

RW-6350

641301

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010

Business Administration

**MANAGEMENT CONTROL AND INFORMATION
SYSTEM**

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1. What is Management control ?
2. What do you mean by Information system ?
3. Explain Profit Centres.
4. What is Transfer Pricing ?
5. What do you mean by Decision Support System ?

6. Explain the meaning of Tactical decisions.
7. What is System Analysis ?
8. What is Data Dictionary ?
9. Explain Multinational Companies.
10. What are non-profit organisations ?

Section - B

(5 × 5 = 25)

Answer **all** questions.

All questions carry equal marks.

- 11 (a) Explain the nature of Management Control.

(Or)

- (b) Explain the components and boundaries of a system.

12. (a) Discuss the management control process.

(Or)

(b) List the features of Programming and Budgeting.

13 (a) Explain Transaction Processing with examples.

(Or)

(b) What are the merits and demerits of Office Automation ?

14 (a) Explain design documentation.

(Or)

(b) List the various steps in Conceptual Design.

- 15 (a) Explain the merits of Multinational Companies.

(Or)

- (b) Briefly explain the special management control situations.

Section - C (3 × 10 = 30)

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

16. Discuss the various classification of Information systems.
17. Write short notes on :
- (a) Investments centres
 - (b) Performance evaluation.
 - (c) Analysing reporting.

18. Explain the features and benefits of Decision Support System. Also explain its applications.

19. Explain the various stages of System Development Life cycle.

20. Explain the various types of organisations and their implications.

————— *** —————

RW-6351

641302

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010

Business Administration

STRATEGIC MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** questions.

1. Define Strategic management.
2. Define Mission.
3. What is meant by corporate level strategy ?
4. What is meant by a hierarchy of strategy ?
5. What is meant by EVA ?
6. What is PEST analysis ?

7. What are the dimensions of strategic decisions ?
8. Write a brief note on R and D strategies.
9. What are the steps in strategic implementation ?
10. What is value analysis ?

Section - B

(5 × 5 = 25)

Answer **all** questions.

- 11 (a) What are the benefits of the concept strategy ? What are its pitfalls ?

(Or)

- (b) Explain the characteristics of objectives.

12. (a) Differentiate between External and Internal components of environment.

(Or)

- (b) What information does ETOP contain ?

- 13 (a) What are the strategic issues involved in using joint venture strategy ?

(Or)

- (b) Discuss the conditions where stability strategy is used.

- 14 (a) What is the purpose of doing competitor analysis ?

(Or)

- (b) Explain BCG matrix with suitable illustration.
- 15 (a) Explain the importance of resources in strategy formulation.

(Or)

- (b) How is a corporate strategy developed ?

Section - C (3 × 10 = 30)

Answer any **three** questions.

16. List and explain the grand strategies at the corporate level with suitable examples.
17. What are the benefits of strategic management ?

18. Is the GE Business Screen matrix just a more complicated version of the BCG growth share matrix ? Why or why not ?

19. Explain the nature and importance of strategic evaluation.

20. Briefly discuss various elements of macro environment.

————— *** —————

RW-6352

641312

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010

Business Administration

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Risk ?
2. What is a contract note ?
3. Define fundamental analysis.
4. List any five sources for getting information for carrying out fundamental analysis.
5. Briefly explain bar chart.

6. What do you mean by odd-lot theory ?
7. What is a portfolio ?
8. How can a portfolio be diversified ?
9. What are the different types of portfolio ?
10. What are the measures for measuring the risk-adjusted return from a portfolio ?

Section - B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Bring out the functions of Stock Exchange.

(Or)

- (b) Sketch the role of SEBI in Primary market.

12. (a) What do you mean by Industry analysis ?
Explain the process of Industry analysis by taking any industry ?

(Or)

- (b) Explain “Company analysis” in Fundamental analysis.

13. (a) What are the indicators used in Technical Analysis ? Explain any two indicators.

(Or)

- (b) What are the different types of charts used in Technical Analysis ? Explain Point and Figure chart.

14. (a) Briefly explain the features of Markowitz model.

(Or)

(b) Briefly explain the features of Sharpe Model.

15. (a) Briefly explain Treynor Ratio.

(Or)

(b) Briefly explain Sharpe Ratio for measuring portfolio performance.

