

R2141

Sub. Code

641101

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

First Semester

Management

MANAGEMENT THEORY AND PRACTICE

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. A company which does not have a set of guidelines to govern the organization and its members is always:
(CO1, K1)
 - (a) Successful
 - (b) Likely to achieve growth
 - (c) Unsuccessful
 - (d) Both (a) and (b)
2. Who is called Father of Scientific management? (CO1, K1)
 - (a) F.W. Taylor
 - (b) Henry Fayol
 - (c) Elton Mayo
 - (d) Gilberth
3. Which one of the following is a step of planning?(CO2, K1)
 - (a) Analysis of organisation structure
 - (b) Analysis of environment
 - (c) Analysis of employee behaviour
 - (d) Analysis of employee morale
4. Which one of the following is a single-use plan? (CO2, K1)
 - (a) Strategy
 - (b) Rule
 - (c) Budget
 - (d) Method

5. Organising involves organisation of which of the following resources (CO3, K1)
(a) Men (b) Material
(c) Money (d) All of the above
6. Which organizational structure's formation is based on product lines and is supported by functions? (CO3, K1)
(a) Functional structure
(b) Divisional structure
(c) Both (a) and (b)
(d) None of these
7. Which of the following is not concerned with staffing? (CO4, K1)
(a) Recruitment (b) Selection
(c) Training (d) Publicity
8. _____ involves planning, acquisition and development of resources necessary for organizational success. (CO4, K1)
(a) Human Resource management
(b) Human emphasis
(c) Specialization
(d) Compensation
9. Controlling is _____. (CO5, K1)
(a) Backward-looking function
(b) Forward-looking function
(c) Both backward as well as forward-looking function
(d) None of the above
10. An efficient control system helps to (CO5, K1)
(a) Accomplish organisational objectives
(b) Boost employee morale
(c) Boost employee morale
(d) All of the above

Part B

(5 × 5 = 25)

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

11. (a) Describe the nature of management in detail with
suitable examples. (CO1, K2)

Or

- (b) Explain the merits and demerits of MBE in detail.
(CO1, K2)

12. (a) Classify the different types of planning in detail
with suitable examples. (CO2, K3)

Or

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

13. (a) Analyse the line and staff functions in detail with
suitable examples. (CO3, K4)

Or

- (b) Examine the merits and demerits of centralization
and decentralization in detail. (CO3, K4)

14. (a) Paraphrase the Maslow's theory of motivation in
detail. (CO4, K2)

Or

- (b) Summarize the qualities of a good leader with
suitable examples. (CO4, K2)

15. (a) Generalize the concept of business process
reengineering in detail. (CO5, K3)

Or

- (b) Identify the factors affecting coordination among
employees in an organization in detail. (CO5, K3)

Part C

(5 × 8 = 40)

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

16. (a) Criticize the evolution of management thought in detail with suitable examples. (CO1, K4)

Or

- (b) Elaborate the contribution made by Henry Fayol in detail with suitable examples. (CO1, K4)

17. (a) Classify the merits and demerits of planning in detail with suitable examples. (CO2, K3)

Or

- (b) Illustrate the steps in the process of decision making. (CO2, K3)

18. (a) Compare and contrast the relationship between authority and responsibility in detail with suitable examples. (CO3, K2)

Or

- (b) Illustrate the different kinds of business organization in detail with suitable examples. (CO3, K2)

19. (a) Breakdown the barriers in communication and suggest suitable measures to overcome with suitable examples. (CO4, K4)

Or

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

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

Or

- (b) Construct a brief note on Benchmarking and Balanced Scorecard in detail. (CO5, K3)

R2142

Sub. Code

641102

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

First Semester

Management

BUSINESS ENVIRONMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. Which of the following factors constitute the Economic Environment of business? (CO1, K2)
 - (a) Removal of Regional Barrier
 - (b) Infrastructure
 - (c) Agriculture
 - (d) All the above
2. The study of business environment is due to (CO1, K2)
 - (a) Environment cannot be foreseen
 - (b) Environment is dynamic
 - (c) It is sum total of all financial aspects of business
 - (d) All the above

3. The competition among Alternatives which satisfy a particular category of desire is called as _____.
(CO2, K3)
- (a) Desired competition
 - (b) Generic competition
 - (c) Brand competition
 - (d) None of the above
4. Joint venture is a type of _____
(CO2, K3)
- (a) Management buyout
 - (b) Ownership transfer
 - (c) Liquidation
 - (d) All the above
5. A mutual co-operation between one or more resident and a non resident entity is _____
(CO3, K3)
- (a) Foreign direct investment
 - (b) Foreign collaboration
 - (c) Foreign institutional investors
 - (d) Investor
6. The primary of objectives of fiscal policy in India is _____
(CO3, K3)
- (a) Taxation
 - (b) Technology up gradation
 - (c) Technology transfer
 - (d) Economic growth

7. _____ is the standard measure of value added created through the production of goods and services in a country during a certain period. (CO3, K3)
- (a) Income measure
 - (b) GNP
 - (c) Expenditure measure
 - (d) GDP
8. The problem associated with technology transfer can be (CO4, K4)
- (a) Lack of protection from insurance agencies
 - (b) Lack of executive summary
 - (c) Use of substitute equipment
 - (d) Lack of proper scientific and Technological Data's
9. The crucial role of financial institutions are (CO3, K3)
- (a) Minimizing interest rate paid to savers
 - (b) Provide access to capital, manage risks
 - (c) Access to investment advice
 - (d) Implementary monetary policy
10. Culture existing in the society performs the following function for ease of business (CO3, K3)
- (a) create a sense of not being committed to do something
 - (b) enhances social system stability
 - (c) develops a sense of distasteful about other culture
 - (d) all the above

Part B

(5 × 5 = 25)

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

11. (a) Elaborate on the ecological environment and its implications in India. (CO1, K2)

Or

- (b) Bring out the limitations of environmental analysis. (CO1, K2)

12. (a) Discuss the importance of political maturity as an important role of growth of business in a country. (CO2, K3)

Or

- (b) Elaborate on the aspects associated with interface between Govt and public sectors in India. (CO2, K3)

13. (a) Analyze the role of financial institutions in developing a good economic environment for business. (CO3, K4)

Or

- (b) Evaluate the phases of economic development in our country also add a note on its impact in Business. (CO3, K5)

14. (a) Analyse the technology development phase in economy as an important part of business. (CO4, K4)

Or

- (b) Discuss the impact of Technology Trade and Transfer in our country. (CO4, K4)

15. (a) Elaborate on the Law of Consumer Protection.
(CO4, K4)

Or

- (b) Discuss the ways to reduce the Carbon Foot Print,
How does it influence the ease of doing business in
our country. (CO4, K6)

Part C (5 × 8 = 40)

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

16. (a) Discuss the fundamental issues associated with
PESTLE. Does these issues helps in understanding
the business environment. (CO1, K2)

Or

- (b) Discuss the importance of efficiency and competition
associated with business environment. (CO1, K2)

17. (a) Does good governance enhances the ease of doing
business in a country? Discuss. (CO2, K4)

Or

- (b) Elaborate on the inter-relationship between the
government and business. (CO2, K3)

18. (a) Is risk in business is associated with a cost. Discuss.
(CO3, K4)

Or

- (b) Elaborate on the monetary system and its
implications in our country. (CO3, K4)

19. (a) Discuss the features of technology transfer.
(CO4, K4)

Or

- (b) What are the implications of clean technology over
business? (CO4, K4)

20. (a) Discuss the legal aspects of entering primary and secondary capital markets. (CO5, K2)

Or

- (b) Discuss the need for clean energy. Does it enhance the business environment of a country? (CO5, K6)
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R2143

Sub. Code

641103

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

First Semester

Management

ACCOUNTING FOR MANAGERS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions by choosing the correct answer.

1. A system in which accounting entries are made on the basis of amounts having become due for payment or receipt is called (CO1, K2)
 - (a) Cash Concept
 - (b) Accrual Concept
 - (c) Matching Concept
 - (d) On-going Concept
2. Gross book value of a fixed assets is its (CO1, K2)
 - (a) Cost less depreciation
 - (b) Fair market value
 - (c) Historical cost
 - (d) None of the above
3. Banks show the provision for income-tax under the head: (CO2, K3)
 - (a) Contingency accounts
 - (b) Contingent liabilities
 - (c) Other liabilities and provisions
 - (d) Borrowings

4. Rebate on bills discounted is (CO2, K3)
- (a) Income received in advance
 - (b) An item of income
 - (c) A liability
 - (d) Income outstanding
5. Net profit Rs. 5,00,000; Dividend received Rs. 70,000; Profit on sale of furniture Rs. 10,000; Interest on debenture Rs. 50,000; Bad debt Rs. 20,000; Revenue from operation Rs. 12,00,0000. The operating profit ratio will be: (CO3, K3)
- (a) 40.83% (b) 42.5%
 - (c) 41.67% (d) 39.17%
6. Sources and uses of funds statements are examined as part of ————— (CO3, K3)
- (a) A forecasting technique
 - (b) A ratio analysis
 - (c) The preparation of balance sheet
 - (d) A funds flow analysis
7. In Fund Flow Statement, which one of the following is not a valid statement? (CO4, K4)
- (a) It is prepared to know the total sources and their uses in a year
 - (b) It is useful for external financial management
 - (c) Dividend received is a source of funds
 - (d) Its preparation is at the discretion of the management

8. According to the accounting profession, which of the following would be considered a cash-flow item from an “investing” activity in the company involved in trading of securities? (CO4, K4)
- (a) Cash inflow from interest income
 - (b) Cash inflow dividend income
 - (c) Cash outflow to acquire fixed assets
 - (d) All of the above
9. A formal written statement of management’s plans for the future, packaged in financial terms is a: (CO5, K2)
- (a) Responsibility report
 - (b) Performance report
 - (c) Cost of production report
 - (d) Budget
10. Incremental budgeting refers to (CO5, K6)
- (a) Line-by-line approval of expenditures
 - (b) Setting budget allowance based on prior year expenditures
 - (c) Requiring top management approval of increases in budgets
 - (d) Using incremental revenues and costs in budgeting

Part B (5 × 5 = 25)

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

11. (a) Define accounting and explain its various types. (CO1, K2)

Or

- (b) What are the key concepts and conventions of financial accounting? (CO1, K2)

12. (a) What are the legal requirements for preparing the profit and loss account of a banking company?
(CO2, K3)

Or

- (b) Briefly describe the guidelines for preparing final accounts of insurance companies. (CO2, K3)
13. (a) What are the common tools used in financial statement analysis? (CO3, K3)

Or

- (b) Explain the difference between trend analysis and common size statements. (CO3, K3)
14. (a) Define funds flow and cash flow statements. How are they different? (CO4, K4)

Or

- (b) What is the schedule of changes in working capital? (CO4, K4)
15. (a) What are the essentials of budgetary control? (CO5, K2)

Or

- (b) Differentiate between flexible budgets and fixed budgets. (CO5, K2)

