

R1126

Sub. Code

641201

**M.B.A. (General) DEGREE EXAMINATION,
APRIL – 2024**

Second Semester

Management

BUSINESS RESEARCH METHODS

(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 purpose of exploratory research?
(CO1, K2)
 - (a) To test a specific hypothesis
 - (b) To gather preliminary information and insights
 - (c) To establish causation
 - (d) To generalize findings to a larger population

2. In a research study, if the p-value is less than the significance level (e.g., 0.05), what does it suggest about the null hypothesis?
(CO1,K2)
 - (a) Reject the null hypothesis
 - (b) Fail to reject the null hypothesis
 - (c) Confirm the null hypothesis
 - (d) Create a new null hypothesis

3. What is the primary purpose of a pilot study in research design? (CO2, K2)
- (a) To collect final data for analysis
 - (b) To test the feasibility of the research design
 - (c) To generalize findings to the population
 - (d) To finalize the research hypothesis
4. Which of the following best describes non-response bias in sampling errors? (CO2, K2)
- (a) Error introduced when the sample size is too small
 - (b) Error due to incorrect measurement instruments
 - (c) Bias caused by participants reluctance or inability to respond
 - (d) Error resulting from inaccuracies in the sampling frame
5. Which of the following is considered a secondary source of data? (CO3, K4)
- (a) Surveys
 - (b) Interviews
 - (c) Census
 - (d) Published research reports
6. What is the main advantage of using a questionnaire for data collection? (CO3, K4)
- (a) In-depth insights
 - (b) Real-time data
 - (c) Cost-effectiveness
 - (d) High response rate

7. What is the primary purpose of data validation in the processing of data? (CO4, K2)
- (a) To encrypt sensitive information
 - (b) To ensure data accuracy and reliability
 - (c) To compress large datasets
 - (d) To enhance data visualization
8. Which statistical measure is used to describe the spread of a dataset in data analysis? (CO4, K2)
- (a) Mean
 - (b) Median
 - (c) Range
 - (d) Mode
9. What is the null hypothesis (H0) in a hypothesis test? (CO5, K2)
- (a) The hypothesis that is always true
 - (b) The hypothesis that is being tested
 - (c) The alternative hypothesis
 - (d) The hypothesis that is rejected
10. Which section of a report typically provides a brief summary of the key findings and recommendations? (CO5, K2)
- (a) Introduction
 - (b) Methodology
 - (c) Results
 - (d) Executive Summary

Part B

(5 × 5 = 25)

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

11. (a) Identify the importance of Research. (CO1, K2)

Or

- (b) How to formulate the research problem? Explain.
(CO1, K2)

12. (a) Discuss the essentials of a good sampling. (CO2, K2)

Or

- (b) Propose what are the factors affect the size of the sample.
(CO2, K2)

13. (a) Construct a format of good questionnaire. (CO3, K4)

Or

- (b) Identify the various methods of scale construction.
(CO3, K4)

14. (a) Explain about measures of central value. (CO4, K2)

Or

- (b) What is the purpose of editing the data? Explain.
(CO4, K2)

15. (a) Describe the assumptions of ANOVA. (CO5, K2)

Or

- (b) Summarize the principles of good report writing.
(CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1,000 words each.

16. (a) Discover the various types of research. (CO1, K2)

Or

- (b) Identify the steps involved in the process research.
(CO1, K2)

17. (a) Elaborate the components of research design.
(CO2, K2)

Or

- (b) Discuss in detail about the various methods of sampling techniques. (CO2, K2)

18. (a) Explain in detail about the various methods of Data collection. (CO3, K4)

Or

- (b) Identify the effective interview techniques for collecting the data for analyzing the consumer satisfaction. (CO3, K4)

19. (a) Outline the steps involved in the processing of data before the data analysis. (CO4, K2)

Or

- (b) Summarize and explain the various tools and techniques for measuring the relationship.(CO4, K2)

20. (a) Describe the Parametric and Non-Parametric tests.
(CO5, K2)

Or

- (b) What do you mean by research report and Explain in detail about the steps involved in process of research report writing.
(CO5, K2)
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R1127

Sub. Code

641202

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Second Semester

Management

LEGAL ASPECTS OF BUSINESS

(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. Which of the following is not an essential element of a valid contract under the Indian Contract Act, 1872?
(CO1, K2)
 - (a) Offer and acceptance
 - (b) Lawful consideration
 - (c) Intention to create legal relations
 - (d) Written agreement

2. A quasi-contract is best described as (CO1, K2)
 - (a) A contract that is partially fulfilled
 - (b) A contract that is implied by law to prevent unjust enrichment
 - (c) A contract that is void from the beginning
 - (d) A contract that is made orally

3. Which of the following rights does a surety possess in a contract? (CO2, K3)
- (a) Right of indemnity
 - (b) Right to rescind the contract
 - (c) Right of performance
 - (d) Right of novation
4. Which of the following is not a type of agent? (CO2, K3)
- (a) Universal Agent (b) Special Agent
 - (c) Ostensible Agent (d) Direct Agent
5. Which of the following acts governs the contractual relationship between a buyer and a seller in India? (CO3, K2)
- (a) Indian Contract Act, 1872
 - (b) Sale of Goods Act, 1930
 - (c) Consumer Protection Act, 1986
 - (d) Transfer of Property Act, 1882
6. In a contract of sale, the transfer of ownership of goods occurs when (CO3, K2)
- (a) Goods are delivered to the buyer
 - (b) Payment is made by the buyer
 - (c) Agreement is signed by both parties
 - (d) Goods are manufactured by the seller

7. Which legislation governs the liability of carriers for goods transported by sea? (CO4, K4)
- (a) Carriers Act 1865
 - (b) Carriage of Goods by Sea Act 1925
 - (c) Carriage of Goods by Road Act 2007
 - (d) Carriage of Goods by Air Act 1972
8. The Carriers Act of 1865 primarily deals with (CO4, K4)
- (a) Regulation of carriers' liability for goods transported by air
 - (b) Establishing the liability of carriers for goods transported by road
 - (c) Governing the liability of carriers for goods transported by sea
 - (d) Enforcing regulations for carriers engaged in international trade
9. Which of the following statements about the Companies Act 2013 is true? (CO5, K2)
- (a) It was enacted to replace the Companies Act 1956.
 - (b) It primarily regulates the functioning and governance of companies in India.
 - (c) It only applies to public sector companies.
 - (d) It has been effective since 2005.
10. What does the Articles of Association of a company typically govern? (CO5, K2)
- (a) The day-to-day operations of the company.
 - (b) The duties and responsibilities of the board of directors.
 - (c) The procedures for winding up the company.
 - (d) The company's financial statements

Part B

(5 × 5 = 25)

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

11. (a) Discuss the rules regarding Consideration under the Indian Contract Act 1872. (CO1, K2)

Or

- (b) Explain in detail the Quasi Contract under the Indian Contract Act 1872. (CO1, K2)

12. (a) Elucidate the rights and Discharge of surety in detail. (CO2, K3)

Or

- (b) Explain the Rights and Duties of Agent. (CO2, K3)

13. (a) Distinguish between a contract of sale and an agreement to sell. (CO3, K2)

Or

- (b) Clarify the procedure for redressal of complaints under the Consumer Protection Act 1986. (CO3, K2)

14. (a) State the Rights and Liabilities of Common Carriers under the Carriage by Road Act 2007. (CO4, K4)

Or

- (b) Elucidate the duties and Liabilities of Common Carriers under the Railways Act 1989. (CO4, K4)

15. (a) Explain the Various kinds of Companies under the Indian Companies Act. (CO5, K2)

Or

- (b) Explain the Powers and Duties of Directors under the Indian Companies Act. (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Summarize and explain the Essential Elements of contract under the Indian contract act? (CO1, K2)

Or

- (b) How the Contract discharge by new Agreement? Explain. (CO1, K2)

17. (a) What is Bailment? Summarize the Rights and Duties of Bailor. (CO2, K3)

Or

- (b) Explain the Various type of Agent and what are the reasons for terminating the Agency. (CO2, K3)

18. (a) Define the term 'warranty'. Explain the implied warranties in a contract of sale as provided in the sale of goods Act, 1930. (CO3, K2)

Or

- (b) List out the objects of Consumer Production Act 1986 and summarize the procedure for filing complaints under this Act. (CO3, K2)

19. (a) Explain the rights and duties of Common Carriers under the Carriers Act 1865. (CO4, K4)

Or

- (b) Enumerate the Duties and liabilities of Common Carriers under the Carriage of Goods by Sea Act, 2007. (CO4, K4)

20. (a) Describe the procedure relating to the incorporation of companies under the Companies act. (CO5, K2)

Or

(b) Explain the provisions of the companies Act relating to Annual General Meeting. (CO5, K2)

R1128

Sub. Code

641203

M.B.A.(General) DEGREE EXAMINATION, APRIL – 2024

Second Semester

Management

MARKETING 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. What is the primary focus of the modern marketing concept? (CO1, K2)
 - (a) Profit maximization
 - (b) Customer satisfaction
 - (c) Market segmentation
 - (d) Societal well-being

2. Which marketing approach emphasizes a balance between customer satisfaction and societal well being? (CO1, K2)
 - (a) Societal marketing concept
 - (b) Consumer marketing concept
 - (c) Product marketing concept
 - (d) Sales marketing concept

3. What is the process through which a consumer goes before making a purchase decision? (CO2, K2)
- (a) Marketing mix
 - (b) Decision matrix
 - (c) Consumer buying process
 - (d) Product lifecycle
4. Which determinant of consumer behavior is influenced by factors such as perception and motivation? (CO2, K2)
- (a) Social determinants
 - (b) Psychological determinants
 - (c) Economic determinants
 - (d) Cultural determinants
5. What is the term for the strategies used to manage a product through its various life stages? (CO3, K2)
- (a) Product planning
 - (b) Branding
 - (c) Product life cycle management
 - (d) Planned obsolescence
6. What is the process of introducing a new product in a limited market to assess its viability? (CO3, K2)
- (a) Test marketing
 - (b) Product development
 - (c) Diversification
 - (d) Branding

7. What is the primary objective of pricing policies in marketing? (CO4, K2)
- (a) Market segmentation
 - (b) Profit maximization
 - (c) Customer satisfaction
 - (d) Branding
8. Which pricing strategy considers the stage of a product in its life cycle? (CO4, K2)
- (a) Penetration pricing
 - (b) Skimming pricing
 - (c) Dynamic pricing
 - (d) Product life cycle pricing
9. In personal selling, what is the process of influencing potential buyers to purchase a product? (CO5, K2)
- (a) Advertising (b) Sales promotion
 - (c) Sales process (d) Public relations
10. What is the term for the methods and practices used to stimulate demand for a product? (CO5, K2)
- (a) Advertising (b) Sales promotion
 - (c) Publicity (d) Customer retention

Part B (5 × 5 = 25)

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

11. (a) List and briefly describe the approaches to the study of marketing. (CO1, K1)
- Or
- (b) Discuss the features that distinguish industrial, consumer, and services marketing. (CO1, K1)

12. (a) Explain the relevance of consumer buying theories to marketing, providing insights into their applications. (CO2, K2)

Or

- (b) Discuss the role and significance of a Marketing Information System (MIS) in supporting marketing strategies. (CO2, K2)

13. (a) Discuss the concept of diversification in product-market integration, providing examples. (CO3, K2)

Or

- (b) Evaluate the importance of branding policies and strategies in the overall marketing mix. (CO3, K2)

14. (a) Develop a pricing strategy for a product based on the principles of demand forecasting and product life cycle. (CO4, K3)

Or

- (b) Evaluate the impact of online and E-marketing on modern retailing, suggesting strategies for businesses. (CO4, K3)

15. (a) Explain the significance of sales promotion methods and practices in the overall promotional mix. (CO5, K2)

Or

- (b) Discuss the importance of customer retention in the context of Customer Relationship Marketing (CRM). (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Explain the concept of societal marketing and its relevance in contemporary business, providing examples. (CO1, K1)

Or

- (b) Evaluate the systems approach to marketing, highlighting its key features and benefits. (CO1, K1)

17. (a) Examine the psychological determinants of consumer behavior, providing insights into their impact on marketing strategies. (CO1, K1)

Or

- (b) Discuss the theories of consumer behavior and their relevance in developing effective marketing campaigns. (CO2, K2)

18. (a) Develop a product planning and development strategy for a new product, considering the product life cycle. (CO3, K2)

Or

- (b) Propose strategies for managing product-market integration, focusing on product positioning and diversification. (CO2, K2)

19. (a) Analyze the objectives and bases for price fixing, discussing the relationship between pricing and product life cycle. (CO4, K3)

Or

- (b) Develop a distribution and logistics plan for a product, considering channel choice, conflict management, and modern trends. (CO4, K3)

20. (a) Discuss the role of personal selling in the communication mix, outlining its process and steps in selling. (CO5, K2)

Or

- (b) Analyze the factors influencing media planning and selection in advertising, providing insights into advertisement copy. (CO5, K2)
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R1129

Sub. Code

641204

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Second Semester

Management

HUMAN RESOURCE 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. What is the primary function of the Human Resource Function in organizations, considering its evolving role in the modern business landscape? (CO1, K2)
 - (a) Administrative support
 - (b) Strategic partner
 - (c) Financial management
 - (d) Operational control

2. In the context of present-day challenges in HRM, what is the most critical aspect that organizations must address to ensure effective talent management? (CO1, K2)
 - (a) Employee satisfaction
 - (b) Technological advancements
 - (c) Compliance with legal regulations
 - (d) Workplace diversity