Section - C

(3 × 10 = 30)

Answer any **three** questions.

16. Give an account of reforms introduced by SEBI in primary and secondary market.

17. What do you mean by fundamental analysis ? State the rationale, procedure and limitations of the analysis.

18. Explain Dow theory. State the limitations of Dow Theory.

19. Explain the CAPM. What are the assumptions of CAPM.

20. What do you mean by portfolio evaluation ? What are the factors of portfolio performance evaluation ?

_____ *** _____

RW-6353

641314

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010

Business Administration

WORKING CAPITAL MANAGEMENT

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** questions.

1. What is Balance Sheet Concept ?
2. Define Inventory conversion period.
3. What do you mean by Average daily Float ?
4. What do you understand by Marketable Securities ?
5. What is Hedging ?
6. What is long term forecasting ?

7. What is HML classification ?
8. What do you mean by Lead time ?
9. Define Factoring.
10. What is a Commercial paper ?

Section - B

(5 × 5 = 25)

Answer **all** questions.

- 11 (a) Explain the operating cycle concept of working capital.

(Or)

- (b) Define and contrast the terms Working capital and Net working capital.

12. (a) Explain the different types of Marketable Securities.

(Or)

(b) Explain the costs and benefits associated with holding liquid assets.

13 (a) Explain the objectives of cash forecasting.

(Or)

(b) What is a cash budget ? What are its advantages ?

14 (a) Discuss the factors in the control of inventories.

(Or)

(b) What are the significance of EOQ ?

- 15 (a) Explain the significance of inventory management.

(Or)

- (b) A firm expects sales of 90,000 units that cost the firm Rs. 5 per unit. It has a policy of 20 days as a safety stock level and has estimated that carrying costs are 20% of inventory value. Order costs are Rs. 25 and lead time is 10 days. What is the reorder point for the firm and how many units should the firm order ?

Section - C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the factors which determine the working capital requirement of a firm.
17. Explain the different Ratios used for controlling working capital.

18. A firm has an annual opportunity cost of 12% is contemplating installation of a lock box system at a cost of Rs. 2,60,000. The system is expected to reduce mailing time by 3 days and reduce cheque clearing time by 2 days. If the firm collects Rs. 5,00,000 per day would you recommend the system? Explain.
19. What are the strategies available for managing marketable securities?
20. Discuss the recommendation of Tandon Committee regarding Working capital.

RW-6354

641316

**M.B.A. (G) DEGREE EXAMINATION
NOVEMBER 2010**

Business Administration

ADVANCED ACCOUNTING FOR MANAGEMENT

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A (10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Dual Aspect concept ?
2. What is a Suspense Account ?
3. What is Gross Profit Ratio ?
4. What is Annuity from Accountant's point of view ?

5. Define 'Social Account'.
6. What is the need for considering inflation in accounting ?
7. What do you mean by NOPAT ?
8. What are hidden transactions ?
9. What are the limitations of MVA ?
10. What is Social Cost benefit.

Section - B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Compare and contrast cost-accounting with management accounting.

(Or)

- (b) Distinguish between Double entry and Single entry systems.

12. (a) From the following information prepare a common size income statement and make brief comments :

Income statements for the years ended 30th
June

(in Rs.)

Particulars	2007	2008	2009
Net sales	6,20,000	4,40,000	2,80,000
Cost of Goods sold	4,30,000	3,02,000	2,04,000
Gross profit	1,90,000	1,38,000	76,000
Operating expenses	1,26,000	69,000	44,000
Net operating profit	64,000	69,000	32,000
Interest expenses	6,000	3,500	2,500
Profit before tax	58,000	65,500	29,500
Provision for taxes	25,000	35,000	14,000
Profit after tax	33,000	30,500	15,500

(Or)

(b) Rathi Retail (India) Limited has the following financial ratios :

Debtors velocity = 3 months

Creditors velocity = 2 months

Stock velocity = 8 times

Bills payable = Rs.4,000

Bills receivable = Rs.10,000

Total sales = 2,40,000

The closing stock is Rs.2,000 more than the opening stock. Gross profit on the above sales is Rs. 40,000. There are no cash sales and cash purchases, and the accounting year consists of 360 working days. Find out

- (i) Sundry debtors.
- (ii) Creditors and
- (iii) Closing stock.

