MBA1C1

M.B.A. DEGREE EXAMINATION, APRIL 2011
First Semester

Business Administration

MANAGEMENT CONCEPTS

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)
Answer **all** questions.

1. Define the Process of Management.

2. What is Scalar chain ?

3. Define Strategic planning.

4. What are Planning premises ?

5.   List out different organisation levels.

6.   What do you mean by Delegation of authority ?

7.   Define Communication.

8.   What is Responsibility Accounting ?

9.   Mention about Corporate governance.

10. What do you mean by social responsibility of business ?

Part B   (5 × 5 = 25)

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

11. (a)   Describe the importance of Management.

(*Or*)

(b) Discuss the contributions of the human relations schools.

12. (a) Explain the components of planning.

(*Or*)

(b) Enumerate the critetria of sound objectives.

13. (a) Distinguish between Line and Staff relations.

(*Or*)

(b) Discuss different types of organisation structure.

14. (a) Describe the steps involved in Selection.

(*Or*)

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(b) Enumerate different types of Standards used in control.

15. (a) Discuss the ways in which environment affects the Manager and their functions.

(*Or*)

(b) What are the sources of Ethical Behaviour ?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. "Management is getting things done through Others" —Discuss.

17. Enumerate the different types of Policies.

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18. Explain the important principles of organising.

19. "Just as planning, controlling should also be a dominantly forward looking function"—Discuss.

20. Describe in detail the social performance of business in India.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

First Semester

Business Administration

ORGANISATIONAL BEHAVIOUR

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define OB.

2. Explain the Custodial model.

3. Define Learning.

4. Mention about perception.

5. What are group norms ?

6. What do you mean by Communication Network ?

7. Define Politics.

8. What is resistance to change ?

9. Define OD.

10. What is organisational effectiveness ?

Part B (5 × 5 = 25)

Answer **all** questions choosing **either** 'a' **or** ' b'.

11. (a) Elucidate the importance of OB.

(*Or*)

(b) Discuss similarities and dissimilarities among the models of OB.

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12. (a) Enumerate the factors influencing personality.

(*Or*)

(b) Explain how will you measure Attitudes.

13. (a) How can group decisions be made more effective ?

(*Or*)

(b) Enlist the common barriers to effective communication.

14. (a) Critically examine Fiedler's contingency theory of Leadership.

(*Or*)

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(b) Why is it important to possess power ? Explain.

15. (a) Discuss the various determinants of Job satisfaction.

(*Or*)

(b) Distinguish between Orgnisational effectiveness and Organisational efficiency.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the major challenges facing today's Organisations and Management.

17. Explain how managers can motivate employees.

18. Explain the stages of group development.

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19. Discuss the consequences of organisational politics.

20. " OD involves the development of the organisation in the light of its future expansion plan "–Discuss.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

First Semester

Business Administration

QUANTITATIVE METHODS

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   What is Linear functions ?

2.   Define "Elasticity of Demand".

3.   Define "Conditional probabilities".

4.   Define "Alternate optimum solution".

5.   What are the types of Decisions ?

6. Define the following "Min–Max".

7. List out the steps involved in formulating an LPP.

8. Define—"Identifying system parameter".

9. Define "discrete event simulation".

10. Define "Expected value of pay-off".

Part B   (5 × 5 = 25)

Answer **all** the questions choosing **either** 'a' **or** 'b'.

11. (a) Define Transportation and discuss the steps of transportation.

(*Or*)

(b) Explain briefly Minimising Maximal Regret and their implications.

12. (a) A company produces 2 types of pens, A and B. Pen 'A' is superior quality and pen B' is lower quality. Profits on pen. 'A' and pen 'B' are Rs. 5 and Rs. 3 per pen respectively Raw material required for each pen 'A' is twice as that of pen 'B'. The supply of raw materials is sufficient only for 1,000 pens of type B' per day. Type 'A' pen requires a special clip and only 400 clips are available per day. For pen B, only 700 clips are available per day. Findgraphically the product mix so that the company can make maximum profit.

(*Or*)

(b) Solve the following linear programming problem graphically :—

$$\text{Maximize } Z = 5x_1 + 7x_2$$

$$\text{subject to } 2x_1 + 3x_2 \leq 13$$

$$3x_1 + 2x_2 \leq 12$$

$$x_1, x_2 \geq 0$$

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13. (a) A class consists of 10 boys and 20 girls of which half the boys and half the girls have blue eyes. Find the probability that a student chosen at random is a boy (or) has blue eyes.

(*Or*)

(b) A class consists of 80 students, 25 of them are girls and 55 boys, 10 of them are rich and remaining poor, 20 of them are fair complexioned. What is the probability of selecting a fair complexioned rich girl ?

14. (a) For a binomial distribution the mean is '4' and variance is 2. Find the probability of getting

   (i) At least 2 successes.

   (ii) At the most 2 successes.

(*Or*)

(b) The management of a company claims that the average weekly income of their employees is Rs. 900. The Grade union disputes this claim stressing that it is rather less. An independent sample of 150 randomly selected employees estimated the average to be Rs. 856 with standard deviation of Rs. 354. Would you accept the view of the management ?

15. (a) The probability that a Poisson variate 'x' takes a positive value is $(1 - e^{-1.5})$. Find the variance and also the probability that 'x' lies between -1.5 and 1.5.

(Or)

(b) Calculate expected opportunity loss from the following pay-offs table.

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Pay-off Table

Acts events	A_1	A_2	A_3	Event probabilities
E_1	25	−10	−125	0.10
E_2	400	440	400	0.70
E_3	650	740	750	0.20

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16. Describe briefly the different phases and characteristic of Operations Research.

17. Solve the following linear programming problem by Simplex method :

Maximize $Z = 5x_1 + 7x_2$

subject to $2x_1 + 3x_2 \leq 13$

$3x_1 + 2x_2 \leq 12$

$x_1, x_2 \geq 0$

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18. A class consists of 25 students of which 10 are girls and 15 are boys : 4 girls and 6 boys were put in first class in an examination. If a student is selected at random from the class and is found to have first class. What is the probability that the student selected is a girl ? How is this probability affected if the distribution of boys and girls in the whole class is unknown ?

19. Explain briefly duality and sensitivity analysis for decision making.

20. A businessman has two independent investments A and B available to him, but he lacks the capital to undertake both of them simultaneously. He can choose to take 'A' first and then stop, or if 'A' is successful then take B, or vice versa. The probability of success on 'A' is 0.7, while for 'B' it is 0.4. Both investments requires an initial capital outlay of Rs. 2,000, and both return nothing if the venture *i* unsuccessful. Successful

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completion of A will return Rs. 3,000 (over cost), successful completion of 'B' will return Rs. 5,000 (over cost)

- (a) Draw the decision tree and determine the best strategy.

- (b) Resolve this example by preparing a pay-off table.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

First Semester

Business Administration

FINANCIAL AND MANAGEMENT ACCOUNTING

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. How does "Book–keeping" differ from "Accounting" ?

2. What is a Balance Sheet ?

3. What do you understand by Analysis and interpretation of financial statements ?

4. What are liquidity ratios ?

5. What do you mean by Funds from Operations ?

6. What are the objectives of Cash flow statement ?

7. What is Master budget ?

8. What is Cash budget ?

9. Define Standard costing.

10. What are the use of Break–even analysis ?

Part B $(5 \times 5 = 25)$

Answer **all** the questions, choosing **either** 'a' **or** 'b'.

11. (a) Explain the various types of Accounting conventions.

(*Or*)

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(b)   Give Journal entries for the following :–

    (i)   Machinery of the book value Rs. 3,500 sold for Rs. 3,000.

    (ii)   Goods worth Rs. 1,000 taken by the proprietor for his domestic use.

    (iii)   Loss of stock by fire Rs. 6,200 ; insures admit the claim for only Rs. 3,000.

