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<b>Sub. Code</b>
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<b>641201</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL 2025.**

**Second Semester**

**Management**

**BUSINESS RESEARCH METHODS**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. Which of the following research is also known as collaborative research? (CO1, K2)
  - (a) Analytical Research
  - (b) Action research
  - (c) Applied research
  - (d) Descriptive research
  
2. In the process of conducting research 'Formulation of Hypothesis' is followed by (CO1, K2)
  - (a) Statement of Objectives
  - (b) Analysis of Data
  - (c) Selection of Research Tools
  - (d) Collection of Data

3. A formal document that presents the research objectives, design of achieving these objectives, and the expected outcomes/deliverables of the study is called (CO2, K2)
- (a) Research design
  - (b) Research proposal
  - (c) Research hypothesis
  - (d) Research report
4. Which of the following is a primary step in social science research? (CO2, K2)
- (a) Preparing the Research Design
  - (b) Formulation of research problem
  - (c) Developing the Research Hypothesis
  - (d) Execution of the Project
5. What are the core elements of a Research Process? (CO3, K1)
- (a) Introduction; Data Collection; Data Analysis; Conclusions and Recommendations
  - (b) Executive Summary; Literature Review; Data Gathered; Conclusions; Bibliography
  - (c) Research Plan; Research Data; Analysis; References
  - (d) Introduction; Literature Review; Research Methodology; Results; Discussions and Conclusions
6. Leading questions should also be avoided as: (CO3, K1)
- (a) they suggest a certain answer and so may bias the results.
  - (b) they create a mismatch between the question and its possible answers.
  - (c) they involve negative terms and unnecessary jargon.
  - (d) they ask about several different things at the same time

7. Coding in qualitative research requires \_\_\_\_\_  
(CO4, K1)
- (a) Verifying the coded data
  - (b) Developing a code book
  - (c) Pre-testing the code book
  - (d) Developing themes
8. When cross-tabulating two variables, it is conventional to:  
(CO4, K1)
- (a) represent the independent variable in rows and the dependent variable in columns.
  - (b) assign both the dependent and independent variables to columns.
  - (c) represent the dependent variable in rows and the independent variable in columns.
  - (d) assign both the dependent and independent variables to rows
9. The first page of the research report is (CO5, K1)
- (a) Appendix
  - (b) Bibliography
  - (c) Index
  - (d) Title Page
10. The “Discussion” section of a research report may include all but which one of the following? (CO5, K1)
- (a) discussion of the shortcomings of the research
  - (b) theoretical and practical implications of the findings
  - (c) a summary of the highlights of the report
  - (d) tables and graphs

**Part B**

(5 × 5 = 25)

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

11. (a) Examine how the research problem is identified, selected and formulated. (CO1, K2)

Or

- (b) Differentiate between various types of research. (CO1, K2)

12. (a) Illustrate how to determine sample size for estimating population mean. (CO2, K2)

Or

- (b) Differentiate between census method and sampling method. (CO2, K2)

13. (a) What is personal interview? Discuss the various types of personal interview. (CO3, K4)

Or

- (b) Describe the characteristics of schedules. What are the various types of schedules? (CO3, K4)

14. (a) Discuss the applications of arithmetic mean, median and mode in data analysis. (CO4, K2)

Or

- (b) How the measures of dispersion can be applied in the research. (CO4, K2)

15. (a) Discuss about the different bases of classifying research reports. (CO5, K2)

Or

- (b) Describe the guidelines for effective report writing. Illustrate with suitable examples. (CO5, K2)

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the application of business research in various fields. (CO1, K2)

Or

- (b) Examine the various steps in the research process. (CO1, K2)

17. (a) Examine the various types of research design. (CO2, K2)

Or

- (b) What are the methods of sampling? Discuss any two in detail. (CO2, K2)

18. (a) Examine the types and techniques of the observation method. (CO3, K4)

Or

- (b) Describe the methods of pre-testing a questionnaire. (CO3, K4)

19. (a) Define tabulation and explain its methods. Describe the role tabulation plays in the research process. (CO4, K2)

Or

- (b) Explain the differences between the correlation and regression analysis. (CO4, K2)

20. (a) Discuss in detail the steps that a researcher needs to follow to formulate a good research report.  
(CO5, K2)

Or

- (b) Explain the guidelines for effective report. Illustrate with suitable examples.  
(CO5, K2)
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<b>R2903</b>
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<b>Sub. Code</b>
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<b>641202</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Second Semester**

**Management**

**LEGAL ASPECTS OF BUSINESS**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. Law of contract (CO1, K2)
  - (a) Is the whole law of obligations
  - (b) Is the whole law of agreements
  - (c) Deals with only such legal obligation which arise from agreement
  - (d) Deals with social agreements
2. Section 2(b) defines, 'When the person to whom the proposal is made, signifies his assent thereto, the proposal is said to be accepted. A proposal when accepted becomes a/an (CO1, K2)
  - (a) Contract
  - (b) Agreement
  - (c) Promise
  - (d) Offer

3. What is the primary purpose of guarantee? (CO2, K1)
- (a) To compensate for loss or damage
  - (b) To promise to perform if another party fails
  - (c) To provide security against future risks
  - (d) To terminate a contract
4. What type of agency relationship gives an agent the authority to act on behalf of the principal in all matters? (CO2, K1)
- (a) Special agency
  - (b) General agency
  - (c) Limited agency
  - (d) Ostensible agency
5. In a contract of sale of goods the seller is under no duty to reveal unflattering truths about the goods sold. This doctrine is called as : (CO3, K2)
- (a) Doctrine of indoor management
  - (b) Caveat Emptor
  - (c) Unjust enrichment
  - (d) Doctrine of ultra virus
6. Where there is an unconditional contract for the sale of specific goods in a deliverable state, the property in the goods passes to the buyer : (CO3, K2)
- (a) When the seller offer to deliver the goods to the buyer
  - (b) When the contract is made
  - (c) When the delivery of the goods is taken by the buyer
  - (d) When payment is made by the buyer



7. Unless otherwise agreed, the expenses of making delivery are borne by : (CO4, K2)
- (a) The carrier                      (b) The buyer  
(c) The seller                      (d) The agent
8. According to the Carriage by Road Act, 2007, who is considered a “common carrier”? (CO4, K2)
- (a) A person who transports goods only for a specific company  
(b) A person who transports goods by road for hire, indiscriminately to anyone who requests it  
(c) A private car owner offering transportation services  
(d) A government agency responsible for road transport
9. Securities Premium cannot be utilized towards : (CO5, K2)
- (a) Reduction in Share Capital  
(b) Buy Back of Shares  
(c) Issuing fully paid-up Bonus Shares  
(d) Writing off the expenses or commission paid.
10. Preferential Allotment of shares can be made by Company if authorized by \_\_\_\_\_ of members (CO5, K2)
- (a) Unanimous Resolution  
(b) Super majority  
(c) Ordinary Resolution  
(d) Special Resolution

**Part B**

(5 × 5 = 25)

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

11. (a) Enumerate the essentials of a valid contract.  
(CO1, K2)

Or

- (b) All contracts are agreements but all agreements are not contract. Comment on the statement. (CO1, K2)
12. (a) “Between co-sureties there is equality of the burden and the benefit” – Elucidate. (CO2, K3)

Or

- (b) Bring out the difference between a contract of indemnity and a contract of guarantee. (CO2, K3)
13. (a) How is ‘sale’ different from ‘hire-purchase’?  
(CO3, K4)

Or

- (b) What are ‘existing goods’? How have they been classified in the sales of goods Act, 1930? (CO3, K4)
14. (a) Explain the classification of ‘carriers’. (CO4, K4)

Or

- (b) Elaborate the significance of ‘charter without demise’.  
(CO4, K4)
15. (a) Briefly explain the objectives of the Companies Act, 2013.  
(CO5, K4)

Or

- (b) Draft specimen agenda of annual general meeting of a company.  
(CO5, K4)

**Part C**

(5 × 8 = 40)

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

16. (a) Distinguish between void and illegal agreements.  
(CO1, K3)

Or

- (b) Explain in brief the implied contract with an example.  
(CO1, K3)
17. (a) Explain the scope of principal's liability for the acts of his agent when the agent has acted : (CO2, K3)
- (i) With ostensible authority;
- (ii) In the course of his business.

Or

- (b) Examine the various ways by which a contract of agency may be terminated. (CO2, K3)
18. (a) Explain 'implied conditions' as given in the sale of goods Act, 1930. (CO3, K3)

Or

- (b) Explain the exceptions to which the doctrine of *caveat emptor* is subject. (CO3, K3)
19. (a) Discuss the duties of railway administration in carrier handling. (CO4, K4)

Or

- (b) Explain the charter party's clauses that deal with relevant matters. (CO4, K4)

20. (a) Discuss the main objects and landmark provisions of the Companies Act, 2013. (CO5, K4)

Or

- (b) Describe the provisions of Companies Act, 2013 as to summoning and holding of Board meeting and also regarding notice, agenda and quorum of such meetings. (CO5, K4)
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<b>Sub. Code</b>
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<b>641203</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Second Semester**

**Management**

**MARKETING MANAGEMENT**

**(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 NOT a part of the marketing environment? (CO1, K2)
  - (a) Demographic factors
  - (b) Internal factors
  - (c) Economic factors
  - (d) Political factors
2. What is the primary focus of the societal marketing concept? (CO1, K2)
  - (a) Maximizing profits
  - (b) Meeting customer needs while enhancing societal well-being
  - (c) Increasing market share
  - (d) Reducing production costs

3. Which of the following is a psychological determinant of consumer behavior? (CO2, K3)
- (a) Family influence (b) Motivation  
(c) Social class (d) Culture
4. What is the first step in the marketing research process? (CO2, K3)
- (a) Data collection  
(b) Defining the problem  
(c) Data analysis  
(d) Report preparation
5. Which stage of the product life cycle is characterized by rapid sales growth and increasing profits? (CO3, K4)
- (a) Introduction (b) Growth  
(c) Maturity (d) Decline
6. What is the primary purpose of test marketing? (CO3, K4)
- (a) To finalize the product design  
(b) To assess customer response before a full-scale launch  
(c) To reduce production costs  
(d) To identify potential competitors
7. Which pricing strategy involves setting a high price initially and then gradually lowering it? (CO4, K2)
- (a) Penetration pricing  
(b) Skimming pricing  
(c) Competitive pricing  
(d) Cost-plus pricing

8. What is the primary function of a middleman in a distribution channel? (CO4, K2)
- (a) Manufacturing products
  - (b) Facilitating the flow of goods from producers to consumers
  - (c) Setting retail prices
  - (d) Conducting market research
9. Which of the following is NOT a step in the personal selling process? (CO5, K2)
- (a) Prospecting
  - (b) Advertising
  - (c) Closing the sale
  - (d) Follow-up
10. What is the primary goal of media planning in advertising? (CO5, K2)
- (a) To create an advertisement copy
  - (b) To select the most effective media channels for reaching the target audience
  - (c) To evaluate the performance of the sales team
  - (d) To reduce the advertising budget

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the societal marketing concept and its importance in modern marketing. (CO1, K2)

Or

- (b) Discuss the bases for market segmentation and their benefits. (CO1, K2)

12. (a) What are the psychological determinants of consumer behavior? Explain with examples.