13. (a) How can you measure social cost benefit ?
Why do you need to measure it ?

(Or)

- (b) Explain how a Social Income Statement and Social Balance Sheet are different from Normal Income Statement and Normal Balance Sheet.

14. (a) Explain the different approaches in Inflation Accounting.

(Or)

- (b) Explain the intricacies involved in valuation of Human Resources.

15. (a) Illustrate the computation of MVA through a worked out example.

(Or)

- (b) Differentiate Accounting income concept from Economic income concept.

Section - C

(3 × 10 = 30)

Answer any **three** questions.

16. From the following information, prepare Balance Sheet of JP and Company

- (a) Stock turnover ratio = 6.
- (b) Capital turnover ratio = 2
- (c) Fixed assets turnover ratio = 4.

- (d) Gross profit turnover ratio 20%.
- (e) Debtor's velocity = 2 months.
- (f) Creditors velocity = 73 days.

The gross profit was Rs. 60,000. Reserves and surplus was. Rs. 20,000. Closing stock was Rs.5,000 in excess of opening stock.

17. Explain the, following :

- (a) Sustainability accounting.
- (b) Three column Cash Book.
- (c) Common size statements and
- (d) Internal rate of return.

18. Compare Economic value method with Competitive Bidding method in valuing Human resources under HRA.

19. Describe the advantages and disadvantages of Social Accounting Approaches.
20. Illustrate the computation of EVA.

————— *** —————

RW-6355

641321

**M.B.A. (G) DEGREE EXAMINATION
NOVEMBER 2010**

Business Administration

MARKETING COMMUNICATIONS

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A (10 × 2 = 20)

Answer **all** questions.

1. List Marketing communication mix elements.
2. Define Advertising.
3. Explain Trade promotion with examples.
4. What is meant by an Advertorial ?

5. Explain : AIDA Model.
6. What do you mean by pre-testing ?
7. What is outdoor advertising ?
8. Define Print media.
9. Define Lay-out.
10. Explain Integrated Marketing Communication.

Section - B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the social effects of advertising ?

(Or)

(b) Briefly explain the various types of advertising with suitable example.

12. (a) Explain the advantages and disadvantages of POP sales promotional material.

(Or)

(b) Can advertising replace personal selling ?

13. (a) Explain the merits and demerits of Radio as a media.

(Or)

- (b) What are the general criticisms on advertising?

14. (a) Discuss the challenges involved in designing and developing Public relations of a firm.

(Or)

- (b) How is advertising benefitted by creative flexibility?

15. (a) Discuss about the nuances involved in Media buying and Media scheduling

(Or)

- (b) Explain the future trends predicted in marketing communication

Section - C

(3 × 10 = 30)

Answer any **three** questions.

16. Select a marketing communication campaign of your choice. Discuss about its objectives, target audience and methods used to reach them and its effectiveness.
17. What are the methods of fixing Advertising Budget ?

18. How do you evaluate the effectiveness of an advertisement ?

19. What are the key differences between advertising and sales promotion ?

20. Explain the growth and history of marketing communication.

_____ *** _____

RW-6356

641322

**M.B.A. (G) DEGREE EXAMINATION
NOVEMBER 2010**

**Business Administration
CONSUMER BEHAVIOUR**

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A (10 × 2 = 20)

Answer **all** questions.

1. Define Consumer behaviour.
2. What is Marketing.
3. What do you mean by consumer psychographics.
4. What is meant by Personality ?

5. What is Brand Loyalty ?
6. What do you mean by opinion leader ?
7. What is cross culture ?
8. Explain decision making process.
9. Write a short note on : Social class of consumer behaviour.
10. What do you mean by non-profit service organization ? Give any two examples.

Section - B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the need and importance of consumer behaviour.

(Or)

- (b) How can market be segmented ?

12. (a) Explain the consumer needs and wants with suitable example.

(Or)

- (b) Explain the diversity of consumer behaviour.

13. (a) What do you mean by reference group ?
Briefly explain the various types of groups.

(Or)

- (b) 'Can personal influences have impact on consumer behaviour ? How ? Explain with example.

14. (a) Explain the role of a consumer in a social setting.