3. In the context of job analysis what is the primary challenge faced by organizations when determining the essential duties and responsibilities of a position? (CO2, K1)
- (a) Overemphasis on employee feedback
 - (b) Difficulty in aligning job requirements with organizational goals
 - (c) Insufficient focus on job specialization
 - (d) Reliance on external Consultants for job analysis
4. When planning for leadership transition, what factors is crucial for organizations to consider to ensure the success of the transition process? (CO2, K4)
- (a) Strict adherence to existing leadership hierarchy
 - (b) A focus on technical skills over interpersonal skills
 - (c) Developing a comprehensive second-line leadership strategy
 - (d) Ignoring the potential impact of leadership changes on organizational culture
5. In the process of employee selection, what is a potential drawback of relying solely on standardized testing to assess candidates' suitability for a role? (CO3, K3)
- (a) It guarantees unbiased candidate evaluations
 - (b) Limited scope in assessing real-world problem-solving skills
 - (c) It simplifies the decision making process for HR professionals
 - (d) Enhanced reliability in predicting job, performance

6. When considering the placement and induction process, why is it crucial for organizations to tailor induction programs to individual employee needs? (CO3, K3)
- (a) Uniform induction programs enhance organizational consistency
 - (b) Individualized programs may lead to increased turnover
 - (c) It accelerates the integration of new employees into existing work cultures
 - (d) Personalized programs contribute to employee engagement and retention
7. When implementing a cafeteria approach to employee benefits, why might organizations face challenges in ensuring employee satisfaction? (CO4, K2)
- (a) Employees may feel overwhelmed by too many benefit choices
 - (b) A cafeteria approach simplifies the benefits selection process
 - (c) It guarantees equal distribution of benefits across all employees
 - (d) Increased benefit choices enhance overall organizational performance
8. What is a potential limitation of relying solely on job evaluation systems to determine employee compensation? (CO4, K2)
- (a) It ensures a fair and transparent compensation structure
 - (b) Difficulty in accounting for variations in individual performance
 - (c) A job evaluation system simplifies the compensation decision-making process
 - (d) It guarantees equal pay for equal work across all job roles

9. In the context of employee welfare and safety provisions, why is it essential for organizations to go beyond legal compliance and actively promote a culture of safety? (CO5, K3)
- (a) Legal compliance ensures a comprehensive approach to employee safety
 - (b) A safety culture improves organizational reputation
 - (c) Employee safety has minimal impact on overall organizational performance
 - (d) Legal regulations adequately address all safety concerns
10. When addressing employee grievances, what is a potential drawback of solely relying on formal grievance procedures without considering informal channels of conflict resolution? (CO5, K2)
- (a) Informal channels may lead to inconsistent dispute resolution
 - (b) Formal procedures guarantee employee satisfaction
 - (c) Limited employee engagement in conflict resolution
 - (d) A focus on informal channels hinders organizational productivity

Part B (5 × 5 = 25)

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

11. (a) Describe the role of the Human Resource Function in organizations and analyze the typical structures adopted for effective HR management. (CO1, K2)

Or

- (b) Identify and analyze two present-day challenges in HRM, providing examples through relevant case studies. (CO1, K2)

12. (a) Compare and contrast internal and external sources of recruitment, providing an analysis of their respective advantages and disadvantages. (CO2, K4)

Or

- (b) Analyze a case study involving a recruitment process, identifying the strengths and weaknesses of the approach taken. (CO2, K4)
13. (a) Assess the various components of employee compensation, emphasizing the importance of a cafeteria approach and evaluating its potential benefits. (CO3, K5)

Or

- (b) Evaluate the role of HR auditing and accounting in ensuring transparency and ethical financial reporting, discussing its impact on organizational governance. (CO3, K5)
14. (a) Apply the Employee Stock Ownership Plan (ESOP) concept to a real-world scenario, assessing its impact on employee motivation and organizational success. (CO4, K3)

Or

- (b) Apply HR governance principles to develop an HR governance framework for an organization, considering its role in ethical decision-making. (CO4, K3)

15. (a) Define and understand the concepts of human capital and talent management, highlighting their importance in organizational success. (CO5, K2)

Or

- (b) Analyze a case study focusing on employee integration, evaluating the success factors and potential areas for improvement in the presented scenario. (CO5, K2)

Part C (5 × 8 = 40)

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

16. (a) Evaluate the role and structure of the HR function in organizations, considering their effectiveness in addressing current business challenges. (CO1, K2)

Or

- (b) Synthesize information from case studies to propose comprehensive solutions to present-day challenges in HRM, demonstrating critical thinking. (CO1, K2)

17. (a) Conduct a comparative analysis of internal and external sources of recruitment, highlighting the pros and cons of each and providing recommendations. (CO2, K4)

Or

- (b) Analyze a recruitment case study, identifying the factors that contributed to its success or failure and suggesting improvements. (CO2, K4)

18. (a) Evaluate the employee compensation systems, considering their impact on employee motivation, satisfaction, and overall organizational performance. (CO3, K5)

Or

- (b) Evaluate the ethical implications of HR auditing and accounting practices, discussing how ethical considerations contribute to organizational governance. (CO3, K5)
19. (a) Apply the concept of Employee Stock Ownership Plan (ESOP) to a real-world scenario, assessing its potential impact on employee motivation and overall organizational success. (CO4, K3)

Or

- (b) Apply HR governance principles to a case study scenario, demonstrating how they guide ethical decision making and contribute to organizational integrity. (CO4, K3)
20. (a) Define and provide a thorough understanding of human capital and talent management, emphasizing their strategic importance in organizational success. (CO5, K2)

Or

- (b) Analyze a case study focusing on employee integration, providing a detailed understanding of success factors and areas for improvement in the presented scenario. (CO5, K2)

R1130

Sub. Code

641205

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Second Semester

Management

PRODUCTION AND OPERATIONS 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 characteristic of a batch production system? (CO1, K2)
 - (a) High setup costs
 - (b) Low flexibility
 - (c) Large-scale continuous production
 - (d) Customization for individual orders

2. Which design phase focuses on creating a detailed and tangible representation of the product, often using prototypes? (CO1, K2)
 - (a) Conceptual design (b) Detailed design
 - (c) Preliminary design (d) Prototype design

3. Which capacity planning strategy focuses on maintaining a balance between production capacity and market demand by adjusting production levels periodically? (CO2, K4)
 - (a) Lead strategy (b) Lag strategy
 - (c) Match strategy (d) Exceed strategy

4. In locational break-even analysis, what does the break-even point represent? (CO2, K4)
- (a) The point where production costs exceed revenue
 - (b) The point where total costs equal total revenue
 - (c) The point where fixed costs are minimized
 - (d) The point where variable costs are at their highest
5. What is the purpose of process planning in manufacturing? (CO3, K5)
- (a) Employee scheduling
 - (b) Determining the sequence of operations to produce a product
 - (c) Marketing strategy
 - (d) Financial forecasting
6. What is the primary focus during the decline stage of the product life cycle? (CO3, K5)
- (a) Market expansion
 - (b) Cost reduction
 - (c) Product differentiation
 - (d) Promotion and advertising
7. In which type of layout do machines or equipment needed for production are arranged according to the progressive steps in which a product is made? (CO4, K5)
- (a) Cellular layout
 - (b) Fixed-position layout
 - (c) Product layout
 - (d) Hybrid layout

8. Which step in the layout design procedure involves gathering and analyzing information about the existing layout, such as flow patterns, material handling, and space utilization? (CO4, K5)
- (a) Develop a preliminary layout
 - (b) Establish goals and objectives
 - (c) Analyze and interpret data
 - (d) Implement the final layout
9. What is the primary goal of determining the Economic Order Quantity (EOQ)? (CO5, K5)
- (a) Minimize ordering costs
 - (b) Minimize holding costs
 - (c) Minimize total inventory costs
 - (d) Maximize production efficiency
10. What is the primary objective of implementing ABC analysis in Stores Management? (CO5, K5)
- (a) To prioritize items based on their quantity in stock
 - (b) To categorize items based on their annual consumption value
 - (c) To determine the physical location of items in the warehouse
 - (d) To track the expiration date of stored items

Part B (5 × 5 = 25)

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

11. (a) Define and explain the key characteristics of batch production in manufacturing systems. (CO1, K2)
- Or
- (b) Discuss the ethical considerations associated with reverse engineering. (CO1, K2)

12. (a) Analyze the critical role of capacity planning in the effective management of operations within an organization. (CO2, K4)

Or

- (b) Evaluate the facility design process and various techniques employed in creating an efficient and optimized workspace. (CO2, K4)

13. (a) Evaluate the procedure and key characteristics of Production process Systems. (CO3, K5)

Or

- (b) Critically analyze the evolution of normal/standard time in manufacturing processes. (CO3, K5)

14. (a) Critically evaluate the strengths and weaknesses of different layout types in various industries. (CO4, K5)

Or

- (b) Evaluate the advantages and disadvantages of various forecasting methods used in aggregate production planning. (CO4, K5)

15. (a) Evaluate the significance of Inventory Control in optimizing operational efficiency. (CO5, K5)

Or

- (b) Critically examine different Purchase Inventory Models. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Explain the various types of manufacturing systems and Provide examples for each type. (CO1, K2)

Or

- (b) Explain the key components and considerations involved in the process of designing a product. (CO1, K2)

17. (a) Evaluate and analyze different strategies employed in Capacity Planning. (CO2, K4)

Or

- (b) Examine the key principles of Facility Planning and analyze their impact on operational success. (CO2, K4)

18. (a) Critically analyze the significance of study methods in enhancing organizational productivity and provide examples to illustrate their practical applications. (CO3, K5)

Or

- (b) Evaluate the Process form selection with PLC Phases. (CO3, K5)

19. (a) Evaluate the significance of a systematic layout design procedure in enhancing operational efficiency in manufacturing facilities. (CO4, K5)

Or

- (b) Evaluate the functions of Production Planning and Control (PPC) within a manufacturing environment. (CO4, K5)

20. (a) Examine the application of Critical Path Method (CPM) and Program Evaluation and Review Technique (PERT) in project management. (CO5, K5)

Or

- (b) Evaluate the effectiveness of different techniques of store Management and discuss how these techniques contribute to minimizing costs and enhancing productivity. (CO5, K5)

R1131

Sub. Code

641206

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Second Semester

Management

FINANCIAL 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. The key role of the financial manager is (CO1, K2)
 - (a) decision making
 - (b) the presentation of financial statements
 - (c) the preparation of data for future evaluation
 - (d) the collection of financial data

2. The financial manager may be responsible for any of the following EXCEPT (CO1, K2)
 - (a) keeping track of quarterly tax payments
 - (b) analysing quarterly budget and performance reports
 - (c) determining whether to accept and reject a capital asset acquisition
 - (d) analysing the effects of more debt on the firm's capital structure

3. Which of the following analyses the accounts receivable, inventory, and accounts payable cycles in terms of a number of days? (CO2, K1)
- (a) Operation Cycle (b) Current Asset Cycle
(c) Operating Cycle (d) Business Cycle
4. The capital which is needed to meet the seasonal requirements of the business (CO2, K1)
- (a) Gross Working Capital
(b) Reserve Margin Working capital
(c) Net Working Capital
(d) Fluctuating Working Capital
5. Which of the following is not correct about MM model? (CO3, K2)
- (a) MM model provides a behavioural justification of NOI approach
(b) In MM model, personal leverage and corporate leverage are considered as perfect substitute
(c) In the basic MM model, leverage affects the value of the firm
(d) In the MM model, the value of the levered firm can be found by first finding out the values of the unlevered firm
6. Capital gearing refers to relationship between equity and (CO3, K2)
- (a) Short term debt (b) Long term debt
(c) Retained earnings (d) Goodwill

7. _____ is a project whose cash flows are not affected by the accept / reject decision for other projects. (CO4, K4)
- (a) Mutually exclusive project
 - (b) Independent project
 - (c) Low-cost project
 - (d) Risk-free project
8. When operating under a single-period capital-rationing constraint, you may first want to try selecting projects by descending order of their _____ in order to give yourself the best chance to select the mix of projects that adds most to the firm value. (CO4, K4)
- (a) Profitability Index (PI)
 - (b) Net Present Value (NPV)
 - (c) Internal Rate of Return (IRR)
 - (d) Payback Period (PBP)
9. Which of the following is not a functional budget? (CO5, K4)
- (a) Labour budget
 - (b) Cash budget
 - (c) Materials budget
 - (d) Expenses budget
10. What is meant by an incremental budget? (CO5, K4)
- (a) A budget prepared from first principles
 - (b) The variable elements of a budget, excluding fixed costs
 - (c) A budget that is based on the previous year, adjusted for known changes
 - (d) A budget that breaks even

Part B

(5 × 5 = 25)

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

11. (a) What is the scope of financial management, and how does it contribute to achieving organizational goals? (CO1, K4)

Or

- (b) Define “Finance Decision” and explain its functions within the financial management process. (CO1, K2)

12. (a) What are the primary sources of long-term financing, and how do shares and debentures contribute? (CO2, K2)

Or

- (b) Explain the features of foreign equity and debt securities as modes of long-term financing. (CO2, K2)

13. (a) What considerations impact the cost of capital for Debt, Equity, and Retained Earnings in capital structure planning? (CO3, K3)

Or

- (b) Define the role of Weighted Average Cost of Capital (WACC) and its significance in overall capital costs. (CO3, K3)

14. (a) What are the nature and types of Capital Investment Proposals? (CO4, K4)

Or

- (b) Explain the Payback Period as an evaluation technique for capital investment proposals. (CO4, K4)

15. (a) How does the concept of zero-based budgeting relate to traditional budgeting methods, and what are its advantages? (CO5, K3)

Or

- (b) Discuss the role of a Cash Budget in managing short-term financial needs and maintaining liquidity. (CO5, K3)

Part C (5 × 8 = 40)

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

16. (a) Discuss the interconnected nature of investment, financing, and dividend decisions, illustrating how these functions contribute to organizational success. (CO1, K4)

Or

- (b) Evaluate the role of financial management in the Indian Financial System, highlighting challenges and opportunities faced by financial managers. (CO1, K4)

17. (a) Analyse the influence of shares and debentures on capital structure in long-term financing, providing specific examples of their impact. (CO2, K2)

Or

- (b) Evaluate the unique challenges and advantages associated with foreign equity and debt securities in the context of long-term financing, considering global market dynamics. (CO2, K4)

18. (a) Compare the advantages and disadvantages of Debt, Equity, and Retained Earnings as capital sources. (CO3, K4)

Or

- (b) Lohia Chemicals Ltd has the following book value capital structure on 31 March 2023 : (CO3, K4)

Source of Finance	Amount (Rs' 000)
Share Capital	4,50,000
Reserves and Surplus	1,50,000
Preference Share Capital	1,00,000
Debt	3,00,000
Total	10,00,000

The expected after-tax component costs of the various sources of finance for Lohia Chemicals Ltd are as follows :

Source	Cost (%)
Equity	18.0
Reserve and Surplus	18.0
Preference share capital	11.0
Debt	8.0

Compute the weighted average cost of capital.

