. _____ can be collaboratively managed to ensure effectiveness. (CO4, K3)
- (a) Organization culture
 - (b) Individuals
 - (c) Team culture
 - (d) Organization system
9. According to Kurt Lewin, which of the following is not a stage in the change process? (CO5, K6)
- (a) Unfreezing (b) Changing
 - (c) Refreezing (d) Restraining
10. In organization's people who act as catalyst and assume the responsibility for managing the change process are called _____ (CO5, K6)
- (a) Change masters
 - (b) Change agents
 - (c) Operations managers
 - (d) Charismatic leaders

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words.

11. (a) Identify the characteristics of Organizational Culture (CO1, K3)
- Or
- (b) Infer the effects of culture on work. (CO1, K3)
12. (a) Illustrate the process of OD. (CO2, K2)
- Or
- (b) Classify the components of organizational development. (CO2, K2)
13. (a) Compile the importance of Action Research in OD. (CO3, K6)
- Or
- (b) Discuss the approaches in Action Research for OD. (CO3, K6)
14. (a) Identity the usage of Comprehensive Interventions. (CO4, K3)
- Or
- (b) Predict the application of Group Process Interventions in OD. (CO4, K3)

15. (a) Compile the need for change in any organization. (CO5, K6)

Or

(b) Compose the process of Change Resistance. (CO5, K6)

Part C (5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Discover the dimensions of managing organization culture in global companies. (CO1, K3)

Or

(b) Construct the purpose of changing organization culture to achieve the organization goals. (CO1, K3)

17. (a) Summarize the operational development practices using Diagnostic and Process. (CO2, K2)

Or

(b) Explain the application of theory in maintenance components in automobile industry. (CO2, K2)

18. (a) Elaborate the usage and varieties of Action Research in OD. (CO3, K6)

Or

(b) Formulate the benefits of Action Research in developing service organization. (CO3, K6)

19. (a) Construct the inter group dimensions in empowering and assuring organization development. (CO4, K3)

Or

(b) Predict the challenges in using Organizational Development Interventions for OD. (CO4, K3)

20. (a) Formulate strategies for managing change in organization. (CO5, K6)

Or

(b) Propose the changes can be made in the IT industry in India to handle global competitions. (CO5, K6)

R0399

Sub. Code

641344

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

Third Semester

Management

Elective – INDUSTRIAL RELATIONS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Which of the following is not one of the causes for poor industrial relations? (CO1, K1)
 - (a) Lack of skilled labour
 - (b) Poor communication
 - (c) Unfair labour practices
 - (d) Employee benefits

2. The aim of International Labour Organization to promote _____ . (CO2, K1)
 - (a) Employer interests
 - (b) Government interests
 - (c) Worker interests
 - (d) All of the above

3. The primary purpose of a Work's Committee in industrial relations is _____. (CO3, K1)
- (a) Collective bargaining
 - (b) Employee counselling
 - (c) Conflict resolution
 - (d) Grievance handing
4. Collective bargaining is a process that involves _____. (CO4, K1)
- (a) Individual negotiations between employees and management
 - (b) Negotiations between trade unions and the government
 - (c) Negotiations between employers and employees as a group
 - (d) Arbitration by an external party
5. The role of a Safety Committee in an organization is _____. (CO5, K2)
- (a) Handling employee grievances
 - (b) Ensuring workplace safety
 - (c) Promoting employee communication
 - (d) Conducting employee training
6. _____ is responsible for setting international labor standards and recommendations. (CO2, K1)
- (a) ICFTU
 - (b) WFTU
 - (c) ILO
 - (d) WTO

7. The purpose of a Grievance Procedure in industrial relations is _____. (CO3, K2)
- (a) To create a positive work environment
 - (b) To resolve disputes and complaints
 - (c) To promote union recognition
 - (d) To negotiate wage agreements
8. The term “Bipartism in agreements” refer to _____. (CO4, K1)
- (a) Agreements between two labor unions
 - (b) Agreements between employers and employees
 - (c) Agreements between the government and trade unions
 - (d) Agreements between international labor organizations
9. House journals and suggestion schemes are examples of _____. (CO5, K2)
- (a) Upward communication
 - (b) Lateral communication
 - (c) Downward communication
 - (d) Informal communication
10. National Commission of Labour’s recommendations was to _____. (CO1, K2)
- (a) Promote employer interests
 - (b) Improve industrial relations
 - (c) Enhance worker productivity
 - (d) Regulate labor unions