(Or)

- (b) Explain how culture has influence on consumer behaviour.

15. (a) Explain the similarities and dissimilarities between new product purchase and repeat purchase.

(Or)

- (b) Explain the consumer decision making process.

Section - C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the difference between personal and organizational consumers. How is an understanding of consumer behaviour applicable to targeting both types of consumers ?
17. What do you mean by consumer perception ? What are the factors influencing the consumer perception in choosing a particular brand ? Give example.

18. Discuss the reference groups impact on product and brand choices.

19. Explain the role, importance and function of consumer protection in India.

20. How can consumer behaviour process be applied to profit and service organizations ? Explain with suitable example.

_____ *** _____

RW-6357

641323

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010

Business Administration

MARKETING RESEARCH

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by Marketing Research ?
2. What do you understand by Research Design ?
3. What are Consumer Panels ?
4. How is Market analysis attempted ?
5. What is Blind usage test ?
6. What are brand image surveys ?

7. What is Price research ?
8. What do you mean by Product test ?
9. How are dealer surveys conducted ?
10. What are the different agencies of Marketing research ?

Section - B

(5 × 5 = 25)

Answer **all** questions.

- 11 (a) “Marketing Information benefits a firm in a variety of ways”—Explain.

(Or)

- (b) Is a research design always necessary before a research study can be conducted ?

12. (a) Examine the sources of Secondary data.

(Or)

(b) Evaluate the merits and demerits of desk research.

13 (a) What steps must be taken into consideration in product research ?

(Or)

(b) Explain the importance of Conjoint analysis.

14 (a) What are the pricing strategies that are followed while introducing a new product ?

(Or)

(b) Briefly explain the price sensitivity measurement model.

- 15 (a) State the significance of Trade promotion research.

(Or)

- (b) What are the advantages of pre-testing ?

Section - C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the various stages involved in the Marketing research process.
17. What do you mean by Market potential ? Discuss various methods of measuring market potential.
18. Explain the place of Advertising in a Sales Campaign for introducing a new consumer product.

19. Describe the importance of pricing policies in connection with the price research.

20. Explain the importance of packages in Marketing research. What are the factors which influence packaging decisions ?

————— *** —————

RW-6358

641326

**M.B.A. (G) DEGREE EXAMINATION
NOVEMBER 2010**

Business Administration

PRINCIPLES OF RETAILING

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A (10 × 2 = 20)

Answer **all** questions.

1. Define Retailing Marketing Mix.
2. What is Retailing ?
3. Explain Merchandise Planning.
4. What are the objectives of Retail Marketing.

5. Mention few types of retailing.
6. What is value pricing ?
7. Define Category management.
8. What is RFID ?
9. What is retail MIS ?
10. What are functions of Merchandisers ?

Section - B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain role of IT in Retailing and Barcodes.

(Or)

- (b) Briefly explain the functions of retailing.

12. (a) What is Merchandise Planning and Visual Merchandising ?

(Or)

- (b) Explain communication effects of promotional mix.

13. (a) What does MMS stand for ? Enumerate merchandise planning.

(Or)

(b) Elucidate the salient features of retailing with appropriate examples.

14. (a) What are the factors of Developing and Managing the Retail Marketing Mix ?

(Or)

(b) What is Retail Management Information System ? Give some examples.

15. (a) What are the factors affecting the Growth of Category Management ?

(Or)

(b) Write short notes on :

(a) RFID.

(b) Retail lifecycle in India

Section - C

(3 × 10 = 30)

Answer any **three** questions.

16. Enumerate the organizational structure of a retailer.

17. What are the different types of store layouts ?

18. Explain visual merchandising and inventory control.

19. What are the responsibilities of a store manger ?

20. Give details about servicing the retail customer.

_____ *** _____

RW-6359

641341

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010

Master of Business Administration

HUMAN RESOURCE DEVELOPMENT

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** the questions.

1. What is the Significance of HRD ?
2. What is risk analysis in HRD ?
3. Write a short note on Balanced Score Card.
4. Mention few benefits of employee counselling.
5. What is Career planning ?
6. What is the meaning of term self marketing ?

7. Define : Organizational Effectiveness.
8. What you mean by Organizational change ?
9. Explain the concept of work force management.
10. What are recent challenges to HRD ?