    (iv)   Sales tax paid on goods purchased Rs. 1,250.

12. (a)   Explain the special features of Common–size statements.

(*Or*)

(b)   Explain the objectives and limitations of Ratio Analysis.

13. (a) The following are the summarised Balance Sheets of Kailash Ltd. as at 31st December 2006 and 2007.

Balance Sheet

	2006	2007		2006	2007
	Rs.	Rs.		Rs.	Rs.
Capital :			Fixed Assets	95,000	1,20,000
Equity shares	1,00,000	1,00,000	Investment	—	10,000
Preference shares	—	50,000	Current Assets :		
General Reserve	30,000	40,000	Stock	40,000	60,000
Profit and Loss	25,000	70,000	Debtors	20,000	40,000
Current Liabilities			B/R	5,000	2,000
Creditors	20,000	10,000	Prepaid Expenses	5,000	18,000
Bills Payable	—	2,000	Cash	20,000	10,000
Overdraft	3,000	—	Advances	10,000	40,000
Taxation Provision	7,000	12,000			
Proposed Dividend	10,000	16,000			
	1,95,000	3,00,000		1,95,000	3,00,000

You are required to prepare a Statement showing the changes in Working Capital.

(*Or*)

(b)   Statement of Financial position of Shiva are given below :

	1.1.2008	31.12.2009		1.1.2008	31.12.2009
Accounts			Cash	40,000	30,000
Payable	29,000	25,000	Debtors	20,000	17,000
Capital	7,39,000	6,15,000	Stock	8,000	13,000
			Buildings	1,00,000	80,000
			Fixed Assets	6,00,000	5,00,000
	7,68,000	6,40,000		7,68,000	6,40,000

Find out Cash from Operation.

14. (a)   Discuss Variances, Advantages and Essentials for the success of Budgetary control.

(*Or*)

(b) The standard cost of material for manufacturing a unit of a particular product X is estimated as follows :

16 kgs of raw material @ Rs. 1.00 per kg. On completion of the unit, it was found that 20 kgs of raw material costing Rs. 1.50 per kg. has been consumed.

Compute Material variances.

15. (a) How is marginal costing useful in the decision – making of a term ? Explain.

(*Or*)

(b) In a trading concern there was increase in profit from Rs. 10,000 to 16,000 when sales increased by Rs. 50,000. The fixed expenses were Rs. 24,000. Ascertain the Break-even sales.

Answer any **three** questions.

16. Prepare, Trading and Profit and Loss Account and Balance Sheet as on 31.12.2008 from the Trial Balance and additional ajustment information extracted from the books of Mr. Kannan.

Trial Balance on 31.12.2008

Debit Balances	Rs.	Credit Balances	Rs.
Cash in hand	1,200	Discount	800
Purchases	1,62,500	Sundry Creditors	18,200
Opening Stock	26,700	Sales	2,60,000
Sundry Debtors	32,000	Returns outwards	500
Salaries	16,000	Bills Payable	8,000
Wages	12,000	Bank Overdraft	4,000
Carriage inwards	6,000	Kannan's Capital	24,900

	Rs.
Carriage outwards	2,600
Postal expenses	1,400
Fuel and power	6,000
Furniture	3,000
Returns inwards	2,000
Office expenses	4,000
Interest	1,000
Land and Buildings	10,000
Plant and Machinery	30,000

Adjustments :–

(a) Salary outstanding Rs. 2,000 ; wages outstanding Rs. 1,000.

(b) Depreciate : Land and Buildings 3 % ; Plant and Machinery 10 % ; Furniture 15 %.

(c) Reserve for Doubtful Debts 5 % on debtors.

(d) Closing stock was valued at Rs. 40,000.

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17. The following figures are extracted from the Balance Sheet of X Ltd as on 31st December :

	2006	2007
	Rs.	Rs.
Stock	25,000	40,000
Debtors	10,000	16,000
Cash at Bank	5,000	4,000
Creditors	8,000	15,000
Bills Payable	2,000	3,000
Provision for Taxes	5,000	7,000
Bank Overdraft	5,000	15,000

Calculate the Current Ratio and Acid Test Ratio for the two years and comment on the liquidity position of the company.

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18. Balance Sheets of M/s Black and White as on 1st January 2008 and 31st December 2008 were as follows :

Liabilities	Jan 2008	Dec 2008	Assets	Jan 2008	Dec 2008
	Rs.	Rs.		Rs.	Rs.
Creditors	40,000	44,000	Cash	10,000	7,000
White's loan	25,000	—	Debtors	30,000	50,000
Loan from Bank	40,000	50,000	Stock	35,000	25,000
Capital	1,25,000	1,53,000	Machinery	80,000	55,000
			Land	40,000	50,000
			Buildings	35,000	60,000
	2,30,000	2,47,000		2,30,000	2,47,000

During the year machine costing Rs. 10,000 (accumulated Depreciation Rs. 3,000) was sold for Rs. 5,000. The provision for depreciation against machinery as on 1st January 2008 was Rs. 25,000 and on 31st December 2008 Rs. 40,000. Net Profit for the year 2008 amounted to Rs. 45,000.

Prepare Fund Flow Statement.

19. A department of Company X attains sales of Rs. 6,00,000 at 80 % of its normal capacity and its expenses are given below :

Administration costs :

Office Salaries	Rs. 90,000
General Expenses	2 % of sales
Depreciation	Rs. 7,500
Rates and Taxes	Rs. 8,750

Selling costs :

Salaries	8 % of sales
Travelling Expenses	2 % of sales
Sales office	1 % of sales
General Expenses	1 % of % sales

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Distribution costs :

Wages	Rs. 15,000
Rent	1 % of sales
Other Expenses	4 % sales

Draw up Flexible administration, Selling and Distribution costs budget operating at 90 %, 100 % and 110 % of normal capacity.

20. Discuss the importance of the following in relation to marginal costing :

    (a) Contribution.

    (b) P/V ratio.

    (c) Break - even point.

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M.B.A. DEGREE EXAMINATION, APRIL 2011
First Semester

Business Administration

BUSINESS ENVIRONMENT AND LAW

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What do you mean by social responsibility of business ?

2. What is environmental analysis ?

3. Define Economic planning.

4. What are the demographic factors affecting business environment ?

5. What is the necessity of law ?

6. Define Damages.

7. Mention Contract of sale.

8. Define Warranty.

9. What is contract of agency ?

10. Who are Non-Mercantile agents ?

Part B $(5 \times 5 = 25)$

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

11. (a)   What are the importance of ethics in business ?

(*Or*)

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(b) Discuss the interaction between Socio-cultural elements and the Business.

12. (a) Analyse the differences between Economic and Non-economic environment of business.

(*Or*)

(b) What are the features of socialism ?

13. (a) Describe the objectives of Indian Contract Act.

(*Or*)

(b) Enumerate the kinds of Quasi-contract.

14. (a) Define and explain the term 'Goods'.

(*Or*)

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(b) What are the differences between Sale and Agreement to sell ?

15. (a) Describe the scope of Agent's authority.

(*Or*)

(b) What are the duties of an agent ?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the reasons for state intervention in the economy.

17. Describe the impact of technological environment on business.

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18. Explain the essentials of a valid contract.

19. Explain the conditions and warranties implied by law in a contract for the sale of goods.

20. How an agency is terminated ?—Explain.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

First Semester

Business Administration

MANAGERIAL ECONOMICS

(CBCS—2008 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　(10 × 2 = 20)

Answer **all** questions.

1. Define Managerial economics .

2. Differentiate Micro economics from Macro economics.

3. What are the determinants of demand ?

4. Define Demand forecasting.

5. What is meant by production function ?

6. Define the concept 'Marginal cost'.

7. What is 'Price discrimination'?

8. Define Break Even Point.

9. List out the Profit policies.

10. State the concept of 'Business Cycle'.

Part B (5 × 5 = 25)

Answer **all** the questions, choosing **either** 'a' **or** 'b'

11. (a) Explain the scope of Managerial Economics.