19. (a) DPB Tulsian Ltd. Provides you the following information : (CO4, K4)

(i) Purchase Price of Machine	Rs. 1,90,000
(ii) Installation Expenses	Rs. 10,000
(iii) Useful Life of Machine	5 years
(iv) Salvage Value at the end of Useful Life	Nil
(v) Tax Rate	30%
(vi) Cost of Capital	10%

Calculate the Discounted Payback Period :

- (1) If cash flows after tax are Rs. 1,00,000 pa.
(2) If cash flows before tax are Rs. 1,00,000 pa.

Note: Present Value Factors @ 10% are as follows:

Year	Year 1	Year 2	Year 3	Year 4	Year 5
Present Value Factor	0.909	0.826	0.751	0.683	0.621

Or

6

R1131

- (b) Analyse the concept of Capital Rationing and its impact on the decision-making process for investment projects. (CO4, K4)
20. (a) The expenses budgeted for production of 10,000 units in a factory are furnished below : (CO5, K3)

	Per unit Rs.
Materials	70
Labour	25
Variable Factory Overheads	20
Fixed Factory Overheads (Rs. 1,00,000)	10
Variable Expenses (Direct)	5
Selling Expenses (10% fixed)	13
Distribution Expenses (20% fixed)	7
Administration Expenses (Fixed — Rs. 50,000)	<u>5</u>
Total cost of sales per unit =	<u>155</u>

You are required to prepare a flexible budget for the production of 6000 units 8,000 units.

Or

- (b) Analyse the significance of budgetary control in managing organizational resources and achieving financial goals. (CO5, K5)

R1132

Sub. Code

641702

**M.B.A. (General) DEGREE EXAMINATION,
APRIL – 2024**

Second Semester

Management

QUANTITATIVE METHODS

(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 method is commonly used for solving linear programming problems involving only two variables?
(CO1, K2)
 - (a) Random search
 - (b) Genetic algorithm
 - (c) Graphical method
 - (d) Simplex method

2. In linear programming, what type of analysis is used to understand the impact of changes in coefficients on the optimal solution?
(CO1, K4)
 - (a) Perturbation analysis
 - (b) Sensitivity analysis
 - (c) Comparative analysis
 - (d) Dual analysis

3. Which method is commonly used for solving transportation problems and involves starting at the upper-left corner of the transportation tableau? (CO2, K2)
- (a) South East Corner method
 - (b) North West Corner method
 - (c) Vogel's Approximation method
 - (d) MODI method
4. In the context of transportation problems, what does the MODI method stand for? (CO2, K2)
- (a) Method of Dynamic Iterations
 - (b) Modified Distribution
 - (c) Maximum Optimization for Distribution and Iterations
 - (d) Minimization of Distribution and Iterations
5. In game theory, what term is used to describe a strategy that is optimal regardless of the opponent's choice? (CO3, K2)
- (a) Mixed strategy
 - (b) Dominance
 - (c) Saddle point
 - (d) Equilibrium strategy
6. What concept in game theory involves a situation where no player has an incentive to change their strategy given the strategy of the other player? (CO3, K4)
- (a) Mixed strategy
 - (b) Equilibrium point
 - (c) Nash equilibrium
 - (d) Dominance

7. In probability theory, what does the central limit theorem state about the distribution of sample means? (CO4, K2)
- (a) It converges to a Poisson distribution
 - (b) It approaches an exponential distribution
 - (c) It lends to a normal distribution
 - (d) It transforms into a binomial distribution
8. Which probability distribution is suitable for modelling the time between independent events that occur at a constant rate? (CO4, K2)
- (a) Normal distribution
 - (b) Binomial distribution
 - (c) Exponential distribution
 - (d) Poisson distribution
9. In decision theory, what does a pay-off table primarily represent? (CO5, K2)
- (a) Decision alternatives
 - (b) Outcomes associated with each decision alternative
 - (c) Probabilities of success
 - (d) Expected values

10. What does the expected value of perfect information aim to quantity? (CO5, K4)
- (a) Worst-case scenario
 - (b) Additional expected value achievable with perfect knowledge
 - (c) Average value of outcomes
 - (d) Best-case scenario

Part B (5 × 5 = 25)

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

11. (a) Solve the following LP problem using graphical method. (CO1, K4)

$$\begin{aligned} \text{Maximize } Z &= 6X_1 + 8X_2 \\ \text{Subject to } 5X_1 + 10X_2 &\leq 60 \\ 4X_1 + 4X_2 &\leq 40 \\ X_1 \text{ and } X_2 &\geq 0 \end{aligned}$$

Or

- (b) Discuss the significance of sensitivity analysis in linear programming. (CO1, K2)
12. (a) Convert the transportation problem shown in the below table into a balanced transportation problem. (CO2, K2)

		Destination				Supply
		1	2	3	4	
Source	1	5	12	6	10	300
	2	7	8	10	3	400
	3	9	4	9	2	300
Demand		200	300	450	250	1200/1000

Or

(b) Discuss the significance of the MODI method in the context of solving transportation problems. (CO2, K4)

13. (a) Define Nash equilibrium. (CO3, K2)

Or

(b) The arrival rate of customers at a banking counter follows Poisson distribution with a mean of 45 per hour. The service rate of the counter clerk also follows Poisson distribution with a mean of 60 per hour. (CO3, K4)

(i) What is the probability of having 0 customer in the system (p_0)?

(ii) What is the probability of having 5 customers in the system (p_5)?

(iii) What is the probability of having 10 customers in the system (p_{10})?

(iv) Find L_s , L_q , W_s and W_q

14. (a) Explain the concept of cumulative distribution function (CDF) in probability theory. (CO4, K2)

Or

(b) Discuss the central limit theorem and its significance in probability distributions. (CO4, K2)

15. (a) Consider the details of two competing alternatives as shown in the below table. The initial outlay of each of the alternatives is Rs. 10,00,000. The life of each alternative, is years. Find the best alternative, when the interest rate is 0%. (CO5, K4)

Annual Revenue of Alternatives

Alternative 1	Alternative 2
Annual Revenue (Rs.)	Probability
3,00,000	0.3
4,00,000	0.4
5,00,000	0.3

Annual Revenue (Rs.)	Probability
4,00,000	0.1
5,00,000	0.5
6,00,000	0.4

Or

- (b) Discuss the role of decision trees in decision theory and how they aid in visualizing sequential decision scenarios. (CO5, K4)

Part C (5 × 8 = 40)

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

16. (a) Explain the process of solving a simple linear programming problem using the graphical method. (CO1, K4)

Or

- (b) Solve the following LP problem using simplex method. (CO1, K4)

$$\text{Maximize } Z = 10X_1 + 15X_2 + 20X_3$$

$$\text{Subject to } 2X_1 + 4X_2 + 6X_3 \leq 24$$

$$3X_1 + 9X_2 + 6X_3 \leq 30$$

$$X_1, X_2 \text{ and } X_3 \geq 0$$

17. (a) Provide a step-by-step explanation of the MODI method and how it is applied in solving transportation problems. (CO2, K4)

Or

- (b) Consider the following transportation problem involving three sources and four destinations. The cell entries represent the cost of transportation per unit. (CO2, K4)

		Destination				
		1	2	3	4	
Source	1	3	1	7	4	300
	2	2	6	5	9	400
	3	8	3	3	2	500
Demand		250	350	400	200	1200

Obtain the initial basic feasible solution using Northwest corner cell method.

18. (a) Consider payoff matrix below with respect to Player A and solve it optimally: (CO3, K4)

		B	
		1	2
A	1	6	9
	2	8	4

Or

- (b) Elaborate on the concept of mixed strategies in game theory and their role in strategic interactions. (CO3, K4)

19. (a) Elaborate on the concept of conditional probability and discuss its applications in real-world scenarios. (CO4, K4)

Or

- (b) Discuss the features and applications of the Poisson distribution, emphasizing its role in modelling rare events. (CO4, K4)
20. (a) A retail store desires to determine the optimal daily order size for a perishable item. The store buys the perishable item at the rate of Rs. 80 per kg and sells at the rate of Rs. 100 per kg. If the order size is more than the demand, the excess quantity can be sold at Rs. 70 per kg in a secondary market; otherwise, the opportunity cost for the store is Rs. 15 per kg for the unsatisfied portion of the demand. Based on the past experience, it is found that the demand varies from 50 kg to 250 kg in steps of 50 kg. The possible values of the order size are from 75kg to 300 kg in steps of 75 kg. Determine the optimal order size which will maximize the daily profit of the store. (CO5, K4)

Or

- (b) Explain the role of expected value of pay-off in decision-making under uncertainty. (CO5, K4)

R1133

Sub. Code

641401

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Management

BUSINESS ETHICS AND CORPORATE GOVERNANCE

(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. In ethical decision-making, what distinguishes deontology from utilitarianism? (CO1, K2)
 - (a) Deontology prioritizes consequences, while utilitarianism emphasizes duty.
 - (b) Deontology focuses on individual rights, while utilitarianism focuses on the greater good.
 - (c) Deontology rejects ethical principles, while utilitarianism embraces moral rules.
 - (d) Deontology and utilitarianism are synonymous in ethical philosophy.

2. Consider a scenario where a company faces a dilemma where following ethical principles may lead to short-term financial losses. According to virtue theory, how should the company approach this situation? (CO1, K2)
- (a) Prioritize financial gains over ethical principles.
 - (b) Focus on maximizing shareholder wealth at any cost.
 - (c) Act in accordance with virtuous values despite short-term losses.
 - (d) Reject both ethical principles and virtuous values.
3. In marketing ethics, what distinguishes socially responsible advertising from deceptive advertising? (CO2, K2)
- (a) Socially responsible advertising focuses on emotional appeals, while deceptive advertising relies on factual information.
 - (b) Socially responsible advertising aims to benefit society, while deceptive advertising involves misleading consumers.
 - (c) Socially responsible advertising prioritizes profits, while deceptive advertising prioritizes ethical considerations.
 - (d) Socially responsible advertising and deceptive advertising are interchangeable terms.

4. Consider a situation where a company faces an ethical dilemma in human resource management due to conflicting interests. According to ethical theory, what should be the primary consideration in resolving such conflicts? (CO2, K2)
- (a) Employee preferences
 - (b) Maximizing shareholder wealth
 - (c) Compliance with legal regulations
 - (d) Balancing the interests of all stakeholders
5. When evaluating the effectiveness of corporate governance in a public sector organization, what unique challenges might arise compared to a private sector organization? (CO3, K3)
- (a) Lack of transparency
 - (b) Inconsistent regulatory frameworks
 - (c) Excessive focus on profitability
 - (d) Similar challenges in both sectors
6. What role do ethics play in the selection process of board members within corporate governance? (CO3, K3)
- (a) Ethics are irrelevant in board selection.
 - (b) Ethical considerations influence board composition and decision-making.
 - (c) Board selection is solely based on financial expertise.
 - (d) Ethical values are only considered in private sector organizations.

7. When synthesizing a global governance model for multinational corporations (MNCs), what key challenges may arise in balancing diverse cultural influences?

(CO3, K3)

- (a) Cultural homogeneity is easy to achieve.
- (b) Harmonizing cultural practices without compromising core values.
- (c) Ignoring cultural differences for a standardized model.
- (d) Multinational corporations should not consider cultural influences.

8. In comparing corporate governance systems between two specific countries, what role does legal and regulatory frameworks play, and how might cultural differences impact these frameworks? (CO4, K6)

- (a) Legal frameworks are culturally neutral, ensuring consistency across countries.
- (b) Cultural differences can influence legal frameworks, affecting corporate governance practices.
- (c) Legal frameworks are irrelevant in corporate governance comparisons.
- (d) Cultural differences have no impact on the regulatory environment

9. In evaluating the economic impact of a Corporate Social Responsibility (CSR) initiative, how can a company balance its financial responsibilities with ethical and social commitments? (CO5, K2)
- (a) Prioritize short-term financial gains over long-term social commitments.
 - (b) Maintain a balance between financial sustainability and fulfilling social responsibilities.
 - (c) Disregard financial considerations for the sake of CSR initiatives.
 - (d) Focus solely on maximizing shareholder wealth without considering CSR.
10. When considering the historical development of Corporate Social Responsibility (CSR) in India, how has the integration of CSR initiatives evolved, and what challenges persist in the modern context? (CO5, K2)
- (a) CSR integration has always been seamless, with no historical challenges.
 - (b) CSR integration has evolved gradually, with challenges related to regulatory compliance and societal expectations.
 - (c) Historical challenges are irrelevant to the modern context of CSR.
 - (d) CSR initiatives have faced no challenges in India's historical context.