Section - B

(5 × 5 = 25)

Answer **all** the questions.

- 11 (a) What are the objectives and scope of human resource development ?

(Or)

- (b) Explain the key performance areas of human resource development.

12. (a) What are the reasons for the failure of performance appraisal ?

(Or)

(b) What are the skills required to provide successful counselling ?

13 (a) What is the process of career planning ? Explain in detail.

(Or)

(b) What is 'competency mapping' ? How is it done ?

14 (a) What are the different approaches which have been developed to study organizational effectiveness ?

(Or)

- (b) What are the steps involved in the change process ? Discuss.
- 15 (a) Explain the emerging dimensions in human Resource development.

(Or)

- (b) What is the need of having HRD strategy in an organization ?

Section - C (3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail various role analysis methods.
17. By which of the several appraisal methods would you want to be evaluated if you were an employee. Why ?

18. Discuss the methods of training evaluation. How is training need analysis done ?

19. Discuss the major OD interventions. In your opinion, which OD intervention is the most effective and why ?

20. How would you design a HRD strategy ? Discuss with examples each step of designing a HRD strategy.

————— *** —————

RW-6360

641342

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010

Business Administration
INDUSTRIAL RELATIONS

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** questions.

1. What is Industrial Relation ?
2. What are Industrial Disputes ?
3. Write a note on WFTU.
4. What is Labour Movement ?
5. What are labour grievances ?
6. What is meant by wage board ?

7. What is labour unrest ?
8. Write a note on lockouts.
9. What is ergonomics ?
10. What is employee communication ?

Section - B

(5 × 5 = 25)

Answer **all** questions.

- 11 (a) State the importance of Industrial Relations System.

(Or)

- (b) What do you mean by legal justice and natural justice ?

12. (a) Describe the role of labour movement.

(Or)

(b) Make a comparison of inter and intra union rivalries in industries.

13 (a) State the structure of industrial relations machinery.

(Or)

(b) Briefly explain social obligations of industry.

14 (a) What do you mean by code of discipline ?

(Or)

(b) List out the benefits of collective bargaining.

15 (a) Why is employee safety programme needed ?

(Or)

(b) How is notice board useful in industries for employees ?

Section - C (3 × 10 = 30)

Answer any **three** questions.

16. Describe the functions of I.L.O.

17. Explain the role of internal trade union.

18. Explain the role of Government and employers in smoothening industrial relations.

19. How are strikes and lock-outs managed in the industrial sector ? Explain.

20. Describe the educational and social development of employees in Modern times.

————— *** —————

RW-6361

641343

**M.B.A. (G) DEGREE EXAMINATION
NOVEMBER 2010**

**Business Administration
ORGANISATIONAL CULTURE AND
DEVELOPMENT**

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section- A (10 × 2 = 20)

Answer **all** the questions.

1. What is corporate culture ?
2. What is sociability ?
3. Define Organizational change.
4. What are the different types of planned change ?

5. What is organizational renewal ?
6. What is team building ?
7. What is action research model ?
8. What do you mean by corporate restructuring ?
9. What is structural intervention ?
10. What is diagnosis ?

Section- B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) State the various dimensions of organizational culture.

(Or)

- (b) Bring out the effects organizational culture on the work place.

12. (a) Explain the different objectives of organizational change.

(Or)

- (b) State and explain the various forces for change.

13. (a) Explain the role of OD consultant.

(Or)

(b) What are the characteristics of OD ? Explain

14. (a) How will you use action research process in organization development ?

(Or)

(b) What is survey feed back ? Explain.

15. (a) Write a note on team intervention

(Or)

(b) State the factors influencing choice of an OD intervention.

Section - C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the various steps and mechanisms needed to manage cultural change within organization.
17. Discuss the different strategies for managing change.
18. Explain the nature and scope of organization development.

19. Explain the action research model of OD.
20. What is OD intervention ? Discuss some of the techniques of OD interventions oriented to 'task' 'people'.

————— *** —————

RW-6362

641344

**M.B.A. (G) DEGREE EXAMINATION
NOVEMBER 2010**

Business Administration

STRATEGIC HUMAN RESOURCE MANAGEMENT

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A (10 × 2 = 20)

Answer **all** questions.