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) What are the three dimensions of justice? How are they important in effecting a good industrial relations? (CO1, K2)

Or

- (b) Explain the structure and objectives of the International Labour Organization. (CO1, K1)

12. (a) Describe how has trade unions grown and occupied a significant position in maintaining the industrial relations. (CO2, K4)

Or

- (b) Bring out the contributions of ICFTU and WFTU in establishing good employer employee relations. (CO2, K3)

13. (a) How do labour unions and government work together for maintaining a harmonious work environment in India? (CO3, K4)

Or

- (b) Explain the importance of conciliation machinery in resolving workplace disputes. (CO3, K3)

14. (a) Why do most industries use collective bargaining as a vital tool to resolve labour problems? (CO4, K4)

Or

- (b) Explain the strategies and measures that organizations can employ to effectively manage strikes and lockouts. (CO4, K4)

15. (a) Why there are different types of safety organizations in industrial settings? What are their functions? (CO5, K2)

Or

- (b) Discuss the importance of effective employee communication in organizations with examples. (CO5, K3)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Discuss the need to study about industrial relations. Give an account of the causes for poor industrial relations and factors that promote industrial relations, with examples from different States. (CO1, K4)

Or

- (b) Explain the impact of the recommendations put forth by the National Commission of Labour on labour environment in India. (CO1, K5)

17. (a) Discuss the role of trade unions in safeguarding the rights and interests of contractual and daily-waged labourers. (CO2, K4)

Or

- (b) Elucidate the present trend of international labour movement. Bring out the functions of ILO in promoting worker's needs and rights on a global scale. (CO2, K6)

18. (a) Highlight the importance of the industrial relations machinery in India. How does the arbitration and adjudication machinery contribute to resolve workplace conflicts and foster cooperation? (CO3, K5)

Or

- (b) Discuss the implications of workers' participation in industry and its impact on employee engagement and organizational performance. (CO3, K3)
19. (a) What are the steps involved in the process of collective bargaining? Explain the challenges and prospects associated with the negotiation process. (CO4, K4)

Or

- (b) Explain the significance and functions of wage boards in Indian industries. How does it promote labour relations and economic stability, amidst the prevailing unrest? (CO4, K5)
20. (a) What are the components of employee safety program? Give examples on how safety programs in industrial settings impact on workplace safety and employee well-being. (CO5, K5)

Or

- (b) Illustrate the need and scope of ergonomics of workplace in upholding industrial relations. (CO5, K4)
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R0400

Sub. Code

641346

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

Third Semester

Management

**Elective – ORGANISATIONAL STRESS AND CONFLICT
MANAGEMENT**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. What is the primary goal of organizational stress management? (CO1, K1)
 - (a) To increase stress levels among employees
 - (b) To maintain the status quo
 - (c) To reduce and manage stress among employees
 - (d) To promote competition among team members

2. Which leadership style helps effective stress management in organizations? (CO1, K1)
 - (a) Autocratic leadership
 - (b) Transformational leadership
 - (c) Laissez-faire leadership
 - (d) Transactional leadership

3. Which of the following is a physiological response to stress? (CO2, K1)
- (a) Increased heart rate
 - (b) Decreased blood pressure
 - (c) Improved digestion
 - (d) Enhanced immune system function
4. How does chronic stress typically affect behaviour? (CO2, K2)
- (a) It leads to increased productivity
 - (b) It can result in withdrawal and social isolation
 - (c) It enhances decision making skills
 - (d) It increases socialisation
5. Which of the following is a relaxation technique commonly used to manage stress? (CO3, K1)
- (a) Panic attacks (b) Visualization
 - (c) Over thinking (d) Multitasking
6. What is the key difference between stress and burnout? (CO3, K2)
- (a) Stress is always work-related, while burnout can be caused by personal issues
 - (b) Burnout is a milder form of stress
 - (c) Stress is temporary, while burnout is a chronic condition
 - (d) Stress is a positive response to challenges, while burnout is negative
7. Which conflict resolution style focuses on finding a solution where both parties give up something? (CO4, K2)
- (a) Avoidance (b) Accommodation
 - (c) Collaboration (d) Compromise