Part B

(5 × 5 = 25)

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

11. (a) Apply the principles of business ethics to a given scenario and explain how they guide ethical decision-making. (CO1, K2)

Or

- (b) Analyze the evolution of business ethics over time, emphasizing the factors that have influenced changes in ethical considerations. (CO1, K2)

12. (a) Apply ethical frameworks to assess a recent marketing campaign. Identify and discuss the ethical principles followed or violated. (CO2, K2)

Or

- (b) Analyze the ethical implications of specific human resource management policies within an organization. How do these policies affect employees? (CO2, K2)

13. (a) Apply the principles of corporate governance to evaluate the governance structure of a hypothetical company. (CO3, K3)

Or

- (b) Analyze the differences in the composition and responsibilities of boards in public and private sector organizations. (CO3, K3)

14. (a) Evaluate the effectiveness of codes of conduct, ethics, and relevant laws in ensuring ethical business behavior. Discuss how compliance with these codes contributes to the overall governance of a company. (CO4, K6)

Or

- (b) Analyze the challenges that globalization poses to corporate governance. Discuss how multinational corporations can navigate these challenges and maintain ethical standards across diverse regions. (CO4, K6)

15. (a) Describe the role of government in promoting and regulating CSR initiatives. Discuss specific policies and their impact on the integration of CSR into corporate strategies. (CO5, K2)

Or

- (b) Evaluate different methodologies for assessing the effectiveness of CSR initiatives. Discuss the strengths and limitations of these evaluation methods and propose a preferred approach. (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Explain in detail the fundamental focus of business ethics. Discuss why businesses should prioritize ethical considerations and provide real-world examples to support your explanation. (CO1, K2)

Or

- (b) Outline and elaborate on the key characteristics that define business ethics. Provide examples to illustrate how these characteristics manifest in ethical business practices. (CO1, K2)
17. (a) Identify and discuss three ethical considerations in marketing practices. Illustrate how adhering to these considerations can positively impact a company's reputation and customer trust. (CO2, K2)

Or

- (b) Explain the long-term impact of ethical marketing practices on a brand's reputation. Discuss how ethical marketing contributes to customer loyalty and sustainable business growth. (CO2, K2)

18. (a) Define corporate governance and elaborate on two primary roles that corporate boards play in ensuring effective governance. Discuss the significance of these roles in maintaining ethical business practices. (CO3, K2)

Or

- (b) Explain in detail the responsibilities of board members in ensuring ethical practices within a company. Provide examples of how effective board governance contributes to business sustainability. (CO3, K2)

19. (a) Develop a comprehensive global governance model by synthesizing key components from various corporate governance systems worldwide. Explain the rationale behind your choices and discuss potential challenges in implementing such a model. (CO4, K6)

Or

- (b) Conduct a detailed comparative analysis of corporate governance practices between Multinational Corporations (MNCs) and domestic companies. (CO4, K6)

20. (a) Provide a detailed account of the historical development of Corporate Social Responsibility (CSR) in India. Explore key milestones, legislative changes, and the evolution of CSR practices among Indian businesses. (CO5, K2)

Or

- (b) Analyze the economic issues associated with Corporate Social Responsibility(CSR) initiatives. Discuss how business balance financial responsibilities with ethical and social commitments. (CO5, K2)
-

R1134

Sub. Code

641402

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Management

PROJECT PLANNING AND 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 focus of Project Management?
(CO1, K2)
 - (a) Profit maximization
 - (b) Task completion
 - (c) Achieving project objectives within constraints
 - (d) Team motivation

2. How is a project defined in the context of Project Management?
(CO1, K2)
 - (a) Routine operational task
 - (b) Temporary endeavour with a specific goal
 - (c) Continuous business process
 - (d) Random collection of activities

3. What is the main purpose of the preliminary screening in Project Identification and Formulation? (CO2, K2)
- (a) Detailed financial analysis
 - (b) Assessing project impact
 - (c) Filtering and assessing project ideas
 - (d) Market research
4. What does Socio-economic Appraisal primarily evaluate in Project Appraisal? (CO2, K4)
- (a) Technical feasibility
 - (b) Financial viability
 - (c) Impact on community and society
 - (d) Market potential
5. What does sensitivity analysis primarily focus on in project evaluation? (CO3, K4)
- (a) Assessing uncertainties in project outcomes
 - (b) Evaluating the impact of changes on project results
 - (c) Detailed financial analysis
 - (d) Implementation phase considerations
6. Which investment criterion measures the ratio of the present value of benefits to the present value of costs? (CO3, K4)
- (a) Net Present Value (NPV)
 - (b) Benefit Cost Ratio
 - (c) Internal Rate of Return (IRR)
 - (d) Payback Period

7. What is the primary focus of PERT/CPM methods in project planning and scheduling? (CO4, K2)
- (a) Resource scheduling
 - (b) Time estimation
 - (c) Cost control
 - (d) Human aspects of project management
8. In project management, what is the objective of utilizing project management software? (CO4, K2)
- (a) Human aspects of project management
 - (b) Project cost overruns
 - (c) Efficient project planning and monitoring
 - (d) Resource scheduling
9. What is the primary purpose of a Feasibility Report in project management? (CO5, K2)
- (a) Types of project financing
 - (b) Assessing the viability of the project
 - (c) Means of project financing
 - (d) Assignments and case studies
10. In the unit ‘Project Finance from Banks: Procedures of Application,’ what is a crucial step in the application procedure? (CO5, K2)
- (a) Types of project reports
 - (b) Presentation of the project to bankers
 - (c) Assignments and case studies
 - (d) Contents of project reports

Part B

(5 × 5 = 25)

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

11. (a) Explain the different types of projects and their unique characteristics. (CO1, K2)

Or

- (b) Discuss the nature and scope of Project Management as a distinct profession. (CO1, K2)

12. (a) Explain the significance of the preliminary screening process in Project Identification and Formulation. (CO2, K2)

Or

- (b) Describe the main considerations during the “Generation and Screening of Project Ideas” stage. (CO2, K2)

13. (a) Explain the significance of sensitivity analysis in project evaluation under uncertainties. (CO3, K4)

Or

- (b) Describe the fundamental principles governing project cash flows and their role in financial projections. (CO3, K2)

14. (a) A project consists of the following activities represented in terms of preceding and succeeding events. Draw its network diagram. (CO4, K4)

Activity	Mean time (weeks)
(1,2)	4
(1,3)	2
(1,4)	3
(2,4)	5
(3,4)	6
(4,5)	2
(5,7)	3
(2,5)	1
(4,7)	5

Or

- (b) Discuss the importance of utilizing project management software for efficient project planning and monitoring. (CO4, K2)
15. (a) Discuss the key components and considerations in a Feasibility Report, highlighting their role in project assessment. (CO5, K4)

Or

- (b) Explain the significance of presenting a project to bankers during the application process for project finance. (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Evaluate challenges and benefits in managing diverse project types, emphasizing adaptability in Project Management. (CO1, K4)

Or

- (b) Explore project development cycle intricacies, providing insights into planning, execution, and closure phases for project success. (CO1, K4)

17. (a) Assess the importance of effective idea generation and screening in the early stages of project development. (CO2, K2)

Or

- (b) Explore the practical implications of following the Planning Commission's Guidelines for Project Formulation. (CO2, K2)

18. (a) Assess the importance and challenges of forecasting costs and benefits in entrepreneurial projects, with a focus on practical considerations. (CO3, K4)

Or

- (b) Elaborate on the basic principles involved in estimating project cash flows and discuss their implications for financial planning and decision-making. (CO3, K4)

19. (a) A project consists of 12 activities and their time estimates are shown below: (CO4, K4)

Activity	Time (in weeks)		
	t_0	t_m	t_p
(1-2)	4	6	10
(1-3)	3	7	12
(1-4)	5	6	9
(1-7)	2	4	6
(2-4)	6	10	20
(2-6)	3	4	7
(2-7)	5	9	15
(3-4)	3	7	12
(4-5)	2	4	5
(5-6)	1	3	6
(3-7)	2	5	8
(6-7)	1	2	6

- (i) Draw the network diagram.
- (ii) Determine the critical path.
- (iii) Calculate event slacks and activity floats.
- (iv) Find the standard deviation of the critical path duration.
- (v) Compute the probability of completing the project in 30 weeks.

Or

- (b) Explore the objectives and challenges associated with resource scheduling in project management, considering its role in optimizing project outcomes. (CO4, K4)

20. (a) Evaluate the role of project financing in mitigating financial risks, emphasizing the strategies involved in navigating uncertainties during the project lifecycle. (CO5, K4)

Or

- (b) Explore the intricacies of project presentation to bankers, detailing how effective communication and project feasibility demonstration contribute to successful financing. (CO5, K4)
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R1135

Sub. Code

641411

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Management

ADVANCED COST ACCOUNTING

(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. The input costs that require an outlay of money by the organization is called (CO1, K2)
 - (a) explicit cost
 - (b) marginal cost
 - (c) implicit cost
 - (d) replacement cost

2. Which of the following items are purely financial incomes? (CO1, K2)
 - (a) Discount on issue of shares
 - (b) Interest on bank loan
 - (c) Transfer fees received
 - (d) Notional interest on capital employed

3. The rate of change of labour force in an organisation during a specified period is called (CO2, K2)
- (a) Labour efficiency
 - (b) Labour turnover
 - (c) Labour productivity
 - (d) Labour planning
4. A store ledger is a record of receipts, issues and closing balances of material by entering (CO2, K2)
- (a) Quantity only
 - (b) Quantity and value
 - (c) Value only
 - (d) Quality only
5. In activity based costing, an item for which cost measurement required is called (CO3, K2)
- (a) Cost driver
 - (b) Cost object
 - (c) Allocation
 - (d) Cost pool
6. With respect to product life cycle, the _____ is a period of slowdown in sale growth because the product has achieved acceptance by most potential buyers. (CO3, K2)
- (a) Product development stage
 - (b) Introduction stage
 - (c) Growth stage
 - (d) Maturity stage

7. A technique where standardized principles and methods of cost accounting are employed by a number a number of different companies is termed as (CO4, K2)
- (a) Uniform costing
 - (b) Absorption costing
 - (c) Standard costing
 - (d) ABC costing
8. All of the following would most likely use a job order costing system except: (CO4, K2)
- (a) a dental practice
 - (b) an auto repair shop
 - (c) a small appliance maker
 - (d) an architectural firm
9. Which of the following is true about standard costs? (CO5, K2)
- (a) They are the actual costs for delivering a product or service under normal conditions
 - (b) They are predetermined costs for delivering a product or service under normal conditions
 - (c) They are the actual costs for producing a product under normal conditions
 - (d) They are predetermined costs for delivering a product or service under normal and abnormal conditions
10. Whenever _____ is greater than average total cost, average total cost is rising. (CO5, K2)
- (a) full cost
 - (b) fixed cost
 - (c) variable cost
 - (d) marginal cost

Part B

(5 × 5 = 25)

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

11. (a) What are the steps involved in cost accounting system? (CO1, K1)

Or

- (b) Illustrate the format of Cost Sheet. (CO1, K2)

12. (a) What are the essentials of a good system of material control? (CO2, K1)

Or

- (b) Explain the difference between labour accounting and payroll accounting. (CO2, K2)

13. (a) Explain the process of Activity Based Costing System. (CO3, K2)

Or

- (b) Explain the following terms :

(i) Target costing and

(ii) Life cycle costing. (CO3, K2)

14. (a) What is meant by unit costing? In which industries this method is applied? (CO4, K1)

Or

- (b) Classify the industries that are likely to use operating costing method and suggest the cost unit that would be adopted by each. (CO4, K2)

15. (a) What are the main features of marginal costing?
(CO5, K1)

Or

- (b) Summarise the objective of Uniform Costing.
(CO5, K2)

Part C (5 × 8 = 40)

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

16. (a) Explain different elements of total cost. (CO1, K2)

Or

- (b) Outline the uses of computers in cost management.
(CO1, K2)

17. (a) Summarize the activities involved in stores function.
(CO2, K2)

Or

- (b) Explain the terms waste, scrap and defectives. How are they accounted for in the cost of products?
(CO2, K2)

18. (a) Summarize the uses and limitations of Activity Based Costing.
(CO3, K2)

Or

- (b) Describe the procedure involved in implementation of target costing.
(CO3, K4)

19. (a) Compare job costing with process costing. (CO4, K2)

Or

- (b) Explain the procedure for recording costs under contract costing.
(CO4, K2)

20. (a) Compare Budgetary control and Standard Costing.
(CO5, K2)

Or

(b) Outline the benefits and limitation accrue out of
Uniform Costing. (CO5, K2)

R1136

Sub. Code

641412

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Management

GST AND CUSTOMS LAW

(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. Under the provisions of GST law, tax is levied (CO1, K2)
 - (a) simultaneously by Union and State laws
 - (b) only by the State laws
 - (c) only by the Union laws
 - (d) exclusively by Union and State laws

2. The definition of goods under the G.S.T. Act does not include _____ (CO1, K2)
 - (a) Grass
 - (b) Growing crops
 - (c) Actionable claims
 - (d) money and securities