1. What do you mean by “stepping stone approach” to strategic HRM ?
2. Write a short notes on “Executive forecast”.
3. Define ‘strategic HR selection’.
4. Define the validity of strategic the selection test’

5. What do you mean by “Transaction Analysis ’ in ED ?
6. What do you mean by “relevance” in the context of Performance management ?
7. What are the advantages of ‘MBO’ as a strategic HR practice ?
8. What do you mean by “Corporate downsizing’ ?
9. What do you understand by strategic HR information system ?
10. Define ‘contingency approach’ to Performance management.

Section - B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the activities associated with International HRM ?

(Or)

- (b) How does globalisation of economy affect International HRM function ?

12. (a) What do you mean by derivative plain in HRM ?

(Or)

- (b) Write an essay on 'Job analysis'.

13. (a) How does an ED programme help to meet the organisational objectives ?

(Or)

- (b) Explain the concept of 'Equity Theory' in strategic compensation system.

14. (a) How is Job evaluation conducted ?

(Or)

- (b) Explain the role of 'Bench marking' in HR practice of Performance management.

15. (a) What are the problems associated with downsizing effects ?

(Or)

- (b) Why are so many companies downsizing ?

Section - C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the inter-relationship between Human Resource Management and Strategic Planning.
17. Design an Executive Compensation Package for an Iron and Steel Industry.
18. “Strategic HR information system” is likely useful for a HR manager” Do you agree ? Justify your answer.

19. Explain the process of Strategic Executive Development Programme.

20. Differentiate between Job evaluation and Performance appraisal. Also give a clear picture on recent trends in Performance appraisal.

————— *** —————

RW-6363

641324

M.B.A. (G) DEGREE EXAMINATION

NOVEMBER 2010

Business Administration

SALES MANAGEMENT

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** the questions.

1. Distinguish between product and service.
2. What are the characteristics of sales people ?
3. What are the objectives of selling a product ?
4. What are the objectives of selling a product ?

5. Define sales Quota planning.
6. Distinguish between recruitment and placement.
7. Define the term motive.
8. What are the qualities of a leader ?
9. Define ethics.
10. What is a Sales Budget ?

Part - B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the theories of selling.

(Or)

(b) Explain the problems in International Selling.

12. (a) Bring out the benefits of presentation strategies.

(Or)

(b) State the main components in selling process.

13. (a) How can the sales force size be determined ?

(Or)

(b) Bring out the need for interview for recruitment.

14. (a) Briefly explain need for motivating the sales force ?

(Or)

(b) Distinguish between leadership and supervisor.

15. (a) Explain the ethical and legal responsibilities of sales managers.

(Or)

- (b) What are the determinants of sales force performance ?

Part - C

(3 × 10 = 30)

Answer any **three** questions.

16. State the importance of industrial selling.
17. Describe the types of objections and the methods of handling them.
18. Describe the problems faced by an organization in screening the applicants for positions in the sales department.

19. Explain the various sales force training methods.
20. How would you make performance appraisal of sales force ? Explain

_____ *** _____

RW-6364

641402

M.B.A (G) DEGREE EXAMINATION, NOVEMBER 2010

Business Administration

SYSTEM DYNAMICS

(CBCS—2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

1. What is Simulation ?
2. Write about Complex Systems.
3. Define Flow.
4. How is does a multiple loop work ?

5. What is path dependence ?
6. Write about Information delay.
7. What do you mean by modelling ?
8. Write about Bounded rationality.
9. Write about Verification.
10. Expand PAT.

Part - B

(5 × 5 = 25)

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

11. (a) Explain the importance of System dynamics.

(Or)

(b) Describe the basic behavioural structure of System dynamics.

12. (a) What are the benefits of system thinking approach ?

(Or)

(b) Illustrate stock and flow diagram.

13. (a) Describe the Traditional decision making techniques.

(Or)

(b) How are Rate equations formulated. ?

14. (a) Explain the components of Path dependence.

(Or)

(b) Describe the role of Positive feedback.

15. (a) Clearly state the characteristics of validation.

(Or)

- (b) Describe the functions of Quality management system.

Part - C

(3 × 10 = 30)

Answer any **three** questions.