Part C**(5 × 8 = 40)**

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

16. (a) Given the following Trial Balance of ABC Ltd. as of 31st March 2024, prepare a Profit and Loss Account and Balance Sheet. (CO1, K2)

Particulars	Debit (Rs.)	Credit (Rs.)
Capital		2,00,000
Sales		3,20,000
Purchases	1,50,000	
Carriage Inwards	5,000	
Wages	15,000	
Rent	12,000	
Salaries	18,000	
Interest Received		10,000
Creditors		70,000
Debtors	40,000	
Cash	35,000	
Machinery	1,00,000	
Furniture	30,000	
Bank Loan		50,000
Opening Stock	60,000	
Closing Stock (as valued)	70,000	

Or

- (b) Explain the Double Entry System and illustrate how to prepare a journal and ledger with an example. (CO1, K2)

17. (a) Explain the Legal Requirements and Guidelines for Preparing the Profit and Loss Account and Balance Sheet of a Banking Company. (CO2, K3)

Or

- (b) Discuss the Guidelines and Procedure for Preparing the Final Accounts of an Insurance Company. (CO2, K3)
18. (a) The following information is available for XYZ Ltd. for the year ending 31st March 2023: (CO3, K3)

Income Statement:

Particulars	Amount (Rs.)
Net Sales	8,00,000
Cost of Goods Sold (COGS)	4,80,000
Gross Profit	3,20,000
Operating Expenses	1,20,000
Interest	20,000
Net Profit Before Tax (PBT)	1,80,000
Tax (30%)	54,000
Net Profit After Tax (PAT)	1,26,000

Balance Sheet:

Particulars	31 st March 2023 (Rs.)
Liabilities	
Equity Capital	5,00,000
Long-Term Debt	1,00,000
Current Liabilities	1,50,000
Total Liabilities	7,50,000

Assets	
Fixed Assets (Net)	4,00,000
Inventory	1,50,000
Debtors	80,000
Cash	20,000
Total Assets	7,50,000

Using the above data, calculate the following ratios:

- (i) Current Ratio
- (ii) Quick Ratio
- (iii) Gross Profit Margin
- (iv) Net Profit Margin
- (v) Return on Equity (ROE).

Or

- (b) Compare and Contrast Trend Analysis, Common Size Statements, and Comparative Statements in Financial Statement Analysis. (CO3, K3)
19. (a) Prepare a Funds Flow Statement and a Schedule of Changes in Working Capital for DEF Ltd. for the year ending 31st March 2024, using the following data: (CO4, K4)

Balance Sheets as on 31st March 2023 and 31st March 2024

Particulars	31 st March 2024 (Rs.)	31 st March 2023 (Rs.)
Liabilities :		
Equity Capital	5,00,000	5,00,000
Debentures	1,00,000	2,00,000
Creditors	70,000	50,000
Bills Payable	20,000	30,000

Particulars	31 st March 2024 (Rs.)	31 st March 2023 (Rs.)
Outstanding Expenses	10,000	15,000
Bank Loan	1,50,000	50,000
Assets :		
Plant and Machinery	4,50,000	3,00,000
Stock	1,00,000	1,20,000
Debtors	80,000	50,000
Bills Receivable	30,000	20,000
Cash	40,000	55,000
Prepaid Expenses	20,000	15,000

- (i) Prepare the Schedule of Changes in Working Capital.
- (ii) Prepare the Funds Flow Statement for the year ending 31st March 2024.
- (iii) Analyze the flow of funds and explain whether the company's working capital increased or decreased.

Or

- (b) Discuss the Advantages and Limitations of Cash Flow Statements for Business Decision-Making.
(CO4, K4)

20. (a) Explain the Concept of Budgetary Control and its Importance in Business Management. (CO5, K2)

Or

- (b) Differentiate between Fixed and Flexible Budgets, and discuss their Managerial Implications.
(CO5, K6)

R2144

Sub. Code

641104

**M.B.A. (GENERAL) DEGREE EXAMINATION,
NOVEMBER – 2024**

First Semester

Management

ORGANIZATIONAL BEHAVIOUR

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. Organizational behaviour focuses at three Levels
(CO1, K1)
 - (a) Individuals, Organisation, Society
 - (b) Society, Organisation, Nation
 - (c) Employee, Employer, Management
 - (d) Individual, Groups, Organisation
2. OB Helps to understand behaviour of human in _____.
(CO1, K2)
 - (a) Work place and Society
 - (b) Work place only
 - (c) Society only
 - (d) Department only

3. Who among the following developed the scientific approach for management? (CO2, K1)
- (a) Maslow (b) F.W. Taylor
(c) Henry Fayol (d) Elton Mayo
4. Which of the following is a factor present in a target which may affect a person's perception? (CO2, K2)
- (a) Attitude (b) Motive
(c) Interest (d) Novelty
5. After which stage of a group's development has the group formed a common set of expectations of member behaviour? (CO3, K1)
- (a) Norming (b) Storming
(c) Planning (d) Performing
6. The field of organisational behaviour examines such questions as the nature of leadership, effective team development, and (CO3, K2)
- (a) Interpersonal conflict resolution; motivation of individuals
(b) Organisational control; conflict management
(c) Motivation of individuals; planning
(d) Planning; development
7. Which of the following is/are importance of Motivation? (CO4, K2)
- (a) Success in competition
(b) Increases Morale
(c) Measurement of Managerial action
(d) All the above

8. A threatened strike action by a labour union to force the management to accept their demands is an example of which of the following power? (CO4, K2)
- (a) Referent power
 - (b) Legitimate power
 - (c) Reward Power
 - (d) Coercive power
9. Which of the following methods is/are used to solve intergroup conflicts indirectly _____. (CO5, K2)
- (a) Avoidance
 - (b) Encouragement
 - (c) Bargaining
 - (d) All of these
10. What is the correct sequence of steps in an Organizational development process? CO5, K2)
- (I) Evaluation of the effects of Intervention
 - (II) Diagnosis of the state of organization
 - (III) Introduce new interventions as needed
 - (IV) Use interventions to correct problems and realise opportunities
- (a) (II), (IV), (I) ,(III)
 - (b) (II), (III), (IV), (I)
 - (c) (II), (I), (IV), (III)
 - (d) (III), (I), (IV), (II)

Part B

(5 × 5 = 25)

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

11. (a) Discuss the challenges and opportunities for Organizational Behaviour. (CO1, K2)

Or

- (b) Explain different models of Organizational Behaviour. (CO1, K2)
12. (a) What is the consequence of stress? Suggest effective measure to manage stress. (CO2, K1)

Or

- (b) Define Personality. Discuss about the factors influencing personality. (CO2, K1)
13. (a) What is Group Dynamics? Why some groups are more effective than others? (CO3, K2)

Or

- (b) What is leadership? Discuss the contingency theory of leadership. (CO3, K2)
14. (a) Describe the major reasons for organization politics. (CO4, K2)

Or

- (b) Describe the importance of power and politics in an organisation. (CO4, K2)
15. (a) Describe Cross-cultural Management. (CO5, K2)

Or

- (b) What are the different types of OD Interventions. (CO5, K1)

Part C

(5 × 8 = 40)

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

16. (a) Explain the contributions of various disciplines to Organizational Behaviour. (CO1, K2)

Or

- (b) Trace the development of Organizational behaviour in historical perspective. (CO1, K2)

17. (a) How the study of personality helps in understanding Organizational Behaviour? (CO2, K3)

Or

- (b) What are individual and group stressors? Discuss in detail stress coping strategies. (CO2, K3)

18. (a) What are formal and informal groups? How do group norms and status influence an individual's behaviour? (CO3, K3)

Or

- (b) Explain and discuss the various dimensions of Organizational culture. (CO3, K2)

19. (a) What are the various elements of learning? Analyze the role of learning theory for understanding human behaviour. (CO4, K4)

Or

- (b) What are the reasons for Organizational Politics? Explain how organizational politics are managed. (CO4, K3)

20. (a) What is change? Why employees resist for change and in such circumstances what approaches are effective in managing organizational change.
(CO5 K4)

Or

- (b) Define organization culture and also explain the main characteristics and components of culture.
(CO5, K2)
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R2145

Sub. Code

641105

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

First Semester

Management

MANAGERIAL ECONOMICS

(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. _____ helps to explain how individuals decide what goods and services to purchase based on the Marginal benefit and Marginal cost of Each Additional unit consumed. (CO1, K2)
 - (a) Equi-Marginalism
 - (b) Marginalism
 - (c) Demand based equi marginalism
 - (d) Supply based marginalism
2. _____ deals with the analysis of how the country is total production and level of employment are related to variables like price, rate of interest. (CO1, K2)
 - (a) Economic theory
 - (b) Marginalism
 - (c) Marco economics
 - (d) Micro economics

3. Availability of substitute is one of a factor associated with
(CO2, K1)
- (a) cross elasticity
 - (b) elasticity of price
 - (c) price elasticity of demand
 - (d) all the above
4. _____ means, if any producer increases his price
by even a minimal amount, his demand will disappear.
(CO2, K1)
- (a) Price elasticity
 - (b) Inelastic demand
 - (c) Elasticity of demand
 - (d) Perfectly elastic demand
5. _____ is non decreasing in output. (CO3, K1)
- (a) Production function
 - (b) Price inelasticity
 - (c) Cost function
 - (d) Elasticity of price
6. _____ is an example of linearly homogenous
production function. (CO3, K1)
- (a) Cobb – Douglas production function
 - (b) Cost volume profit function
 - (c) Hawley production function
 - (d) Knight production function

7. _____ type of pricing strategy is usually used by first movers who faces little competition in market. (CO4, K3)
- (a) Penetration pricing
 - (b) Dynamic pricing
 - (c) No competition price
 - (d) Skimming pricing
8. Schumpeter stressed that effective function of an Entrepreneur is to (CO4, K3)
- (a) Keeping cost at lowest
 - (b) Maximize risk
 - (c) Start innovation in venture
 - (d) All the above
9. Tightening Monetary policies is one of the cause of (CO5, K4)
- (a) Increase in money value
 - (b) Stock market Boom
 - (c) Deflation
 - (d) All the above
10. The importance of Balance payment is it (CO5, K4)
- (a) Enhances Economic growth
 - (b) Enables institutional planning in daily basis
 - (c) Specifies if the country has excess or shortage of funds
 - (d) All the above

Part B

(5 × 5 = 25)

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

11. (a) Discuss the nature and scope of managerial economics. (CO1, K2)

Or

- (b) Elaborate on the concept of opportunity cost and its effect in Business Decision. (CO1, K2)

12. (a) Discuss the various types of Demand. (CO2, K1)

Or

- (b) Discuss the significance of elasticity of supply. (CO2, K1)

13. (a) Write a detailed note on cost reduction and cost control and its influence in Managerial Decision Making. (CO3, K1)

Or

- (b) Elaborate on the various types of profit that you have learned. (CO4, K3)

14. (a) Discuss in detail about Homogeneous production function and its significance towards managerial decision making. (CO3, K1)