3. GST Laws are implemented on the recommendation of
(CO2, K2)
- (a) Central Government
 - (b) GST Council
 - (c) GST Network (GSTN)
 - (d) President of India
4. Tax is paid on which value? (CO2, K2)
- (a) Transaction value
 - (b) Manufacturing value plus profit
 - (c) Manufacturing value
 - (d) Notional value
5. Proper officer shall pass an order (Provisional assessment request), within a period not later than _____ from the date of receipt of such request — (CO3, K2)
- (a) 90 days (b) 100 days
 - (c) 30 days (d) 120 days
6. The details of outward supplies of goods or services shall be submitted by (CO3, K2)
- (a) 10th of the succeeding month
 - (b) 18th of the succeeding month
 - (c) 15th of the succeeding month
 - (d) 20th of the succeeding month

7. Compensation to states under GST (Compensation to States) Act, 2017 is paid by (CO4, K2)
- (a) Central Government from consolidated fund of India
 - (b) Central Government from the compensation fund of India
 - (c) Central Government directly from the collection of compensation cess
 - (d) GST Council under Constitution of India
8. The highest CGST rate legally permitted for intrastate supplies is (CO4, K2)
- (a) 18%
 - (b) 40%
 - (c) 20%
 - (d) 28% + cess
9. The safeguard duty imposed shall be in force for a period of _____ from the date of its imposition and can be extended with the total period of levy not exceeding _____ (CO5, K2)
- (a) 4 years, 10 years
 - (b) 3 years, 5 years
 - (c) 1 year, 5 years
 - (d) 5 years, 10 years
10. Which section of the Customs Act, 1962 provides for levy of Customs duty on import and export of goods? (CO5, K2)
- (a) Section 3
 - (b) Section 12
 - (c) Section 14
 - (d) Section 28

Part B

(5 × 5 = 25)

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

11. (a) Explain the benefits of VAT. (CO1, K2)

Or

- (b) Is cancellation of registration is possible in GST? Explain. (CO1, K2)

12. (a) Outline the important components of Supply. (CO2, K2)

Or

- (b) Compare and contrast Import with Export. (CO2, K2)

13. (a) Explain the purpose of Return of GST. (CO3, K4)

Or

- (b) Summarize the circumstances of imposing penalty in GST. (CO3, K4)

14. (a) Discuss the provisions related to levy of UTGST. (CO4, K2)

Or

- (b) What are inter-state supplies under GST? (CO4, K2)

15. (a) Describe the following terms in Customs Law : (CO5, K2)

(i) Adjudicating authority and

(ii) Assessment.

Or

- (b) How is the rate of duty determined in case of export goods? (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Compare direct taxes with indirect taxes. (CO1, K2)

Or

- (b) Explain the structure and functions of GST council.
(CO1, K2)

17. (a) How returns and payments are adjusted under GST? Describe. (CO2, K2)

Or

- (b) Discuss in detail various offences and penalties in GST. (CO2, K2)

18. (a) Narrate the norms of supplies in course of interstate trade. (CO3, K4)

Or

- (b) Outline the various provisions of GST for filing the Annual and final returns. (CO3, K2)

19. (a) Explain the guidelines to integrated GST system. (CO4, K2)

Or

- (b) Summarize the Principles defined under GST to identify the place of supply as inter-state supply of Goods and Services. (CO4, K2)

20. (a) What is the procedure of assessment of Customs Duty in case of import and export of goods? Illustrate. (CO5, K2)

Or

- (b) Describe the circumstances under which refund of export duty is permitted. (CO5, K2)
-

R1137

Sub. Code

641413

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Management

FINANCIAL DERIVATIVES

(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. Financial derivatives include (CO1, K2)
 - (a) Stocks
 - (b) Bonds
 - (c) Futures
 - (d) Land

2. The payoffs for financial derivatives are linked to (CO1, K2)
 - (a) securities that will be issued in the future
 - (b) the volatility of interest rates
 - (c) previously issued securities
 - (d) government regulations specifying allowable rates of return

3. Over the life of a derivative contract, the value of the derivative _____. (CO2, K2)
 - (a) Decreases
 - (b) Increases
 - (c) No change
 - (d) Fluctuates with the price of the so-called “underlying” value of the contract

4. Which of these derivatives does not get traded in the Indian Stock Exchanges? (CO2, K2)
- (a) Forward rate agreements
 - (b) Index options
 - (c) Stock futures
 - (d) Index futures
5. Futures contracts are regularly traded on the (CO3, K4)
- (a) Chicago Board of Trade
 - (b) New York Stock Exchange
 - (c) American Stock Exchange
 - (d) Chicago Board of Options Exchange
6. A contract that requires the investor to buy securities on a future date is called a (CO3, K4)
- (a) short contract
 - (b) long contract
 - (c) hedge
 - (d) cross
7. An _____ gives the buyer the right, but not the obligation, to exercise the option at any time before the expiration date. (CO4, K2)
- (a) European option
 - (b) Asian option
 - (c) American option
 - (d) Complex option
8. The rate of change of the option price with reference to the price of the underlying asset is (CO4, K2)
- (a) Theta
 - (b) Rho
 - (c) Delta
 - (d) Gamma
9. Hedging strategy (CO5, K2)
- (a) removes losses
 - (b) helps to reduce risk
 - (c) helps to make excess profits
 - (d) is independent of risk

10. A speculator with a bullish view on a security can
(CO5, K2)
- (a) buy stock futures (b) buy index futures
(c) sell stock figures (d) sell index futures

Part B (5 × 5 = 25)

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

11. (a) Outline the features of derivatives. (CO1, K2)

Or

- (b) Classify the different types of financial derivatives.
(CO1, K2)

12. (a) Explain the need for derivatives. (CO2, K2)

Or

- (b) Outline the eligibility of stocks listed in derivative market.
(CO2, K2)

13. (a) Explain Interest Rate Futures. (CO3, K4)

Or

- (b) List down the importance of future market.(CO3, K4)

14. (a) Show the differences between Put and Pull options.
(CO4, K2)

Or

- (b) Outline the principles of option trading. (CO4, K2)

15. (a) What are the benefits of hedging? (CO5, K2)

Or

- (b) Explain the meaning of Basis risk and Price risk.
(CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Illustrate the factors contributing to the growth of Derivatives market. (CO1, K2)

Or

- (b) Summarize the functions of derivative markets. (CO1, K2)

17. (a) Explain the evolution of derivatives in India. (CO2, K2)

Or

- (b) Classify the categories of derivatives traded in India. (CO2, K2)

18. (a) Discuss in detail the forward market in India. (CO3, K4)

Or

- (b) Compare future contracts with forward contracts with suitable examples. (CO3, K2)

19. (a) Explain Black and Scholes model of options pricing. (CO4, K2)

Or

- (b) Explain different types of swaps and their significance. (CO4, K2)

20. (a) Describe the hedge management process. (CO5, K2)

Or

- (b) Explain portfolio strategies using index futures. (CO5, K2)

R1138

Sub. Code

641421

**M.B.A. (General) DEGREE EXAMINATION,
APRIL – 2024**

Fourth Semester

Management

SALES AND DISTRIBUTION MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. The oral presentation of a company's products, or services to one or more prospective purchasers for the purpose of making a sale is known as (CO1, K2)
 - (a) Sales Planning
 - (b) Personal Selling
 - (c) Sales and Distribution Management
 - (d) Advertising

2. Even prior to the introduction of money, people used to exchange goods in order to fulfil the needs, which is known as the _____. (CO1, K2)
 - (a) Charter System
 - (b) Marketing Myopia
 - (c) Barter System
 - (d) Bargain System

3. It is necessary to develop a sales strategy before the sales person meet the customers for a sale. (CO2, K2)
- (a) Prospecting
 - (b) Closing the sales
 - (c) Pre-Approach
 - (d) Handling Customer Objections
4. In this method the salesperson looks around for the types of prospects that he or she needs. (CO2, K2)
- (a) Cold Canvassing
 - (b) Centres of Influence
 - (c) Prospect Pool
 - (d) Observation
5. _____ is a financial plan depicting how resources should best be allocated to achieve the forecasted sales. (CO3, K2)
- (a) Sales Budget
 - (b) Sales Audit
 - (c) Sales Control
 - (d) Sales P and L Plan
6. _____ occurs when sales managers rate salespeople using a scale. (CO3, K2)
- (a) Hindsight Bias
 - (b) Anchoring
 - (c) Regression Effect
 - (d) Availability Heuristic

7. It brings buyers and sellers together and assist in negotiation. (CO4, K3)
(a) Affiliate (b) Brokers
(c) Agents (d) Dropshippers
8. _____ is directly connected to the customers or consumers. (CO4, K3)
(a) Manufacturers (b) Wholesalers
(c) Retailer (d) Distributor
9. Marketing channel that has no intermediary levels is known as (CO5, K6)
(a) Exclusive Marketing Channel
(b) Personal Marketing Channel
(c) Direct Marketing Channel
(d) Indirect Marketing Channel
10. Members of the marketing channel system perform function. (CO5, K6)
(a) Production
(b) Sensing
(c) Negotiation
(d) Bartering

Part B (5 × 5 = 25)

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

11. (a) What are the characteristics of Sales people? Explain. (CO1, K2)

Or

- (b) What do you understand by International Selling? Explain. (CO1, K1)

12. (a) Discuss about the various methods of Prospecting.
(CO2, K2)

Or

- (b) How will you close the sale? State some of the closing tactics in selling process. (CO2, K2)
13. (a) "Sales Budget is the blueprint for Sales". Elucidate.
(CO3, K6)

Or

- (b) What is the difference between an activity report and a call report? In your opinion which one should be used for more appropriate evaluation of the sales force? (CO3, K4)
14. (a) State the various modes of transportation and how will you select the mode of transportation for distribution. (CO4, K3)

Or

- (b) Why do you need inventories? Explain. (CO4, K1)
15. (a) Discuss about the various types of Franchise Agreements. (CO5, K6)

Or

- (b) How will you measure wholesaler performance? Provide some guidelines for setting up a Monitoring Mechanism. (CO5, K6)

Part C

(5 × 8 = 40)

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

16. (a) What do you understand by the Selling and Marketing Concept? Discuss in detail. (CO1, K1)

Or

- (b) State some of the strategies of Personal Selling under the Competitive setting. (CO1, K2)

17. (a) As a sales person how would you handle the customer objections at various stages of a sale? (CO2, K2)

Or

- (b) Discuss the various approaches to Sales Presentation in Detail. (CO2, K6)

18. (a) Describe the steps involved in evaluating and controlling sales force. (CO3, K6)

Or

- (b) What are the Ethical and Legal Responsibilities of a Sales Manager? (CO3, K1)

19. (a) Discuss the steps in Inventory Management Process. (CO4, K4)

Or

- (b) State the objectives of Material Handling Process. (CO4, K4)

20. (a) Describe how channel members are selected, motivated and evaluated for effective implementation and results from distribution system. (CO5, K6)

Or

- (b) Discuss the factors considered while deciding the distribution channel for an organisation. (CO5, K6)
-

R1139

Sub. Code

641423

**M.B.A. (General) DEGREE EXAMINATION,
APRIL – 2024**

Fourth Semester

Management

MARKETING ANALYTICS

(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. _____ Segmentation involves dividing the market based on factors such as country, region or city. (CO1, K2)
 - (a) Psychographic
 - (b) Demographic
 - (c) Geographic
 - (d) Behavioural

2. _____ is the process of understanding and answering questions related to customer's behaviour when they interact with your product. (CO1, K2)
 - (a) Prootion Analysis
 - (b) Pricing Analysis
 - (c) Product Analysis
 - (d) Process Analysis

3. _____ is best employed as a tool to determine marketing effectiveness and is simple. (CO2, K2)
- (a) Short Term ROMI
 - (b) Medium Term ROMI
 - (c) Long Term ROMI
 - (d) Very Long Term ROMI
4. Tracking Marketing ROI of competitors to understand the organization is _____. (CO2, K2)
- (a) Product Analysis
 - (b) Process Analysis
 - (c) Price Analysis
 - (d) Competitive Analysis
5. _____ is a technique used in marketing to predict the likelihood of a customer selecting one product over alternatives. (CO3, K4)
- (a) Forced Modelling
 - (b) Customer Churn
 - (c) Competition Modelling
 - (d) Choice Modelling
6. _____ is the total worth of customers to a company over the whole relationship period. (CO3, K4)
- (a) Customer Life Time Value
 - (b) Product Value
 - (c) Manufacturer Lifetime Value
 - (d) Marketing Lifetime Value

7. _____ is the process of using paid advertising to ensure that your business's products or services are visible on search engine results pages. (CO4, K6)
- (a) Digital Analytics
 - (b) Data Analytics
 - (c) Search Engine Marketer
 - (d) Mobile Marketing
8. _____ is a process that's used to estimate the costs and benefits of projects or investments to determine their profitability for an organization. (CO4, K6)
- (a) Cost Volume Analysis
 - (b) Profit Analysis
 - (c) Product Analysis
 - (d) Cost Benefit Analysis
9. _____ is the process identifying, forecasting and allocating best-fit resources. (CO5, K1)
- (a) Resource Planning
 - (b) Organization Planning
 - (c) Market Planning
 - (d) Product Planning
10. It is the process of scheduling resources such as labor, materials or equipments for the completion of project tasks. (CO5, K1)
- (a) Market Planning
 - (b) Product Allocation
 - (c) Resource Allocation
 - (d) Resource Planning

Part B

(5 × 5 = 25)

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

11. (a) Explain the components of marketing analytics.
(CO1, K2)

Or

- (b) What do you understand by customer segmentation model? Explain the different customer segmentation models.
(CO1, K1)

12. (a) State the benefits of Marketing Analytics. (CO2, K2)