(CO2, K3)

Or

- (b) Describe the process of marketing research and its significance in decision-making. (CO2, K3)

13. (a) Explain the stages of the product life cycle and the strategies used in each stage. (CO3, K4)

Or

- (b) What is product positioning? Discuss its importance in marketing. (CO3, K4)

14. (a) Discuss the factors influencing pricing decisions in marketing. (CO4, K2)

Or

- (b) Explain the role of middlemen in the distribution channel and their functions. (CO4, K2)

15. (a) What is the importance of advertising in the promotional mix? Discuss its objectives. (CO5, K2)

Or

- (b) Explain the steps involved in the personal selling process. (CO5, K2)



**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the external and internal factors of the marketing environment with examples. (CO1, K2)

Or

- (b) Explain the marketing strategies used by market leaders, challengers, followers and nichers. (CO1, K2)

17. (a) What is consumer behavior? Discuss the sociological determinants of consumer behavior. (CO2, K3)

Or

- (b) Explain the process of market segmentation, targeting, and positioning (STP) with examples. (CO2, K3)

18. (a) Discuss the product mix and its components. How does it influence marketing decisions? (CO3, K4)

Or

- (b) Explain the concept of branding and its significance in marketing. Discuss branding policies and strategies. (CO3, K4)

19. (a) Discuss the pricing strategies used during different stages of the product life cycle. (CO4, K2)

Or

- (b) Explain the modern trends in retailing, including online retailing and e-marketing. (CO4, K2)

20. (a) Discuss the role of sales promotion and public relations in the promotional mix. (CO5, K2)

Or

- (b) Explain the importance of customer relationship marketing (CRM) in retaining customers. (CO5, K2)
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<b>641204</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Second Semester**

**Management**

**HUMAN RESOURCE MANAGEMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. Which of the following is NOT a function of Human Resource Management? (CO1, K2)
  - (a) Recruitment and Selection
  - (b) Marketing and Branding
  - (c) Training and Development
  - (d) Performance Management
2. In a large organization, which of the following is most likely to be a part of the HRM structure? (CO1, K2)
  - (a) Operations Manager
  - (b) HR Business Partner
  - (c) Sales Manager
  - (d) Chief Financial Officer (CFO)

3. The key outcome of any job analysis is (CO2, K4)
- (a) Employee compensation structure
  - (b) Job description and job specification
  - (c) Financial budget for the department
  - (d) Marketing and branding strategies
4. External recruitment is generally preferred when an organization (CO2, K4)
- (a) Wants to promote employees from within
  - (b) Needs fresh talent with new skills or perspectives
  - (c) Has a limited budget for recruitment
  - (d) Seeks to reduce employee turnover
5. One of the primary reasons for demotion is (CO3, K5)
- (a) Increasing an employee's job satisfaction
  - (b) Decreasing the workload of an employee
  - (c) Correcting an employee's underperformance or failure to meet expectations
  - (d) Rewarding an employee's long service.
6. Employee separation can be considered a form of organizational change because (CO3, K5)
- (a) It affects the company's financial performance
  - (b) It impacts the structure and workforce dynamics of the organization
  - (c) It results in immediate company growth
  - (d) It leads to the introduction of new technologies

7. The shares provided to employees through an ESOP are typically (CO4, K3)
- (a) Immediately available for sale on the open market
  - (b) Held in a trust until the employee retires or leaves the company
  - (c) Converted into cash payments
  - (d) Automatically transferred to the government
8. The value of human resources in HRA is usually measured based on (CO4, K3)
- (a) The salary and bonuses employees receive
  - (b) The potential future contributions of employees to the company's success
  - (c) The number of years employees have worked for the company
  - (d) The number of employees working in a company
9. One of the primary goals of Talent Management is to (CO5, K2)
- (a) Minimize costs associated with recruitment and retention
  - (b) Ensure that employees are only trained for entry-level positions
  - (c) Align the capabilities of employees with the strategic needs of the organization
  - (d) Focus only on the promotion of high-level executives

10. The key principle behind Workers' Participation in Management is (CO5, K2)
- (a) Ensuring employees get higher salaries
  - (b) Improving employee involvement in decision-making to enhance organizational performance
  - (c) Reducing the number of managers in the organization
  - (d) Limiting employee involvement in strategic decisions

**Part B** (5 × 5 = 25)

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

11. (a) What is the role of HRM in ensuring organizational success? (CO1, K2)

Or

- (b) What are some of the present-day challenges that Human Resource Management faces, and how do they affect organizations? (CO1, K2)
12. (a) What are the main challenges HR faces during the recruitment process, and how can they be overcome? (CO2, K4)

Or

- (b) What are the key elements of a job description? (CO2, K4)
13. (a) What would happen if a new worker didn't have an induction? (CO3, K5)

Or

- (b) Why do workers need different types of training? (CO3, K5)

14. (a) Who does the HR audit in a company and What Happens After an HR Audit? (CO4, K3)

Or

- (b) Why is wages and salary administration important and do workers always get the same wages or salary as others? (CO4, K3)

15. (a) How Can Grievances Be Fixed and What Happens If Grievances Are Not Solved? (CO5, K2)

Or

- (b) Why is Talent Management Important and What Does a Company Do to Keep Talent? (CO5, K2)

**Part C** (5 × 8 = 40)

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

16. (a) What are the Main Jobs of the HR Function? (CO1, K2)

Or

- (b) What is the main goal of Human Resource Management (HRM)? (CO1, K2)

17. (a) How Can an Organization Decide Which Method of recruitment to Prioritize for Specific Job Roles? (CO2, K4)

Or

- (b) Critically evaluate the impact of job descriptions on job redesign initiatives. How can organizations use job descriptions to facilitate effective job redesigns that meet both employee needs and organizational goals?" (CO2, K4)

18. (a) Design a training framework that combines formal and informal methods for operatives. (CO3, K5)

Or

- (b) Analyze the potential benefits and challenges of employee transfers within an organization. How can HR professionals design a transfer policy that balances the needs of both the employee and the organization while ensuring fairness and transparency? (CO3, K5)
19. (a) What role do fringe benefits play in the overall compensation strategy? (CO4, K3)

Or

- (b) How can organizations effectively implement a cafeteria approach to employee benefits, and what impact does this have on employee satisfaction and retention? (CO4, K3)
20. (a) What are the different ways in which workers can participate in management, and how can these methods benefit both employees and the organization? (CO5, K2)

Or

- (b) What are the key welfare and safety provisions that organizations should provide to employees, and how do these provisions contribute to a safe and healthy work environment? (CO5, K2)
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<b>641205</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Second Semester**

**Management**

**PRODUCTION AND OPERATIONS MANAGEMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. Which of the following manufacturing systems is most suitable for producing unique, highly customized products? (CO1, K1)
  - (a) Continuous Manufacturing System
  - (b) Job Shop Manufacturing System
  - (c) Batch Manufacturing System
  - (d) Assembly Line System
2. What is the primary objective of standardization in product design? (CO1, K1)
  - (a) To create entirely new designs
  - (b) To increase product diversity
  - (c) To reduce costs and improve interchangeability
  - (d) To develop custom solutions for every client

3. What is the primary goal of capacity planning in an organization? (CO2, K1)
- (a) Minimize production costs
  - (b) Match capacity with demand
  - (c) Reduce employee turnover
  - (d) Optimize employee productivity
4. In the service industry, which factor is MOST critical for capacity determination? (CO2, K1)
- (a) Availability of skilled labor
  - (b) Customer demand variability
  - (c) Technology investment
  - (d) Production scheduling
5. Which of the following is a characteristic of a production process system? (CO3, K1)
- (a) Fixed inputs and outputs
  - (b) Use of random processes
  - (c) Integrated sequence of activities
  - (d) Absence of monitoring mechanisms
6. In the context of Process Planning, which PLC phase primarily focuses on defining project deliverables? (CO3, K1)
- (a) Design phase
  - (b) Implementation phase
  - (c) Conceptual phase
  - (d) Maintenance phase

7. Which layout type is most suitable for mass production?  
(CO4, K1)
- (a) Process Layout
  - (b) Product Layout
  - (c) Group Technology Layout
  - (d) Fixed Position Layout
8. What does GRAFT stand for in layout design? (CO4, K1)
- (a) Graphical Layout and Analysis Flow Technique
  - (b) Group Resource Allocation Flow Technique
  - (c) Graphical Approach Flow Theory
  - (d) General Resource Analysis Flow Template
9. Which of the following is NOT a key component of Material Requirement Planning (MRP-1)? (CO5, K1)
- (a) Inventory records
  - (b) Master production schedule
  - (c) Sales forecasting
  - (d) Bill of materials
10. What is the main objective of the Economic Order Quantity (EOQ) model? (CO5, K1)
- (a) To maximize inventory levels
  - (b) To minimize total inventory cost
  - (c) To calculate reorder points
  - (d) To reduce purchase lead time

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the differences between a Batch Manufacturing System and a Continuous Manufacturing System. (CO1, K5)

Or

- (b) What are the advantages of reverse engineering in product design? (CO1, K1)
12. (a) Explain the importance of capacity planning in manufacturing and service industries. (CO2, K5)

Or

- (b) What is locational flexibility and why is it important in facility planning? (CO2, K1)
13. (a) Examine the primary differences between Time Study and Method Study in work- study. (CO3, K4)

Or

- (b) List and briefly describe the key phases of a Product Lifecycle (PLC) in process planning. (CO3, K1)
14. (a) Distinguish between Product Layout and Process Layout. (CO4, K4)

Or

- (b) What are the three main phases of Production Planning and Control (PPC)? Briefly describe each phase. (CO4, K1)

15. (a) Identify how VED analysis is used in inventory control, and provide an example of how it can be applied in a hospital setting. (CO5, K3)

Or

- (b) Distinguish between PERT and CPM in terms of their focus and application areas. (CO5, K4)

**Part C** (5 × 8 = 40)

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

16. (a) Compare and contrast the Job Shop and Assembly Line manufacturing systems. Discuss their advantages and disadvantages with relevant examples. (CO1, K4)

Or

- (b) Discuss the role of standardization and modularization in product design. Provide examples of their application in real-world industries. (CO1, K6)

17. (a) Compare and contrast the capacity planning strategies (lead, lag, and hybrid) with real-life examples. (CO2, K4)

Or

- (b) Discuss the challenges of facility planning for a global organization and propose solutions. (CO2, K6)

18. (a) Analyze the steps involved in conducting a comprehensive Method Study and provide an example of its application in a manufacturing setup. (CO3, K4)

Or

- (b) Evaluate the effectiveness of work-study techniques in improving manufacturing operations. Use a real-world example to support your answer. (CO3, K5)

19. (a) Discuss the factors to be considered for a good layout design and how do they contribute to the overall productivity. (CO4, K6)

Or

- (b) Explain about Assembly Line Balancing and discuss the steps involved in achieving it with a case example. (CO4, K5)
20. (a) Discuss the significance of time-cost trade-off in CPM, illustrate with an example how crashing can be used to reduce project duration. (CO5, K6)

Or

- (b) Analyze the differences between the P-System and Q-System of inventory control and suggest situations where each system is best suited. (CO5, K4)
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Second Semester**

**Management**

**FINANCIAL MANAGEMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. The basic goal of financial management is (CO1, K2)
  - (a) Maximising the profit
  - (b) Maximising shareholders' wealth in the long run
  - (c) Maximising the rate of dividend
  - (d) Minimising the business risk
  
2. The finance manager is accountable for (CO1, K2)
  - (a) Earning capital assets of the company
  - (b) Effective management of a fund
  - (c) Arrangement of financial resources
  - (d) Proper utilization of funds

3. Trade credit is a (CO2, K1)
- (a) Negotiated source of finance
  - (b) Hybrid source of finance
  - (c) Spontaneous source of finance
  - (d) Source of credit from the owners of the business
4. Working capital is a measure of (CO2, K1)
- (a) Consistency            (b) Liquidity
  - (c) Profitability            (d) Solvency
5. The overall capitalisation rate and the cost of debt remain constant for all degrees of financial leverage is advocated by (CO3, K2)
- (a) Traditional Approach
  - (b) Net Income Approach
  - (c) Net Operating Income Approach
  - (d) M-M-Approach
6. Which of these is not a part of Capital Structure? (CO3, K2)
- (a) Equity Shares
  - (b) Debentures
  - (c) Short-term borrowings
  - (d) Bonds
7. IRR is the rate of interest (CO4, K4)
- (a) Equal to the cost of capital of the proposal
  - (b) Prevailing rate of interest in the market
  - (c) Paid on the bonds by the firm
  - (d) That makes the NPV of capital proposal almost zero



8. Which of the following is the term that describes the amount of time taken for a capital budgeting project to recover its initial investment? (CO4, K4)
- (a) Investment period
  - (b) Redemption period
  - (c) Payback period
  - (d) Maturity period
9. A budget is a tool which helps the management in planning and control of (CO5, K4)
- (a) Production activities      (b) All business activities
  - (c) Purchase activities      (d) Sales activities
10. Production budget is ————— (CO5, K4)
- (a) Dependent on cash budget
  - (b) Dependent on sales budget
  - (c) Dependent on purchase budget
  - (d) Dependent on zero budget

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the objectives of financial management. (CO1, K2)

Or

- (b) Explain the concept of Financial Management with an example. (CO1, K2)

12. (a) Explain the types of debentures. (CO2, K1)

Or

- (b) Explain the types of working capital. (CO2, K1)

13. (a) Your company's share is quoted in the market at Rs. 20 currently. The company pays a dividend of Re. 1 per share and the investor expects a growth rate of 5% per year. Compute : (CO3, K2)

- (i) The company's cost of equity capital.  
(ii) If the anticipated growth rate is 6% p.a., calculate the indicated market price per share.