(*Or*)

(b) Describe the nature of Managerial Economics

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12. (a) List out the different types of elasticity of demand

(*Or*)

(b) Explain the relationship of Economics with other discipline's.

13. (a) What are the features of Perfect Competition.

(*Or*)

(b) Point out the characteristics of Imperfect Market.

14. (a) Distinguish between laws of return and returns to scale in production.

(*Or*)

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(b) Write a short note on short-run cost curves.

15. (a) Bring out the different stages of business cycle.

(*Or*)

(b) Write sort notes on :

  (i) Inflation.

  (ii) Deflation.

  (iii) Demand pull and Cost push Inflation.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the various functions of Managerial Economics.

17. Examine the different methods of Demand forecasting techniques.

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18. Analyse the managerial uses of Production function.

19. Explain the pricing under different market structure.

20. Bring out the various methods of measuring national income.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Second Semester

Business Administration

RESEARCH METHODS FOR MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What is a research method ?

2. What do you mean by exploratory research ?

3. What is a research problem ?

4. Define research design.

5. What is secondary data ?

6. What is Focus group interview ?

7. Define editing.

8. What is MANOVA ?

9. Mention Footnote.

10. What is analytical report.

Part B (5 × 5 = 25)

Answer **all** the questions choosing **either** 'a' **or** 'b'.

11. (a) Describe the problems encountered by researchers in India ?

(*Or*)

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(b)   What do you mean by research ? Explain its significance in modern times.

12. (a)   Describe the basic ingredients of research design.—Explain them briefly

(*Or*)

(b)   What criteria should a research problem satisfy ?

13. (a)   How can observational methods be classified ? What are the key distinctions among the various types ?

(*Or*)

(b)   Enumerate the steps in sampling process ?— Explain.

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14. (a) What are the salient features of an ideal table used for presenting statistical data ?

(*Or*)

(b) Describe briefly the techniques of analysis of variance for one-way and two-way classification.

15. (a) What are the guidelines for effective report writing ?

(*Or*)

(b) Elucidate the norms for using index and bibliography.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Explain different types of research along with their practical applications and limitations if any.

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17. Enumerate the different steps involved in a research process.

18. Explain various types of non-probability sampling.

19. Elucidate the important parametric tests used in the context of testing hypotheses. How such tests differ from non-parametric tests ?—Explain.

20. Explain the various steps in writing research reports.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Second Semester

Business Administration

FINANCIAL MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define "Financial Risk".

2. What is meant by an equity share ?

3. What is Capital Rationing ?

4. How would you calculate the cost of preference share ?

5. What do you meant by Financial leverage ?

6. Define "Interim Dividend".

7. Define "Non–Performing Asset".

8. How would you calculate EOQ ?

9. Define "By Ticket lease".

10. Define "Venture Capital".

Part B (5 × 5 = 25)

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

11. (a) Briefly explain the importance of financial management.

(Or)

(b) Write a short note on "Time value of Money".

12. (a) What are the principles of Capital Budgeting ?

(*Or*)

(b) Bring down the correlation between Profitability and Capital budgeting.

13. (a) List out the differences between the financial and operating leverage.

(*Or*)

(b) What are the factors influencing the dividend decision ? Explain.

14. (a) Briefly explain the concepts of working capital.

(*Or*)

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(b)   Bring down the challenges of Accounts receivable management.

15. (a)   List out the features of ordinary shares.

(*Or*)

(b)   Briefly explain the importance of project financing.

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16.   Explain the concept of valuation of Securities ? Why is the valuation concept relevant for financial decision–making purposes ?

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17. A Ltd Co 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 :

Year		Rs.
1	..	1,00,000
2	..	1,00,000
3	..	80,000
4	..	80,000
5	..	40,000

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 each of the following methods.

(a) Pay - back method.

(b) Rate of return on original investment.

(c) Discounted cash flow method taking cost of Capital at 10 %.

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18. Compute the Weighted Average Cost of capital from the following information :

Particulars	Rs. (Lakhs)	Before tax costs
Equity capital	3	15 %
Preferences shares	2	13.5 %
Retained Earnings	2	15 %
Debentures	3	15 %
	——	
	10	
	——	

19. Explain the determinants of working capital in detail.

20. Discuss the role of SEBI in elaborate.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Second Semester

Business Administration

MARKETING MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

Give short note on :

1. Guerilla Marketing.

2. Demarketing.

3. Over Positioning.

4. Retailing.

5. Mark-up pricing.

6. Diffusion of Innovation.

7. Demographic segmentation.

8. CRM.

9. Pilot testing in Marketing Research.

10. Advertising.

Part B (5 × 5 = 25)

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

11. (a) Discuss the various concepts of marketing.

(*Or*)

(b)   Enumerate the various demand states and explain the respective marketing tasks.

12. (a)   Explain the different stages and strategies adopted in product Life cycle.

(*Or*)

(b)   Explain the various types of distribution channels. Discuss its merits and demerits.

13. (a)   Explain the Consumer behaviour model for Consumer market

(*Or*)

(b)   Discuss the steps involved in consumer buying process.

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14. (a) "Advertising budgets expensive investment for the marketer"—Comment and suggest your views to handle this issue.

(*Or*)

(b) Discuss the various methods of estimating demand.

15. (a) What is personal selling ? Discuss the merits and demerits.

(*Or*)

(b) Explain the impacts of Information Technology on Marketing decisions.

Answer any **three** questions.

16. Discuss the macro and micro environmental factors influencing the market.

17. Discuss in detail the steps involved in new product development process.

18. Describe the various types of pricing methods. Explain how the pricing policies are decided by the marketer.

19. Discuss the process of Marketing Research.

20. Explain CRM and its impacts in service industries. Discuss the CRM strategies for hotel industry.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Second Semester

Business Administration

PRODUCTION AND OPERATIONS MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Production Management.

2. Define Plant layout.

3. What is mean by standard time ?

4. Define Gantt charts.

5. What is mean by Quality circle ?

6. What is mean by control chart ?

7. What is mean by safety stock ?

8. Define Preventive maintenance.

9. Define MRP.

10. Define EOQ.

Part B $(5 \times 5 = 25)$

Answer **all** the questions, choosing **either** ' a' **or** ' b '

11. (a) Explain capacity planning with reference to
          balancing aid a multi-product factory.

                          (*Or*)

     (b) What is meant by site selection ? What are the

          factors considered for site selection ?

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12. (a) What is meant by motion study, and time study ? Explain it's advantages.

(*Or*)

(b) What is meant by quality control ? Explain the advantages of quality control.

13. (a) What is meant by breakdown maintenance ? What are the objectives of breakdown maintenance ?

(*Or*)

(b) Briefly explain the concept of Total quality control.

14. (a) Explain Stock-out policies and Service level policies

(*Or*)

(b) Discuss the essential requirements of a good maintenance system.

15. (a) What is meant by Value analysis ? Explain its' importance.

(*Or*)

(b) Explain in brief about the material requirement planning.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. What is Process planning ? Explain factors influencing Process planning.

17. What is quality control concept ? Briefly explain.

18. Briefly explain different Selective Inventory control techniques.

19. Briefly explain Jop shop sheduling.

20. Explain the process of material requirement planning.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Second Semester

Business Administration

HUMAN RESOURCE MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.
All questions carry equal marks.

1. Define HR Policy.

2. What do you mean by Human factor ?

3. What is Personnel Audit ?

4. Define Validation.

5. What are the benefits of Executive development programmes ?

6. What is Sensitivity Training ?

7. Define Reward.

8. Distinguish between Morale and Motivation.

9. Define Separation.

10. What is Performance Review ?

Part B $(5 \times 5 = 25)$

Answer **all** the questions choosing **either** 'a' **or** 'b'.