Or

- (b) Discuss the consequences of Govt. control over pricing. Also add a note on the advantages of such pricing. (CO4, K3)

15. (a) Analyze the each stage of business cycle and its consequences. (CO5, K4)

Or

- (b) Analyze the macro economic concept and how they affect the economy? (CO5, K4)

Part C (5 × 8 = 40)

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

16. (a) Discuss the equilibrium and their role in business decision making. (CO1, K2)

Or

- (b) Elaborate on the role of managerial economics in decision making for a large firm. (CO1, K2)

17. (a) Discuss the consumer behaviour pattern with Respect to production function. (CO2, K1)

Or

- (b) Discuss the producer behaviour pattern with respect to cost function. (CO2, K1)

18. (a) Elaborate on the various types of cost which is relevant to Decision making. (CO3, K1)

Or

- (b) Discuss the role and importance of production function. (CO3, K1)

19. (a) Discuss the various price determination methods. (CO4, K3)

Or

- (b) Discuss about skimming and penetrative pricing by taking a situation of your choice. (CO4, K3)

20. (a) Discuss the various Macro Economic Factors and its related managerial decision. (CO5, K4)

Or

- (b) Write a detail note on utility for business decision making. (CO5, K4)
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R2146

Sub. Code

641301

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

Third Semester

Management

STRATEGIC 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 primarily done by the middle level management and formalised by Top Level Management.
(CO1, K2)
 - (a) Strategy Assessment
 - (b) Strategy formulation
 - (c) Strategic Decision making
 - (d) Strategic choice

2. _____ tries to match resources, capabilities and core competence areas of an organisation with the goals, products and markets for achieving competitive advantage
(CO1, K2)
 - (a) Strategy (b) Policies
 - (c) Policy Document (d) Policy Evaluation

3. The analyses of competition is meant (CO2, K2)
- (a) To determine how competitive behaviour can be influenced to the benefit of initiating from
 - (b) To know if competitors are vigilant
 - (c) To find the level of products and services
 - (d) None of the above
4. When a company feels that it needs to persist in the existing business, it is pursuing a strategy (CO2, K2)
- (a) Expansion
 - (b) Retrenchment
 - (c) Combination
 - (d) None of those
5. The process of ————— is not measurable (CO3, K2)
- (a) Execution of strategy
 - (b) Implementation of strategy
 - (c) Analysis of strategy
 - (d) All the above
6. ————— type of strategy is especially asserted for unstable environment and for variety seeking decision makers (CO3, K3)
- (a) Pop-up
 - (b) Bottom-up
 - (c) Contingency strategy
 - (d) Discrete type of strategy

7. Which of the following is simplest form of organisation structure which is appropriate for small scale enterprise and units? (CO4, K2)
- (a) Network structure
 - (b) Matrix structure
 - (c) Strategic Business Unit
 - (d) Simple structure
8. _____ has external focus and inspires, motivates people to work together with a common goal and purpose (CO4, K2)
- (a) Dynamic leader
 - (b) Proactive leadership
 - (c) Strategic leadership
 - (d) None of the above
9. _____ type of control adopts a standard costing principles, optimum mix of different factors of production and optimum capitalisation. (CO5, K2)
- (a) PERT and CPM (b) Operational control
 - (c) Budgetary control (d) Premise control
10. _____ is established to monitor definitive functions, projects, use to disengage a unit and can be evaluated separately, has its own budget and it is headed by manager who is responsible for centre's performance (CO5, K2)
- (a) Accounting centre
 - (b) Responsibility centre
 - (c) Strategic leap centre
 - (d) Strategic modelling centre

Part B

(5 × 5 = 25)

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

11. (a) Discuss the various dimension and its implications in strategic decisions. (CO1, K2)

Or

- (b) Describe the various levels at which different types of strategy operate. (CO1, K2)
12. (a) Elaborate in detail about ETOP analyses by taking an example of your choice. (CO2, K2)

Or

- (b) Discuss in detail about value analysis also highlight the benefits for an organisation. (CO2, K2)
13. (a) Discuss the Porter's generic strategies model. (CO3, K2)

Or

- (b) What are the various functional level strategies you are aware of? (CO3, K2)
14. (a) Discuss about shell's directional policy matrix by highlighting the superior over other portfolio analysis methods. (CO4, K2)

Or

- (b) Elaborate on Hofer's Product Market Mix. (CO4, K2)

15. (a) Discuss about the system thinking approach.
(CO5, K2)

Or

- (b) What are the advantages of EVA and MVA?
(CO5, K2)

Part C (5 × 8 = 40)

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

16. (a) Discuss the strategic management process in detail.
(CO1, K2)

Or

- (b) Elaborate on the process of strategic planning. Also add a note on the advantages of it over planning.
(CO1, K2)

17. (a) What are the various methods of internal analysis of a firm?
(CO2, K2)

Or

- (b) Discuss in detail about expansion strategies.
(CO2, K2)

18. (a) What are the differences between business level strategies and functional level strategies? (CO3, K2)

Or

- (b) Discuss the functional level strategies in the context of HR strategies.
(CO3, K2)

19. (a) What are the various operational control techniques? (CO5, K2)

Or

- (b) Discuss in detail about strategic control also state its advantages. (CO5, K2)

20. (a) Discuss the strategic implementation process. (CO4, K2)

Or

- (b) Elaborate on GE-9 cell matrix in context of portfolio analysis. (CO4, K2)
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R2147

Sub. Code

641302

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

Third Semester

Management

**MANAGEMENT CONTROL AND INFORMATION
SYSTEM**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. The Boundary of any system specifies (CO1, K2)
 - (a) The cybernetic procedure for processing
 - (b) The limit that identify its components, process and interrelationships when it interfaces with another system
 - (c) The controls the pattern of Activities Governing all the elements
 - (d) The operational component which depends on specification of output
2. TPS, MIS, ESS, DSS, OAS are the _____ (CO1, K2)
 - (a) Elements of any organisation
 - (b) Types of information system
 - (c) Key result areas of organisation
 - (d) None of the above

3. What provides information support for Decision making in organisation? (CO2, K2)
- (a) Performance Standards
 - (b) Programming System
 - (c) Management Information System
 - (d) Special Management Control System
4. Comparison of Actual Performance is done with a planned performance is an important step in (CO2, K2)
- (a) Evaluation process
 - (b) Information search process
 - (c) Task Evaluation process
 - (d) Control process
5. _____ decision are related to production finance, marketing, personnel and getting tasks done. (CO3, K2)
- (a) Operational
 - (b) Tactical
 - (c) Strategic
 - (d) Resource Allocation
6. Batch processing and real time processing are the types of _____. (CO3, K2)
- (a) DSS
 - (b) TPS
 - (c) ESS
 - (d) OAS

7. Which of the following models is used to show how data flows through a sequence of processing steps? (CO4, K3)
- (a) Object models
 - (b) System models
 - (c) Semantic data models
 - (d) Data flow model
8. Which of the following identifies data flow in motion in DFD? (CO4, K3)
- (a) Circle
 - (b) Arrow
 - (c) Open ended box
 - (d) Square
9. Controlling is _____. (CO5, K2)
- (a) Backward-looking function
 - (b) Forward looking function
 - (c) Both backward and forward looking function
 - (d) None of the above
10. What should be the “focus point” for a manager in management control? (CO5, K2)
- (a) Special Area
 - (b) Key Resolution Area
 - (c) Normal Area
 - (d) None of these

Part B

(5 × 5 = 25)

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

11. (a) Elaborate on the characteristics of a system.
(CO1, K2)

Or

- (b) Write down the steps of Task Control of an organisation.
(CO1, K2)
12. (a) Discuss the purpose and importance of transforming.
(CO2, K4)

Or

- (b) Discuss the steps in management control process for a large manufacturing firm.
(CO2, K4)
13. (a) Discuss the importance and need of IS requirement for different types of organisation.
(CO3, K4)

Or

- (b) Elaborate on the process control for an organisation.
(CO3, K4)
14. (a) Discuss the purpose and the importance of system documentation.
(CO4, K3)

Or

- (b) What are the System Design Requirements for a service organisation?
(CO4, K3)

15. (a) Discuss the special management control for multi project organisation. (CO5, K2)

Or

- (b) Discuss the various types of control based on the organizational structure. (CO5, K2)

Part C (5 × 8 = 40)

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

16. (a) Elaborate on the importance about Data and information of a system. (CO1, K2)

Or

- (b) What are the key variables in management control Design also add a note on its type? (CO1, K2)

17. (a) Discuss the expense control and profit centre with respect to management control structure. (CO2, K4)

Or

- (b) Discuss the need of programming in control aspects. (CO2, K4)

18. (a) Explain the purpose, components and use of Decision Support System. (CO3, K4)

Or

- (b) What is the purpose components and use of process control? (CO3, K4)

19. (a) Discuss the various stages of system Analyses and Design. (CO4, K3)

Or

- (b) Discuss the importance of physical objects in management control. (CO4, K3)

20. (a) Discuss the various types of control you are aware of (CO5, K2)

Or

- (b) What are the special management control situation? (CO5, K2)
-

R2148

Sub. Code

641311

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

Third Semester

Management

Elective – WORKING CAPITAL MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. _____ working capital refers to the difference between current assets and current liabilities. (CO1, K2)
 - (a) Zero
 - (b) Net
 - (c) Gross
 - (d) Distinctive
2. Working capital is calculated as _____. (CO1, K3)
 - (a) Core current assets less core current liabilities
 - (b) Current assets less current liabilities
 - (c) Core current assets less current liabilities
 - (d) Liquid assets less current liabilities

3. Which of the following would be found in a cash budget?
(CO2, K2)
- (a) Capital expenditure
 - (b) Provision for doubtful debts
 - (c) Depreciation
 - (d) Accrued expenditure
4. Cash management is a broad term used for collecting and managing cash. The speculative motive of holding cash refers to _____.
(CO2, K2)
- (a) Holding the cash to utilize it in internal projects
 - (b) Holding the cash for any future loss the company is expecting
 - (c) Holding the cash to avail of any future investment opportunity
 - (d) Holding the cash to utilize it for an international project
5. A company's accounts receivable is shown on what document?
(CO3, K3)
- (a) On the income statement
 - (b) On the balance sheet
 - (c) On the check register
 - (d) It is not shown anywhere
6. Which of the following is an example of an item that a creditor might include on its credit policy?
(CO3, K3)
- (a) Credit limit
 - (b) Customer's shopping preference
 - (c) 5-year plan for the customer
 - (d) Customers favourite colour

7. For the purpose of Economic order quantity (EOQ) the relevant costs are: (CO4, K2)
- (a) The annual holding cost per item per annum
 - (b) The annual ordering costs
 - (c) Both (a) and (b)
 - (d) None of the Above
8. Re-order costs are the costs of making orders to purchase a quantity of a material item from a supplier. They include costs such as: (CO4, K2)
- (a) The cost of delivery of the purchased items, if these are paid for by the buyer
 - (b) The costs associated with placing an order, such as the costs of telephone calls
 - (c) Costs associated with checking the inventory after delivery from the supplier
 - (d) All of the above
9. Which of the following transactions will improve the Current Ratio? (CO5, K2)
- (a) Purchase of Goods for Cash
 - (b) Payment to Trade Payables
 - (c) Credit purchase of Goods
 - (d) Cash collected from Trade Receivables

10. Operating ratio is (CO5, K2)
- (a) Cost of the production + Operating expenses / Net revenue from operations
 - (b) Cost of revenue from operation + Operating expenses / Net revenue from operations
 - (c) Cost of production / Net revenue from operations
 - (d) Cost of revenue from operations + Selling expenses / Net revenue from operations

Part B (5 × 5 = 25)

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

11. (a) What are the long-term sources of working capital?
(CO1, K2)

Or

- (b) XYZ Ltd. supplied the following information:
(CO1, K5)

Sales and Production for the year	69,000 units
Finished goods in store	3 months
Raw material in store	2 months consumption
Production process	1 month
Credit allowed by creditors	2 months
Selling price per unit	Rs. 50.00
Raw material	50% of Selling Price
Direct wages	10% of Selling Price
Overheads	20% of Selling Price

20% sales are on cash basis and credit sales allowed to customers for one month. Overheads include Rs. 5 as depreciation. There is regular production and sales cycle and wages and overheads accrue evenly. Wages are paid in the next month of accrual and overheads are paid 15 days in arrears. Material is introduced in the beginning of Production cycle. You are required to find out its working capital requirement on cash cost basis.