Or

- (b) X ltd is expecting an annual EBIT of Rs. 1 lakh. The company has Rs. 4 lakh in 10% debentures. The cost of equity capital or capitalization rate is 12.5%. You are required to calculate the total value of the firm also state the overall cost of capital under Net Income Approach. (CO3, K2)

14. (a) A company requires an initial investment of Rs. 40,000. The estimated net cash flows are as follows : (CO4, K4)

Year :	1	2	3	4	5
Net cash flow (In Rs.) :	7,000	7,000	7,000	7,000	7,000

Year :	6	7	8	9	10
Net cash flow (In Rs.) :	8,000	10,000	15,000	10,000	4,000

Determine the pay-back period.

Or

- (b) Distinguish between NPV and IRR. (CO4, K4)

15. (a) What are the advantages of budgetary control?  
(CO5, K4)

Or

- (b) What do you understand by budget and budgetary control?  
(CO5, K4)

**Part C** (5 × 8 = 40)

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

16. (a) Discuss the functions of financial management.  
(CO1, K2)

Or

- (b) Explain the Scope of financial management.  
(CO1, K2)

17. (a) What are the factors determining working capital?  
(CO2, K1)

Or

- (b) Describe the concept of Term loans and its features.  
(CO2, K1)

18. (a) From the following capital structure of a company, calculate the overall cost of capital, using (CO3, K2)
- (i) Book value weights and
- (ii) Market value weights.

Source	Book value	Market value
Equity share capital (Rs. 10 per share)	45,000	90,000
Retained earnings	15,000	–
Preference share capital	10,000	10,000
Debentures	30,000	30,000

The after tax cost of different sources of finance is as follows :

Equity share capital : 14%,

Retained earnings : 13%,

Preference share capital : 10%,

Debenture : 5%.

Or

- (b) Goodshape company has currently an ordinary share capital of Rs. 25 lakh, consisting of 25,000 shares of Rs. 100 each. The management is planning to raise another Rs. 20 lakh to finance a major programme of expansion through one of four possible financing plans. The options are : (CO3, K2)
- (i) Entirely through ordinary shares
  - (ii) Rs. 10 lakh through ordinary shares and Rs. 10 lakh through long term borrowings at 8% interest per annum.
  - (iii) Rs. 5 lakh through ordinary shares and Rs. 15 lakh through long term borrowings at 9% interest per annum.

The company's expected Earnings Before Interest and Tax will be Rs. 8 lakh. Assuming a corporate tax rate of 50%, determine the Earnings Per Share in each alternative.

19. (a) Calculate the net present value for a small sized project requiring an initial investment of Rs.20,000, and which provides a net cash inflow of Rs. 6,000 each year for six years. Assume the cost of funds to be 8% p.a. and that there is no scrap value.

(CO4, K4)

Year	1	2	3	4	5	6
PV factor	0.926	0.857	0.794	0.735	0.681	0.630

Or

- (b) A limited company is considering investing in a project requiring a capital outlay of Rs. 2,00,000. Forecast for annual income after depreciation but before tax is as follows :

(CO4, K4)

Year	Rs.	PV of Re. 1
1	1,00,000	0.909
2	1,00,000	0.826
3	80,000	0.751
4	80,000	0.683
5	40,000	0.621

Depreciation may be taken as 20% on original cost and taxation at 50% of net income. You are required to evaluate the project according to Pay back method.

20. (a) Draw up a flexible budget for production at 75% and 100% capacity on the basis of the following data for a 50% activity. (CO5, K4)

	Rs.
Materials	100
Labour	50
Variable expenses (direct)	10
Administrative (50% fixed)	40,000
Selling and distribution expenses (60% fixed)	50,000
Present production (50% activity)	1000 units

Or

- (b) Draw up flexible budget for the following data and determine overheads at 70% and 90%. (CO5, K4)

Variable overheads At 80% (Rs.)

Indirect labour	12,000
Stores and spares	4,000
Power (variable)	14,000
Repair (variable)	800

Fixed overheads :

Power (fixed)	6,000
Repair (fixed)	1,200
Depreciation	11,000
Insurance	3,000
Salaries	10,000
	<u>62,000</u>

<b>R2908</b>
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<b>641702</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Second Semester**

**Management**

**QUANTITATIVE METHODS**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. In the graphical solution of solving Linear Programming problem to convert inequalities into equations, we  
(CO1, K2)
  - (a) Use Slack variables
  - (b) Use Surplus variables
  - (c) Use Artificial surplus variables
  - (d) Simply assume them to be equations
2. The constraints of the Maximization problem are of  
(CO1, K2)
  - (a) Greater than or equal type
  - (b) Less than or equal type
  - (c) Less than type
  - (d) Greater than type

3. In a transportation problem, items are allocated from sources to destinations. (CO2, K3)
- (a) At a maximum cost
  - (b) At a minimum cost
  - (c) At a minimum profit
  - (d) At a minimum revenue
4. The assignment problem is said to be balanced if it is \_\_\_\_\_ (CO2, K3)
- (a) Square matrix      (b) Rectangular matrix
  - (c) Unit matrix      (d) Triangular matrix
5. The size of the payoff matrix of a game can be reduced by using the principle of (CO3, K4)
- (a) Game inversion      (b) Rotation reduction
  - (c) Dominance      (d) Game transpose
6. The characteristics of a queuing model are independent of (CO3, K4)
- (a) Number of service stations
  - (b) Limit of the length of the queue
  - (c) Service Pattern
  - (d) Queue discipline
7. In a binomial distribution  $n = 4$  and  $P = 0.5$  what is the mean value? (CO4, K2)
- (a) 2      (b) 1
  - (c) 3      (d) 0.5



8. Three fair coins tossed simultaneously what is the probability to get exact 2 head? (CO4, K2)
- (a)  $3/8$  (b)  $2/8$   
(c)  $1/8$  (d) 1
9. Which of the following criterion is not used for decision-making under uncertainty? (CO5, K2)
- (a) Maximin (b) Maximax  
(c) Minimax (d) minimize expected loss
10. A simulation uses the logical relationships and mathematical expressions of the (CO5, K2)
- (a) Real system  
(b) Computer model  
(c) Performance measures  
(d) Inferences

**Part B** (5 × 5 = 25)

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

11. (a) Discuss the assumptions of Linear Programming. (CO1, K2)

Or

- (b) Solve the following linear programming problem using graphical method. (CO1, K2)

$$\text{Maximize } Z = 100X_1 + 80X_2$$

Subject to

$$5X_1 + 10X_2 \leq 50$$

$$8X_1 + 2X_2 \geq 16$$

$$3X_1 - 2X_2 \geq 6$$

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

12. (a) Find an Initial Basic Feasible Solution of the following problem using North West Corner rule.

(CO2, K3)

	D1	D2	D3	D4	S
O1	5	3	6	2	19
O2	4	7	9	1	37
O3	3	4	7	5	34
D	16	18	31	25	90

Or

- (b) Consider the problem of assigning four sales persons to four different sales regions as shown in the below table such that the total sales is maximized. Find the optimal allocation of the sales persons to different regions.

(CO2, K3)

	1	2	3	4
1	10	22	12	14
2	16	18	22	10
3	24	20	12	18
4	16	14	24	20

13. (a) Determine the optimal strategy for company A and company B.

(CO3, K4)

		Company B			
		1	2	3	
Company A	1	20	15	22	
	2	35	45	40	
	3	18	20	25	

Or

- (b) List down the applications of Queuing Theory.

(CO3, K4)

14. (a) What are the conditions for Binomial distribution?  
(CO4, K2)

Or

- (b) What are the conditions for Normal distribution?  
(CO4, K2)

15. (a) Outline the limitations of simulation. (CO5, K2)

Or

- (b) What is a decision tree? Illustrate with an example.  
(CO5, K2)

**Part C** (5 × 8 = 40)

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

16. (a) Solve the following LP problem using simplex method :  
(CO1, K2)

$$\text{Minimize } Z = 6X_1 + 8X_2$$

Subject to

$$5X_1 + 10X_2 \leq 60$$

$$4X_1 + 4X_2 \leq 40$$

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

Or

- (b) Solve the following linear programming problem using graphical method.  
(CO1, K2)

$$\text{Maximize } Z = 2X_1 + 5X_2$$

Subject to

$$X_1 + 4X_2 \leq 24$$

$$3X_1 + X_2 \leq 21$$

$$X_1 + X_2 \leq 9$$

$$X_1, X_2 \geq 0$$

17. (a) Solve the following assignment problem. (CO2, K3)

	1	2	3	4
A	18	26	17	11
B	13	28	14	26
C	38	19	18	15
D	19	26	24	10

Or

- (b) Consider the following transportation problem involving three sources and four destinations. The cell entries represent the cost of transportation per unit. (CO2, K3)

	D1	D2	D3	D4	D5	S
O1	10	2	16	14	10	300
O2	6	18	12	13	16	500
O3	8	4	14	12	10	825
O4	14	22	20	8	18	375
D	350	400	250	150	400	

Find the initial Basic Feasible Solution to the above problem. by NWC method and Least Cost method.

18. (a) Consider the payoff matrix of Player A as given below and solve it optimally using graphical method. (CO3, K4)

		Player B				
		1	2	3	4	5
Player A	1	3	0	6	-1	7
	2	-1	5	-2	2	1

Or

- (b) List and explain the terminologies used in queuing system. (CO3, K4)
19. (a) Narrate the characteristics of Poisson distribution. (CO4, K2)

Or

- (b) What is Probability Distribution? Explain its types. (CO4, K2)
20. (a) What are the types of decisions? Explain them with suitable examples. (CO5, K2)

Or

- (b) Define Simulation and describe its need. (CO5, K2)

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<b>641401</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Fourth Semester**

**Management**

**BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. The moral principles, standards of behaviour, or set of values that guide a person's actions in the workplace is called \_\_\_\_\_. (CO1, K1)
  - (a) Office place ethics
  - (b) Behavioural ethics
  - (c) Factory place ethics
  - (d) Work place ethics
2. Pick the correct description of the following term: Utilitarianism is \_\_\_\_\_. (CO1, K1)
  - (a) A theory which states that an action is morally incorrect if it promotes the greatest good for the greatest number
  - (b) A theory which states that an action is morally right if it promotes the greatest good for the decision maker
  - (c) A theory which states that an action is morally right if it promotes the greatest good for the smallest number
  - (d) A theory which states that an action is morally right if it promotes the greatest good for the greatest number

3. Which of these is not an ethical issue in Marketing?  
(CO2, K1)
- (a) Unhealthy Competition
  - (b) Use of Children in Advertising
  - (c) Surrogate Advertising
  - (d) Brand Building
4. Which of the following alone can ensure effective ethics programme in a business enterprise? (CO2, K1)
- (a) Publication of a code
  - (b) Involvement of employees
  - (c) Establishment of compliance mechanisms
  - (d) None of them
5. The framework for establishing good corporate governance and accountability was originally set up by the : (CO3, K1)
- (a) Cadbury Committee (b) Nestlé Committee
  - (c) Rowntree Committee (d) Thornton Committee
6. Which of the following is not one the underlying principles of the corporate governance Combined Code of Practice? (CO3, K1)
- (a) Integrity (b) Accountability
  - (c) Openness (d) Acceptability
7. What is the primary role of a professional code of ethics in any field? (CO4, K1)
- (a) Ensure compliance with the law
  - (b) Protect the interests of the professional
  - (c) Guide ethical behavior and decision-making
  - (d) Promote competition