Or

- (b) Discuss the difference between advertisement elasticity of demand and price elasticity of demand.
(CO2, K4)

13. (a) State the different types of customer analysis data.
(CO3, K3)

Or

- (b) Discuss survival regression analysis for modelling customer life time value.
(CO3, K4)

14. (a) Explain about pros and cons of Cost-Benefit Analysis.
(CO4, K2)

Or

- (b) What are the Advantages and Disadvantages of E-Mail Marketing?
(CO4, K1)

15. (a) What are the challenges faced in Effective Resource Allocation. (CO5, K2)

Or

- (b) Discuss the various Resource Allocation Methods. (CO5, K6)

Part C (5 × 8 = 40)

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

16. (a) What is Product Analytics? Is Product Analysis same as Marketing Analytics? Discuss. (CO1, K6)

Or

- (b) How will you improve your pricing strategies to increase profit? (CO1, K2)

17. (a) What is MROI? Discuss in detail. (CO2, K2)

Or

- (b) What is Marketing Mix? Explain about Marketing Mix Analysis. (CO2, K2)

18. (a) How will you analyze customer life time value? (CO3, K4)

Or

- (b) What is Customer Retention? Discuss. (CO3, K2)

19. (a) Elucidate the methods of Search Engine Marketing Campaign. (CO4, K6)

Or

- (b) What are the different sources of collecting Digital Data? Discuss. (CO4, K3)

20. (a) State the importance of Resource Planning in Marketing Analytics. (CO5, K2)

Or

(b) Elucidate various steps in Resource Allocation Process. (CO5, K6)

R1140

Sub. Code

641425

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Management

CUSTOMER RELATIONSHIP 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. _____ is the tendency of the customer to remain in business with a particular supplier and buy the products regularly. (CO1, K2)
(a) Customer Needs (b) Customer Satisfaction
(c) Customer Loyalty (d) Customer Response
2. _____ is where customer data is collected and evaluated (CO1, K2)
(a) Analytical CRM
(b) Operational CRM
(c) Communicational CRM
(d) Collaborative CRM
3. _____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis. (CO2, K2)
(a) Data Survey (b) Datamining
(c) CRM (d) all of above

4. Cross selling means (CO2, K2)
- (a) Sale more products to existing customer
 - (b) Sale few products to existing customer
 - (c) Sale More expensive product to customers
 - (d) All
5. _____ describes the percentage of buyers that opt out of your product or service within certain time frame. (CO3, K4)
- (a) Customer Churn
 - (b) Customer Life time Value
 - (c) Repeat Purchase Rate
 - (d) Purchase Frequency
6. _____ refers to how often the average shopper buys from your store. (CO3, K4)
- (a) Repeat Purchase Rate
 - (b) Customer Life time Value
 - (c) Purchase Frequency
 - (d) Customer Acquisition Cost
7. _____ involves enaging with customers at the right time, providing helpful content and providing customer support. (CO4, K2)
- (a) Managing Customer Life time Value
 - (b) Managing Customer Life Cycle
 - (c) Managing Customer Loyalty
 - (d) Managing Customer Satisfaction
8. _____ refers to factors that allow a company to produce goods or services better or more cheaply from its rivals. (CO4, K2)
- (a) Customer Life time Value
 - (b) Customer Loyalty
 - (c) Brand Loyalty
 - (d) Competitive Advantage

9. _____ automate your business processes to reduce time and effort. (CO5, K5)
(a) Objective CRM (b) Operational CRM
(c) Analytical CRM (d) Collaborative CRM
10. _____ is also known as “Strategic CRM”. (CO5, K5)
(a) Objective CRM (b) Operational CRM
(c) Analytical CRM (d) Collaborative CRM

Part B (5 × 5 = 25)

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

11. (a) Define CRM and explain its components in detail. (CO1, K1)
Or
(b) State the benefits of CRM to organizations customers and market (CO1, K2)
12. (a) State the key features of analytical CRM. (CO2, K2)
Or
(b) Define Cross Selling and Upselling with suitable examples. (CO2, K2)
13. (a) Explain different strategies for Customer Acquisition. (CO3, K3)
Or
(b) What is Average Inter–Purchase Time? How will you calculate? (CO3, K4)
14. (a) What are the drivers of Customer Loyalty?(CO4, K2)
Or
(b) Examine the benefits of Competitive Advantage. (CO4, K5)
15. (a) State some of the communication channels to maximize the customer. (CO5, K5)
Or
(b) Analyse the benefits of Marketing Automation? Explain. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Explain in detail the process of CRM. (CO1, K2)

Or

- (b) What are the various types of CRM? Discuss in detail. (CO1, K6)

17. (a) What is the role of effective Data Mining in CRM? Explain. (CO2, K2)

Or

- (b) Define Customer Segmentation and explain its types in detail. (CO2, K1)

18. (a) What is Customer Life Time Values? Discuss. (CO3, K6)

Or

- (b) State the metrics used to measure customer acquisition. (CO3, K3)

19. (a) How will you measure Customer Loyalty? Discuss. (CO4, K5)

Or

- (b) Discuss in detail the Service Profit Chain Model. (CO4, K6)

20. (a) State some of the communication channels to maximize the customer. (CO5, K3)

Or

- (b) What are the benefits of Marketing Automation. Discuss. (CO5, K6)

R1141

Sub. Code

641441

M.B.A. (General) DEGREE EXAMINATION, APRIL- 2024.

Fourth Semester

Management

ADVANCED BEHAVIOURAL SCIENCE

(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. Which of the following best describes the relationship between behavioral science and other functional areas of management? (CO1, K2)
 - (a) Behavioral science operates independently of other management functions.
 - (b) Behavioral science influences and is influenced by various management functions such as HR, marketing, and operations.
 - (c) Behavioral science is only relevant to human resource management
 - (d) Other functional areas of management have no impact on behavioral science

2. How does advanced behavioral science differ from Organization Development (OD)? (CO1, K2)
- (a) Advanced behavioral science focuses on individual behavior, while OD focuses on organizational change
 - (b) Advanced behavioral science and OD are synonymous terms
 - (c) Advanced behavioral science deals with physical sciences, while OD is based on social sciences
 - (d) There is no significant difference between advanced behavioral science and OD
3. In transactional analysis, strokes refer to: (CO2, K3)
- (a) Physical contact between individuals
 - (b) Positive or negative social interactions
 - (c) Communication through facial expressions
 - (d) Transfer of ownership of goods or service
4. How does individual assertiveness impact communication effectiveness? (CO2, K3)
- (a) It hinder effective communication by promoting passive behavior
 - (b) It foster open and honest dialogue, enhancing mutual understanding
 - (c) It leads to aggressive communication, creating conflict and tension
 - (d) It has no significant influence on communication dynamics.

5. What is a crucial tip for conducting an effective performance interview”? (CO3, K1)
- (a) Avoid providing specific examples of performance issues.
 - (b) Keep the conversation focused on personal matters.
 - (c) Use open-ended questions to encourage discussion
 - (d) Rush through the interview to save time
6. When analyzing performance problems, what should managers consider? (CO3, K1)
- (a) Blaming external factors for the issues.
 - (b) Ignoring feedback from coworkers and subordinates.
 - (c) Identifying root causes and underlying issues
 - (d) Focusing solely on individual shortcomings without context.
7. Which of the following is NOT an objective of behavior modification principles and practices? (CO4, K6)
- (a) Increasing desired behaviors
 - (b) Decreasing undesirable behaviors
 - (c) Ignoring the environmental context
 - (d) Enhancing overall well-being

8. Which of the following is a step in the intervention planning process? (CO4, K6)
- (a) Identifying the behavior without considering the environmental context
 - (b) Ignoring the role of stakeholders in the intervention
 - (c) Developing strategies to address the identified behavior
 - (d) Limiting intervention options to one approach only
9. What is the primary goal of Managerial Counselling? (CO5, K2)
- (a) Resolving conflicts between employees
 - (b) Enhancing the managerial skills of supervisors
 - (c) Improving employee performance and well-being
 - (d) Implementing organizational policies effectively
10. Anxiety and stress at work can be mitigated through which of the following strategies? (CO5, K2)
- (a) Increasing workload and deadlines
 - (b) Encouraging a supportive work environment
 - (c) Ignoring the signs and symptoms of stress
 - (d) Promoting competition among employees

Part B

(5 × 5 = 25)

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

11. (a) Explore various interventions and strategies derived from advanced behavioral science theories to address organizational challenges. (CO1, K2)

Or

- (b) Describe the role of advanced behavioral science in understanding human behavior and enhancing organizational performance. (CO1, K2)

12. (a) Apply understanding of the importance of assertiveness in personal and professional development, citing examples to illustrate the benefits of assertive communication. (CO2, K3)

Or

- (b) Analyze the impact of assertiveness on organizational culture and productivity, providing examples of how, assertive communication contributes to a positive work environment. (CO2, K3)

13. (a) Describe the concept of goal setting in the Context of performance management. (CO3, K1)

Or

- (b) Describe how managers can collaborate with their subordinates to identify development needs and create actionable plans for skill enhancement and career growth. (CO3, K1)

14. (a) Design a comprehensive set of objectives for implementing behavior modification principles and practices in a specific context. (CO4, K6)

Or

- (b) Develop a strategic approach for formulating behavior change goals. (CO4, K6)
15. (a) Explore the ways in which managerial counseling assists employees in identifying and resolving personal and professional challenges. (CO5, K2)

Or

- (b) Describe the importance of training managers and leaders in counseling skills to effectively support their teams and address employee concerns. (CO5, K2)

Part C (5 × 8 = 40)

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

16. (a) Explain the relationship between behavioral science and various functional areas of management. (CO1, K2)

Or

- (b) Compare and contrast advanced behavioral science with organizational development. (CO1, K2)

17. (a) Evaluate the effectiveness of traditional analysis techniques in addressing complex issues and challenges faced by individuals or organizations. (CO2, K3)

Or

- (b) Evaluate the benefits of assertive behavior in promoting mutual respect, fostering collaboration, and resolving conflicts constructively within organizations and communities. (CO2, K3)
18. (a) Describe key tips and strategies that TAs can utilize during performance interviews to ensure effectiveness and fairness. (CO3, K1)

Or

- (b) Discuss approaches and techniques for analyzing performance problems. (CO3, K1)
19. (a) Develop a comprehensive classification system for behavior change techniques, categorizing them based on theoretical frameworks, intervention functions, and mechanisms of action. (CO4, K6)

Or

- (b) Design a comprehensive evaluation framework for assessing the effectiveness of behavior modification programs, incorporating both process and outcome measures. (CO4, K6)

20. (a) Discuss the essential elements of counselling in a managerial context. (CO5, K2)

Or

- (b) Analyse the causes and effects of anxiety and stress in the workplace. and discuss how managerial counselling can help employees cope with these challenges. (CO5, K2)
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R1142

Sub. Code

641442

M.B.A (General) DEGREE EXAMINATION, APRIL – 2024.

Fourth Semester

Management

LEARNING AND DEVELOPMENT

(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. Which learning theory emphasizes the role of rewards and punishments in shaping behavior? (CO1, K4)
 - (a) Cognitive development theory
 - (b) Social learning theory
 - (c) Behaviorist theory
 - (d) Humanist theory

2. Training and Management development are related because: (CO1, K4)
 - (a) They both focus on individual skill improvement
 - (b) Management development builds upon skills acquired through training
 - (c) Both are crucial for organizational success
 - (d) All of the above

3. A key step in training design is: (CO2, K3)
- (a) Developing a detailed schedule
 - (b) Identifying the target audience
 - (c) Choosing a training location
 - (d) Selecting catering services
4. What is the primary purpose of developing a training budget? (CO2, K3)
- (a) Secure funding for the program
 - (b) Estimate participant travel costs
 - (c) Allocate resources efficiently
 - (d) Choose training equipment
5. What is the purpose of evaluating the transfer of training? (CO3, K5)
- (a) Assess whether learners can remember information
 - (b) Determine whether learners apply their knowledge on the job
 - (c) Evaluate the trainer's effectiveness
 - (d) Measure the cost-effectiveness of the training

6. Evaluating the “results” of training focuses on: (CO3, K5)
- (a) Participant feedback
 - (b) Knowledge and skill improvement
 - (c) Long-term impact on organizational goals
 - (d) Cost of training materials
7. Coaching differs from training by: (CO4, K3)
- (a) Focusing on individual development needs
 - (b) Being more informal and flexible
 - (c) Both (a) and (b)
 - (d) Neither (a) nor (b)
8. Talent Management Systems include: (CO4, K3)
- (a) Identifying high-potential employees
 - (b) Providing opportunities for professional development
 - (c) Succession planning
 - (d) All of the above
9. Fast-tracking a career typically involves: (CO5, K6)
- (a) Providing additional training and development opportunities for high-potential employees
 - (b) Offering career counseling services to all employees
 - (c) Implementing mandatory retirement age policies
 - (d) Encouraging lateral moves within the organization

10. Aligning individual career development with business strategy is important because it can: (CO5, K6)
- (a) Increase employee turnover rates.
 - (b) Enhance employee motivation and engagement.
 - (c) Create a skills gap within the organization.
 - (d) Lead to unnecessary training costs.