12. (a) Describe the concept of optimal cash and its importance in cash management. (CO2, K3)

Or

- (b) Ash Ltd. estimates that cash outlays of Rs. 45,00,000 will occur uniformly throughout the coming year. Ashish Ltd. plans to meet its cash requirements by periodically selling marketable securities from its portfolio. The firm marketable securities are invested to earn 9% and the cost per transaction of converting securities to cash is Rs. 100. (CO2, K4)
- (i) Use the Baumol Model to determine the optimal transaction size of transfers from marketable securities to cash.
 - (ii) What will be the company's average cash balance?
 - (iii) How many transfers per year will be required?
 - (iv) What will be the total annual cost of maintaining cash balances?

13. (a) Outline the components of a credit policy and explain its significance in receivables management.
(CO3, K3)

Or

- (b) A company is extending an one month's credit to its selected customers. It sells, product of Rs. 100 each and has annual sales volume of 60,000 units. At current level of production, which matches with sales, the product has total cost of Rs. 90 per unit and a variable cost of Rs. 80 per unit. The company is considering a plan to grant more liberal terms by extending the duration of credit from one month to two months and expects the sales to the customers group to go up by 25 per cent. In the background of a normal expectation of a 20% return on investment, will this relaxation in credit standard justify itself?
(CO3, K5)

14. (a) Discuss the Economic Order Quantity (EOQ) model in inventory management.
(CO4, K3)

Or

- (b) 'X' Company wants to determine the economic order quantity on the basis of following information.
(CO4, K4)

Annual Usage	5,000 units
Ordering Cost	Rs. 100 per order
Materials Price	Rs. 4 per unit
Carrying Cost	Rs. 1 per unit

Order of Quantity 1, 5, 10, 20, 50 and 100.

15. (a) What are the advantages and disadvantages of factoring for businesses? (CO5, K3)

Or

- (b) A company has total current assets of Rs. 5,00,000, Inventory Rs. 1,00,000 and total current liabilities of Rs. 3,00,000. Calculate the following ratios:

(CO5, K4)

- (i) Working capital of the company
- (ii) Current ratio
- (iii) Quick ratio.

Part C

(5 × 8 = 40)

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

16. (a) Explain the concept of working capital. Discuss its components. (CO1, K3)

Or

- (b) From the following data, compute the duration of operating cycle for each of the two companies:

(CO1, K4)

	X Ltd (Rs.)	Y Ltd. (Rs.)
Stocks:		
Raw materials	40,000	60,000
Work-in-progress	30,000	45,000
Finished goods	25,000	38,000
Purchase/consumption of raw material	1,60,000	2,70,000

	X Ltd (Rs.)	Y Ltd. (Rs.)
Cost of goods produced/sold	3,00,000	3,80,000
Sales (all credit)	3,60,000	4,32,000
Debtors	72,000	1,08,000
Creditors	20,000	27,000

Assume 360 days per year for computational purposes.

17. (a) Describe the strategies for managing marketable securities in cash management. How do these strategies help businesses optimize their cash reserves while maintaining liquidity? (CO2, K3)

Or

- (b) Kavery Company Limited wishes to arrange overdraft limits with its bankers for the three months period (April, May and June 2023). The various forecasts are given below. (CO2, K4)

(Amount in Rupees)

Months	Sales Rs.	Purchases Rs.	Wages Rs.
February	1,80,000	1,24,800	12,000
March	1,92,000	1,44,000	14,000
April	1,08,000	2,43,000	11,000
May	1,74,000	2,46,000	10,000
June	1,26,000	2,68,000	15,000

Additional information available was as follows:

- (i) Cash Balance on 1st April, 2023 was Rs. 25,000.
- (ii) 50% of the sales are realized in the month following the sale and the remaining sales in the second month following.

(iii) Creditors will be paid in cash in the month of purchases.

(iv) All the sales are made on credit basis.

On the basis of the above information's prepare a cash budget for the quarter ending 30th June, 2023 and indicate the bank overdraft limit which the company will require at the end of each month.

18. (a) Discuss the concept of a receivable matrix in receivables management. How can businesses use a receivable matrix to prioritize collection efforts and reduce bad debts? (CO3, K3)

Or

- (b) A firm is considering two credit policies X and Y. The collection period will be 3 months in policy X and 4 months in policy Y. At present the firm's sales are Rs. 30,00,000 and they are expected to increase by 20% and 25% under these two policies, and the bad debt losses will stand at 4% and 6% respectively. At present the total costs for the firm are Rs. 24,00,000 and the firm wants to maintain the same profitability level. If the firms required return on receivables is 18%, which policy should it follow? (CO3, K4)

19. (a) Explain the process of monitoring receivables management. (CO4, K3)

Or

- (b) Compute Economic order quantity and Total Inventory Cost from the following: (CO4, K5)

Annual Demand	–	5,000 unit
Unit Price	–	Rs. 20
Ordering Cost	–	Rs. 16 per order
Storage Rate	–	Rs. 2% per annum
Interest Rate	–	12% per annum
Obsolescence Rate	–	6% Per annum

20. (a) Critically analyse the control of working capital through financial ratios. (CO5, K3)

Or

- (b) How can ratios be used to control working capital effectively? Provide examples of key ratios used for this purpose. (CO5, K4)
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R2149

Sub. Code

641312

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

Third Semester

Management

Elective – DIRECT TAX LAWS AND PRACTICE

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. Income Tax Act was passed in the year _____.
(CO1, K3)
(a) 1934 (b) 1956
(c) 1961 (d) 1972
2. Income tax is a _____.
(CO1, K3)
(a) Professional tax (b) Direct tax
(c) Indirect tax (d) Service tax
3. The Income from House Property is taxable in the hands of the individual even if property is not registered in his name _____.
(CO2, K2)
(a) When the property has been transferred to spouse for inadequate consideration
(b) Where the property is transferred to a minor child for inadequate consideration
(c) Where the individual holds on importable estate
(d) All of the above

4. What is expected rent? (CO2, K2)
- (a) Municipal value or Fair value whichever is lower
 - (b) Municipal value or Fair value whichever is higher
 - (c) Municipal value or Fair value whichever is higher subject to standard rent
 - (d) None of these
5. As per section 30, which expenditure incurred for a building used for the business or profession shall not be allowed as deduction? (CO3, K2)
- (a) Rent, rates and taxes
 - (b) Insurance of building
 - (c) Repairs of building
 - (d) Capital expenditure
6. Which is the charging section of income under the head profits and gains of business or profession? (CO3, K3)
- (a) Section 15
 - (b) Section 24
 - (c) Section 28
 - (d) Section 1
7. Deductions from annual value is as per section _____. (CO4, K2)
- (a) 22
 - (b) 24
 - (c) 26
 - (d) 24A
8. Expenditure incurred on exempted income is _____ as deduction. (CO4, K3)
- (a) Fully Allowed
 - (b) Partly Allowed
 - (c) Not Allowed
 - (d) None of these

9. Salary received by a Member of Parliament is taxable under the head _____. (CO5, K2)
- (a) Income from salary
 - (b) Capital gains
 - (c) Profits and gains of business or profession
 - (d) Income from other sources
10. When the income earned in a year is taxed in the same year, it is called _____. (CO5, K2)
- (a) Advanced Assessment
 - (b) Super Assessment
 - (c) Accelerated Assessment
 - (d) None of the above

Part B

(5 × 5 = 25)

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

11. (a) What are the different residential statuses under the Act, and how do they impact the taxation of individuals? (CO1, K4)

Or

- (b) Mr. Rajan left India for the first time on 15th December 2022 and returned back to India on 2nd February 2023. Identify his residential status for the assessment year 2023-24. (CO1, K4)
12. (a) Which individuals or organizations are eligible for tax exemption on house property income according to Indian tax regulations? (CO2, K3)

Or

- (b) Mr. Ram resides in Chennai and gets Rs. 10,000 per month as basic salary Rs. 8,000 per month as DA (entering service benefits), Rs. 12,000 per month as HRA. He pays Rs. 10,000 per month as rent. Calculate taxable HRA. (CO2, K3)

13. (a) From the following P & L A/c calculate Income from Business. (CO3, K4)

Particulars	Amount	Particulars	Amount
To Rent	40,000	By gross profit	2,50,000
To Salary to employees	25,000	By house property income	1,50,000
To Depreciation	10,000	By income from other sources	2,00,000
To Donation	8,000		
To Net profit	5,17,000		
	<u>6,00,000</u>		<u>6,00,000</u>

Adjustments :

- Depreciation to be allowed as per income tax provision Rs. 8,000.
- Business income of Rs. 12,000 is not shown in the P & L A/c.
- Rs. 8,000 of the rent is of personal nature.

Or

- (b) How does the Income Tax Act define “business” and “profession”? (CO3, K4)

14. (a) Mr. Vishal sold his residential house for Rs. 4,50,000 in November, 2022. Indexed cost of this house was Rs. 1,80,000. He paid 3% of sale as commission to broker. He purchased another house on 26th January, 2023 for Rs. 2,00,000. Compute his capital gains for the AY 2023-24. (CO4, K5)

Or

- (b) Discuss the computation of capital gains under the Income Tax Act, 1961. (CO4, K3)

15. (a) Mr. S.B.Singh, a College Professor, furnished the following particulars. You are required to compute income from other sources : (CO5, K4)

Examination remuneration Rs. 7,000 Royalty from books and articles Rs. 25,000

Winnings from card games Rs. 6,700 Winnings from State lottery Rs. 30,000

Expenditure on purchase of lottery tickets Rs. 12,000.