16. Illustrate System dynamics methodology.
17. How does System thinking perform in IT sector ?
18. Explain the dynamic simulation results.
19. Distinguish between Problem solving and Decision making.
20. Enumerate 4D piston motion in System dynamics.

————— *** —————

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010**Business Administration****MARKETING OF SERVICES**

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1. Define Service Marketing.
2. State any four characteristics of Services.
3. Why is time so important in services.
4. What is meant by service failure ?
5. What is service scape ?
6. Write a short note on Positioning Maps.

7. What is meant by a customer portfolio ?
8. List down the difficulties in Leisure Services Marketing.
9. Write note on Gaps Model.
10. What is Relationship Marketing ?

Part - B

(5 × 5 = 25)

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

11. (a) Explain the ways in which internal environment factors can work against a hotel chain in India.

(Or)

- (b) How would you make a market opportunity always for a new BPO entrant ?

12. (a) “Service Marketing is a game of Promises”.
Explain this statement.

(Or)

- (b) Explain how B–School marketing is “a game of promises”.

13. (a) Explain the Lovelock’s classification of services.

(Or)

- (b) What are some key measures that can be used to create customer bonds and encourage long term relationships with customers ?

14. (a) Why do marketing, operations and human resources have to be more closely linked in service than in manufacturing ? Give examples.

(Or)

- (b) Explain the marketing activities done by a Non-Profit Organisation.

15. (a) What possible problems could be encountered by a service firm trying to develop a new services ?

(Or)

- (b) Why don't unhappy customers complain ? What do customers expect the firm to do once they have filed a complaint ?

Part - C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the different strategies at different levels of a service enterprise like a Media Group.

17. In what ways does the setting of marketing objectives differ between private and public service sectors and commercial and not for profit services ?

18. Critically discuss the idea that positioning is much more difficult for a services provider than a goods manufacturer.

19. Choose a service company with which you are familiar and show how each of the seven elements (7ps) of integrated service management applies.
20. Critically assess the usefulness of the SERVQUAL technique for measuring quality in an Industry of your choice.

————— *** —————

RW-6366

641427

M.B.A. (G) DEGREE EXAMINATION

NOVEMBER 2010

Business Administration

MERCHANDISE MANAGEMENT

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1. What is Retail Product Management ?
2. What do you understand by category mix ?
3. Define 'Assortment plan'
4. What is a private label ?

5. What is Merchandise Budget ?

6. What is RFID ?

7. What is ECR ?

8. What do you mean by automatic replenishment ?

9. What is space allocation ?

10. What is non-store retailing ?

Part - B

(5 × 5 = 25)

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

All questions carry equal marks.

11. (a) Explain the importance of retail product managers.

(Or)

- (b) Explain “Mark UPS” and Mark Downs” on Category management.

12. (a) What are the uses of private labels ?

(Or)

- (b) Explain the significance of Retailer Branding.

13. (a) What are the factors influencing the Independent neighbourhood stores for FMCG products ?

(Or)

(b) What are the factors governing the choice of suppliers ?

14. (a) What is Sales Based ordering ? Explain.

(Or)

(b) How do you manage stock ?

15. (a) Explain “shop displays” in visual merchandising.

(Or)

- (b) Explain the concept of “space allocation”

Part - C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the role of retail buying organisation in merchandise management.
17. Explain the ‘Product selection process’

18. How do you develop supplier relationship ?
Explain
19. What is forecasting ? Prepare a model
Merchandise Budget Plan.
20. Identify two key parameters to measure efficient
space management in a retail store and explain
them.

_____ *** _____

RW-6367

641442

**M.B.A. (G) DEGREE EXAMINATION
NOVEMBER 2010**

**Business Administration
LABOUR LEGISLATIONS**

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **all** questions.

1. Who are certifying surgeons ?
2. Define “partial disablement”.
3. Define Seasonal Factory’ according to the Employees’ State Insurance Act, 1948.

4. What is Controlled Industry as per the Employees' Provident Funds Act 1952 ?
5. Define Industrial establishment under the Payment of Wages Act 1936.
6. What is the object of the Minimum Wages Act, 1948' ?
7. State any two differences between Strikes and Lock-outs.
8. What is Trade Union ?
9. What do you understand by the term "remuneration" as used in the Equal Remuneration Act, 1976 ?