8. Codes of conduct and codes of ethics (CO4, K1)
- (a) Are formal statements that describe what an organization expects of its employees
  - (b) Become necessary only after a company has been in legal trouble
  - (c) Are designed for top executives and managers, not regular employees
  - (d) Rarely become an effective component of the ethics and compliance program
9. All definitions of Corporate Social Responsibility recognize that : (CO5, K1)
- (a) Companies have a responsibility for their impact on society and environment
  - (b) The natural environment should be the main focus of CSR activities
  - (c) Business ethics is a complex issue
  - (d) Companies must pay equal attention to business ethics and sustainability
10. The concept of social responsibility as it applies to the actions and behavior of companies has to do with (CO5, K1)
- (a) A company's duty to make the interests and well-being of non-owner stakeholders coequal in importance with shareholder interests
  - (b) Societal expectations that company managers will not make irresponsible decisions or condone irresponsible behavior on the part of company personnel
  - (c) A company's duty to operate by means that explicitly consider the interests and well-being of non-owner stakeholders and the environment and further, to consider the overall betterment of society in its decisions and actions
  - (d) Urging top management to take actions calculated to win applause from the public at large



**Part B**

(5 × 5 = 25)

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

11. (a) What are the advantages and disadvantages of ethics in the workplace? (CO1, K2)

Or

- (b) Discuss the characteristics of business ethics. (CO1, K2)

12. (a) Discuss the importance of environmental ethics in today's business practices. (CO2, K2)

Or

- (b) How can companies maintain ethical standard while balancing profitability and investor interests? (CO2, K2)

13. (a) How do corporate governance practices influence decision-making in organizations? (CO3, K2)

Or

- (b) Examine the different types of boards in corporate governance and their key roles and responsibilities in ensuring effective governance and organizational success. (CO3, K2)

14. (a) Examine the ethical responsibilities of a board of directors. (CO4, K6)

Or

- (b) Compare the corporate governance practices in multinational corporations and domestic companies. (CO4, K6)

15. (a) Explain the concept of Corporate Social Responsibility (CSR) and discuss its historical evolution. (CO5, K2)

Or

- (b) Evaluate the effectiveness of CSR awards and recognitions in influencing corporate social responsibility initiatives. (CO5, K2)

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the evolution of business ethics. (CO1, K2)

Or

- (b) Elaborate Kohlberg's Six Stage Moral development process. (CO1, K2)

17. (a) Discuss how ethical marketing strategies can help companies build trust with consumers while remaining competitive in a challenging market environment. (CO2, K2)

Or

- (b) Discuss how companies can implement long-term ethical strategies for environmental conservation. (CO2, K2)

18. (a) Explain the role of agency theory and its impact on the governance of corporations. (CO3, K2)

Or

- (b) Explore the key roles and responsibilities of each type of board in ensuring effective governance and organizational success. (CO3, K2)

19. (a) Explain the differences between a Code of Conduct and a Code of Ethics in corporate governance.  
(CO4, K6)

Or

- (b) Discuss the role of legal frameworks like the Sarbanes-Oxley Act in the United States or the UK Corporate Governance Code in influencing the practices of boards of directors.  
(CO4, K6)
20. (a) Trace the development of CSR from its early roots to its modern application, focusing on how Indian companies like Reliance Industries or Mahindra and Mahindra have adopted CSR strategies.  
(CO5, K2)

Or

- (b) Discuss the different methodologies for evaluating CSR efforts, and explore how these methods can be improved to ensure more transparent and accountable CSR practices.  
(CO5, K2)
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Fourth Semester**

**Management**

**PROJECT PLANNING AND MANAGEMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. Which of the following best describes the nature of a project? (CO1, K1)
  - (a) An ongoing process without a defined end
  - (b) A temporary endeavor undertaken to create a unique product, service, or result
  - (c) A repetitive process aimed at maintaining existing systems
  - (d) A routine operation of an organization
2. What is the primary role of a project manager in project management? (CO1, K1)
  - (a) To perform technical work
  - (b) To execute operational tasks
  - (c) To plan, execute and close projects efficiently
  - (d) To handle only the financial aspects of a project

3. Which of the following is the primary objective of a project feasibility study? (CO2, K1)
- (a) To calculate the environmental impact of a project
  - (b) To assess the viability of a project in terms of resources, time and costs
  - (c) To finalize the project schedule and timeline
  - (d) To hire the project team members
4. What is the first step in identifying investment opportunities? (CO2, K1)
- (a) Conducting a financial appraisal
  - (b) Understanding the project environment
  - (c) Performing a technical analysis
  - (d) Preparing a project formulation report
5. Which of the following concepts is most directly associated with the “Time Value of Money”? (CO3, K1)
- (a) Payback period
  - (b) Discounting future cash flows
  - (c) Benefit-Cost Ratio
  - (d) Sensitivity Analysis
6. Sensitivity analysis is primarily used to : (CO3, K1)
- (a) Measure project risk by adjusting key variables
  - (b) Estimate project cash flows
  - (c) Determine the time value of money
  - (d) Evaluate the project’s environmental impact

7. What is the primary purpose of using PERT in project management? (CO4, K1)
- (a) To determine the cost of a project
  - (b) To analyze the time required to complete project tasks
  - (c) To monitor resource allocation
  - (d) To identify team dynamics
8. Which project management technique helps identify the longest path and critical tasks in a project? (CO4, K1)
- (a) Resource Leveling
  - (b) Critical Path Method (CPM)
  - (c) Gantt Charts
  - (d) Earned Value Management (EVM)
9. What is the primary purpose of a feasibility report in a project? (CO5, K1)
- (a) To secure funding from banks
  - (b) To evaluate the practicality of a project
  - (c) To finalize the project schedule
  - (d) To document financial statements
10. Which of the following is a common content of a project report? (CO5, K1)
- (a) Risk assessment
  - (b) Profit-sharing ratio
  - (c) Employee satisfaction survey
  - (d) Historical financial performance

**Part B**

(5 × 5 = 25)

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

11. (a) Define a project and explain its key characteristics.  
(CO1, K2)

Or

- (b) Summarize the concept of the project development cycle.  
(CO1, K2)
12. (a) What are the key objectives of project appraisal?  
(CO2, K1)

Or

- (b) Distinguish between technical appraisal and financial appraisal.  
(CO2, K4)
13. (a) Explain the concept of Time Value of Money.  
(CO3, K5)

Or

- (b) What is the purpose of sensitivity analysis in project appraisal?  
(CO3, K1)
14. (a) Explain the importance of cost and time trade-offs in project management.  
(CO4, K2)

Or

- (b) What are the key differences between PERT and CPM?  
(CO4, K1)
15. (a) Explain the key components of a feasibility report.  
(CO5, K5)

Or

- (b) What are the steps involved in project presentation to bankers?  
(CO5, K1)

**Part C**

(5 × 8 = 40)

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

16. (a) Evaluate the nature and scope of project management and explain its importance in achieving project objectives. (CO1, K5)

Or

- (b) Discuss the types of projects with examples and their relevance in modern businesses. (CO1, K6)
17. (a) Examine the stages in project formulation with suitable examples. (CO2, K4)

Or

- (b) Evaluate the role of the Planning Commission's guidelines in effective project formulation. (CO2, K5)
18. (a) Discuss the various investment criteria used for project evaluation, explaining their strengths and weaknesses. (CO3, K6)

Or

- (b) Explain the basic principles of cash flow estimation and discuss the importance of projecting cash flows from multiple perspectives. (CO3, K5)
19. (a) Identify the role of project management software in planning and monitoring projects. Provide examples of specific features and their benefits. (CO4, K3)

Or

- (b) Analyze the human aspects of project management and why are they critical for project success? (CO4, K4)



20. (a) Discuss in detail the types of project reports and their significance in project management. (CO5, K6)

Or

- (b) Elaborate on the procedures of applying for project finance from banks. (CO5, K6)
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Fourth Semester**

**Management**

**ADVANCED COST ACCOUNTING**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. Cost accounting is directed toward the needs of (CO1, K2)
  - (a) Regulatory agencies
  - (b) External users
  - (c) Internal users
  - (d) Stockholders
  
2. A cost centre is \_\_\_\_\_ (CO1, K2)
  - (a) A production or service location, function, activity or item of equipment whose costs may be attributed to cost units
  - (b) A centre for which an individual budget is drawn-up
  - (c) A centre where cost is classified on the basis of variability
  - (d) An amount of expenditure attributable to an activity

3. Which of the following is considered as normal loss of material \_\_\_\_\_ (CO2, K1)
- (a) Pilferage
  - (b) Loss due to flood
  - (c) Loss due to accident
  - (d) Loss arising from careless handling of material
4. The rate of change of labour force in an organisation during a specified period is called \_\_\_\_\_ (CO2, K1)
- (a) Labour efficiency
  - (b) Labour turnover
  - (c) Labour productivity
  - (d) Labour planning
5. In activity based costing, an item for which cost measurement required is called \_\_\_\_\_ (CO3, K2)
- (a) Cost driver
  - (b) Cost object
  - (c) Allocation
  - (d) Cost pool
6. The target price is subtracted from per unit target operating income to calculate. (CO3, K2)
- (a) Total current full cost
  - (b) Total cost per unit
  - (c) Target operating income per unit
  - (d) Target cost per unit

7. Which of the following is not a part of job order cost sheet  
\_\_\_\_\_ (CO4, K2)
- (a) Direct material
  - (b) Direct labour
  - (c) Actual factory overheads
  - (d) Applied factory overheads
8. All of the following would most likely use a job order costing system except. (CO4, K2)
- (a) A dental practice
  - (b) An auto repair shop
  - (c) A small appliance maker
  - (d) An architectural firm
9. Which of the following can be used to calculate the materials price variance? (CO5, K2)
- (a)  $(AQ - SQ) \times SP$     (b)  $(AP - SP) \times AQ$
  - (c)  $(AP - SP) \times SQ$     (d)  $(AQ - SQ) \times AP$
10. Which of the following is true about standard costs? (CO5, K2)
- (a) They are the actual costs for delivering a product or service under normal conditions
  - (b) They are predetermined costs for delivering a product or service under normal conditions
  - (c) They are the actual costs for producing a product under normal conditions
  - (d) They are predetermined costs for delivering a product or service under normal and abnormal conditions.