8. What is the role of a mediator in conflict resolution?
(CO4, K1)
- (a) Taking sides and advocating for one party
 - (b) Escalating the conflict to a higher authority
 - (c) Facilitating communication and helping parties find a solution
 - (d) Ignoring the conflict and letting it resolve on its own
9. Which of the following is a characteristic of constructive conflict?
(CO5, K1)
- (a) Escalation of emotions
 - (b) Focus on personal attacks
 - (c) Collaboration and cooperation
 - (d) Aiming to defeat the other party
10. In destructive conflict resolution, what is a common outcome?
(CO5, K2)
- (a) Improved relationships
 - (b) Win-win solutions
 - (c) Emotional harm and damaged relationships
 - (d) Compromise and cooperation

Part B (5 × 5 = 25)

Answer **all** the following not more than 500 words each.

11. (a) Illustrate specific sources of managerial stress that leaders experience within organizations. (CO1, K3)

Or

- (b) Analyse the impact of stress on an individual's decision-making process. (CO1, K4)

12. (a) Compare and contrast the effects of acute stress versus chronic stress on an individual's learning process. (CO2, K4)

Or

- (b) Analyse how an individual's spoken words might differ from their expected body language when they are experiencing stress. What insights can be gained from such analysis? (CO2, K4)
13. (a) Analyse how assertiveness training help coping with stress and stress management. (CO3, K4)

Or

- (b) Discuss the warning signs of employee burnout in the workplace. How can organizations be proactive for preventing burnout among employees? (CO3, K3)
14. (a) What are the various reasons for conflicts in the workplace? How can the employees analyze the root causes of these conflicts to facilitate resolution? (CO4, K4)

Or

- (b) Explain the different techniques available for conflict resolution in Indian organisations. (CO4, K4)
15. (a) Analyse the key differences between constructive and destructive conflict. (CO5, K3)

Or

- (b) Can negotiation be used to de-escalate destructive conflicts? Discuss how it can or cannot be used. (CO5, K3)

Part C

(5 × 8 = 40)

Answer **all** the following not more than 1000 words each.

16. (a) Assess the potential impact of managerial stress on employee well-being. What strategies can organizations employ to mitigate these stressors effectively? (CO1, K5)

Or

- (b) Compare and contrast leadership styles that are most effective in managing conflicts during stressful situations versus non-stressful situations. Give examples to support your analysis. (CO1, K4)
17. (a) Create a conceptual framework for organizations to assess and modify workplace conditions to reduce stress-related behaviours among employees. Include specific situational modifiers and strategies for implementing changes in a real-world organizational context. (CO2, K6)

Or

- (b) Assess the role of intrinsic and extrinsic motivation in mitigating stress. Compare and contrast how different motivational factors influence an individual's ability to cope with stress and maintain productivity. (CO2, K5)
18. (a) What are the various coping strategies in managing stress? Evaluate the effectiveness of various strategies. (CO3, K5)

Or

- (b) Assess the various issues and challenges of aligning personal values with stress management strategies. Suggest measures to help employees to align personal values with coping strategies. (CO3, K5)

19. (a) Analyze the key elements of effective negotiation. How can individuals evaluate their negotiation skills and continually improve them in a professional context? (CO4, K4)

Or

- (b) Evaluate the long-term consequences of unresolved workplace conflicts on employee morale, productivity, and organizational culture. (CO4, K5)
20. (a) Analyse the potential consequences of not addressing destructive conflict within an organization. (CO5, K4)

Or

- (b) Create a proposal to foster constructive conflict in Indian context that incorporates leadership, values, and employee morale. (CO5, K6)
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R0401