All questions carry equal marks.

11. (a) Discuss the functions of HRM.

(*Or*)

(b) List out the benefits of computer applications in HRM.

12. (a) Discuss different types of Recruitment practices.

(*Or*)

(b) Explain the Selection Process.

13. (a) Discuss different methods of Knowledge Management.

(*Or*)

(b) Explain how you will identify the training needs of an industrial organisation.

14. (a) "Money cannot motivate all people under all Circumstances"—Discuss.

(*Or*)

(b) Discuss various Protege relationships.

AF-3795

15. (a) Describe an optimum performance appraisal System.

(*Or*)

(b) 'Discuss different methods of control.

Part C (3 × 10 = 30)

Answer any **three** questions.
All questions carry equal marks.

16. "HRM is old wine in new bottle"—Discuss.

17. Explain how HR forecast is made.

18. Discuss the steps involved in conducting a training programme in a systematic way.

19. "No single form of compensation in any case best suited to the needs of all interested parties"—Discuss.

20. What statutory measures are available in India for redressal of employee grievances ? Explain.

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AF-3795

M.B.A. DEGREE EXAMINATION, APRIL 2011
Second Semester

Business Administration

MANAGEMENT INFORMATION SYSTEM

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. State a few examples for physical system.

2. What is system environment ?

3. Define Business innovation.

4. What is value chain analysis ?

5. What is Data Dependence ?

6. Define Database Processing.

7. What is system specification ?

8. What is system implementation ?

9. What is factorial system planning ?

10. What is system documentation ?

Part B   (5 × 5 = 25)

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

11. (a)   State the various types of system and explain any two of them.

(*Or*)

(b)   Explain the following terms briefly :

    (i) Input.

    (ii) Output.

    (iii) Processing.

12. (a)   Describe semi–structured and unstructured decisions.

(*Or*)

(b)   Explain the features of transaction processing system.

13. (a)   Describe how managers and users typically interface with file and database systems.

(*Or*)

(b) Explain the fundamentals of data processing.

14. (a) Explain the importance of system documentation.

(*Or*)

(b) Describe the importance of system analysis and design.

15. (a) Mention the importance of Computer Software and Telecom devices.

(*Or*)

(b) Describe various implementation issues in MIS and suggest strategies to overcome them.

AF-3796

Part C (3 × 10 = 30)

Answer any **three** questions.

16. State the characteristic features of Information.

17. What is group decision making ? What are the basic steps involved in group decision making ?

18. Identify the advantages and disadvantages of database management systems (DBMS).

19. Describe the systems development life cycle.

20. What is executive information system (EIS) ? Explain its benefits.

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M.B.A. DEGREE EXAMINATION, APRIL 2011
Third Semester

Business Administration

PROJECT APPRAISAL AND MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is Project planning ?

2. Define Capital budgeting.

3. What are the risks involved in new project ?

4. List out the steps involved in project preparation.

5. What is Scheduling ?

6. Define Motion study.

7. What is integrated resource management ?

8. What is MIS ?

9. Mention some of the network techniques.

10. What is Project audit ?

Part B (5 × 5 = 25)

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

11. (a) Explain about the Industrial background in India.

(*Or*)

AF-3797

(b) Write in detail about Capital budgeting.

12. (a) Discuss about preparation of model project.

(*Or*)

(b) Describe the steps involved in writing the project report.

13. (a) Explain about project management software.

(*Or*)

(b) Mention in detail about Scheduling and Resource scheduling.

14. (a) Explain the use of PERT-CPM in project control.

(*Or*)

AF-3797

(b)   Elaborately discuss about integrated resource management.

15. (a)   Explain the various components of MIS.

(*Or*)

(b)   Write in detail about the advantages of project audit.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16.   Explain about Government policies, guidelines, and investment procedures for project management.

17.   State and explain the tools and techniques of risk analysis.

18. Write an essay about the network techniques used in project implementation.

19. Describe in detail about project control.

20. Elaborate the causes of industrial sickness.

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| **AF-3797** |

M.B.A. DEGREE EXAMINATION, APRIL 2011

Third Semester

Business Administration

STRATEGIC MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Strategic Management.

2. What is meant by Corporate Governance ?

3. Write short notes on sustained competitive advantage.

4. What is strategy formulation ?

5. How can delegation of authority contribute to effective strategic management ?

6. What is strategic alliances ?

7. Define First mover advantages.

8. What is balance score card ?

9. Why organisational structure is so important in strategy implementation ?

10. What is reengineering ?

Part B (5 × 5 = 25)

Answer **all** the questions, choosing **either** ' a' **or** ' b '

11. (a) Describe the strategic management process.

(*Or*)

AF-3798

(b) Explain why good ethics is good business in strategic management.

12. (a) Discuss how a firm may achieve sustained competitive advantage.

(*Or*)

(b) Explain the advantages and disadvantages of entering global markets.

13. (a) Discuss important forecasting tools used in strategic management.

(*Or*)

(b) Describe how to develop a Competitive profile matrix

AF-3798

14. (a) Explain how to determine and prioritize a firm's internal strengths and weaknesses.

(*Or*)

(b) Develop an internal factor evaluation matrix.

15. (a) Identify numerous examples of organisations pursuing different types of strategies.

(*Or*)

(b) Discuss the levels of strategies in large versus small firms

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Elucidate the conceptual framework of strategic management .

AF-3798

17. Explain Porter's five forces model.

18. Discuss the importance of monitoring external trends and events.

19. Explain benchmarking as a strategic management tool.

20. Describe how to modify an organisational culture to support new strategies.

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AF-3798

M.B.A. DEGREE EXAMINATION, APRIL 2011

Third Semester

Business Administration

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Define "Investment".

2. Define "Risk".

3. Define "Debt Market".

4. Define "Primary Market".

5. Define "GNP".

6. How would you Calculate EPS ?

7. What do you meant by Technical Analysis ?

8. What is Odd lot trading ?

9. What is meant by Capital gain ?

10. Define "Portfolio Construction".

Part B (5 × 5 = 25)

Answer **all** the questions choosing **either** 'a' **or** 'b'.

11. (a) What are the characteristics of investment ?

(*Or*)

(b) Briefly explain the different types of risk.

12. (a) How does SEBI protect the investors in the new issue market ?

(*Or*)

(b) What are the parties involved in the issue of shares in the stock market ?

13. (a) Bring down the differences between the fundamental and technical analysis.

(*Or*)

(b) What are the factors that affect the EPS of the company ?

14. (a) How do volume and breadh of the market indicate the trend of the market ?

(*Or*)

(b) How would you use ROC to predict the Stock Price movement ?

15. (a) What are the key elements of Portfolio management ?

(*Or*)

(b) What are the evaluation criteria for Portfolio.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Explain the various sources of investment information in detail.

AF-3799

17. Explain the guidelines issued by SEBI in pricing and allotment of new issue.

18. Discuss the factors considered to be most important in appraising companies in different industries.

19. "Oscillators are valuable tools in assessing over-brought and oversold position of the market". Discuss.

20. Differentiate Morkowitz model and Treynor's model.

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M.B.A. DEGREE EXAMINATION, APRIL 2011
Third Semester

Business Administration

Elective : WORKING CAPITAL MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is an Operating Cycle ?

2. What is Net Working Capital ?

3. What is a float ?

4. What is cost budgeting ?

5. What are the costs and benefits of a credit policy ?

6. What are Credit Standards ?

7. What is EOQ model ?

8. What is buffer stock ?

9. What is commercial papers ?

10. What is certificate of deposits ?

Part B (5 × 5 = 25)

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

11. (a) Explain the risk return trade–off in working Capital Management.

(*Or*)

(b) Describe the features of operating cycle analysis.

AF-3800

12. (a) Cash Budget is an important technique of Cash Management. Explain.

(*Or*)

(b) What are the different methods of preparing a cash budget ?