**Part B**

(5 × 5 = 25)

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

11. (a) Define Cost centre and Cost unit. (CO1, K2)

Or

- (b) Illustrate the elements of Cost Accounting. (CO1, K2)

12. (a) Explain the types of time and piece rate wage systems. (CO2, K1)

Or

- (b) Explain the following terms  
(i) Bin card and  
(ii) Stores ledger (CO2, K1)

13. (a) Describe the procedures involved in implementation of Life cycle costing. (CO3, K2)

Or

- (b) Explain the process of Activity Based Costing System. (CO3, K2)

14. (a) Compare job costing with contract costing. (CO4, K2)

Or

- (b) What is meant by unit costing? In which industries this method is applied? (CO4, K2)

15. (a) Summarise the objectives of Uniform Costing. (CO5, K2)

Or

- (b) Summarize the difference between absorption costing and marginal costing. (CO5, K2)

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the objectives of cost accounting. (CO1, K2)

Or

- (b) Explain different elements of total cost. (CO1, K2)

17. (a) Classify the methods of labour remuneration.  
(CO2, K1)

Or

- (b) Summarize the activities involved in stores function.  
(CO2, K1)

18. (a) Explain the steps to be considered in installation of cost control system.  
(CO3, K2)

Or

- (b) Summarize the uses and limitations of Activity Based Costing.  
(CO3, K2)

19. (a) What is job costing? Explain its salient features and advantages.  
(CO4, K2)

Or

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

20. (a) Classify the various types of variance analysis.  
(CO5, K2)

Or

- (b) Compare Budgetary Control and Standard Costing.  
(CO5, K2)
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<b>R2912</b>
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<b>Sub. Code</b>
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<b>641413</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Fourth Semester**

**Management**

**FINANCIAL DERIVATIVES**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. Which of the following is NOT a function of the derivatives market? (CO1, K2)  
(a) Price Discovery (b) Risk Management  
(c) Direct Investment (d) Speculation
2. Which of the following is an example of an exchange-traded derivative? (CO1, K2)  
(a) Forward contract (b) Interest rate swap  
(c) Futures contract (d) Credit default swap
3. The evolution of derivatives in India started with which of the following? (CO2, K2)  
(a) Introduction of Options in 2000  
(b) Introduction of Interest Rate Swaps  
(c) Launch of Stock Futures in 2001  
(d) Introduction of Commodities Derivatives
4. Which regulatory body oversees derivatives trading in India? (CO2, K2)  
(a) RBI (b) SEBI  
(c) IRDAI (d) Ministry of Finance



5. A major difference between a forward contract and a futures contract is that. (CO3, K4)
- (a) Futures contracts are traded over-the-counter
  - (b) Forward contracts are standardized
  - (c) Futures contracts are traded on exchanges
  - (d) Forward contracts have daily settlement
6. The clearinghouse plays a role in futures trading by. (CO3, K4)
- (a) Matching buyers and sellers
  - (b) Acting as an intermediary to ensure contract fulfillment
  - (c) Determining future contract prices
  - (d) None of the above
7. The Black-Scholes Model is used for (CO4, K2)
- (a) Pricing of forward contracts
  - (b) Valuation of options
  - (c) Calculating margins requirements
  - (d) Hedging risk in futures trading
8. A currency swap involves exchanging. (CO4, K2)
- (a) Fixed and floating interest payments
  - (b) Principal and interest payments in different currencies
  - (c) Stocks between two companies
  - (d) Debt and equity securities
9. A long hedge is used to (CO5, K2)
- (a) Protect against falling prices
  - (b) Protect against rising prices
  - (c) Reduce transaction costs
  - (d) Speculate on stock movements

10. Stock Index Futures are primarily used for (CO5, K2)
- (a) Managing portfolio risk
  - (b) Directly buying stocks
  - (c) Hedging currency risks
  - (d) Speculating on bond prices

**Part B** (5 × 5 = 25)

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

11. (a) Define financial derivatives and explain their importance. (CO1, K2)

Or

- (b) What are the factors contributing to the growth of derivatives markets? (CO1, K2)

12. (a) Explain the need for derivatives in the Indian financial market. (CO2, K2)

Or

- (b) Describe the regulatory framework for financial derivatives in India. (CO2, K2)

13. (a) Differentiate between a forward contract and a futures contract. (CO3, K4)

Or

- (b) Explain the role of the clearinghouse in futures trading. (CO3, K4)

14. (a) What are the types of options? Explain their basic features. (CO4, K2)

Or

- (b) Define financial swaps and discuss their significance in risk management. (CO4, K2)

15. (a) What is hedging? Explain the concept of basis risk in hedging. (CO5, K2)

Or

- (b) How can stock index futures be used as a portfolio management tool? (CO5, K2)

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the functions of derivatives markets and their economic benefits. (CO1, K2)  
Or  
(b) Compare exchange-traded derivatives with OTC derivatives. (CO1, K2)
17. (a) Explain the evolution of derivatives trading in India with a focus on equity derivatives. (CO2, K2)  
Or  
(b) Describe the emerging structure and regulation of derivatives markets in India. (CO2, K2)
18. (a) Explain the mechanics of futures trading, including contract specifications and margin requirements. (CO3, K4)  
Or  
(b) Discuss the role and significance of futures markets in price discovery and risk management. (CO3, K4)
19. (a) Explain the Binomial Option Pricing Model and its application in options valuation. (CO4, K2)  
Or  
(b) Describe the different types of swaps and their applications in financial markets. (CO4, K2)
20. (a) Discuss various hedging strategies and their effectiveness in risk management. (CO5, K2)  
Or  
(b) Explain the concept of stock index futures and their role in reducing portfolio risk. (CO5, K2)

<b>R2913</b>
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<b>Sub. Code</b>
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<b>641414</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Fourth Semester**

**Management**

**MERCHANT BANKING AND FINANCIAL SERVICES**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. Which regulatory body governs merchant banking in India? (CO1, K2)  
(a) RBI (b) SEBI  
(c) IRDAI (d) Ministry of Finance
2. What is the primary role of merchant banking in India? (CO1, K2)  
(a) Providing loans to individuals  
(b) Facilitating corporate financial activities like IPOs and mergers  
(c) Managing retail banking operations  
(d) Regulating stock exchanges

3. What is the purpose of book building in an IPO?  
(CO2, K2)
- (a) To determine the final issue price based on investor demand
  - (b) To advertise the IPO to retail investors
  - (c) To underwrite the shares of the company
  - (d) To prepare the prospectus for the IPO
4. Which of the following is NOT a role of a merchant banker in issue management? (CO2, K2)
- (a) Designing the capital structure
  - (b) Appraising the project
  - (c) Managing retail banking operations
  - (d) Pricing the issue
5. What is the first stage in project identification? (CO3, K2)
- (a) Feasibility study    (b) Project appraisal
  - (c) Idea generation    (d) Financial analysis
6. Which of the following is NOT a type of project appraisal?  
(CO3, K2)
- (a) Financial appraisal
  - (b) Technical appraisal
  - (c) Economic appraisal
  - (d) Marketing appraisal

7. What is the key difference between leasing and hire purchase (CO4, K4)
- (a) Ownership transfer at the end of the term
  - (b) Duration of the agreement
  - (c) Involvement of a third party
  - (d) Tax benefits
8. Which of the following is a characteristic of hire purchase? (CO4, K4)
- (a) Ownership is transferred at the beginning of the agreement
  - (b) The buyer can return the asset at any time
  - (c) The buyer pays in installments and gains ownership at the end
  - (d) The seller retains ownership forever
9. What is the primary role of factoring in financial services? (CO5, K1)
- (a) Providing long-term loans to businesses
  - (b) Managing debt by purchasing accounts receivable
  - (c) Underwriting securities
  - (d) Advising on mergers and acquisitions
10. What is the significance of venture capital in fund-based financial services? (CO5, K1)
- (a) It provides short-term loans to businesses
  - (b) It invests in established companies with stable returns
  - (c) It funds startups and high-growth potential companies
  - (d) It focuses on retail banking services

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the functions of merchant banks in India.  
(CO1, K2)

Or

- (b) Discuss the challenges faced by merchant banking in India.  
(CO1, K2)

12. (a) Describe the role of a merchant banker in designing capital structure.  
(CO2, K2)

Or

- (b) Explain the process of book building in an IPO.  
(CO2, K2)

13. (a) Discuss the stages of project identification and selection.  
(CO3, K2)

Or

- (b) Explain the financial appraisal of a project.  
(CO3, K2)

14. (a) What is hire purchase? Explain its characteristics.  
(CO4, K4)

Or

- (b) Discuss the financial evaluation of leasing.  
(CO4, K4)

15. (a) Explain the concept of factoring and its importance in financial services.  
(CO5, K1)

Or

- (b) Discuss the role of venture capital in fund-based financial services.  
(CO5, K1)

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the legal and regulatory framework governing merchant banking in India. (CO1, K2)

Or

- (b) Explain the relationship between merchant banks and stock exchanges. (CO1, K2)

17. (a) Explain the role of merchant bankers in issue management, including prospectus preparation and marketing strategies. (CO2, K2)

Or

- (b) Discuss the process of private placement and its advantages. (CO2, K2)

18. (a) Explain the technical and economic appraisal of a project by merchant bankers. (CO3, K2)

Or

- (b) Discuss the importance of a feasibility study in project preparation. (CO3, K2)

19. (a) Compare and contrast leasing and hire purchase. (CO4, K4)

Or

- (b) Discuss the role of financial services in the Indian financial system. (CO4, K4)



20. (a) Explain the process of loan syndication and its significance in financial services. (CO5, K1)

Or

- (b) Discuss the role of corporate advisory services in mergers and acquisitions. (CO5, K1)
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<b>R2914</b>
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<b>641421</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Fourth Semester**

**Management**

**SALES AND DISTRIBUTION MANAGEMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. The AIDA model stands for Attention, Interest, Desire, and Action. What is the primary goal of this model in the selling process? (CO1, K2)
  - (a) To focus on the product features
  - (b) To guide the salesperson in convincing the customer through emotional appeals
  - (c) To capture and maintain customer interest leading to a sale
  - (d) To engage in hard selling techniques
2. Which characteristic is most important for a salesperson in building customer trust? (CO1, K2)
  - (a) Patience and empathy
  - (b) High energy and enthusiasm
  - (c) Strong closing techniques
  - (d) Ability to offer discounts

3. When a customer raises an objection related to price, what is the most effective approach? (CO2, K3)
- (a) Disagree with the customer's objection and push the price point harder
  - (b) Offer a lower-priced product without discussing its value
  - (c) Explain the value and benefits of the product in relation to its price
  - (d) Tell the customer that price is non-negotiable
4. What is one of the key benefits of a well-executed post-sales follow-up? (CO2, K3)
- (a) It provides a chance to upsell or cross-sell without customer consent
  - (b) It helps in gaining referrals and word-of-mouth marketing
  - (c) It ensures that the customer regrets the purchase decision
  - (d) It offers no real benefits to the salesperson or customer
5. Which of the following actions is considered unethical for a sales manager? (CO3, K4)
- (a) Providing honest and clear product information to customers
  - (b) Pressuring customers into buying products they don't need
  - (c) Following all applicable sales laws and guidelines
  - (d) Encouraging transparent pricing and fair competition

6. Which of the following is an essential factor to consider when creating a sales budget? (CO3, K4)
- (a) Ignoring the historical performance of the sales team
  - (b) Setting realistic sales targets based on market conditions and past performance
  - (c) Avoiding any adjustments to the budget once it is set
  - (d) Reducing sales staff training expenses
7. Which of the following statements best explains the role of agents and brokers in the distribution channel? (CO4, K4)
- (a) They purchase and store products for resale to consumers
  - (b) They act as intermediaries who do not take ownership of products but facilitate transactions between buyers and sellers
  - (c) They manufacture products for wholesalers
  - (d) They handle all customer service duties for the end consumer
8. Which of the following is NOT a typical activity in reverse logistics? (CO4, K4)
- (a) Product returns
  - (b) Product recycling or disposal
  - (c) Warranty and repair services
  - (d) Shipping products from manufacturers to distributors

9. How does a business typically use social media as an electronic marketing channel? (CO5, K4)
- (a) To sell products directly from the social media platform only
  - (b) To increase brand awareness and engage with customers through posts, ads, and promotions
  - (c) To replace traditional advertising completely
  - (d) To perform product development only
10. Which of the following would likely require the use of a C&F agent? (CO5, K4)
- (a) A small local business selling directly to customers
  - (b) A multinational company distributing goods across various regions or countries
  - (c) A company that only deals with digital products
  - (d) A direct-to-consumer e-commerce store

**Part B** (5 × 5 = 25)

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

11. (a) What is the primary objective of personal selling? (CO1, K2)
- Or
- (b) What are the key challenges of international selling? (CO1, K2)
12. (a) What role does building rapport play in a salesperson's demonstration strategy during prospecting? (CO2, K3)

Or

- (b) How can the salesperson effectively handle objections during the closing phase to ensure a successful sale? (CO2, K3)

13. (a) How can a salesperson effectively use a call report to evaluate the success of their sales strategy and adjust future sales tactics? (CO3, K4)

Or

- (b) In what ways can collection reports be used to forecast future sales and help in strategic decision-making for sales planning? (CO3, K4)

14. (a) Analyze how criteria like cost, reach, and control influence a company's decision to choose between direct and indirect distribution channels for a new product. Provide examples to support your analysis. (CO4, K4)