Part B (5 × 5 = 25)

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

11. (a) Describe the concept of skill gaps in the context of training. Discuss various methods for identifying and addressing skill gaps within an organization. (CO1, K4)

Or

- (b) Explain the importance of performance analysis in the training and development process. (CO1, K4)
12. (a) Explain the importance of budgeting and scheduling in training program management. (CO2, K3)

Or

- (b) Compare and contrast the advantages and disadvantages of developing training materials in-house versus outsourcing them. (CO2, K3)

13. (a) Describe the benefits and challenges of using technology in training programs. (CO3, K5)

Or

- (b) Compare and contrast the traditional classroom setting with non-classroom training methods like learning and blended learning. (CO3, K5)
14. (a) Explain the difference between coaching, training, and development. (CO4, K3)

Or

- (b) Explain how talent management systems contribute to employee development and succession planning within an organization. (CO4, K3)
15. (a) Discuss the concept of fast-tracking careers. Explain the different strategies organizations can employ to fast-track the career development of high-potential employees. (CO5, K6)

Or

- (b) Explain the importance of aligning individual career development goals with an organization's business strategy. (CO5, K6)

Part C

(5 × 8 = 40)

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

16. (a) Analyze a specific job role within an organization. Using the concept of skill gaps, identify the key skills and knowledge required for this role. Develop an outline for a training program to address any identified skill gaps. (CO1, K4)

Or

- (b) Discuss the statement “Technology has replaced the need for traditional trainers in the field of Learning and Development.” Present arguments for and against this statement, considering both the potential benefits and limitations of technology-based training solutions. (CO1, K4)
17. (a) Compare and contrast the advantages and disadvantages of the following instructional strategies: lecture, case studies, and simulations. Discuss the specific learning objectives for which each strategy might be most suitable. (CO2, K3)

Or

- (b) Write a report on the potential impact of Artificial Intelligence (AI) on the future of training design and delivery. Discuss how AI might be used to personalize learning experiences, automate content creation, and provide real-time feedback. (CO2, K3)

18. (a) Develop a training module for new trainers on effective questioning techniques. This module should incorporate different methods of delivery (e.g., presentation, group discussion, peer-to-peer practice) and interactive elements to enhance engagement (CO3, K5)

Or

- (b) Discuss the statement “Trainers should prioritize standardized delivery of training content over adapting to individual learner needs.” Provide arguments for and against this statement, considering both the benefits of consistency and the importance of catering to individual learning styles. (CO3, K5)

19. (a) Compare and contrast the roles of training, development, and coaching in facilitating employee learning and skill development. Discuss the specific situations where each approach might be most appropriate and beneficial (CO4, K3)

Or

- (b) Write a report on the growing trend microelement and its potential applications within the field of Learning and Development. Discuss how micro learning can be designed and integrated into existing training programs to support continuous learning and improve knowledge retention. (CO4, K3)

20. (a) Compare and contrast two different theories of career development, such as Super's Career Stages and Krumboltz's Learning Theory of Career Development. Discuss the strengths and weaknesses of each theory and their applications in supporting individual career planning. (CO5, K6)

Or

- (b) Evaluate the concept of career anchors and their potential limitations in the context of today's dynamic and evolving work environment. Discuss how individuals can adapt and leverage their career anchors in a constantly changing job market. (CO5, K6)

R1143

Sub. Code

641444

M.B.A. (General) DEGREE EXAMINATION, APRIL 2024.

Fourth Semester

Management

LABOUR LEGISLATIONS

(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 provision mandated by the Factories Act, 1948 for ensuring worker safety?
(CO1, K2)
 - (a) Proper ventilation and lighting in workplaces
 - (b) Restriction on working hours for women and children
 - (c) Mandatory health insurance for all factory workers
 - (d) Fire safety measures and regular inspections

2. Under the Workmens Compensation Act, 1923, temporary disability benefits are payable for a maximum period of:
(CO1, K2)
 - (a) 30 days
 - (b) 180 years
 - (c) 2 years
 - (d) Permanent disability

3. As per the Payment of wages Act. 1936, the maximum permissible deduction from an employee's wages can be:
(CO2, K3)
- (a) Up to 50% for fines and disciplinary actions
 - (b) Limited to reasonable deductions authorized by law
 - (c) Any amount deemed necessary by the employer
 - (d) There are no restrictions on 'cage deductions
4. The concept of minimum wages is established and enforced in India under the: (CO2, K3)
- (a) Factories Act, 1948
 - (b) Payment of Wages Act, 1936
 - (c) Minimum Wages Act, 1948
 - (d) Industrial disputer Act, 1947
5. Eligibility for receiving gratuity under the payment of Gratuity Act, 1972. requires a minimum service period of:
(CO3, K4)
- (a) 6 months (b) 1 years
 - (c) 3 years (d) 5 years
6. The Employee's State Insurance Act, 1948 provides benefits such as: (CO3, K4)
- (a) Unemployment insurance
 - (b) Medical care and financial support during illness
 - (c) Retirement savings plan contributions
 - (d) Skill development and training programs

7. Registration of trade unions is governed by the provisions of the: (CO4, K4)
- (a) Industrial Disputes Act, 1947
 - (b) Industrial Employment (Standing Orders) Act, 1946
 - (c) Trade Union Act, 1926
 - (d) Shops and Establishment Act, 1947
8. The concept of “industrial disputes” is defined and addressed in the: (CO4, K4)
- (a) Minimum Wages Act, 1948
 - (b) Payment of Bonus Act, 1965
 - (c) Equal Remuneration Act, 1976
 - (d) Industrial Disputes Act, 1947
9. The Equal Remuneration Act, 1976, prohibits discrimination in wages based on: (CO5, K4)
- (a) Age and experience of the employee
 - (b) Educational qualifications
 - (c) Gender of the employee
 - (d) Location of the workplace
10. The Contract Labour (Regulation and Abolition) Act, 1976 aims to: (CO5, K4)
- (a) Completely eliminate the use of contract labor in all industries
 - (b) Regulate working conditions and ensure welfare of contract workers
 - (c) Provide additional benefits and job security for contract workers
 - (d) Transfer all contract workers onto the permanent payroll of companies

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept of "child labor" and its prohibition under the Factories Act, 1948. (CO1, K2)

Or

- (b) Discuss the obligations of employers regarding sanitation and ventilation in factories as per the Factories Act (CO1, K2)

12. (a) Describe the time limits for payment of wages under the Payment of Wages Act.1936. (CO2, K3)

Or

- (b) Explain the concept of "fair wages" under the Minimum Wages Act, 1948. (CO2, K3)

13. (a) Discuss the calculation of gratuity amount based on employee salary and service period. (CO3, K4)

Or

- (b) Explain the medical benefits available to insured employees under the Employees' State Insurance Act. (CO3, K4)

14. (a) Explain the role of a conciliation officer in resolving industrial disputes under the Industrial Disputes Act,1947 (CO4, K4)

Or

- (b) Briefly describe the different types of industrial tribunals established under the Industrial Disputes Act, 1947, (CO4, K4)

15. (a) Discuss the concept of "equal pay for equal work" as enshrined in the Equal Remuneration Act, 1976. (CO5, K4)

Or

- (b) Explain the role of the appropriate government in regulating contract labor under the Contract Labour (Regulation and Abolition) Act, 1976. (CO5, K4)

Part C (5 × 8 = 40)

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

16. (a) Critically evaluate the challenges in enforcing child labor laws in India. (CO1, K2)

Or

- (b) Compare and contrast the safety regulations for hazardous occupations under the Factories Act with those in non-hazardous industries. (CO1, K2)

17. (a) Discuss the penalties for violations of wage payment regulations under the Payment Wages Act.(CO2, K3)

Or

- (b) Analyze the effectiveness of minimum wages in reducing poverty among working- class families. (CO2, K3)

18. (a) Explain the importance of the Payment of Gratuity Act in providing financial security to low-income earners. (CO3, K4)

Or

- (b) Describe the administrative structure of the Employees' Provident Fund Organization (EPFO) and its role in managing employee retirement funds. (CO3, K4)

19. (a) Critically evaluate the effectiveness of the Industrial Disputes Act, 1947 in resolving industrial disputes and promoting industrial harmony. (CO4, K4)

Or

- (b) Compare and contrast the roles of trade unions and management in maintaining peaceful industrial relations within a workplace. (CO4, K4)
20. (a) Analyze the challenges faced in implementing the provisions of the Equal Remuneration Act, 1976 and suggest measures to overcome them. (CO5, K4)

Or

- (b) Discuss the potential benefits and drawbacks of abolishing contract Labor in certain industries under the Contract Labour (Regulation and Abolition) Act, 1976. (CO5, K4)

R1144

Sub. Code

641445

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Management

COMPENSATION AND REWARD 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. Economic objectives of compensation programs include:
(CO1, K3)
 - (a) Improving employee morale
 - (b) Increasing employee satisfaction
 - (c) Controlling labor costs and maximizing profits
 - (d) Enhancing employer branding

2. Behavioral objectives of compensation programs include:
(CO1, K3)
 - (a) Simplifying administrative processes
 - (b) Reducing legal liabilities
 - (c) Motivating desired employee behaviors and performance
 - (d) Maintaining positive public relations

3. Regulations set forth in the Equal Remuneration Act, 1976, ensure: (CO2, K5)
 - (a) Equal pay for overtime work
 - (b) Equal pay for equal work regardless of gender
 - (c) Minimum standards for employee leave policies
 - (d) Social security contributions by employers
4. The Bonus Act, 1965, applies to: (CO2, K2)
 - (a) All organizations regardless of size or industry
 - (b) Only public sector organizations
 - (c) Organizations employing more than 20 employees
 - (d) Organizations with specific profit margins only
5. Pay surveys can be used to: (CO3, K1)
 - (a) Determine individual training needs
 - (b) Benchmark salary data against competitors
 - (c) Evaluate the effectiveness of employee benefits programs
 - (d) Assess employee satisfaction levels
6. The concept of “golden parachutes” refers to: (CO3, K1)
 - (a) Performance-based bonus payments
 - (b) Severance packages offered to departing executives
 - (c) Increased benefits for long-serving employees
 - (d) Contributions towards employee retirement plans

7. Voluntary Retirement Schemes (VRS) offer: (CO4, K3)
- (a) Financial incentives to encourage employees to retire early
 - (b) Mandatory retirement plans for employees reaching a specific age
 - (c) Increased pension benefits for employees with disabilities
 - (d) Reduced working hours for employees approaching retirement
8. The purpose of pay restructuring may include: (CO4, K3)
- (a) Simplifying the compensation structure for administrative ease
 - (b) Adjusting salaries based on internal and external equity considerations
 - (c) Reducing employee benefits to control costs
 - (d) Implementing disciplinary actions for misconduct
9. An overview of future trends in compensation management may include: (CO5, K6)
- (a) Increasing reliance on traditional performance-based bonuses
 - (b) Growing focus on personalized and flexible reward packages
 - (c) Eliminating fringe benefits altogether
 - (d) Standardizing compensation across all industries

10. The increasing popularity of remote work poses challenges for: (CO5, K6)
- (a) Standardizing performance evaluation methods
 - (b) Determining fair and competitive compensation across geographical locations
 - (c) Managing employee work-life balance effectively
 - (d) Providing adequate training and development opportunities

Part B (5 × 5= 25)

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

11. (a) Describe the potential conflicts between the economic and behavioral objectives of compensation programs. (CO1, K3)

Or

- (b) Explain how compensation and reward programs can act as a motivator for employee behavior and performance. (CO1, K3)

12. (a) Describe the purpose of the Equal Remuneration Act, 1976, and its significance in ensuring fairness within organizations. (CO2, K2)

Or

- (b) Briefly discuss the eligibility criteria organizations to offer a bonus plan under the Bonus Act, 1965 (CO2, K2)

13. (a) Briefly describe the purpose and benefits of conducting pay surveys for organizations. (CO3, K1)

Or

- (b) Discuss the ethical considerations involved in setting executive compensation packages, considering the concept of “golden parachutes.” (CO3, K1)

14. (a) Briefly explain how stock options can be used as a part of an employee reward system. (CO4, K3)

Or

- (b) Explain the concept of downsizing and its potential impact on employees and organizations. (CO4, K3)

15. (a) Briefly describe the growing trend of personalized and flexible reward packages in contemporary organizations. (CO5, K6)

Or

- (b) Explain how the rising popularity of remote work poses challenges for determining fair and competitive compensation. (CO5, K6)

Part C (5 × 8 = 40)

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

16. (a) Critically analyze the statement “Compensation is the sole factor that determines employee motivation and satisfaction.” Discuss other factors that contribute to employee engagement and well-being, and explain their potential impact. (CO1, K3)

Or

- (b) Compare and contrast performance-based pay with fixed pay structures. Discuss the advantages and disadvantages of each approach in different organizational contexts. (CO1, K3)

17. (a) Imagine you are an HR professional for a small startup in the technology sector. Research the relevant legal frameworks and regulations governing wage and salary administration in your country. Explain how your understanding will inform your compensation and reward strategy for the startup. (CO2, K2)

Or

- (b) Evaluate the challenges and opportunities associated with managing compensation in a globalized environment. Discuss strategies for complying with legal frameworks across different countries while maintaining a competitive compensation structure. (CO2, K2)
18. (a) Compare and contrast merit pay with seniority-based pay structures. Discuss the potential consequences of each approach for employee motivation, engagement, and organizational performance. (CO3, K1)

Or

- (b) Analyze the ethical considerations and potential challenges associated with setting executive compensation packages, considering the concept of “golden parachutes.” Discuss strategies for ensuring fair and responsible practices in executive compensation. (CO3, K1)
19. (a) Explain the concept of pay restructuring and discuss the possible reasons why an organization might choose to restructure its pay system. Discuss the potential challenges associated with pay restructuring and suggest strategies for managing a smooth transition process. (CO4, K3)

Or

(b) Discuss the statement “Employee rewards should be solely based on individual performance and contribution.” Present arguments for and against this statement, considering the potential benefits of teamwork and collaborative efforts within an organization. (CO4, K3)