13. (a) How do you evaluate a credit policy to find out whether it is useful for a firm ?

(*Or*)

(b) Describe the procedure in the collection procedure in Receivables Management.

14. (a)   Distinguish between Ordering cost and Carrying cost.

(*Or*)

(b)   What is safety stock ? Show its usefulness in inventory management.

15. (a)   Explain the advantages and disadvantages of Inter Corporate Deposits.

(*Or*)

(b)   Describe the procedure for the preparation of a Cash flow statement.

AF-3800

Answer any **three** questions.

16. Discuss the different approaches to Working capital management. What is the trade–off between hedging and conservative approach ?

17. Discuss the Baumol's model of Cash management with diagrams.

18. Discuss the costs of receivables. How is the average age of receivables important in receivables management ?

19. Discuss the objectives, cost and benefits of maintaining inventory.

20. Discuss the merits and limitations of Chore Committee recommendations to working capital financing.

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M.B.A. DEGREE EXAMINATION, APRIL 2011
Third Semester

Business Administration

Elective—INTERNATIONAL TRADE FINANCE

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

Write short notes on :

1.   W.T.O.

2.   Balance of Payment.

3.   ECGC.

4.   Letter of Credit.

5. Spot price.

6. FEMA.

7. COD form.

8. Commercial documents.

9. Export duty.

10. SEZ.

Part B $(5 \times 5 = 25)$

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

11. (a) Explain the Tariff trade barriers for International trade.

(*Or*)

(b) Explain the important characteristic features of Indian EXIM policy.

12. (a) What are deferred payments ? Explain the deferred payments terms in promoting export of sophisticated goods ?

(*Or*)

(b) Give a brief note on Import Licensing.

13. (a) Explain the tools of hedging against Exchange rate variations.

(*Or*)

(b) Explain the INCO payment terms in International trade.

AF-3801

14. (a)   Explain briefly the risk covering documents of International Trade.

(*Or*)

(b)   Explain the UPCDC norms.

15. (a)   Give a note on Export incentives.

(*Or*)

(b)   Explain the role of Export houses in promoting exports.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16.   Discuss the various barriers of International Trade.

AF-3801

17. Explain in detail the various payment terms in any export transaction.

18. Discuss the factors influencing Foreign exchange rates. Add a note on forecasting foreign exchange rate.

19. Give a detailed note on documentation in International trade.

20. Give short note on :

    (a) DEPB.

    (b) EPZ.

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AF-3801

M.B.A. DEGREE EXAMINATION, APRIL 2011

Third Semester

Business Administration

Elective—CONSUMER BEHAVIOUR

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What is Consumer Research ?

2. Define Consumer Behaviour.

3. Explain Selective distortion.

4. Define Buying motive.

5. What are consumer groups ?

6. Define Self-concept.

7. Who are Initiators ?

8. Define Purchase dissonance.

9. Define Consumer movement.

10. Who are Laggards ?

Part B   (5 × 5 = 25)

Answer **all** the questions, choosing either ' a' or ' b '

11. (a)   Discuss how and why is the field of Consumer Behaviour developed.

(*Or*)

(b)   Describe the Nicosia model of Consumer Behaviour.

12. (a) " Personality is the end product of complex interaction of genetic and environment inputs "–Discuss.

(*Or*)

(b) Discuss the process of retrieval of learned facts and the working of consumer memory.

13. (a) Explain the basis and uses of VALS system.

(*Or*)

(b) Describe the impact of culture on consumer behaviour.

14. (a) Explain with example each classification of innovation.

(*Or*)

AF-3802

(b) " An opinion leader has distinct personality traits" —Elucidate.

15. (a) Discuss the applications of consumer behaviour for service organisations.

(*Or*)

(b) Discuss the responsibilities of the consumer.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. How can the study of Consumer Behaviour assist marketers in segmenting markets and positioning products ?

17. Explain the role of personal factors play in determining consumer perception.

18. Discuss the applications of social class in the content of marketing.

19. Enumerate the steps involved in the buying decision process.

20. Discuss the main provisions of Consumer Protection Act.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Third Semester

Business Administration

INDUSTRIAL MARKETING

(CBCS—2008 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　(10 × 2 = 20)

Answer **all** the questions.

1. What is Industrial Marketing ?

2. What do you mean by Consumer Marketing ?

3. What are buying motives ?

4. Define the term reseller's market ?

5. What do you understand by Marketing Information System ?

6. What is an Industrial product ?

7. Give the meaning of price.

8. What is physical distribution ?

9. Define Sales promotion ?

10. What is public relations ?

Part B (5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss the need for importance of Industrial Markets.

(*Or*)

2

(b) Explain the concepts of Industrial Marketing.

12. (a) Discuss the buyer characteristics.

(*Or*)

(b) State the nature of Industrial buyers.

13. (a) What is Marketing Research ? Bring out its advantages.

(*Or*)

(b) Explain the strategies involved in product positioning.

14. (a) How do price factor play an important element in product strategy ?

(*Or*)

(b) Discuss the role of physical distribution in Industrial Marketing.

15. (a) Enumerate the advantages of sales promotion in the Industrial Market.

(*Or*)

(b) Discuss the various Advertising media available for Industrial Marketing.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Describe the various exchanges takes places in both Consumer and Industrial Market.

17. Bring out in detail the various market characteristics.

18. Explain the new product development strategy and its process.

19. Discuss the various pricing policies of Industrial Marketing.

20. List out the sales promotion techniques. How do it influence the buyers ?

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AF-3803

M.B.A. DEGREE EXAMINATION, APRIL 2011
Third Semester

Business Administration

Elective : PRODUCT MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define the term "Demand".

2. What is meant by market segmentation ?

3. List out the elements of marketing mix.

4. What is meant by product elimination ?

5. Define Risk.

6. What is meant by Test Marketing ?

7. What are the steps involved in Prototype testing ?

8. Define the term "Innovation".

9. What do you understand by brand image ?

10. List out the usages of packaging.

Part B   (5 × 5 = 25)

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

11. (a) Write in detail about product classification.

(*Or*)

(b) Describe the role and functions of Product Manager.

12. (a) What are the factors to be considered in the process of product planning ?

(*Or*)

(b) Describe the merits and demerits of product modification.

13. (a) List out the major sources of new product idea.

(*Or*)

(b) What are the major bottlenecks in new product development ?

14. (a) Draw a diagram with the variants of 7's framework.

(*Or*)

AF-3804

(b) Explain the need and importance of product research.

15. (a) What are the strategies involved in brand building process ?

(*Or*)

(b) How does packaging is better than packing ?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail about various product positioning methods.

17. Explain the phases of product life cycle. What strategies will you follow in each phases of PLC ?

AF-3804

18. Explain the process of new product development.

19. Discuss the reasons for a new product failures. How can you overcome it ?

20. Discuss the methods and process of packaging.

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M.B.A. DEGREE EXAMINATION, APRIL 2011
Third Semester

Business Administration

Elective : HUMAN RESOURCE DEVELOPMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Personnel Management.

2. What is QWL ?

3. State Role Analysis.

4. What are critical attributes ?

5. Define Counselling.

6. Mention Potential Appraisal ?

7. What is Conditional Learning ?

8. Write down the objectives of Learning.

9. Define OE.

10. What is ISO 9000 ?

Part B (5 × 5 = 25)

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

11. (a)   Discuss the reasons for the failure of HRD.

(*Or*)

(b) "HRD has evolved along the years"—Discuss.

12. (a) Explain the steps in Role Analysis.

(*Or*)

(b) Discuss the various critical attributes in Role effectiveness.

13. (a) Enumerate different types of Counselling.

(*Or*)

(b) Describe the Individual career planning model.

14. (a) Can training be evaluated ? Why ? How ?

(*Or*)

AF-3805

(b) Describe various Learning principles.

15. (a) Suggest measures for improving Industrial Relations in India.