Or

- (b) Analyze how Just-in-Time (JIT) and Economic Order Quantity (EOQ) strategies of inventory affect inventory costs and meeting customer demand. What are the advantages and disadvantages of each? (CO4, K4)

15. (a) Analyze how factors such as cost, speed, and customer experience affect the efficiency of a distribution channel. Compare how these factors influence the choice of channel for different types of products. (CO5, K4)

Or

- (b) Analyze how the roles of marketing channel members (e.g., wholesalers, retailers, agents) impact distribution efficiency. (CO5, K4)

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the different types of salespeople and explain their roles in the sales process. (CO1, K2)

Or

- (b) Explain the key characteristics that make an effective salesperson. (CO1, K2)
17. (a) How would you structure a sales presentation for a new product to address a client's needs and overcome objections? (CO2, K3)

Or

- (b) How would you apply the pre-approach techniques to prepare for a sales meeting with a potential client in a new industry? (CO2, K3)
18. (a) Analyze how motivation, training, compensation, and leadership affect sales force performance at both individual level. (CO3, K4)

Or

- (b) Analyze the factors that should be considered when preparing a sales budget. How do market conditions, historical data, and sales forecasts influence the budget allocation? (CO3, K4)
19. (a) How do factors like inventory management, location, and technology affect the efficiency of warehousing in sales and distribution? (CO4, K4)

Or

- (b) Analyze how reverse logistics impacts the efficiency of a supply chain. (CO4, K4)

20. (a) How do market coverage, inventory management, and retailer relationships affect the efficiency of distributors. (CO5, K4)

Or

- (b) How do electronic marketing channels complement or compete with traditional marketing channels? (CO5, K4)
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<b>R2915</b>
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<b>Sub. Code</b>
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<b>641423</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL – 2025**

**Fourth Semester**

**Management**

**MARKETING ANALYTICS**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. Which of the following is a primary component of an analytical framework for marketing models? (CO1, K1)
  - (a) Customer sentiment analysis
  - (b) Regression-based modelling
  - (c) Resource optimization
  - (d) Competitor analysis
2. What does “own price elasticity” measure in the context of price recommendations? (CO1, K1)
  - (a) The sensitivity of demand for a product when the price of another product changes
  - (b) The influence of advertising on product demand
  - (c) The responsiveness of demand to changes in the product’s own price
  - (d) The effect of discounts on competitor pricing

3. If the ROI of a campaign is 300% what does it indicate?  
(CO2, K1)
- (a) The company lost 300% of its investment
  - (b) The campaign generated three times the profit of the investment
  - (c) The elasticity of advertisement is less than 1
  - (d) The break-even point was not reached
4. What does a high Advertisement Elasticity of Demand (AED) imply?  
(CO2, K1)
- (a) Small changes in advertising expenditure result in large changes in sales
  - (b) Advertising expenditure has no effect on sales
  - (c) Sales remain constant regardless of ad spend
  - (d) ROI is inversely proportional to advertisemental elasticity
5. Which method is most commonly used in survival analysis to estimate the probability of customer churn?  
(CO3, K1)
- (a) Linear Regression
  - (b) Kaplan-Meier Estimator
  - (c) K-Means Clustering
  - (d) Decision Trees
6. What does "Customer Lifetime Value" (CLV) represent in analytics?  
(CO3, K1)
- (a) The total revenue a business generates over a year
  - (b) The net profit a company expects from a customer over their entire relationship
  - (c) The marketing cost of acquiring a customer
  - (d) The average number of transactions per customer

7. Which of the following is primary goal of digital analytics planning? (CO4, K1)
- (a) Measuring customer satisfaction
  - (b) Tracking ROI of campaigns
  - (c) Enhancing website design aesthetics
  - (d) Increasing offline store visits
8. What is the primary metric used to evaluate the performance of search engine marketing campaigns? (CO4, K1)
- (a) Conversion Rate
  - (b) Bounce Rate
  - (c) Organic Reach
  - (d) Cost Per Click (CPC)
9. Which of the following best defines resource allocation in an organization? (CO5, K1)
- (a) Assigning employees to random tasks without a proper plan
  - (b) Distributing organizational resources to achieve objectives efficiently
  - (c) Managing resources based solely on individual preferences
  - (d) Reserving resources for emergency purposes only
10. A project manager has a team of 5 developers and a tight deadline. To maximize productivity, which of the following strategies is most suitable? (CO5, K1)
- (a) Assigning the same task to all developers
  - (b) Delegating tasks based on each developer's strengths
  - (c) Two developers idle as backup
  - (d) Assigning each developer the tasks they least prefer

**Part B**

(5 × 5 = 25)

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

11. (a) Explain how basic marketing models support decision-making in product analytics. (CO1, K2)

Or

- (b) A Company notices a drop in sales after increasing the price of their product. Using the concept of own-price elasticity, explain how the company could reassess their pricing strategy. (CO1, K2)
12. (a) Explain the concept of Marketing-Mix ROI (MIROI) and its significance in evaluating the effectiveness of marketing strategies. (CO2, K2)

Or

- (b) Compare ROI and MIROI as metrics for evaluating marketing performance. Highlight their similarities and differences. (CO2, K2)
13. (a) Explain how Kaplan-Meier analysis helps in predicting customer retention. (CO3, K1)

Or

- (b) Examine the importance of customer segmentation in choice modeling. (CO3, K4)
14. (a) Identify the importance of segmentation in digital analytics planning and provide an example. (CO4, K3)

Or

- (b) What role does personalization play in mobile marketing and how can it be implemented? (CO4, K1)

15. (a) Assess the importance of resource allocation in achieving organizational goals. (CO5, K5)

Or

- (b) Examine a real-world scenario where poor resource allocation led to project failure. (CO5, K4)

**Part C** (5 × 8 = 40)

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

16. (a) Explain the concept of own price elasticity and cross price elasticity with examples. How do these concepts influence price recommendation strategies? (CO1, K2)

Or

- (b) Identify how market basket analysis can be used to optimize product placement and promotions. Use an example to illustrate your point. (CO1, K3)

17. (a) Analyze the impact of advertisement elasticity on budgeting decisions for a marketing campaign. Provide an example. (CO2, K4)

Or

- (b) Evaluate the effectiveness of using ROI and MIROI together for marketing analytics. Discuss the advantages and limitations. (CO2, K5)

18. (a) Analyze how predictive models for Customer Lifetime Value (CLV) impact strategic decision-making in businesses. (CO3, K4)

Or

- (b) Identify the benefits and limitations of using survival analysis for customer retention prediction.  
(CO3, K3)

- 19. (a) Evaluate the effectiveness of mobile marketing for driving customer engagement compared to desktop marketing.  
(CO4, K5)

Or

- (b) Design a basic strategy for integrating search engine marketing (SEM) with mobile marketing to optimize conversions for an e-commerce platform.  
(CO4, K6)

- 20. (a) Discuss how resource allocation models can impact organizational efficiency and productivity. Provide examples.  
(CO5, K6)

Or

- (b) Elaborate the role of technology in improving resource allocation planning.  
(CO5, K6)

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<b>R2916</b>
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<b>641425</b>
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**M.B.A. (General) DEGREE EXAMINATION,  
APRIL – 2025.**

**Fourth Semester**

**Management**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. Which of the following is NOT an element of CRM?  
(CO1, K2)
  - (a) Customer Service
  - (b) Relationship Management
  - (c) Employee Training
  - (d) Data Analysis
2. What is the primary goal of CRM as a business strategy?  
(CO1, K2)
  - (a) Reducing customer engagement
  - (b) Maximizing customer satisfaction and retention
  - (c) Increasing employee workload
  - (d) Eliminating customer complaints

3. Which of the following is a key privacy issue in CRM?  
(CO2, K4)
- (a) Customer service quality
  - (b) Data security and confidentiality
  - (c) Loyalty program participation
  - (d) Product pricing
4. What does Data Mining help with in CRM? (CO2, K4)
- (a) Customer segmentation and behavior analysis
  - (b) Increasing production costs
  - (c) Reducing the number of suppliers
  - (d) Avoiding customer interactions
5. What does Customer Lifetime Value (CLV) measure?  
(CO3, K4)
- (a) The total profit a customer generates over their lifetime
  - (b) The time it takes to acquire a new customer
  - (c) The number of times a customer calls support
  - (d) The cost of producing a new product
6. Customer acquisition cost is: (CO3, K4)
- (a) The expense incurred to gain a new customer
  - (b) The price a customer pays for a product
  - (c) The revenue generated by each customer
  - (d) The time taken to convert leads into customers



7. What is the key characteristic of an effective Loyalty Program? (CO4, K2)
- (a) Increasing customer defection
  - (b) Enhancing customer retention and engagement
  - (c) Reducing marketing efforts
  - (d) Limiting customer interactions
8. The Satisfaction - Loyalty - Profit Chain suggests that: (CO4, K2)
- (a) Higher satisfaction leads to increased loyalty and profitability
  - (b) More profits result in customer dissatisfaction
  - (c) Customer loyalty decreases profitability
  - (d) Employee training is unnecessary for CRM success
9. Which of the following is NOT a part of CRM automation? (CO5, K5)
- (a) Sales-force automation
  - (b) Marketing automation
  - (c) Service automation
  - (d) Employee termination
10. What is a key challenge in CRM? (CO5, K5)
- (a) Increasing customer complaints
  - (b) Managing data security and customer privacy
  - (c) Reducing customer interaction
  - (d) Avoiding technology adoption

**Part B**

(5 × 5 = 25)

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

11. (a) Define CRM and explain its key elements. (CO1, K2)

Or

- (b) How does CRM help in managing customer-supplier relationships? (CO1, K2)

12. (a) What are the key privacy concerns in CRM marketing? (CO2, K4)

Or

- (b) Explain the role of data mining in CRM. (CO2, K4)

13. (a) What is Customer Acquisition Cost and how is it calculated? (CO3, K4)

Or

- (b) Discuss the importance of Customer Lifetime Value (CLV) in CRM. (CO3, K4)

14. (a) What are the characteristics of an effective Loyalty Program? (CO4, K2)

Or

- (b) Explain the Satisfaction - Loyalty - Profit Chain. (CO4, K2)

15. (a) What are Sales-force automation in CRM? (CO5, K5)

Or

- (b) Discuss the challenges faced in CRM implementation. (CO5, K5)

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the history and evolution of CRM as a business strategy. (CO1, K2)

Or

- (b) Discuss the importance of relationship-oriented organizations in CRM. (CO1, K2)
17. (a) How do multi-channel strategies impact CRM effectiveness? (CO2, K4)

Or

- (b) Explain the process of segmentation and selection in Analytical CRM. (CO2, K4)
18. (a) Discuss the role of retention and defection analysis in customer activity measurement. (CO3, K4)

Or

- (b) Explain the significance of Customer Activity Measurement and its key metrics. (CO3, K4)
19. (a) What are the key drivers of Loyalty Program effectiveness? (CO4, K2)

Or

- (b) How can companies achieve a competitive advantage through customer relationship management? (CO4, K2)

20. (a) Explain the role of automation in CRM and its impact on customer interactions. (CO5, K5)

Or

- (b) Discuss the recent opportunities and challenges in CRM implementation. (CO5, K5)
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<b>R2917</b>
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<b>641428</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL 2025.**

**Fourth Semester**

**Management**

**STRATEGIC BRAND MANAGEMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. Which of the following is NOT a component of product management? (CO1, K2)
  - (a) Market segmentation
  - (b) Positioning
  - (c) Customer service training
  - (d) Differentiation
2. What is the primary goal of brand management? (CO1, K2)
  - (a) Increasing production costs
  - (b) Building brand equity and customer loyalty
  - (c) Reducing product variety
  - (d) Eliminating market competition