Sub. Code

641347

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

Third Semester

Management

**Elective : TEAM DYNAMICS AND EMPLOYEE
LEADERSHIP**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following questions by choosing the correct option

1. In order to have an effective group, one must have (CO1, K1)
(a) Supporters (b) Director
(c) Thinkers (d) All of the above
2. _____ is the set of forces that energize, direct, and sustain behavior. (CO1, K1)
(a) Motivation (b) Expectancy
(c) Empowerment (d) Socialization
3. The basic components of _____ are effort, performance, and outcomes. (CO2, K1)
(a) equity theory (b) goal-setting theory
(c) expectancy theory (d) social cognitive theory

4. The _____ leadership style is an expression of the leader's trust in the abilities of his subordinates. (CO2, K1)
- (a) Participative (b) Delegative
- (c) Authoritarian (d) All of the above
5. The best conflict management style is (CO3, K1)
- (a) The avoiding style
- (b) The problem-solving style
- (c) The bargaining style
- (d) The smoothing style
6. Which leadership style involves giving employees autonomy and independence? (CO3, K1)
- (a) Authoritarian (b) Democratic
- (c) Laissez-faire (d) Transformational
7. In which type of organization is team building likely to be most difficult? (CO4, K1)
- (a) Functional (b) Projectized
- (c) Matrix (d) Project coordinator

8. What does SSL stand for in the context of e-commerce?
(CO4, K1)
- (a) Secure Socket Layer
 - (b) Super Safe Loop
 - (c) Server Security License
 - (d) Software System Locator
9. The team which focuses its attention on improvements of a process that is already operating to a satisfactory level is called the _____.
(CO5, K1)
- (a) Process improvement team
 - (b) Cross-functional team
 - (c) Natural work team
 - (d) Group-directed/group-managed work team
10. What is the primary focus of servant leadership?
(CO5, K1)
- (a) Personal ambition
 - (b) Employee satisfaction
 - (c) Profit maximization
 - (d) Leader's authority

Part B

(5 × 5 = 25)

Answer **all** the questions, not more than 500 words each.

11. (a) Discuss key dynamics of an effective team.(CO1, K2)

Or

- (b) Mention the impacts of team dynamics on the performance of the employee. (CO1, K2)

12. (a) Explain the experiential learning methodologies. (CO2, K2)

Or

- (b) Differentiate between competitive and collaborative team Building. (CO2, K2)

13. (a) Explain the recent trends in E-Commerce. (CO3, K2)

Or

- (b) Elaborate various challenges of leadership.(CO3, K2)

14. (a) Distinguish between leadership and Management in detail. (CO4, K2)

Or

- (b) Give short note on attributes of an effective leader. (CO4, K2)

15. (a) Describe the importance of learning in leadership.
(CO5, K2)

Or

- (b) Discuss the conflict resolution skill need for the leader.
(CO5, K2)

Part C (5 × 8 = 40)

Answer **all** the following questions, not more than 1000 words each.

16. (a) What is team decision making? List its merits and demerits.
(CO1, K2)

Or

- (b) Define team work. Explain the benefits of teamwork.
(CO1, K2)

17. (a) Explain the characteristics of the encounter group.
(CO2, K2)

Or

- (b) Describe the impact of experimental learning in a group.
(CO2, K2)

18. (a) Explain the various challenges faced by the leader in managing diversity.
(CO3, K2)

Or

- (b) Summarize the various leadership styles. (CO3, K2)

19. (a) Explain the Tannenbaum and Schmidt continuum of Leaders Behavior. (CO4, K2)

Or

- (b) Difference between manager and leader. (CO4, K2)

20. (a) Elaborate the characteristics and Principles of a coaching leader. (CO5, K2)

Or

- (b) Discuss the common leadership tactics. (CO5, K2)

R0402

Sub. Code

641352

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

Third Semester

Management

Elective : RELATIONAL DATABASE MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following questions by choosing the correct option.