Or

- (b) Analyse the tax planning opportunities available for individuals receiving such winnings. (CO5, K4)

Part C (5 × 8 = 40)

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

16. (a) From the following details calculate the total income of Mr. Raja, if he is Ordinarily resident, Not ordinarily resident, and Non resident (CO1, K4)
- (i) dividend from Indian company Rs. 1,00,000
 - (ii) dividend from foreign company Rs. 1,50,000, received in India
 - (iii) income from business in Kenya but controlled from India Rs. 2,00,000
 - (iv) income accrued in Switzerland Rs. 2,50,000, 2/5th received in India
 - (v) income from business in Indonesia but controlled from Bangladesh Rs. 5,00,000

Or

- (b) Discuss the impact of residential status on the taxation of individual's income. (CO1, K5)

17. (a) What are the criteria for determining the ownership of house property and who qualifies as a deemed owner for tax purposes according to Indian tax regulations? (CO2, K4)

Or

- (b) Mr. Ganesh owns two house properties at Madurai the first house is self-occupied and the second house is let out for residential purpose. The other details of the properties given below.

Particulars	First House (Rs.)	Second House (Rs.)
Municipal value	5,000	6,000
Municipal Tax	600	800
Rental Income	-	7,200
Land revenue	100	125
Fire insurance premium	150	200
Interest on mortgage	-	300
Collection charges	-	100

The second house remained vacant for a period 2 months during the year. Compute the income from house property. (CO2, K4)

18. (a) From the following receipts and payments A/c of Mr. Vasanth, a tax consultant, calculate income from profession. (CO3, K4)

Receipts	Amount	Payment	Amount
To balance	3,50,000	By office and admin expenses	60,000
To fees from clients		By Salary to staff :	
2019 – 20	1,00,000	2019 – 20	40,000
2018 – 19	50,000	2018 – 19	30,000
	1,50,000		70,000
To presents from clients	40,000	By repairs	8,000
To winning from lotteries	28,000	By interest on loan for business	12,000
To rent from let out property	75,000	By income tax	6,000
To share of income from firm	12,500	By purchase of car (purchased during January 2019)	1,50,000
		By balance	3,49,500
	<u>6,55,500</u>		<u>6,55,500</u>

Or

- (b) What are items are chargeable under the head income from business or profession? (CO3, K3)
19. (a) Mr. X is getting family pension of Rs. 7,000 p.m. He also has dividend income from domestic company of Rs. 7,00,000. He has long term capital gain of Rs. 3,89,000. He is entitled to deduction of Rs. 1,00,000 u/s 80C Compute his tax liability for Assessment Year 2023-24. (CO4, K4)
- Option 1 : Assessee has not opted for Section 115BAC
- Option 2 : Assessee has opted for Section 115BAC

Or

- (b) Calculate the short-term capital gain for a given transaction involving the transfer of a capital asset. Discuss the exemptions available under Section 10 of the Income Tax Act, 1961. (CO4, K4)

20. (a) The following are the details relating to Mr. Siddharth for the P.Y. 2022-23. Compute income from other sources :

Income from agriculture in Pakistan Rs. 5,000

Interest on post office savings bank Rs. 1,000

Dividend from foreign company Rs. 700

Dividend from Indian company Rs. 1,000

Rent from sub-letting house Rs. 26,250

Expenses for sub-letting house Rs. 1,000

Winning from lottery (Net) Rs. 14,000 (CO5, K3)

Or

- (b) Discuss the tax treatment of various kinds of securities under the head Income from Other Sources. (CO5, K4)

R2150

Sub. Code

641313

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

Third Semester

Management

**Elective – SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. The Securities and Exchange Board of India Act was passed on _____. (CO1, K2)
 - (a) 30th January 1982
 - (b) 30th January 1987
 - (c) 30th January 1992
 - (d) 30th January 1990
2. Origination, underwriting and distribution are the three main services of _____. (CO1, K3)
 - (a) Capital market
 - (b) Secondary market
 - (c) Money market
 - (d) Primary market

3. Security Analysis is a process of estimating _____ of individual securities. (CO2, K2)
- (a) Return and risk
 - (b) Risk and correlation
 - (c) Correlation and co-efficient
 - (d) Return and co-efficient
4. Standard deviation determine _____. (CO2, K2)
- (a) Systematic risk of a security
 - (b) Unsystematic risk of security
 - (c) Total risk of security
 - (d) Premium of security
5. The Dow Theory was developed by _____. (CO3, K3)
- (a) Stock broker by the name of Dow
 - (b) An editor of Wall Street Journal by the name of Dow
 - (c) It was developed by Markowitz and Dow
 - (d) It was developed by Sharpe
6. Technical analysis reflects the idea that stock prices _____. (CO3, K2)
- (a) Move upward over time.
 - (b) Move inversely over time
 - (c) Move in trends
 - (d) Move randomly

7. The main objective of portfolio is to reduce _____
by diversification. (CO4, K2)
- (a) Return
 - (b) Risk
 - (c) Uncertainty
 - (d) Percentage
8. Diversification reduces (CO4, K3)
- (a) Interest rate risk
 - (b) Market risk
 - (c) Unique risk
 - (d) Inflation risk
9. Which of the following is a measure of portfolio performance that considers risk-adjusted returns?
(CO5, K2)
- (a) Sharpe Ratio
 - (b) Return on Investment
 - (c) Price-Earnings Ratio
 - (d) Dividend Yield
10. What does Treynor's Performance Measure focus on?
(CO5, K2)
- (a) Absolute return of the portfolio
 - (b) Portfolio diversification
 - (c) Risk-adjusted return relative to market risk
 - (d) Performance relative to a benchmark index

Part B

(5 × 5 = 25)

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

11. (a) Define the term “Risk” in the context of investments. (CO1, K3)

Or

- (b) Explain the recent trends in the primary market and secondary market. (CO1, K3)

12. (a) What are the sources of information used for fundamental analysis? (CO2, K4)

Or

- (b) What are the key economic indicators that should be considered in a fundamental economic analysis of a company or industry? (CO2, K4)

13. (a) Discuss the key principles of Dow Theory in technical analysis. (CO3, K4)

Or

- (b) Explain the concept of “Efficient Market Hypothesis”. (CO3, K3)

14. (a) Define portfolio risk and explain how diversification helps in managing it. (CO4, K5)

Or

- (b) What is the Sharpe Model? (CO4, K4)

15. (a) Discuss Jensen’s Model for evaluating portfolio performance. (CO5, K5)

Or

- (b) Explain the importance of monitoring portfolios. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Differentiate between primary and secondary markets. Discuss the recent trends observed in these markets. (CO1, K5)

Or

- (b) Explain the role of DEMAT and REMAT in the securities market. (CO1, K4)

17. (a) How is Economic Analysis conducted in security analysis? (CO2, K5)

Or

- (b) Discuss the steps involved in conducting Industry Analysis. (CO2, K4)

18. (a) Explain the concept of Technical Analysis. (CO3, K3)

Or

- (b) Define a bar chart in technical analysis and outline its components. How does a bar chart help analysts identify price patterns and trends in financial markets? (CO3, K5)

19. (a) What is the Capital Asset Pricing Model (CAPM)? Explain its assumptions and limitations. (CO4, K4)

Or

- (b) Briefly explain the concept of Formula Plans in portfolio management. (CO4, K4)

20. (a) Discuss the concept of Treynor's Performance Measure for portfolio evaluation. (CO5, K3)

Or

- (b) Explain the factors influencing portfolio revision decisions. (CO5, K3)
-

R2151

Sub. Code

641316

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

Third Semester

Management

Elective – FINANCIAL MARKETS AND INSTITUTIONS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. Which of the following is the function of financial market?
(CO1, K1)
 - (a) Mobilization of savings
 - (b) Price fixation
 - (c) Provide liquidity to financial assets
 - (d) All of the above
2. Government securities are issued through _____ of RBI.
(CO1, K1)
 - (a) Public debt office
 - (b) SEBI
 - (c) DFHI
 - (d) Stock exchange
3. Industrial Development was established as a subsidiary of _____.
(CO2, K1)
 - (a) RBI
 - (b) SIDBI
 - (c) SBI
 - (d) Industrial credit and investment Corporation of India

4. The Exim bank has been set up for the purpose of _____ (CO2, K1)
 - (a) functioning as a specialized institution for providing comprehensive credits on international competitive terms for exports of capital goods, engineering goods, manufactured products, projects and services
 - (b) offering advisory services to exporters for non-traditional exports
 - (c) providing refinance facilities in regard to export financing by banks and other financial institutions
 - (d) all of the above
5. IMF is firm of _____ member countries. (CO3, K1)
 - (a) 190 (b) 182
 - (c) 183 (d) 186
6. International Financial Corporation was established in the Year _____. (CO3, K1)
 - (a) 1948 (b) 1951
 - (c) 1962 (d) 1956
7. _____ Mutual fund company was set up as a joint venture between RBI and Government of India. (CO4, K1)
 - (a) UTI MF (b) LIC MF
 - (c) SBI MF (d) ICICI MF
8. Venture capital is originated in _____. (CO4, K1)
 - (a) India (b) France
 - (c) Russia (d) USA
9. The secondary market is a platform in which (CO5, K1)
 - (a) Only earlier allotted securities are being traded among investors
 - (b) Investors trade in new securities
 - (c) Individually cannot participate
 - (d) None of these

10. Which of the succeeding are liable for the variations in the Sensex? (CO5, K1)
- (a) Monetary policy (b) Political instability
(c) Rain (d) None of the above

Part B (5 × 5 = 25)

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

11. (a) State the functions of Non-Banking Institutions. (CO1, K2)

Or

- (b) Indian Financial Institutions are up to global standards — Comment. (CO1, K2)

12. (a) Mention the role of NABARD in economic development. (CO2, K2)

Or

- (b) List the objectives of SIDBI. (CO2, K2)

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

Or

- (b) Outline the functions of Asian Development Bank (ADB). (CO3, K2)

14. (a) Illustrate the process of Credit Rating Agency. (CO4, K2)

Or

- (b) Write short notes on UTL. (CO4, K2)

15. (a) Explain in detail on NSE. (CO5, K2)

Or

- (b) Give brief note on Derivative Market. (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Discuss the role of New Financial Institutions.
(CO1, K2)

Or

- (b) State the Importance of SCHIL. (CO1, K2)

17. (a) Interpret the Role of Development Banks in the Indian Economy. (CO2, K2)

Or

- (b) Summarize the objectives and scope of development banks. (CO2, K2)

18. (a) Paraphrase the roles of the International Monetary Fund play in determining the value of exchange rates. (CO3, K2)

Or

- (b) Enumerate the important purposes of the IBRD. (CO3, K2)

19. (a) Classify the Various Investment Institutions in India. (CO4, K2)

Or

- (b) Mutual Funds are better option for an investment – Comment. (CO4, K2)