20. (a) Research and report on a specific emerging trend in compensation and reward management, such as the use of data analytics in reward program design. Discuss the potential benefits and risks associated with this trend. (CO5, K6)

Or

(b) Critically evaluate the potential impact of technological advancements, such as artificial intelligence and automation, on future compensation and reward practices in organizations. Discuss how job structures, compensation models, and reward systems might need to adapt to changing technological landscapes. (CO5, K6)

R1145

Sub. Code

641448

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Management

INTERNATIONAL HRM

(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. Someone who lives and works in a foreign country is an:
(CO1, K1)
 - (a) expatriate
 - (b) holiday maker
 - (c) international jet-setter
 - (d) immigrant

2. Cultures where verbal communications are explicit and direct are:
(CO1, K1)
 - (a) low-context cultures
 - (b) medium-context cultures
 - (c) context cultures
 - (d) high-context cultures

3. Which is the most popular method of recruiting applicants to jobs? (CO2, K2)
- (a) Radio and TV advertisement
 - (b) Corporate websites
 - (c) Employee referral schemes
 - (d) Commercial job boards
4. Human Resource Management function does not involve: (CO2, K2)
- (a) Recruitment (b) Selection
 - (c) Cost control (d) Training
5. HR issues that will require adaption to fit different cultures include all of the following except: (CO3, K4)
- (a) training and development
 - (b) performance appraisal
 - (c) compensation
 - (d) job analysis
6. All aspects of training and development in international organizations are affected by all of the following except: (CO3, K4)
- (a) cultural differences
 - (b) diversity of the work force
 - (c) financial costs
 - (d) language differences

7. Bureaucratic reward systems that emphasize fixed pay are preferred in: (CO4, K5)
- (a) individualistic cultures
 - (b) group-oriented cultures
 - (c) risk-averse cultures
 - (d) egalitarian cultures
8. When building employees working near a Chinese restaurant were paid an allowance because the cooking aromas made them hungry it was called: (CO4, K5)
- (a) hardship allowance
 - (b) stress pay
 - (c) danger pay
 - (d) dim sum allowance
9. A good work—life balance is usually considered to be an example of : (CO5, K2)
- (a) Intrinsic reward
 - (b) Extrinsic reward
 - (c) Performance-related reward
 - (d) Compensation
10. Work-life balance practices concern: (CO5, K2)
- (a) How work is performed
 - (b) How work hours are arranged
 - (c) Who does certain work
 - (d) Maternity and Paternity leave

Part B

(5 × 5 = 25)

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

11. (a) What are the cultural factors responsible for the behaviour of humans? (CO1, K1)

Or

- (b) Illustrate the importance of studying culture. (CO1, K2)

12. (a) Summarize the importance of international assignments in multinational corporations. (CO2, K2)

Or

- (b) Explain about PCNs, HCNs and TCNs in international recruitment and selection. (CO2, K2)

13. (a) 'International assignments are an important mechanism for developing international expertise to staff' — Justify. (CO3, K5)

Or

- (b) Outline the challenges faced in training expatriate managers? (CO3, K2)

14. (a) What is meant by 'Pay for performance'? Is there any possible down side for this approach? (CO4, K2)

Or

- (b) How cultural factors affect the reward system? Examine. (CO4, K4)

15. (a) Assess the issues related to female expatriates.
(CO5, K5)

Or

- (b) Evaluate the role of family members in success of expatriates.
(CO5, K5)

Part C (5 × 8 = 40)

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

16. (a) Define International Human Resource Management and list down its characteristics. (CO1, K2)

Or

- (b) Compare and contrast domestic HRM with International HRM. (CO1, K2)

17. (a) Summarise the relative merits and demerits of the different approaches to the staffing of MNCs.
(CO2, K2)

Or

- (b) Illustrate the methods of external recruitment.
(CO2, K2)

18. (a) Evaluate the role of training and development in international assignment. (CO3, K5)

Or

- (b) Explain the components of effective pre-departure training programs. (CO3, K5)

19. (a) Explain the compensation management approaches adopted by MNCs. (CO4, K5)

Or

- (b) What is meant by 'double taxation'? What is the necessity of tax treaties between countries? (CO4, K1)

20. (a) What are the determinants of the balance of standardization and localization in human resource management in MNC's? (CO5, K1)

Or

- (b) Evaluate the practices of work life balance in IHRM. (CO5, K5)
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R1146

Sub. Code

641453

**M.B.A. (General) DEGREE EXAMINATION,
APRIL – 2024**

Fourth Semester

Management

BIG DATA ANALYTICS

(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. Which of the following best describes a key feature of a Big Data platform? (CO1, K2)
 - (a) Centralized data storage
 - (b) Limited scalability
 - (c) Support for batch processing only
 - (d) Ability to process diverse data types in large volumes

2. Which characteristic is NOT typically associated with Big Data? (CO1, K2)
 - (a) Velocity
 - (b) Volume
 - (c) Variability
 - (d) Viscosity

3. Which of the following best describes the concept of 'stream computing'? (CO2, K4)
- (a) Processing data in discrete, static datasets
 - (b) Analyzing data in real-time as it flows continuously
 - (c) Storing data in large, distributed file systems
 - (d) Extracting insights from historical data repositories
4. In the context of Hadoop, what is the primary function of HDFS? (CO2, K4)
- (a) Executing parallel processing tasks
 - (b) Managing and storing large volumes of data across a cluster of machines
 - (c) Providing a high-level abstraction for data processing
 - (d) Optimizing data retrieval for analytical queries
5. What are the two main types of phases in a MapReduce job? (CO3, K1)
- (a) Shuffle and Sort
 - (b) Mapping and Reducing
 - (c) Input and Output
 - (d) Initialization and Cleanup
6. Which of the following is not a commonly used MapReduce format for input and output (CO3, K1)
- (a) Text
 - (b) Sequence File
 - (c) Avro
 - (d) XML

7. What is the primary purpose of Pig and Hive in the context of Big Data processing? (CO4, K1)
- (a) Pig: Real-time data querying, Hive: Batch processing
 - (b) Pig: Batch processing, Hive: Real-time data querying
 - (c) Both Pig and Hive are designed for real-time data querying
 - (d) Both Pig and Hive are designed for batch processing
8. Which of the following are Data Processing operators commonly used in Pig and Hive? (CO4, K1)
- (a) MapReduce, Join, Filter
 - (b) Load, Store, Group
 - (c) Load, Filter, Aggregate
 - (d) Join, Group, Aggregate
9. Which of the following statements about HBase is true? (CO5, K3)
- (a) HBase uses a columnar storage format
 - (b) HBase is a relational database management system
 - (c) HBase follows a master-slave architecture
 - (d) HBase supports SQL queries

10. Which of the following regression techniques is used when there is a single independent variable and a single dependent variable? (CO5, K3)
- (a) Simple linear regression
 - (b) Multiple linear regression
 - (c) Logistic regression
 - (d) Polynomial regression

Part B (5 × 5 = 25)

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

11. (a) Explain the role of distributed computing in Big Data platforms. (CO1, K2)

Or

- (b) Discuss the challenges associated with storing and processing unstructured data in traditional systems. (CO1, K2)

12. (a) Examine the methods and algorithms used for filtering data streams. (CO2, K4)

Or

- (b) Critically analyze the design principles and architecture of the Hadoop Distributed File System (HDFS). (CO2, K4)

13. (a) Define MRUnit and its purpose in testing MapReduce jobs. (CO3, K1)

Or

- (b) Describe the key characteristics of classic MapReduce. (CO3, K1)

14. (a) List out the primary differences between Pig and Hive. (CO4, K1)

Or

- (b) Explain the basic syntax of HiveQL. (CO4, K1)

15. (a) In what scenarios would you prefer multiple linear regression over simple linear regression? (CO5, K3)

Or

- (b) Discuss the design considerations when modelling time-series data in Cassandra. (CO5, K3)

Part C (5 × 8 = 40)

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

16. (a) Discuss in detail about the implications of big data characteristics for storage, processing, and analysis. (CO1, K2)

Or

- (b) Explain in detail about the steps involved in the analytic process. (CO1, K2)

17. (a) Analyze the components of a stream processing architecture and their interactions. (CO2, K4)

Or

- (b) Examine the components of Hadoop and how do the components work together to support big data processing? (CO2, K4)

18. (a) Name and describe common data formats used in MapReduce. (CO3, K1)

Or

- (b) Describe the different input and output formats available in MapReduce. (CO3, K1)

19. (a) List and describe the common data processing operators in Pig and Hive. (CO4, K1)

Or

- (b) List and describe the major components of Hive. (CO4, K1)

20. (a) Discover the data modelling and implementations in Hbase. (CO5, K3)

Or

- (b) Identify the various data visualization techniques for compare the different marketing variables. (CO5, K3)
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R1147

Sub. Code

641454

M.B.A. (General) DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Management

SOCIAL WEB ANALYTICS

(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. Which of the following best describes Web 3.0? (CO1, K2)
 - (a) The evolution of the Internet characterized by immersive virtual reality experiences
 - (b) The next generation of the World Wide Web focusing on machine-readable content and semantic understanding.
 - (c) A decentralized version of the internet powered by blockchain technology.
 - (d) A platform for real-time collaboration and communication over the internet.
2. What is the primary objective of the Semantic Web? (CO1, K2)
 - (a) To enable more efficient search engine optimization techniques.
 - (b) To create a web of interconnected social media platforms.
 - (c) To enhance the meaning and context of information on the internet for better machine understanding.
 - (d) To develop virtual reality environments accessible through web browsers.

3. In the Web Analytics 2.0 framework, what is the primary focus when analyzing user interactions? (CO2, K2)
- (a) Data collection and storage
 - (b) Real-time monitoring and reporting
 - (c) Predictive modeling and forecasting
 - (d) User engagement and behavior patterns
4. Which experimental design involves dividing users into two groups and exposing one group to a new website feature while keeping the other group unchanged? (CO2, K2)
- (a) A/B testing
 - (b) Correlational study
 - (c) Longitudinal study
 - (d) Observational study
5. Which of the following best describes the purpose of modeling in data visualization? (CO3, K1)
- (a) To simplify complex data structures for easier understanding
 - (b) To add unnecessary complexity to visualizations
 - (c) To obscure data patterns and trends
 - (d) To limit the interpretability of visualized data
6. Which data representation is commonly used for visualizing social networks with matrices? (CO3, K1)
- (a) Bar charts
 - (b) Scatter plots
 - (c) Heatmaps
 - (d) Pie charts

7. In sentiment classification and clustering, what is the primary goal? (CO4, K1)
- (a) Identifying the source of opinions
 - (b) Grouping similar opinions together
 - (c) Extracting temporal patterns in sentiment
 - (d) Detecting irony in text
8. Which task is specifically related to irony detection in opinion mining? (CO4, K1)
- (a) Wish analysis
 - (b) Product review mining
 - (c) Sentiment classification
 - (d) Irony detection
9. UCINET is a software package specifically designed for: (CO5, K1)
- (a) Data gathering from social media platforms
 - (b) Statistical analysis of social media data
 - (c) Social network analysis
 - (d) Sentiment analysis on social media
10. Which tool is commonly used for visualizing and analyzing large networks and graphs in social media research? (CO5, K1)
- (a) ETDRAW
 - (b) PAJEK
 - (c) Splus
 - (d) UCINET

Part B

(5 × 5 = 25)

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

11. (a) How has the landscape of social media evolved over time, from its earliest iterations to the present day? (CO1, K2)

Or

- (b) Describe the statistical properties used to characterize social networks. (CO1, K2)

12. (a) Explain the importance of experimental methods in web data analytics. (CO2, K2)

Or

- (b) Discuss the process of designing and conducting experiments in a web analytics context. (CO2, K2)

13. (a) Discuss the advantages and limitations of using matrices for visualizing social networks. (CO3, K1)

Or

- (b) Describe the different types of graph representations and their applications in data analysis. (CO3, K1)

14. (a) Define sentiment classification and clustering, highlighting their significance in sentiment analysis. (CO4, K1)

Or

- (b) Explain the concept of wish analysis in the context of opinion mining and sentiment analysis. (CO4, K1)

15. (a) What are Key Performance Indicators (KPIs) in the context of Social Media Analytics, and why are they essential for measuring social media success?
(CO5, K1)

Or

- (b) What is UCINET, and how is it used for Social Network Analysis (SNA) in Social Media Analytics? Explain.
(CO5, K1)

Part C (5 × 8 = 40)

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

16. (a) Discuss the concept of the social web and its impact on online interactions and content consumption.
(CO1, K2)

Or

- (b) Can you recall examples of successful social media-based businesses and analyze their strategies for monetization and growth?
(CO1, K2)

17. (a) Describe the components of the Web Analytics 2.0 framework and how they contribute to a more comprehensive understanding of user behavior and website performance.
(CO2, K2)

Or

- (b) Explain the process of building and validating econometric models for search engine ads. (CO2, K2)

18. (a) List and define the different types of visualization techniques discussed in the taxonomy of visualization.
(CO3, K1)

Or

- (b) Describe how Hadoop and Map Reduce can be applied to visualize and analyze social network data efficiently.
(CO3, K1)

19. (a) Explain the importance of text and opinion mining in various domains such as business intelligence, marketing and social media analysis. (CO4, K1)

Or

- (b) Explore the potential implications of misinterpreting irony in opinion mining applications and strategies to improve detection accuracy. (CO4, K1)
20. (a) Explain why businesses and marketers utilize Social Media Analytics to gain insights into their target audience, brand perception, and market trends. (CO5, K1)

Or

- (b) Describe various tools used for Social Media Analysis. (CO5, K1)
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