1. Which is a feature of a database? (CO1, K1)
(a) Data updation (b) Data Definition
(c) Data retrieval (d) All of the above

2. Data Isolation caused due to —————traditional file system. (CO1, K1)
(a) Scattering of Data
(b) Duplicate Data
(c) Complex Data
(d) Atomic Data

3. E-R modeling technique is a _____ (CO2, K1)
- (a) bottom-up approach
 - (b) left-right approach
 - (c) top-down approach
 - (d) All of the above
4. A _____ in a table represents a relationship among a set of values (CO2, K1)
- (a) Column
 - (b) Key
 - (c) Row
 - (d) Entry
5. Which of the following operations is used if we are interested in only certain columns of a table? (CO3, K1)
- (a) Projection
 - (b) Intersection
 - (c) Difference
 - (d) Union
6. Which of the following is not a built-in aggregate function in SQL? (CO3, K1)
- (a) AVG
 - (b) MAX
 - (c) TOTAL
 - (d) COUNT
7. The database system must take special actions to ensure that transactions operate properly without interference from concurrently executing database statements. This property is referred to as (CO4, K1)
- (a) Atomicity
 - (b) Durability
 - (c) Isolation
 - (d) All of the above

8. What are the correct features of a distributed database?
(CO4, K1)
- (a) Is always connected to the internet
 - (b) Always requires more than three machines
 - (c) Users see the data in one global schema
 - (d) Have to specify the physical location of the data when an update is done
9. Database security helps organizaonsto protect data from _____
(CO5, K1)
- (a) Internal users (b) External users
 - (c) Non-external users(d) Non internal users
10. The traditional storage of data that is organized by customer, stored in separate folders in filing cabinets is an example of what type of 'database' system? (CO5, K1)
- (a) Hierarchical (b) Network
 - (c) Object oriented (d) Relational

Part B (5 × 5 = 25)

Answer **all** the following questions.

11. (a) Discuss the importance of database in business.
(CO1, K2)
- Or
- (b) Summarize the fundamentals of file processing system.
(CO1, K2)
12. (a) Outline the features of large database. (CO2, K2)
- Or
- (b) Write a short note on relational model. (CO2, K2)

13. (a) 'Boyce-Codd normal form is found to be stricter than third normal form - Justify the statement. (CO3, K2)

Or

- (b) List the different relational algebra operators used in Query processing. (CO3, K2)
14. (a) Outline the need for concurrency control. (CO4, K2)

Or

- (b) Write short note on Recovery process. (CO4, K2)
15. (a) Give brief note on responsibilities of a Database Administrator. (CO5, K2)

Or

- (b) "Database Security is the Business Application" – Comment. (CO5, K2)

Part C (5 × 8 = 40)

Answer **all** the following questions not more than 1000 words each.

16. (a) "The database approach is an improvement on the shared file solution" – Justify. (CO1, K3)

Or

- (b) Elaborate the steps in database planning and development. (CO1, K2)

17. (a) Consider a university database for the scheduling of classrooms for -final exams. This database could be modelled as the single entity set exam, with attributes course-name, section number, room-number, and time, Alternatively, one or more additional entity sets could be defined, along with relationship sets to replace some of the attributes of the exam entity set, as
- (i) course with attributes name, department, and c-number
 - (ii) section with attributes s-number and enrollment, and dependent as a weak entity set on course
 - (iii) room with attributes r-number, capacity, and building.

Model an E-R diagram for the above scenario.

(CO2, K3)

Or

- (b) Summarize the storage structure of Database systems. (CO2, K2)
18. (a) What is normalization? Explain in detail about all Normal forms. (CO3, K2)

Or

- (b) Consider the following schema :
- Suppliers (sid: integer, sname: string, address: string)
- Parts (pid: integer, pname: string, color: string)
- Catalog (sid : integer, pid: integer, cost: real)

The key fields are underlined and the domain of each field is listed after the field name. Therefore sid is the key for Suppliers, pid is the key for Parts and sid and pid together form the key for Catalog. The Catalog relation lists the prices charged for parts by suppliers. (CO3, K3)

Write the following queries in relational algebra :

- (i) Find the sids of suppliers who supply some red or green part.
 - (ii) Find the sids of suppliers who supply every red part.
 - (iii) Find the pids of parts supplied by at least two different suppliers
19. (a) Elucidate the importance of Replication in distributed database. (CO4, K2)

Or

- (b) Explain time stamp based concurrency control algorithm with an example. (CO4, K2)
20. (a) Present an overview of database security in detail. (CO5, K2)

Or

- (b) Explain with diagrammatic illustration the architecture of hierarchical database management system (CO5, K2)
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R0403

Sub. Code

641355

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

Third Semester

Management

Elective: BUSINESS INTELLIGENCE

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following questions by choosing the correct option.