20. (a) Analyze the Role of Stock Exchanges and their functions in India. (CO5, K2)

Or

- (b) Tabulate the relationship between Primary and secondary market in detail. (CO5, K2)

R2152

Sub. Code

641321

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

Third Semester

Management

Elective — CONSUMER BEHAVIOUR

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. _____ refers to the customers perceptions of the performance of the product or service in relation to their expectations. (CO1, K1)
 - (a) Customer Value
 - (b) Customer Satisfaction
 - (c) Customer Retention
 - (d) Customer Relation

2. _____ divides consumers according to age, gender, ethnicity, income etc. (CO1, K2)
 - (a) Geographic Segmentation
 - (b) Demographic Segmentation
 - (c) Behavioural Segmentation
 - (d) Psychographic Segmentation

3. _____ is relatively permanent change in behaviour caused by experience or practice. (CO2, K1)
- (a) Attitude
 - (b) Perception
 - (c) Learning
 - (d) Motivation
4. _____ is the final act of perception. (CO2, K3)
- (a) Interpretation
 - (b) Stimuli
 - (c) Behaviour
 - (d) Selection
5. Making choice of product, brand, dealer, decide an amount and purchase time is known as _____. (CO3, K2)
- (a) Need Recognition
 - (b) Selection and Trial
 - (c) Purchase Decision
 - (d) Post Purchase Behaviour
6. _____ says that individual consumers have deep-rooted motives, both conscious and unconscious that drive them to make a purchase. (CO3, K3)
- (a) Learning Model
 - (b) Sociological Model
 - (c) Economic Model
 - (d) Psychoanalytical Model

7. _____ are social groups that an individual identifies with or aspires to be a part of buying decision making. (CO4, K2)
- (a) Formal Groups
 - (b) Informal Groups
 - (c) Reference Groups
 - (d) Secondary Groups
8. _____ is the process in which one person influences the attitudes or actions of another person informally. (CO4, K1)
- (a) Opinion Leadership
 - (b) Democratic Leadership
 - (c) Laissez Faire Leadership
 - (d) Autocratic Leadership
9. _____ is the uncertainty that consumers face when they cannot for see the consequences of their purchase decisions. (CO5, K1)
- (a) Perceived Risk
 - (b) Positioning
 - (c) Perceived Quality
 - (d) Perceived Value
10. _____ is the process by which a company creates a distinct image and identifying for its products, services or brands in consumer minds. (CO5, K2)
- (a) Perceptual Mapping
 - (b) Perceptual Quality
 - (c) Positioning
 - (d) Repositioning

Part B

(5 × 5 = 25)

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

11. (a) Explain the significance of Consumer Behaviour.
(CO1, K2)

Or

- (b) Elucidate the role of marketing in Consumer Behaviour.
(CO1, K3)

12. (a) Distinguish between perception and attitude.
(CO2, K4)

Or

- (b) State the characteristic features of Learning.
(CO2, K2)

13. (a) What are the types of Relationship Marketing? Explain.
(CO3, K3)

Or

- (b) Explain about Consumer Gifting Behaviour.
(CO3, K2)

14. (a) Explain the impact of celebrity endorsement on Consumer Behaviour.
(CO4, K5)

Or

- (b) State the various types of social classes. (CO4, K3)

15. (a) State the various types of Perceived Risk. (CO5, K3)

Or

- (b) What are the benefits of Perceived Quality? Explain.
(CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Define Consumer Behaviour. Explain how consumers affect the marketing strategies of companies. (CO1, K1)

Or

- (b) Discuss in detail about Consumer Behaviour and Market Segmentation. (CO1, K5)
17. (a) Define the term attitude. Discuss in detail the methods of measuring attitudes. (CO2, K1)

Or

- (b) Compare and contrast Maslow's need Hierarchy Theory with Herzberg Two Factor Theory of Motivation. (CO2, K3)
18. (a) Discuss about the Nicosia Model of Consumer Behaviour in detail. (CO3, K5)

Or

- (b) Elucidate the Consumer Decision Making Process in detail. (CO3, K5)
19. (a) Compare the advantages and disadvantages of the methods of measuring opinion leadership. (CO4, K3)

Or

- (b) How do cultural differences affect consumer behaviour? Explain. (CO4, K2)

20. (a) Discuss in detail the factors that influence Price Perception. (CO5, K5)

Or

- (b) What is Perceptual Mapping? Explain in detail. (CO5, K5)
-

R2153

Sub. Code

641322

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

Third Semester

Management

Elective – MARKETING COMMUNICATIONS

(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 factors primarily contributed to the growth of advertising in India? (CO1, K2)
 - (a) Globalization of Indian markets
 - (b) Rise of digital media
 - (c) Government regulations
 - (d) Increase in literacy rates
2. What is the primary benefit of advertising in a competitive market? (CO1, K2)
 - (a) Enhancing product quality
 - (b) Increasing production costs
 - (c) Differentiating products from competitors
 - (d) Reducing consumer demand

3. Which element of an advertisement is crucial for capturing the viewer's initial attention? (CO2, K3)
- (a) Copy
 - (b) Layout
 - (c) Branding
 - (d) Target audience
4. The objective of advertising that focuses on creating long-term brand loyalty is known as: (CO2, K3)
- (a) Informative advertising
 - (b) Persuasive advertising
 - (c) Reminder advertising
 - (d) Comparative advertising
5. Which of the following is the first step in the development of a media plan? (CO3, K4)
- (a) Budget allocation
 - (b) Media selection
 - (c) Market identification
 - (d) Advertising objective setting
6. A media strategy that focuses on reaching a broad audience with high frequency is termed: (CO3, K4)
- (a) Niche strategy
 - (b) Mass strategy
 - (c) Selective strategy
 - (d) Targeted strategy
7. Which method is most commonly used to evaluate the effectiveness of television advertising? (CO4, K2)
- (a) Focus groups
 - (b) Sales analysis
 - (c) Recall tests
 - (d) Social media metrics

8. Which of the following is a common criticism of advertising in society? (CO4, K2)
- (a) It fosters innovation
 - (b) It manipulates consumer behavior
 - (c) It provides useful information
 - (d) It creates market competition
9. What is the primary objective of point-of-purchase (POP) sales promotion materials? (CO5, K2)
- (a) Increase brand awareness
 - (b) Enhance product features
 - (c) Stimulate immediate purchase
 - (d) Educate consumers about the product
10. Which of the following is a significant challenge in Integrated Marketing Communications (IMC)? (CO5, K2)
- (a) Maintaining consistent messaging across all channels
 - (b) Choosing the right advertising agency
 - (c) Setting the budget for traditional media
 - (d) Targeting a niche audience

Part B

(5 × 5 = 25)

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

11. (a) Explain the significance of the growth of advertising in India over the last two decades. (CO1, K2)

Or

- (b) Discuss the different types of advertising and their respective advantages. (CO1, K2)

12. (a) Describe the role of creativity in constructing an effective advertisement. (CO2, K3)

Or

- (b) What are the key elements of an advertising communication process? Discuss their importance. (CO2, K3)

13. (a) Outline the steps involved in developing a media plan for a new product. (CO3, K4)

Or

- (b) Discuss the factors that influence the choice of media strategy in advertising. (CO3, K4)

14. (a) Explain the different methods used to evaluate the effectiveness of advertising campaigns. (CO4, K2)

Or

- (b) Discuss the economic and social aspects of advertising in modern society. (CO4, K2)

15. (a) What are the key methods used in public relations to enhance a company's image? (CO5, K2)

Or

- (b) Discuss the challenges faced by marketers when planning and executing integrated marketing campaigns. (CO5, K2)

Part C (5 × 8 = 40)

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

16. (a) Critically analyze the impact of historical developments in marketing communications on current advertising practices in India. (CO1, K2)

Or

- (b) Evaluate the benefits and drawbacks of various types of advertising for a new business entering the market. (CO1, K2)

- 17. (a) Discuss in detail the process of creating an advertising message and importance of copy and layout in different media formats. (CO2, K3)

Or

- (b) Analyze the objectives of advertising in the context of a competitive market and how these objectives influence the overall marketing strategy. (CO2, K3)

- 18. (a) Evaluate the role of market identification in developing an effective media plan. Provide examples of how poor market identification can impact advertising success. (CO3, K4)

Or

- (b) Discuss the process of budgeting for advertisement programs and its impact on the overall media strategy. (CO3, K4)

- 19. (a) Analyze the effectiveness of advertising agencies in shaping consumer perceptions and driving sales. Include examples from recent campaigns. (CO4, K2)

Or

- (b) Discuss the major criticisms of advertising in contemporary society and how businesses can address these concerns. (CO4, K2)

20. (a) Examine the role of POP sales promotion materials in influencing consumer behavior at the point of purchase. (CO5, K2)

Or

- (b) Discuss the importance of maintaining consistency in integrated marketing communications and the challenges associated with it. (CO5, K2)
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R2154

Sub. Code

641323

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

Third Semester

Management

Elective – ADVANCED MARKETING RESEARCH

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. _____ refer to gathering information from those thought to be knowledgeable on the issues relevant to the research problem. (CO1, K1)
 - (a) Focus Groups
 - (b) Case Analysis
 - (c) Projective Techniques
 - (d) Experience Surveys
2. _____ is a structured system of information that aims to provide various marketing related resources and information to marketing managers. (CO1, K 1)
 - (a) Marketing Information System
 - (b) Management Information System
 - (c) HR Information System
 - (d) Product Information System

3. _____ is a method of repeatedly collecting data from a pre-recruited set of people. (CO2, K3)
- (a) Trade Research
 - (b) Panel Research
 - (c) Omnibus Surveys
 - (d) Desk Research
4. _____ is a multi-topic survey that asks questions on a variety of subjects. (CO2, K3)
- (a) Panel Research
 - (b) Trade Research
 - (c) Desk Research
 - (d) Omnibus Surveys
5. _____ is a way of carrying out an interview in a highly structured manner using the interviewer's language. (CO3, K2)
- (a) Repertory Grid
 - (b) Perceptual Maps
 - (c) Concept Testing
 - (d) Test Marketing
6. It is a powerful statistical technique used in marketing research to understand how customers value different components. (CO3, K1)
- (a) Cluster Analysis
 - (b) Multidimensional Scaling
 - (c) Conjoint Analysis
 - (d) Regression Analysis

7. The company produces a product that is high in quality but low in price. It is called _____. (CO4, K3)
- (a) Mark Up Pricing
 - (b) Cost Plus Pricing
 - (c) Auction Type Pricing
 - (d) Value Pricing
8. _____ is the process of storing physical goods or Inventory in a storage facility before they are sold or distributed. (CO4, K1)
- (a) Logistics
 - (b) Supply Chain
 - (c) Warehousing
 - (d) Marketing
9. _____ is used as a measure of brand awareness or how popular our content is. (CO5, K2)
- (a) Preach
 - (b) Reach
 - (c) Teach
 - (d) Data collection
10. _____ is the sum of consumers' feelings, experiences and thoughts about a product or service. (CO5, K2)
- (a) Learning
 - (b) Attitude
 - (c) Brand Loyalty
 - (d) Brand Perception