(*Or*)

(b) Explain how you will develop and maintain organisational culture.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Bring out the evolution of HRD in India.

17. Discuss the different techniques of Development-oriented Appraisal system.

18. How to evaluate employee potential ? Why is potential evaluation needed ?

19. Explain the various methods of Training.

20. Describe various HRD strategies for Higher Organisational performance.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Third Semester

Business Administration

Elective—LABOUR LEGISLATIONS

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. State any *four* provisceris relating to health

2. What are the general duties of the occupier ?

3. What is employer 's liability for compensation ?

4. Mention the registers and records to be maintained
    under Payment of Wages Act.

5. Write a note on the importance of the Minimum Wages Act.

6. What are the exemptions relating to the Payment of Gratuity Act ?

7. What are the special provisions of the Payment of Bonus Act ?

8. Distinguish between Strike and Lockout.

9. Define Trade Union.

10. State the powers of Welfare Officer.

AF-3806

Answer **all** the questions.

11. (a) Describe the Health and Welfare measures in factories.

(*Or*)

(b) Explain the procedure for computing amount of compensation.

12. (a) Discuss the main provisions of the Minimum Wages Act.

(*Or*)

(b) State the rules regarding fixation of wage periods.

13. (a) Explain the features of Payment of Gratuity Act.

(*Or*)

(b) Enumerate the features of Payment of Bonus Act.

14. (a) Discuss the adjudication procedure under Industrial Disputes Act.

(*Or*)

(b) Discuss the provisceris relating to Disciplinary action for misconduct.

15. (a) How for ESI Act is beneficial compared with the Workmen's Compensation Act ?

(*Or*)

AF-3806

(b)   Explain the salient features of Employee's Provident Fund Act.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16.   Discuss as per Workmen's Compensation Act, what are the privileges and benefits those are included in the wages ?

17.   Discuss the various deductions which may and which may not be made from wages.

18.   Discuss different types of bonus given to workers.

19.   Discuss the procedure for registration of a Trade Union.

20.   How compensation is determined in case of Lay-off and Retrenchment under Industrial Disputes Act ?

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Third Semester

Business Administration

Elective—ORGANISATIONAL DEVELOPMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.
All questions carry equal marks.

Write short notes on :

1. Integration.

2. Organizational effectiveness.

3. Standardization.

4. Mutual adjustment

5. Change.

6. Innovation.

7. Decision making.

8. Creativity.

9. Value creation.

10. Decentralization.

Part B $(5 \times 5 = 25)$

Answer **all** the questions choosing **either** 'a' **or** 'b'.

All questions carry equal marks.

11. (a) Discuss the implications of organizational effectiveness on HR.

(*Or*)

(b) What is an organization ? What are its important components ?

12. (a) Discuss the advantages and disadvantages of Centralization.

(*Or*)

(b) Discuss about success and failure in Organizational design.

13. (a) How do Strong Cultures differ from Weak Cultures.

(*Or*)

(b) Explain the importance of Organizational Culture ?

AF-3807

14. (a)   What are the major forces for change that are Confronting today's organization ?

(*Or*)

(b)   Discuss the role of managers in change management.

15. (a)   Explain the relationship between Innovation and Organization development.

(*Or*)

(b)   Describe a model of organizational decision making.

Part C $(3 \times 10 = 30)$

Answer any **three** questions.
All questions carry equal marks.

16.   Explain how organizational effectiveness can be measured.

17. Discuss the impact of technology and environment on organizational design.

18. How do organizations go about maintaining their cultures ? Describe the steps involved.

19. Describe some of the approaches to Organization Development with their advantages and disadvantages.

20. Discuss the need and importance of Organizational Learning.

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M.B.A. DEGREE EXAMINATION, APRIL 2011
Third Semester

Business Administration

Elective : SYSTEM ANALYSIS AND DESIGN

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** the .questions.

1. What is System Analysis ?

2. What are the different types of system ?

3. Define "DSS".

4. What is SDLC ?

5. Define "Flow Chart".

6.   Write note on "Out put Design".

7.   What are classifications of System Design ?

8.   What is prototyping ?

9.   List out the various techniques of system development.

10. Write short notes on "OOA".

Part B $(5 \times 5 = 25)$

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

11. (a)   What are the characteristics of system ? Explain.

(*Or*)

(b)   Compare and contrast Open system and Close system.

12. (a)   Write the benefits of DSS.

(*Or*)

(b)   What are the main objectives of MIS ? Explain.

13. (a)   List out the obstacles in implementation of computer based system.

(*Or*)

(b)   What are the demerits of Sampling method of Data Collection ? Explain.

14. (a)   Define a Data Flow Diagram and its merits.

(*Or*)

(b)   What are the main objectives of Logical Data models ? Explain.

AF-3808

15. (a)   Explain the need for Software maintenance.

(*Or*)

(b)   What are the ethics to be considered in system development ? Explain.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16.   Explain the role and importance of system Analysis and Design.

17.   Describe the various concepts of system and its approaches.

AF-3808

18. Trace out various methods of collecting information regarding system management.

19. Explain the process of system implementation.

20. Describe the need of hardware and Software Selection in process of system development.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Third Semester

Business Administration

Elective : E-COMMERCE TECHNOLOGY AND MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is E-Commerce ?

2. What is Cryptography ?

3. Define B_2B E-commerce.

4. What is Network ?

5. Define 'Internet'.

6. Define "E-commerce business Model".

7. What is E-commerce Architecture ?

8. What do you mean by internet fraud ?

9. Define "Cyber law".

10. What are the Legal Issues involved in E-commerce ?

Part B   (5 × 5 = 25)

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

11. (a)   Explain the benefit and limitations of E-commerce.

(*Or*)

(b)   Discuss the role of Data Mining in E-commerce.

12. (a)   Explain the different types of E-commerce.

(*Or*)

(b)   Discuss the different techniques of advertising in e-commerce.

13. (a)   Explain the structure of e-commerce in banking industry.

(*Or*)

(b)   Explain the E-check and Unified payment systems in E-commerce.

14. (a)   Explain the consumer protection strategies for E-commerce.

(*Or*)

(b)   Warranty as a factor for E-commerce. Discuss.

15. (a)   Discuss World Wide Web applications in Business.

(*Or*)

(b)   Explain the uses of Credit card and Debit cars.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16.   E-Business and E-commerce. The Driving Force Behind Today's Economy. Discuss.

17. Explain the different ways of Retailing in E-commerce.

18. Discuss the Business Models of Internet based E-commerce.

19. Explain the Online electronic payment protocol system.

20. Taxation of Electronic Commerce Developing is a problem—Discuss.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Third semester

Business Administration

Elective—SOFTWARE ENGINEERING

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define " Software Engineering ".

2. What is Software Quality Assurance Plan ?

3. What is SRS ?

4. How Validation is executed ?

5. What is Project Cost Estimation ?

6. What are design objectives ?

7. What are the risk in Software Project ?

8. What Object Oriented Design ?

9. What is Verification Matrix ?

10. What is Coding ?

Part B $(5 \times 5 = 25)$

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

11. (a) Explain the various Phases of Software Development.

(*Or*)

(b) Explain the importance of Problem Analysis.

12. (a) What are the various factors to be considered in requirement specification ? Explain.

(*Or*)

(b) How software teams are structured and maintained ? Explain.

13. (a) How project cost estimation is executed ? Explain.

(*Or*)

(b) What is structured design ? Explain in detail.

14. (a) Describe the measure to be design in managing the risk.

(*Or*)

(b)   What are the various designing principles, explain in detail ? Explain.

15. (a)   Describe the importance of modules specification with examples.

(*Or*)

(b)   Explain how software development be monitored.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16.   Explain any *two* models of software development process.