3. Which stage of the Product Lifecycle involves the highest marketing costs? (CO2, K3)
- (a) Introduction                      (b) Growth
  - (c) Maturity                          (d) Decline
4. What does product line pruning refer to? (CO2, K3)
- (a) Expanding a product line
  - (b) Removing under performing products
  - (c) Repositioning an existing product
  - (d) Increasing production costs
5. What does Brand Positioning involve? (CO3, K4)
- (a) Determining the target audience's perception of the brand
  - (b) Changing the brand name frequently
  - (c) Eliminating brand identity
  - (d) Increasing production costs
6. What is Brand Repositioning? (CO3, K4)
- (a) Introducing a new brand name for an existing product
  - (b) Modifying the brand's image to appeal to a different audience
  - (c) Eliminating the brand logo
  - (d) Reducing customer interaction

7. Which of the following is NOT a risk of brand extension?  
(CO4, K4)
- (a) Dilution of brand image
  - (b) Increased customer loyalty
  - (c) Market confusion
  - (d) Cannibalization of existing products
8. What is the purpose of Brand Valuation? (CO4, K4)
- (a) Estimating the financial value of a brand
  - (b) Reducing marketing costs
  - (c) Eliminating brand competition
  - (d) Increasing the number of competitors
9. Which of the following is NOT a type of Co-Branding?  
(CO5, K4)
- (a) Ingredient Co-Branding
  - (b) Joint Venture Co-Branding
  - (c) Competitive Co-Branding
  - (d) Strategic Alliance Co-Branding
10. What is a key function of packaging in branding?  
(CO5, K4)
- (a) Reducing production quality
  - (b) Enhancing brand recognition and differentiation
  - (c) Eliminating the need for advertising
  - (d) Reducing consumer trust

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the importance of product differentiation in brand management. (CO1, K2)

Or

- (b) How does market segmentation impact product positioning? (CO1, K2)

12. (a) What are the different stages of the Product Lifecycle? (CO2, K3)

Or

- (b) Explain the concept of Product Line Extension with examples. (CO2, K3)

13. (a) What are the key components of the Brand Building Process? (CO3, K4)

Or

- (b) Differentiate between Brand Identity and Brand Personality. (CO3, K4)

14. (a) What are the major risks associated with Brand Extension? (CO4, K4)

Or

- (b) Explain the concept of Brand Equity and its significance. (CO4, K4)



15. (a) What are the different types of Co-Branding?  
(CO5, K4)

Or

- (b) Discuss the role of packaging in brand strategy.  
(CO5, K4)

**Part C** (5 × 8 = 40)

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

16. (a) Discuss the relationship between Product Policy and Brand Management.  
(CO1, K2)

Or

- (b) How do positioning strategies impact a brand's market success?  
(CO1, K2)

17. (a) Explain the importance of managing the Product Lifecycle effectively.  
(CO2, K3)

Or

- (b) How does Product Market Analysis contribute to new product development?  
(CO2, K3)

18. (a) Describe the Branding Cycle and its key stages.  
(CO3, K4)

Or

- (b) Explain the process of Brand Repositioning with suitable examples.  
(CO3, K4)

19. (a) Compare different Brand Valuation Methods and their advantages/disadvantages.  
(CO4, K4)

Or

- (b) What strategic factors should companies consider before extending a brand?  
(CO4, K4)

20. (a) Discuss the advantages and challenges of Co-Branding strategies. (CO5, K4)

Or

- (b) Analyze a real-world case study of a successful or failed brand strategy. (CO5, K4)
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<b>641441</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL 2025.**

**Fourth Semester**

**Management**

**ADVANCED BEHAVIOURAL SCIENCE**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. What is the primary focus of Behavioural Science in organisational life? (CO1, K2)
  - (a) Financial Management
  - (b) Human Behaviour
  - (c) Marketing Strategies
  - (d) Operational Efficiency
2. Which of the following is NOT a functional area of management related to Behavioural Science? (CO1, K2)
  - (a) Human Resource Management
  - (b) Marketing
  - (c) Operations
  - (d) Accounting

3. Which of the following is a key concept in Transactional Analysis? (CO2, K3)
- (a) Strokes
  - (b) Financial -Analysis
  - (c) Market Segmentation
  - (d) Supply Chain Management
4. Assertiveness in organisational life is important because it: (CO2, K3)
- (a) Reduces communication
  - (b) Enhances individual and team performance
  - (c) Increases conflicts
  - (d) Decreases productivity
5. What is the primary purpose of performance review in Transactional Analysis? (CO3, K1)
- (a) To criticise employees
  - (b) To set goals and develop plans
  - (c) To reduce communication
  - (d) To increase workload
6. Which of the following is a key outcome of understanding Transactional Analysis? (CO3, K1)
- (a) increased stress levels
  - (b) improved interpersonal relationships
  - (c) Reduced productivity
  - (d) Decreased communication

7. What is the main goal of Behaviour Modification?  
(CO4, K6)
- (a) To increase stress levels
  - (b) To change undesirable behaviours
  - (c) To reduce organisational structure
  - (d) To eliminate communication
8. Which of the following is a technique used in Behaviour Modification?  
(CO4, K6)
- (a) Strokes
  - (b) Goal setting
  - (c) Sweatshirts
  - (d) Rackets
9. What is the primary focus of counselling in a managerial context?  
(CO5, K2)
- (a) Financial management
  - (b) Employee well-being and problem-solving
  - (c) Market analysis
  - (d) Product development
10. Which of the following is a key element of managerial counselling?  
(CO5, K2)
- (a) Financial planning
  - (b) Stress management
  - (c) Product development
  - (d) Market analysis

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the relationship between Behavioural Science and other functional areas of management.  
(CO1, K2)

Or

- (b) Explain the role of advanced Behavioural Science in organisational life. (CO1, K2)
12. (a) Describe the importance of Transactional Analysis in understanding interpersonal relationships.  
(CO2, K3)

Or

- (b) Discuss the concept of assertiveness and its relevance in organisational life. (CO2, K3)
13. (a) Explain the process of performance review using Transactional Analysis. (CO3, K1)

Or

- (b) Discuss the importance of goal setting and development planning in performance management. (CO3, K1)
14. (a) What are the key principles of Behaviour Modification? Discuss their application in organisational settings. (CO4, K6)

Or

- (b) Explain the steps involved in development and implementing a Behaviour Change Program.  
(CO4, K6)

15. (a) Discuss the elements of managerial counselling and their importance in organisational development. (CO5, K2)

Or

- (b) Explain how counselling can help in managing anxiety and stress at work. (CO5, K2)

**Part C** (5 × 8 = 40)

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

16. (a) Critically analyse the role of advanced Behavioural Science in organisational development. (CO1, K2)

Or

- (b) Discuss the various interventions and strategies used in advanced Behavioural Science. (CO1, K2)

17. (a) Explain the concept of Transactional Analysis and its importance in improving interpersonal relationships at work. (CO2, K3)

Or

- (b) Discuss the use of strokes, stamps, and rackets in Transactional Analysis. (CO2, K3)

18. (a) Discuss the importance of assertiveness in organisational communication and its impact on individual and team performance. (CO3, K1)

Or

- (b) Explain how Transactional Analysis can be used to analyse and resolve performance problems. (CO3, K1)

19. (a) Critically evaluate the effectiveness of Behaviour Modification techniques in organisational settings. (CO4, K6)

Or

- (b) Discuss the classification of Behaviour Techniques change and their application in developing intervention plans. (CO4, K6)
20. (a) Discuss the role of managerial counselling in predicting and solving people's problems in an organisation. (CO5, K2)

Or

- (b) Evaluate the importance of training for counselling in enhancing managerial effectiveness. (CO5, K2)
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<b>641442</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL 2025.**

**Fourth Semester**

**Management**

**LEARNING AND DEVELOPMENT**

**(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 NOT a type of training needs analysis? (CO1, K4)
  - (a) Job Analysis
  - (b) Task Analysis
  - (c) Financial Analysis
  - (d) Learner Analysis
  
2. What is the primary objective of training and development? (CO1, K4)
  - (a) Reduce employee wages
  - (b) Improve job performance and skills
  - (c) Increase working hours
  - (d) Decrease employee benefits

3. Strategic training practices aim to: (CO2, K3)
- (a) Align training with business objectives
  - (b) Reduce the number of employees
  - (c) Increase work pressure on employees
  - (d) Replace classroom training with online training
4. What is an essential component of training project management? (CO2, K3)
- (a) Ignoring the budget
  - (b) Developing blueprints and prototypes
  - (c) Avoiding employee involvement
  - (d) Eliminating assessments
5. The primary purpose of training evaluation is to (CO3, K5)
- (a) Identify areas for improvement
  - (b) Reduce training budgets
  - (c) Avoid performance measurement
  - (d) Increase employee turnover
6. Which of the following is a key method of evaluating training effectiveness? (CO3, K5)
- (a) Employee motivation survey
  - (b) Past and future analysis
  - (c) Salary benchmarking
  - (d) Office restructuring

7. Which of the following best describes pedagogy in training? (CO4, K3)
- (a) The method and practice of teaching
  - (b) A financial budgeting tool
  - (c) A performance evaluation method
  - (d) A type of job rotation
8. Leadership development focuses on: (CO4, K3)
- (a) Enhancing communication skills only
  - (b) Preparing individuals for managerial roles
  - (c) Reducing employee benefits
  - (d) Increasing job redundancy
9. What is the primary focus of career development? (CO5, K6)
- (a) Short-term job assignments
  - (b) Long-term professional growth
  - (c) Reducing workforce size
  - (d) Avoiding promotions
10. The competency approach to development focuses on: (CO5, K6)
- (a) Matching skills with job requirements
  - (b) Reducing employee engagement
  - (c) Avoiding training investments
  - (d) Limiting career progression

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the concept of training needs assessment.  
(CO1, K4)

Or

- (b) What is the difference between job analysis and task analysis?  
(CO1, K4)
12. (a) How does strategic planning influence training effectiveness?  
(CO2, K3)

Or

- (b) Discuss the role of training design and instructional strategies in learning.  
(CO2, K3)
13. (a) What are the key components of training evaluation?  
(CO3, K5)

Or

- (b) Explain the importance of transfer of training in evaluating effectiveness.  
(CO3, K5)
14. (a) Define training climate and its significance in employee learning.  
(CO4, K3)

Or

- (b) Differentiate between coaching, training, and development.  
(CO4, K3)

15. (a) What is career anchoring in career development?  
(CO5, K6)

Or

- (b) Explain the significance of succession planning in an organization.  
(CO5, K6)

**Part C** (5 × 8 = 40)

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

16. (a) Discuss the importance of training in organizational development.  
(CO1, K4)

Or

- (b) Explain different learning theories and their impact on employee motivation.  
(CO1, K4)

17. (a) Describe the process of developing a training budget and schedule.  
(CO2, K3)

Or

- (b) What are the key steps involved in designing an effective training program?  
(CO2, K3)

18. (a) Evaluate the different methods of assessing training outcomes.  
(CO3, K5)

Or

- (b) Discuss the role of classroom and non-classroom training techniques in employee learning. (CO3, K5)

19. (a) Explain various training methods and techniques used in organizations.  
(CO4, K3)

Or

- (b) Discuss how leadership development contributes to business success.  
(CO4, K3)

20. (a) What is the role of competency-based assessment centers in career development? (CO5, K6)

Or

- (b) Explain the relationship between career development and business strategy. (CO5, K6)
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<b>R2920</b>
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**M.B.A. (General) DEGREE EXAMINATION,  
APRIL – 2025.**

**Fourth Semester**

**Management**

**COMPENSATION AND REWARD MANAGEMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. What is the primary purpose of compensation in organizations? (CO1, K3)
  - (a) To increase employee workload
  - (b) To attract, motivate, and retain employees
  - (c) To reduce organizational profits
  - (d) To create a hierarchical structure
2. Which of the following is a key component of a compensation policy framework? (CO1, K3)
  - (a) Employee attendance records
  - (b) Job evaluation and market benchmarking
  - (c) Office decor guidelines
  - (d) Employee vacation photos