Part B

(5 × 5 = 25)

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

11. (a) State the scope and importance of Marketing Research. (CO1, K2)

Or

- (b) What do you understand by Marketing Information System? Explain. (CO1, K2)

12. (a) Explain about the various types of research panels. (CO2, K3)

Or

- (b) What is omnibus survey? Describe how the omnibus research differs from Panel Research using their functions and objectives as parameters. (CO2, K3)

13. (a) State some of the advantages and disadvantages of concept testing. (CO3, K4)

Or

- (b) What is Perceptual Mapping? Where are these maps used and why? (CO3, K1)

14. (a) Distinguish profit oriented pricing from share oriented pricing. (CO4, K4)

Or

- (b) Explain the factors affecting Retail Location. (CO4, K2)

15. (a) What is brand perception? Explain how you will conduct online brand perception research. (CO5, K2)

Or

- (b) State some of the advantages and disadvantages of web-based marketing research. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Marketing Research Agencies play a major role in today's business world though it has demerits. Discuss. (CO1, K5)

Or

- (b) Elucidate the steps in Marketing Research Process. (CO1, K3)

17. (a) What is Qualitative Research? Discuss different methods of conducting qualitative research. (CO2, K3)

Or

- (b) Discuss about various marketing scales and their measurement methods in Marketing Research. (CO2, K3)

18. (a) Examine the various research issues in marketing segmentation. (CO3, K4)

Or

- (b) What do you understand by Product Testing? Explain its types. (CO3, K3)

19. (a) What is Gabor-Granger pricing method? When can and should you use the Gabor Granger Pricing methods? (CO4, K2)

Or

- (b) Discuss in detail about price sensitivity measurement analysis. (CO4, K5)

20. (a) Discuss about the primary or secondary data collection through the internet in detail. (CO5, K5)

Or

- (b) What is social media marketing? What role does social media play in market research? (CO5, K1)
-

R2156

Sub. Code

641326

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

Third Semester

Management

Elective: DIGITAL MARKETING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. Which of the following is a metric used to measure the cost of acquiring one thousand impressions in digital marketing? (CO1, K2)
 - (a) CPC
 - (b) PPC
 - (c) CPM
 - (d) SEO
2. Which of the following best describe PPC (Pay-Per-Click) in digital marketing? (CO1, K2)
 - (a) Paying for every thousand impressions
 - (b) Paying for every click on an advertisement
 - (c) Paying for every completed transaction
 - (d) Paying for a fixed position on search results

3. Which of the following is the primary focus of SEO?
(CO2, K3)
- (a) Increasing website traffic through paid ads
 - (b) Improving a website's visibility in organic search results
 - (c) Monetizing a website with affiliate links
 - (d) Enhancing social media engagement
4. Keyword research in SEO helps to: (CO2, K3)
- (a) Identify the most expensive ads
 - (b) Improve paid advertising campaigns
 - (c) Find the most relevant search terms for ranking
 - (d) Analyze competitors' ad strategies
5. Which of the following is an advantage of email marketing? (CO3, K4)
- (a) Instantaneous reach to a large audience
 - (b) Guaranteed opening of emails
 - (c) Minimal need for personalization
 - (d) High spam rate
6. In Social Media Marketing, Web 2.0 technologies refer to: (CO3, K4)
- (a) Static websites with no user interaction
 - (b) User-generated content and interaction
 - (c) Paid ads on traditional media
 - (d) Websites with no social sharing features
7. Which of the following is a common traffic-building strategy in digital marketing? (CO4, K4)
- (a) Product bundling
 - (b) Search engine optimization (SEO)
 - (c) Retail store promotion
 - (d) Offline branding

8. E-commerce is best described as: (CO4, K4)
- (a) Buying and selling goods and services through physical stores
 - (b) Buying and selling goods and services over the internet
 - (c) Conducting financial transactions through banks
 - (d) Online advertising without sales
9. Which of the following is a key element of content marketing? (CO5, K4)
- (a) Sending direct emails to consumers
 - (b) Creating valuable and relevant content for a target audience
 - (c) Increasing paid search traffic
 - (d) Monetizing videos through ads
10. Consume segmentation in digital marketing refers to: (CO5, K4)
- (a) Dividing the market based on geographic regions only
 - (b) Categorizing consumers into distinct groups based on characteristics
 - (c) Targeting every consumer equally
 - (d) Using traditional media to energy consumers

Part B (5 × 5 = 25)

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

11. (a) Explain the significance of Cost Per Click (CPC) and Cost Per Mille (CPM) in digital marketing. How are they used to measure the effectiveness of Campaigns? (CO1, K2)

Or

- (b) What are the key differences between Search Engine Optimization (SEO) and Search Engine Marketing (SEM)? Provide examples of each.

(CO1, K2)

12. (a) Discuss the importance of keyword research in SEO. How does it affect website ranking and traffic?
(CO2, K3)

Or

- (b) What is Online Reputation Management (ORM), and why is it crucial for businesses in the digital era?
(CO2, K3)
13. (a) Explain the role of social media marketing in building customer relationships in the Web 2.0 world.
(CO3, K4)

Or

- (b) What are the key benefits of email marketing for businesses? How does it contribute to customer retention and conversion?
(CO3, K4)
14. (a) Describe the role of online branding in driving business success. What are some key strategies used in online branding?
(CO4, K4)

Or

- (b) What is e-commerce, and how does it differ from traditional commerce? Mention the key advantages of e-commerce for both businesses and consumers.
(CO4, K4)
15. (a) What is content marketing, and how does it contribute to engagement marketing in the digital world?
(CO5, K4)

Or

- (b) Explain the concept of consumer segmentation in digital marketing. How can online tools be used to effectively segment and target customers? (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Define digital marketing and discuss its importance in today's business landscape. (CO1, K2)

Or

- (b) What are the different types of social media channels digital marketing? Discuss the unique features of at least three. (CO1, K2)
17. (a) What is the online marketing mix, and how does it differ from the traditional marketing mix? (CO2, K3)

Or

- (b) Explain the concept of online consumer behavior and its significance for marketers in developing digital marketing strategies. (CO2, K3)
18. (a) What are the key elements of an effective email marketing campaign? Discuss how each element contributes to the campaign's success. (CO3, K4)

Or

- (b) Discuss how customer relationship management (CRM) has evolved with the advent of Web 2.0 technologies. What are the key features of next-generation CRM? (CO3, K4)
19. (a) Analyze the impact of social media on brand perception and consumer decision-making in the virtual marketplace. (CO4, K4)

Or

- (b) What are the key components of traffic building strategies for online businesses? Discuss three effective methods. (CO4, K4)

20. (a) Explain the significance of consumer segmentation and targeting in creating successful online marketing campaigns. (CO5, K4)

Or

- (b) Discuss the role of content management in engagement marketing. How can businesses leverage content to enhance customer interaction and loyalty? (CO5, K4)
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R2157

Sub. Code

641341

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

Third Semester

Management

Elective – HUMAN RESOURCE DEVELOPMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. _____ forms a measurable standard that serves as a performance benchmark for key result producing areas. (CO1, K2)
 - (a) Key Performance Area
 - (b) Key Result Area
 - (c) Key Performance Indicator
 - (d) Key Standard Indicator
2. _____ is the process of defining a role in the context of its work system, detailing specific tasks under each function. (CO1, KI)
 - (a) Performance Analysis
 - (b) Product Analysis
 - (c) Process Analysis
 - (d) Role Analysis

3. _____ is a way of evaluating an employee's work performance and providing feedback on their strength, weakness and areas of improvement. (CO2, K2)
- (a) Performance Counselling
 - (b) Performance Indicators
 - (c) Performance Development
 - (d) Performance Appraisal
4. The manager gathers information on the employee's performance through questionnaire from supervisors, co-workers, group members and self assessment. This method is called _____. (CO2, K3)
- (a) 360 degree appraisal
 - (b) Negotiated Appraisal
 - (c) Peer Assessment
 - (d) BARS
5. _____ is a critical and science based process that help organisations build their capacity to change and achieve effectiveness. (CO3, K2)
- (a) Organisational Development
 - (b) Human Resource Development
 - (c) Personnel Management
 - (d) Role Analysis
6. _____ can be defined as an organized learning activities arranged within an organization in order to improve performance or personal growth. (CO-3, K1)
- (a) Organisational Development
 - (b) Human Resource Development
 - (c) Personnel Management
 - (d) Role Analysis

7. In this method actual work conditions are simulated in the classroom. (CO4, K3)
- (a) Lecture Method
 - (b) Role Playing
 - (c) Programmed Instructions
 - (d) Vestibule Training
8. _____ is also known as step-by-step training. (CO4, K3)
- (a) Job Instruction
 - (b) Job Rotation
 - (c) Coaching
 - (d) Committee Assignments
9. _____ is the economic growth brought on by a change in the structure of a country's population. (CO5, K1)
- (a) Economic Dividend
 - (b) Demographic Dividend
 - (c) Geographic Dividend
 - (d) Social Dividend
10. _____ is a plan for aligning human capital investments with business needs. (CO5, K1)
- (a) HR Strategy
 - (b) Financial Strategy
 - (c) Marketing Strategy
 - (d) Production Strategy

Part B

(5 × 5 = 25)

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

11. (a) Differentiate Traditional Personnel Management and HRD. (CO1, K3)

Or

- (b) State the differences between KPA, KRA and KPI. (CO1, K3)

12. (a) State the objectives of Performance Appraisal. (CO2, K2)

Or

- (b) What is Interpersonal feedback? Explain. (CO2, K2)

13. (a) Explain about HRD Climate in detail. (CO3, K5)

Or

- (b) What is Organizational Effectiveness? Explain. (CO3, K2)

14. (a) Discuss about the significance of Career Planning. (CO4, K5)

Or

- (b) What is the purpose of setting training objectives? (CO4, K2)

15. (a) Explain some of the future directions of HRD. (CO5, K3)

Or

- (b) Discuss about HRD experiences in India. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Discuss in detail the process of Role Analysis.
(CO1, K3)

Or

- (b) Discuss the various types of Key Performance Areas in detail. (CO1, K3)
17. (a) State the various methods of Performance Appraisal in detail. (CO2, K3)

Or

- (b) What is Performance Counselling? Discuss the various principles of Performance Counselling. (CO2, K2)
18. (a) How will you manage change through Organizational Development? Discuss. (CO3, K2)

Or

- (b) Discuss about the benefits of Organisational Development in detail. (CO3, K5)
19. (a) State the various Training Methods in detail. (CO4, K3)

Or

- (b) What is Training? Explain the process of Training. (CO4, K3)

20. (a) Elucidate the status of HRD in India. (CO5, K5)

Or

(b) Explain some key aspects of HRD strategies for higher education institutions. (CO5, K5)