17.   Describe the Process design Language in detail.

18.   Elaborate the steps in planning of a software project.

19. Describe the significance of Quality Circle.

20. Explain how software designed is scheduled structured and monitored.

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AF-3810

M.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

TOTAL QUALITY MANAGEMENT AND BUSINESS PROCESS RE-ENGINEERING

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

Write short notes on :

1. Inspection.

2. Quality assurance.

3. BPR.

4. Quality manual.

5. Quality control.

6. Customer requirements.

7. Reframing.

8. TQM audit.

9. Business Transformation.

10. ISO.

Part B (5 × 5 = 25)

Answer **all** the questions choosing **either** 'a' **or** 'b'.

All questions carry equal marks.

11. (a) Define Quality function and discuss the need for quality.

(*Or*)

(b) List out the advantages and limitations of ISO 9000 quality system.

AF-3811

12. (a) Discus the importance of review and control in implementing TQM.

(*Or*)

(b) Explain the role of strategic choice of markets in TQM.

13. (a) Explain the restructuring aspects of Business transformation.

(*Or*)

(b) Compare and contrast Redesign and Re-engineering.

AF-3811

14. (a) Discuss the role of BPR in marketing.

(*Or*)

(b) Explain how BPR can be done in human resources.

15. (a) Discuss the impact of people related issues in BPR implementation.

(*Or*)

(b) Discuss the importance of organizational adaptation in BPR implementation.

Part C (3 × 10 = 30)

Answer any **three** questions.
All question carry equal marks.

16. Explain the various components of hidden quality Cost. Give examples.

AF-3811

17. Elaborate the management techniques to improve Quality and Customer satisfaction.

18. What is the need for business transformation ? Explain the ways and means of business transformation.

19. Discuss the various steps in business process re-engineering.

20. What are the barriers in BPR implementation ? Suggest some strategies for success of BPR.

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M.B.A. DEGREE EXAMINATION, APRIL 2011
Fourth Semester

Business Administration

ENTREPRENEURSHIP DEVELOPMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is entrepreneurship ?

2.   What is an enterprise ?

3.   What do you mean by Entrepreneurial Change ?

4.   What do you mean by mobility of entrepreneurs ?

5.   Define Ratio analysis.

6. Define Project appraisal.

7. What is institutional finance ?

8. What is Project Finance ?

9. Write short notes SSI unit.

10. What are the subsidies given to SSI ?

Part B $(5 \times 5 = 25)$

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

11. (a) Explain the Qualities of Entrepreneur.

(*Or*)

(b) Discuss the Entrepreneurial Environment in India.

AF-3812

12. (a) Explain the different ways of Entrepreneurial promotion.

(*Or*)

(b) Discuss the different forms of business for Entrepreneurs.

13. (a) Explain the sources of New Business Ideas for Entrepreneurs.

(*Or*)

(b) Discuss different techniques of Project Appraisal.

14. (a) Explain the functions of IFC, IDBI.

(*Or*)

AF-3812

(b) Give an account of Small Project Finance Program.

15. (a) Describe the procedure to start Small Scale Industries.

(*Or*)

(b) How will you evaluate entrepreneurial/permorance ?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Entrepreneur as a leader—Discuss.

17. Explain the role of development agencies in Entrepreneurial promotion.

AF-3812

18. Prepare a Project report for Small Dairy Products Unit.

19. Discuss the problems of entrepreneurs in India.

20. "Rural Industrialization faced by challenges and proposition in India"—Discuss.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

Elective—FINANCIAL SERVICES

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Define the term 'Merchant Banking'.

2. What is Credit Syndication ?

3. What is a Capital market ?

4. What is internet stock trading ?

5. What is underwriting ?

6. What is 'Offer for sale' ?

7. Who are Financial intermediaries ?

8. What is Retail banking ?

9. What is subrogation ?

10. What is double insurance ?

Part B (5 × 5 = 25)

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

11. (a) Explain the various functions performed by merchant bankers.

(*Or*)

AF-3813

(b)   Describe the structure of the Merchant Banking firm.

12. (a)   Trace the history and growth of the Indian Capital market.

(*Or*)

(b)   Explain the special features of ADR and GDR.

13. (a)   Identify the obstacles faced by underwriting firms in India.

(*Or*)

(b)   What are the advantages and disadvantages of leasing ?

AF-3813

14. (a) Highlight the important functions of Reserve Bank of India.

(*Or*)

(b) Explain the features of Central Bank.

15. (a) Bring out the characteristic features of a contract of insurance.

(*Or*)

(b) State the different clauses in a Marine Insurance policy.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the SEBI regulations on Merchant Banks in India.

AF-3813

17. Discuss the role of an issues in managing issue of securities.

18. State the sales tax implications of leasing.

19. Discuss the primary functions of the Commercial Banks in India.

20. Give a detailed account of the insurance services offered by some of the leading insurance companies in India.

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AF-3813

AF-3814　　　　　　　　　　　　　　　　　**MBA4EB**

M.B.A DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

Elective—FINANCIAL MARKETS AND INSTITUTIONS

(CBCS—2008 onwards)

Time : 3 Hours　　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** the questions.

1.　Name any *four* All India development Banks.

2.　What do you mean by Venture Capital ?

3.　Define " Inflation ".

4.　What do you understand by State level development Banks ?

5. Define " Mutual Fund ".

6. Differentiate between Scheduled and Non-scheduled Banks.

7. Mention any two tasks of Financial Institutions in India.

8. Give a short note on "Capital market ".

9. Mention any *two* functions of Stock Exchanges.

10. Write a short note on " Primary Market ".

AF-3814

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

11. (a) Explain the role of Reserve Bank of India in development process.

    (*Or*)

    (b) Discuss the role played by the Banks in Mobilization of deposits.

12. (a) Discuss the Corporate Strategy of IFCI.

    (*Or*)

    (b) Explain the role of International Financial Institutions on International Financing.

13. (a) Describe the role of International development agency.

    (*Or*)

(b)   Discuss the features of various Pension Plans offered by LIC.

14. (a)   What do you mean by Deposit Insurance ? Discuss its working.

(*Or*)

(b)   Critically evaluate the operational performance of IDBI in the last decade.

15. (a)   Mention the main functions and regulations on trading performed by stock exchanges in India.

(*Or*)

(b)   Explain the main instruments used in money market.

AF-3814

Answer any **three** questions.

16. Describe the Organizational setup of Commercial Banks in India. Discuss their role in management of loans.

17. Explain in detail the objectives and functions of Non-Banking Financial Institutions.

18. Explain the different types of Mutual Fund Schemes.

19. " Foreign banks functioning in the Metropolitan cities have proved to be more efficient than Indian banks "—Discuss.

20. Explain the history of stock exchanges in India.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

Elective—SALES MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Define Sales management.

2. What is meant by industrial goods ?

3. Define Showmanship.

4. Define the term "sales potential".

5. What is territory ?

6. What is meant by follow-up ?

7. What do you mean by job description ?

8. Define Leadership.

9. What is budget ?

10. What is meant by sales contest ?

Part B (5 × 5 = 25)

Answer **all** the questions choosing **either** "a" **or** "b"

All questions carry equal marks.

11. (a) What are the features of retail selling ?

(*Or*)

(b) How does Selling concept different from Marketing concept ?

12. (a) State the different types of objections.

(*Or*)

(b) Write the source of preapproach in selling.

13. (a) How do you measure and evaluate the sales potential ?

(*Or*)

(b) What are the main objectives of sales organisation ?

14. (a) State the different types of sales targets.

(*Or*)

(b) What are the steps involved in manpower planning ?

15. (a) Describe the features of performance appraisal.

(*Or*)

(b) Bring out the features of sales management audit.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the various theories of selling and its features.

17. Explain the principles and strategies of presentation.

18. Write note on :

    (a) Determining the sales force size.

    (b) Designing sales territories.

19. Explain the various qualities of a good sales personnel.

20. Explain the important quantitative and qualitative measures used to evaluate salesmen.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

Elective—SERVICES MARKETING

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What is service management trinity ?