3. Under the Payment of Bonus Act, 1965, which of the following is a condition for an employee to be eligible for bonus? (CO2, K2)
- (a) The employee must be employed for a minimum of 6 months
  - (b) The employee must have worked at least 30 days in the accounting year
  - (c) The employee must be a permanent employee only
  - (d) The employee must not be drawing a salary higher than Rs. 21,000 per month
4. Under the Equal Remuneration Act, 1976, the term “remuneration” includes: (CO2, K2)
- (a) Salary only
  - (b) Wages, allowances, and other benefits
  - (c) Bonus only
  - (d) Wages and allowances, excluding bonuses
5. Which of the following is a common reason for pay differentials within an organization? (CO3, K1)
- (a) Employee hobbies
  - (b) Differences in job complexity or responsibility
  - (c) Office decor preferences
  - (d) Uniformity in work hours
6. What is a “golden parachute” in executive compensation? (CO3, K1)
- (a) A type of retirement plan for all employees
  - (b) A large payment or benefit package given to executives if they leave the company
  - (c) A performance-based bonus for achieving targets
  - (d) A stock option plan for entry-level employees



7. The “spot bonus” incentive is most commonly awarded:  
(CO4, K5)
- (a) Monthly
  - (b) Quarterly
  - (c) Immediately for exceptional performance
  - (d) Annually based on performance reviews
8. A company offering a Golden Handshake usually does so when:  
(CO4, K5)
- (a) It is experiencing growth and expansion
  - (b) It is downsizing or undergoing organizational restructuring
  - (c) It is increasing wages for employees
  - (d) It is offering promotions
9. Which of the following is a tax-efficient reward for employees who perform well?  
(CO5, K6)
- (a) Cash bonuses paid directly into the employee’s bank account
  - (b) Long-term incentives like employee stock options (ESOPs)
  - (c) High salary increases that increase taxable income
  - (d) Short-term incentives paid without any structure
10. What is the purpose of providing a Cost of Living Adjustment (COLA) in international compensation?  
(CO5, K6)
- (a) To equalize the purchasing power of employees in different countries
  - (b) To reward employees for working in a multinational company
  - (c) To provide tax exemptions to expatriates
  - (d) To encourage employees to relocate to higher-paying countries

**Part B**

(5 × 5 = 25)

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

11. (a) Why is it important for organizations to have a well-structured compensation system? (CO1, K3)

Or

- (b) How do economic factors such as inflation and cost of living affect compensation strategies within an organization? (CO1, K3)

12. (a) What are the key principles that guide wage determination within a labor market? (CO2, K2)

Or

- (b) How does the Payment of Wages Act, 1936 apply to different industries, including both the organized and unorganized sectors? (CO2, K2)

13. (a) How does job evaluation help in addressing pay disparities and maintaining fairness in compensation within an organization? (CO3, K1)

Or

- (b) What are the key components of executive compensation, and how do they differ from regular employee compensation? (CO3, K1)

14. (a) What are fringe benefits, and how do they contribute to a comprehensive reward system within an organization? (CO4, K5)

Or

- (b) What are the financial implications of offering a Voluntary Retirement Scheme (VRS) to an organization? (CO4, K5)

15. (a) How can organizations manage location-based compensation when employees are working remotely from different geographic areas? (CO5, K6)

Or

- (b) What are the key advantages of implementing a Pay for Performance system in an organization?  
(CO5, K6)

**Part C**

(5 × 8 = 40)

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

16. (a) How do organizations align their compensation policy framework with their overall business strategy?  
(CO1, K3)

Or

- (b) What are the potential long-term behavioral effects of a poorly implemented compensation structure on employees?  
(CO1, K3)

17. (a) What is the significance of the fair wage concept in determining employee compensation? (CO2, K2)

Or

- (b) What are the key factors considered in setting norms for wage determination within an organization?  
(CO2, K2)

18. (a) What are the differences between national pay surveys and regional pay surveys, and when should each be used?  
(CO3, K1)

Or

- (b) How do internal equity and external equity interact in the development of a compensation strategy?  
(CO3, K1)

19. (a) What are the key elements to consider when designing a performance-linked reward system?  
(CO4, K5)

Or

- (b) How does a Golden Handshake Scheme benefit organizations during restructuring or downsizing?  
(CO4, K5)

20. (a) How do exchange rates impact the design of comparative international compensation for employees working in different countries? (CO5, K6)

Or

- (b) What are the key challenges multinational companies face when designing comparative international compensation for employees in high-cost living countries?  
(CO5, K6)

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**M.B.A. (General) DEGREE EXAMINATION, APRIL 2025.**

**Fourth Semester**

**Management**

**BIG DATA ANALYTICS**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. Which of the following is a characteristic of Big Data?  
(CO1, K2)  
(a) Volume                      (b) Velocity  
(c) Variety                      (d) Complexity
2. What is the primary challenge of traditional systems in handling Big Data?  
(CO1, K2)  
(a) Scalability                  (b) Cost  
(c) Speed                        (d) Data security
3. Which component of Hadoop is responsible for distributed storage?  
(CO2, K4)  
(a) MapReduce                  (b) HDFS  
(c) YARN                        (d) HBase
4. What is the purpose of Hadoop Streaming?      (CO2, K4)  
(a) To process data in real-time  
(b) To allow writing MapReduce programs in any language  
(c) To store data in a distributed manner  
(d) To optimize data compression

5. What is the primary function of the MapReduce framework? (CO3, K1)
- (a) Data storage
  - (b) Data processing
  - (c) Data visualization
  - (d) Data encryption
6. Which of the following is a feature of MapReduce? (CO3, K1)
- (a) Scalability
  - (b) Fault tolerance
  - (c) Parallel processing
  - (d) Real-time analytics
7. Which of the following is a data processing operator in Pig? (CO4, K1)
- (a) LOAD
  - (b) STORE
  - (c) FILTER
  - (d) JOIN
8. What is the primary purpose of HiveQL? (CO4, K1)
- (a) To query data stored in Hadoop
  - (b) To visualize data
  - (c) To process real-time data streams
  - (d) To manage cluster resources
9. Which of the following is a key feature of HBase? (CO5, K3)
- (a) Column-oriented storage
  - (b) Real-time processing
  - (c) Distributed computing
  - (d) In-memory caching
10. What is the primary use of Cassandra in Big Data? (CO5, K3)
- (a) Real-time data processing
  - (b) Distributed database management
  - (c) Data visualization
  - (d) Data warehousing

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the characteristics of Big Data and the challenges faced by traditional systems in handling it. (CO1, K2)

Or

- (b) Explain the role of Big Data analytics in optimizing business decisions. (CO1, K2)

12. (a) Describe the architecture of Hadoop and its components. (CO2, K4)

Or

- (b) Explain the process of data analysis using Hadoop. (CO2, K4)

13. (a) Explain the concept of MapReduce and its key features. (CO3, K1)

Or

- (b) Discuss the anatomy of a MapReduce job run. (CO3, K1)

14. (a) Explain the data processing operators in Pig and their applications. (CO4, K1)

Or

- (b) Discuss the features and architecture of Hive. (CO4, K1)

15. (a) Explain the data model and implementation of HBase. (CO5, K3)

Or

- (b) Discuss the use of Cassandra in Big Data applications. (CO5, K3)

**Part C**

(5 × 8 = 40)

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

16. (a) Critically analyze the role of Big Data analytics in creating a competitive advantage for businesses.  
(CO1, K2)

Or

- (b) Discuss the challenges and opportunities of Big Data analytics in modern business environments.  
(CO1, K2)

17. (a) Explain the process of scaling out Hadoop for Big Data analysis.  
(CO2, K4)

Or

- (b) Discuss the design and architecture of HDFS in detail.  
(CO2, K4)

18. (a) Explain the workflow of a MapReduce job and its key components.  
(CO3, K1)

Or

- (b) Discuss the role of YARN in managing resources in a Hadoop cluster.  
(CO3, K1)

19. (a) Explain the differences between Hive and Pig in Big Data processing.  
(CO4, K1)

Or

- (b) Discuss the applications of Pig and Hive in Big Data analytics.  
(CO4, K1)

20. (a) Explain the use of HBase and Cassandra in predictive analytics.  
(CO5, K3)

Or

- (b) Discuss the role of visualization techniques in Big Data analytics.  
(CO5, K3)



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<b>641454</b>
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**M.B.A. (General) DEGREE EXAMINATION, APRIL 2025.**

**Fourth Semester**

**Management**

**SOCIAL AND WEB ANALYTICS**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

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

1. What is the primary focus of Web 3.0? (CO1, K1)
  - (a) Static web pages
  - (b) Semantic web
  - (c) Social media
  - (d) Decentralized applications
  
2. Which of the following is a key concept in social network analysis? (CO1, K1)
  - (a) Centrality
  - (b) Clustering
  - (c) Node-Edge Diagrams
  - (d) Network density

3. What is the primary purpose of Web Analytics 2.0?  
(CO2, K2)
- (a) To analyze clickstream data
  - (b) To perform competitive intelligence
  - (c) To gather voice of customer data
  - (d) To optimize user experience
4. Which of the following is a method used in web data analytics?  
(CO2, K2)
- (a) Econometric modelling
  - (b) Sentiment analysis
  - (c) Text mining
  - (d) Predictive analytics
5. What is the primary purpose of visualizing social networks?  
(CO3, K1)
- (a) To analyze node-link diagrams
  - (b) To understand clustering
  - (c) To represent graph data
  - (d) To identify key influencers
6. Which of the following is a tool used for social network visualization?  
(CO3, K1)
- (a) Hadoop
  - (b) MapReduce
  - (c) NodeXL
  - (d) Gephi

7. What is the primary focus of text mining in social networks? (CO4, K1)
- (a) Sentiment classification
  - (b) Opinion extraction
  - (c) Temporal sentiment analysis
  - (d) Topic modeling
8. Which of the following is a technique used in opinion mining? (CO4, K1)
- (a) Irony detection
  - (b) Wish analysis
  - (c) Product review mining
  - (d) Emotion detection
9. What is the primary purpose of social media analytics? (CO5, K1)
- (a) To measure reach and engagement
  - (b) To analyze business goals
  - (c) To gather data
  - (d) To improve marketing strategies
10. Which of the following tools is used for social media analysis? (CO5, K1)
- (a) UCINET
  - (b) NodeXL
  - (c) R
  - (d) Tableau

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the development of the Semantic Web and its importance in modern web technologies. (CO1, K1)

Or

- (b) Explain the statistical properties of social networks and their relevance in social network analysis. (CO1, K1)

12. (a) Describe the Web Analytics 2.0 framework and its components. (CO2, K2)

Or

- (b) Explain the role of econometric modelling in search engine advertising. (CO2, K2)

13. (a) Explain the concept of node-link diagrams and their use in visualizing social networks. (CO3, K1)

Or

- (b) Discuss the role of Hadoop and MapReduce in social network data aggregation. (CO3, K1)

14. (a) Explain the process of sentiment classification in text mining. (CO4, K1)

Or

- (b) Discuss the importance of temporal sentiment analysis in social media. (CO4, K1)

15. (a) Explain the process of performing social media analytics and its key steps. (CO5, K1)

Or

- (b) Discuss the use of NodeXL and R in social media analysis. (CO5, K1)

**Part C** (5 × 8 = 40)

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

16. (a) Critically analyze the role of Web 3.0 in the development of modern web technologies. (CO1, K1)

Or

- (b) Discuss the key concepts and statistical properties of social networks. (CO1, K1)

17. (a) Explain the experimental methods used in web data analytics and their application. (CO2, K2)

Or

- (b) Discuss the role of competitive intelligence in Web Analytics 2.0. (CO2, K2)

18. (a) Explain the taxonomy of visualizations used in social network analysis. (CO3, K1)

Or

- (b) Discuss the use of random walks in social network modeling. (CO3, K1)

19. (a) Explain the process of product review mining and its importance in social media analytics. (CO4, K1)

Or

- (b) Discuss the challenges and techniques in irony detection in opinion mining. (CO4, K1)
20. (a) Explain the role of social media KPIs in measuring the effectiveness of digital marketing strategies. (CO5, K1)

Or

- (b) Discuss the use of UCINET and RSIENA in social media analysis. (CO5, K1)

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