R2158

Sub. Code

641342

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

Third Semester

Management

**Elective – ORGANISATIONAL CULTURAL AND
DEVELOPMENT**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. Organizational culture can affect employees: (CO1, K3)
 - (a) positively
 - (b) negatively
 - (c) positively or negatively, both depending on the type of culture
 - (d) none of these
2. The systematic process of offering essential information to the new employees is usually called: (CO1, K3)
 - (a) orientation
 - (b) socialization
 - (c) placement
 - (d) none of these

3. What is the term for a radical rethinking of the nature of the business? (CO2, K2)
- (a) Transformational change
 - (b) Revolutionary change
 - (c) Strategic manoeuvre
 - (d) Paradigm shift
4. It is delivered by the practical analysis of a societal concern and addresses to its effective redressal. It is also known as (CO2, K2)
- (a) Organizational philosophy
 - (b) Values
 - (c) Norms
 - (d) Culture
5. Action research is (CO3, K6)
- (a) A classroom research
 - (b) A teacher research
 - (c) A practitioner research
 - (d) A community research
6. The study of same children over a period of time is known as _____ study. (CO3, K6)
- (a) Longitudinal
 - (b) Cross-sectional
 - (c) Latitudinal
 - (d) Experimental

7. _____ are particularly for those who feel they are on 'Dead Center'. (CO4, K3)
- (a) Third-party peace-making intervention
 - (b) Life and career planning intervention
 - (c) T-group
 - (d) Process consultation
8. OD definition by French and bell places considerable weight on _____. (CO4, K3)
- (a) visioning processes
 - (b) learning processes
 - (c) organizational processes
 - (d) long term processes
9. _____ is using direct threats or force on those who resist change. (CO5, K6)
- (a) negotiation
 - (b) coercion
 - (c) cooptation
 - (d) education and communication
10. Ideally, growth has to be "sustained", transformation has to be "created" and decline has to be _____ (CO5, K6)
- (a) maintained
 - (b) arrested
 - (c) planned
 - (d) managed

Part B

(5 × 5 = 25)

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

11. (a) Predict the impact of Organizational Culture in Business. (CO1, K3)

Or

- (b) Infer the meaning of cross culture. (CO1, K3)

12. (a) Outline the practices in OD. (CO2, K2)

Or

- (b) Explain the maintenance of organizational development. (CO2, K2)

13. (a) Express the history of Action Research in OD. (CO3, K6)

Or

- (b) Discuss the types of Action Research for OD. (CO3, K6)

14. (a) Construct the usage of Structural Interventions. (CO4, K3)

Or

- (b) Develop the application of Comprehensive Process Interventions in OD. (CO4, K3)

15. (a) Choose and mention the effect of changes in any organization. (CO5, K6)

Or

- (b) Compile the meaning of Change Resistance. (CO5, K6)

Part C

(5 × 8 = 40)

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

16. (a) Predict the opportunities in managing global organizations with diverse employees from different culture. (CO1, K3)

Or

- (b) Develop the strategies for managing the changing organization culture. (CO1, K3)

17. (a) Summarize the maintenance component practices using followed in organization. (CO2, K2)

Or

- (b) Develop the application of theory in group process components in FMCG industry. (CO2, K2)

18. (a) Estimate the feasibility of adopting Action Research in OD. (CO3, K6)

Or

- (b) Propose the benefits of Action Research in developing financial Organization. (CO3, K6)

19. (a) Identify and explain the inter group dimensions in changing business work process. (CO4, K3)

Or

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

20. (a) Elaborate the change management process followed by international organizations in India. (CO5, K6)

Or

- (b) Discuss the methods to identify and overcome the existing resistance to changes within the dairy industry in India. (CO5, K6)
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R2160

Sub. Code

641347

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

Third Semester

Management

**Elective – TEAM DYNAMICS AND EMPLOYEE
LEADERSHIP**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. Which leadership theory suggests that leadership effectiveness depends on the interaction between the leader's traits and the situation? (CO1, K2)
 - (a) Trait theory
 - (b) Behavioral theory
 - (c) Contingency theory
 - (d) Path-goal theory
2. What is the key characteristic of a visionary leader? (CO1, K1)
 - (a) Focusing on immediate results
 - (b) Being task-oriented
 - (c) Inspiring a shared vision for the future
 - (d) Exercising strict control over employees

3. In which of the following leadership styles the workforce have little input or feedback? (CO2, K2)
- (a) Directing style of leadership
 - (b) Consultative style of leadership
 - (c) Participative style of leadership
 - (d) Delegating style of leadership
4. Managing change is an integral part of (CO2, K1)
- (a) Top management's job
 - (b) Middle-level management's job
 - (c) The first-line manager's job
 - (d) Every manager's job
5. Membership of a group provides the individual with a sense of (CO3, K1)
- (a) Belonging
 - (b) Inferiority
 - (c) Individuality
 - (d) Superiority
6. A mandatory prerequisite for team building is: (CO3, K1)
- (a) Funding for staff development activities
 - (b) Shared work ethics among team members
 - (c) Commitment from top level management
 - (d) Removal of troublesome individuals

7. Which leadership style emphasizes collaboration and teamwork? (CO4, K2)
- (a) Transactional
 - (b) Autocratic
 - (c) Transformational
 - (d) Bureaucratic
8. Sensitivity Training is Imparted to improve which one of the following skill? (CO4, K2)
- (a) Human relation skills
 - (b) Problem solving skills
 - (c) Technical skill
 - (d) Time management Skill
9. What is the main purpose of a shopping cart in e-commerce websites? (CO5, K1)
- (a) To store customer preferences
 - (b) To track user behavior
 - (c) To calculate the total cost of selected items
 - (d) To facilitate the checkout process
10. Cross-functional teams are _____. (CO5, K1)
- (a) Temporary
 - (b) Permanent
 - (c) Neither Temporary nor Permanent
 - (d) Either Temporary or Permanent

Part B

(5 × 5 = 25)

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

11. (a) Mention the Principles of a Team. (CO1, K2)

Or

- (b) Explain in detail about the team decision making. (CO1, K2)

12. (a) Discuss T group sensitivity training in detail. (CO2, K2)

Or

- (b) How to discover the facets of interpersonal trust through Johari Window? (CO2, K2)

13. (a) List the qualities of a leader. (CO3, K1)

Or

- (b) Elaborate on Likert's Leadership Style. (CO3, K2)

14. (a) Write short note on E-Commerce. (CO4, K2)

Or

- (b) Give short notes on difficulties involved in managing workforce diversity. (CO4, K2)

15. (a) Classify the various types of Coaching. (CO5, K2)

Or

- (b) Identify the requisites for a successful coach. (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Discuss the formation and development of the group. (CO1, K2)

Or

- (b) What is team morale? Explain the factors influencing morale of the team. (CO1, K2)

17. (a) Summarize the various conflict resolutions in team. (CO2, K5)

Or

- (b) Explain the factors involved in the team collaboration. (CO2, K2)

18. (a) List the various challenges of a leadership. (CO3, K1)

Or

- (b) Discuss the advantages and disadvantages of e-Commerce (CO3, K2)

19. (a) Elucidate the evolution of leadership theories in detail. (CO4, K2)

Or

- (b) Explain the various attributes of effective leaders. (CO4, K2)

20. (a) Elaborate the key principles involved in leading a learning organization. (CO5, K2)

Or

- (b) Interpret how Leadership development will help the organization to achieve its goal. (CO5, K2)
-

R2161

Sub. Code

641355

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

Third Semester

Management

Elective – BUSINESS INTELLIGENCE

(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. This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information _____. (CO1, K1)
 - (a) data mining
 - (b) customer managed relationship
 - (c) permission marketing
 - (d) one-to-one marketing

2. _____ defines the structure of the data held in operational databases and used by operational applications. (CO1, K1)
 - (a) Data mining metadata
 - (b) Operational metadata
 - (c) Data warehouse metadata
 - (d) User-level metadata

3. This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP)
(CO2, K1)
- (a) Customer Information Control System
 - (b) Spend management
 - (c) Hosted CRM
 - (d) Online transaction processing
4. _____ is the heart of the warehouse. (CO2, K1)
- (a) Data mining database servers
 - (b) Data mart database servers
 - (c) Data warehouse database servers
 - (d) Relational data base servers
5. Data warehouse architecture is based on _____.
(CO3, K1)
- (a) RDBMS
 - (b) Sybase
 - (c) SQL Server
 - (d) DBMS
6. This is an XML-based metalanguage developed by the Business Process Management Initiative (BPMI) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise data.
(CO3, K1)
- (a) ebXML
 - (b) BizTalk
 - (c) BPML
 - (d) ECB

7. Which of the following does not form part of BI Stack in SQL Server? (CO4, K2)
- (a) SSIS (b) OBIEE
(c) SSAS (d) SSRS
8. This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost _____. (CO4, K1)
- (a) Customer relationship management
(b) CRM analytics
(c) Database marketing
(d) Customer relationship management
9. Which of the following statement is true about Business Intelligence? (CO5, K2)
- (a) BI convert raw data into meaningful information
(b) BI has a direct impact on organization's strategic, tactical and operational business decisions
(c) BI tools perform data analysis and create reports, summaries, dashboards, maps, graphs, and charts
(d) All of the above
10. Business intelligence (BI) is a broad category of application programs which includes: (CO5, K1)
- (a) Decision support
(b) Data mining
(c) OLAP
(d) All of the above

Part B

(5 × 5 = 25)

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

11. (a) Explain the Role of Business intelligence in a CRM. (CO1, K2)

Or

- (b) Mention the benefits of Business Intelligence. (CO1, K2)

12. (a) Classify the Types of BI Tools and Software. (CO2, K4)

Or

- (b) Explain the Business Analytics at the Strategic Level in detail. (CO2, K2)

13. (a) Elaborate the Characteristics of Data warehouse. (CO3, K2)

Or

- (b) Discuss the function of Data warehouse in detail. (CO3, K2)

14. (a) Highlight the various Data mining software tools. (CO4, K2)

Or

- (b) Give brief note on Challenges of data mining. (CO4, K2)

15. (a) Illustrate the Data Mining Process with suitable diagram. (CO5, K3)

Or

- (b) Discuss the Web Content Mining Challenges. (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Outline the disadvantage of using Business Intelligence in Finance. (CO1, K2)

Or

- (b) Explain the Business Intelligence Cycle in detail. (CO1, K2)

17. (a) Elaborate on various Data mining techniques. (CO2, K2)

Or

- (b) Illustrate BA model with suitable example. (CO2, K3)

18. (a) Identify the issues of data warehouse and discuss the trends of data warehouse in detail. (CO3, K1)

Or

- (b) Discuss the Impact of Data mining for business intelligence applications. (CO3, K2)

19. (a) Summarize the Artificial Neural Network in Data Mining. (CO4, K5)

Or

- (b) Tabulate the difference between Business intelligence and business analytics. (CO4, K2)

20. (a) Describe how natural language processing used in Mining Applications. (CO5, K2)

Or

- (b) Paraphrase the techniques connecting BI Systems to database. (CO5, K2)
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