2. Why is time so important in services ?

3. Give the meaning of positioning.

4. What is meant by Targeting ?

5. Write short note on Customers Loyalty ?

6. What is Service Quality ?

7. List out any three applications of service marketing.

8. Define "Cyber space Services".

9. What do you mean by supplementary services ?

10. List out the reasons for the growth of the Service Economy.

Part B

(5 × 5 = 25)

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

11. (a) Explain the nature and importance of service marketing.

(*Or*)

(b) Distinguish between Goods marketing and Services marketing.

12. (a) What is the importance of Market Segmentation for Service Products ? Explain.

(*Or*)

(b) Explain salient features of various elements of the services marketing mix.

13. (a) Develop a flowchart to depict the delivery of the following services :—

   (i) Hotel Catering.
   (ii) Banking

(*Or*)

(b) What is customers service function ? Give its benefits.

AF-3816

14. (a) What are the advantages of customer relationship management for bank ? How can CRM help in improving it ?

(*Or*)

(b) Comment on the difficulties of marketers have differentiating their Services from those of Competitors.

15. (a) Discuss Marketing of Services by Religious Organisations in India.

(*Or*)

(b) Discuss the Emerging Trends of Innovation in Services Marketing.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. What are the alternative pricing strategies you would recommend to a service organization ? Explain.

| **AF-3816**

17. Compare and contrast the services provided by Government hospitals and Corporate hospitals. Justify your decision.

18. Why is customer's loyalty is an importance driver of profitability for service firms ? Explain.

19. How can you create Bonds with customers through membership relationship and loyalty programs ? Explain.

20. Pick up any Service organization you have been in touch with for last one year. Examine the Combination of 5P's. Elaborate on areas of concern leading to customer satisfaction.

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AF-3816

AF-3817   **MBA4EE**

M.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

Elective : INDUSTRIAL RELATIONS

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

All questions carry equal marks.

1. Define Industrial Relation.

2. What is Trade Union ?

3. What do you mean by Agency Shop ?

4. Explain WFTU.

5. Define Joint Consultations.

6. What do you mean by Adjudication ?

7. Define Strike.

8. What are Wage Boards ?

9. What is a Safety Committee ?

10. Define Mental Health

Part B (5 × 5 = 25)

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

All questions carry equal marks.

11. (a) Discuss the policies of a Trade Union.

(*Or*)

AF-3817

(b)   Explain the components of Industrial Relations System.

12. (a)   Discuss the functions of a Trade Union.

(*Or*)

(b)   Explain the structure of ILO.

13. (a)   Discuss the roles of IR Department.

(*Or*)

(b)   Discuss the various forms of workers participation in Industry.

3   **AF-3817**

14. (a) Discuss the causes for Lockouts and how you will manage it.

(*Or*)

(b) Write an essay on 'Code of Conduct'.

15. (a) Discuss different types of safety organisations.

(*Or*)

(b) Explain Burnout Stress Syndrome (BOSS) and ROSS.

Answer any **three** questions.

All questions carry equal marks.

16. Discuss the role of Trade Union in economic development.

17. What are the problems faced by Trade Unions ? Suggest measures to improve the effectiveness of Trade Union.

18. Discuss different forms of Workers participation in Industry.

19. Discuss the functions of Wage Boards in fixing wages.

20. "Rate of accident is minimum in very large Industries as well as in very small ones" —Discuss

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M.B.A. DEGREE EXAMINATION, APRIL 2011
Fourth Semester

Business Administration

Elective : MANAGERIAL EFFECTIVENESS

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.
All questions carry equal marks.

1. What are the uses of Managerial work ?

2. List out the Attributes of Managerial Effectiveness.

3. Define Empathy.

4. How will you Develop Managerial skills ?

5. What are the limitations of Transformational leadership ?

6. Explain Organizational Restructuring.

7. What is the difference between Managing Innovation and Managing Operations ?

8. Define the innovation process.

9. Distinguish between Organizational culture and Climate.

10. Write short notes on quality of work life.

AF-3818

Part B $(5 \times 5 = 25)$

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

All questions carry equal marks.

11. (a)   Explain how to create a positive Productive and Successful work environment.

(*Or*)

(b)   Explain the impact of work environment

12. (a)   Explain the characteristics of an effective Manager.

(*Or*)

(b)   Discuss Organizational climate as a cause of job dissatisfaction.

AF-3818

13. (a) Participation is the key to empowerment—Discuss.

(*Or*)

(b) Discuss the impact of political skill in managerial effectiveness.

14. (a) Explain the relationship between perceiving Self and Impression management.

(*Or*)

(b) Discuss 360 degree Feedback performance management system.

15. (a) Explain the various workplace conflicts.

(*Or*)

(b) Discuss the various determinants of Organizational culture.

AF-3818

Answer any **three** questions.

All questions carry equal marks.

16. Discuss various Hierarchical and sectoral differences in Managerial work.

17. Discuss the role of life goals and organizational commitment in improving personal effectiveness.

18. Explain the factors influencing creativity in the Domain Managerial Decision making.

19. Explain the essentials of effective management.

20. Discuss organisational commitment to employees and its effect on a firm's performance.

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M.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

Elective—DATA COMMUNICATION AND NETWORKS

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is PCM ?

2. Define " Hamming codes".

3. What is optical fibers ?

4. Define " Network".

5. What is a hub ?

6. What is a token ?

7. Define " Multi-tasking ".

8. Define " Multi user system ".

9. What is WAP ?

10. How user permission are granted in Unix OS ?

Part B $(5 \times 5 = 25)$

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

11. (a) How errors are detected and corrected ? Explain.

(*Or*)

AF-3819

(b)   Compare FDMA and SDMA.

12.   (a)   Explain the various types of Ethernet.

(Or)

(b)   What are the uses of gate ways ? Explain.

13.   (a)   Explain   the   importance   of   Mobile
Communication.

(Or)

(b)   Compare Unix with Linux operating system.

14.   (a)   Define " Kernel " and explain its functioning.

(Or)

AF-3819

(b) Describe the security methods in Novell netware.

15. (a) What is XML script ? Explain its usages.

(*Or*)

(b) What is hacking ? How it can be prevented ? Explain.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the various methods of data compression and the techniques involved.

17. Describe the types of networks with neat sketch.

18. Explain the concept of VPN in detail

19. List out the security threats in wireless networks and methods to overcome the same.

20. " Open source Software is good for software development process". Comment.

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AF-3819

M.B.A. DEGREE EXAMINATION, APRIL 2011

Fourth Semester

Business Administration

Elective—INFORMATION TECHNOLOGY FOR MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. Define "Information".

2. List out any three objectives of IT.

3. What are different categories of Software ?

4. What is system Architecture ?

5. What are the main objectives of Programming ?

6. Define "Internet".

7. What is difference between internet and intranet ?

8. What is Virtual Reality ?

9. Write short notes on "Datamining".

10. Define "Wireless Network.

Part B   (5 × 5 = 25)

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

11. (a) Write the importance of Value Chain.

(*Or*)

(b) What are Advantages of Internet ? Explain.

12. (a) Explain the objectives and functions of Intranet and Extranet in Business communication.

(*Or*)

(b) Explain the role of Operating Systems.

13. (a) Describe the Network Operating System and its principles.

(*Or*)

(b) What are the various types of DSS ? Explain.

14. (a) Explain the objective of ESS.

(*Or*)

(b) Explain Data mining and its functions.

AF-3820

15. (a) What are the benefits of knowledge management ? Explain.

(*Or*)

(b) What is intellectual synergy ? Explain.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain scope and benefits of MIS.

17. Explain the role of Chief Information Manager.

18. Describe the importance of e-business and the need of web hosting.

19. Discuss role and importance of Decision Support System (DSS).

20. Briefly explain the process of IT investment and estimating.

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AF-3820