1. _____ is the out come of extraction and processing activities carried out on data. (CO1, K1)
(a) Knowledge (b) Information
(c) Data (d) Raw Data
2. The objective of Business Intelligence is (CO1, K1)
(a) To support decision-making and complex problem solving
(b) To support information gathering
(c) To support data collection
(d) To support data analysis
3. In BI Architecture, It is used together and integrate the data stored in various primary and secondary sources. (CO2, K1)
(a) Data Warehouse (b) Datamart
(c) Data Sources (d) None of the above

4. _____ is a performance management tool that recapitulates an organization's performance from several stand points on _____ (CO2, K1)
- (a) Balanced scorecard
 - (b) Data cube
 - (c) Dashboard
 - (d) All of the above
5. Extraction of information and knowledge from data is known as _____ (CO3, K1)
- (a) Data mining
 - (b) Optimisation
 - (c) Data exploration
 - (d) Datamart
6. Well defined and recurring decision making procedure is called _____ (CO3, K1)
- (a) Semi-structured
 - (b) Operational
 - (c) Structured
 - (d) Unstructured
7. How many types of BI users are there? _____ (CO4, K1)
- (a) 2
 - (b) 3
 - (c) 4
 - (d) 5
8. Which of the following statement is true about Business Intelligence? _____ (CO4, K1)
- (a) BI converts raw data into meaningful information
 - (b) BI has a direct impact on organization's strategic, tactical and operational business decisions
 - (c) BI tools perform data analysis and create reports, summaries, dashboards, maps, graphs, and charts
 - (d) All of the above
9. Which of the following areas are affected by BI? (CO5, K1)
- (a) Revenue
 - (b) CRM
 - (c) Sales
 - (d) CPM
10. Business intelligence (BI) is a broad category of application programs which includes _____. (CO5, K1)
- (a) Decision support
 - (b) Data Mining
 - (c) OLAP
 - (d) All of the above

Part B

(5 × 5 = 25)

Answer **all** the following questions not more than 500 words each.

11. (a) Write the Advantages of using Business Intelligence in Finance. (CO1, K2)

Or

- (b) Briefly explain the recent trend of Business Intelligence and Data Warehousing in detail. (CO1, K2)

12. (a) Distinguish between Business Intelligence and Business Analytics. (CO2, K2)

Or

- (b) Discuss the Business Intelligence Cycle in detail. (CO2, K2)

13. (a) Highlight the features of Orange Data Mining tool. (CO3, K2)

Or

- (b) Explain the future trends of Data warehouse. (CO3, K2)

14. (a) Mention the Properties of Clustering. (CO4, K2)

Or

- (b) Write short note on text mining. (CO4, K2)

15. (a) Interpret the process of Web Mining. (CO5, K2)

Or

- (b) How BI working with database? (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** the following questions not more than 1000 words each.

16. (a) Elaborate the concepts and component of business intelligence. (CO1, K2)

Or

- (b) Illustrate the process of business intelligence with suitable diagram. (CO1, K2)

17. (a) List out the benefits and Drawbacks of OLAP and OLTP service. (CO2, K2)

Or

- (b) Elucidate the data mining tools in detail. (CO2, K2)

18. (a) Interpret the Future of Data Warehousing. (CO3, K2)

Or

- (b) Difference between OLAP and OLTP. (CO3, K2)

19. (a) Summarize the advantages and disadvantage of cluster Analysis. (CO4, K2)

Or

- (b) Discuss the various techniques in text Mining in detail. (CO4, K2)

20. (a) Difference between Data mining and Web mining. Discuss its merits and demerits. (CO5, K2)

Or

- (b) Explain the applications of web mining. (CO5, K2)