10. What are the leaves to which a woman is entitled in case of Mis carriage ?

Part - B

(5 × 5 = 25)

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

11. (a) What are the restrictions imposed by the Factories Act, 1948 regarding the employment of women ?

(Or)

- (b) What provisions have been made in the Factories Act, 1948 for protection against fire and for safety of Buildings and Machinery ?

12. (a) What are the rules relating to nomination by an employee under the Payment of Gratuity Act, 1972 ?

(Or)

- (b) Write a note on compulsory insurance of employer for payment of gratuity.

13. (a) Give the procedure for fixing and revising minimum wages.

(Or)

- (b) State briefly how the deduction from wages for damage or loss caused to the employer by the neglect or default of the employer person may be made and the extent to which such deduction can be made.

14. (a) Enumerate the statutory provisions prohibiting strikes in a public utility service.

(Or)

- (b) Discuss the need for having standing orders in Industrial establishments.

15. (a) What are the powers of Inspectors appointed for the purposes of Maternity Benefit Act ?

(Or)

- (b) Explain the functions of the Advisory Committee under Equal Remuneration Act, 1976.

Answer any **three** questions.

16. How far is an employer liable for compensation to a workman injured by an accident arising out of and in the course of his employment ?

17. What are the rules as to payment and recovery of contribution by an employer under the Employee's Provident Funds and Miscellaneous Provisions Act, 1952' ?

18. How is 'available surplus' determined under the payment of Bonus Act ? What part of it can be distributed amongst the employee as bonus ?

19. What are the rules regarding registration of a trade union ? What are the privileges of a registered trade union ?

20. Describe the procedure for licensing of contractors under the contract labour (regulation and Abolition) Act, 1976. When may a licence issued to a contractor be revoked ?

————— *** —————

RW-6368

641702

**M.B.A. (G) DEGREE EXAMINATION
NOVEMBER 2010**

**Business Administration
QUANTITATIVE METHODS**

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A (10 × 2 = 20)

Answer **all** the questions.

1. State the applications of quantitative techniques in management.
2. What is PERT.
3. List any two advantages of LP technique.
4. What is an objective function ?

5. Define Optimality.
6. What is a linear function ? Give an example.
7. Define Linearity.
8. Briefly state the general logic of simplex method.
9. Define Simulation.
10. State the elements of queueing theory.

Section- B $(5 \times 5 = 25)$

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

11. (a) Maximise $Z = 4x_1 + 3x_2$

subject to the constraints

$$3x_1 + 4x_2 \geq 20,$$

$$-x_1 - 5x_2 \leq -15$$

$$x_1, x_2 \geq 0$$

(Or)

(b) Maximise $Z = 2x_1 + 3x_2$

subject to

$$5x_1 + 4x_2 \leq 40,$$

$$11x_1 - 4x_2 = 0$$

$$-4x_1 + 5x_2 \geq 10$$

$$x_1, x_2 \geq 0$$

12. (a) Obtain the dual of

Maximise $Z = 3x_1 + 4x_2$

subject to $x_1 + x_2 \geq 4$

$$-x_1 + 3x_2 \geq -4$$

$$x_1 \geq 0, x_2 \geq 0$$

(Or)

(b) Obtain the dual of

$$\text{Maximise } Z = 5x_1 + 10x_2$$

$$\text{subject to } 2x_1 - 3x_2 \leq 7$$

$$x_1 + 2x_2 = 4$$

$$x_1 \geq 0, x_2 \geq 0$$

13. (a) In a store Customers arrive in a Poisson stream with mean 60 per hour. The service time is exponential with a mean of 0.005 hours. How many clerks should be available if the expected waiting time in the system should be less than 10 minutes ?

(Or)

- (b) Explain the operating characteristics of a queuing system.

14. (a) Solve the following game graphically and find the value of the game.

$$\begin{array}{c} \text{Player B} \\ \\ \begin{array}{ccc} & B_1 & B_2 & B_3 \\ \begin{array}{l} A_1 \\ A_2 \end{array} & \begin{bmatrix} 8 & 4 & -2 \\ -2 & -1 & 3 \end{bmatrix} \end{array} \end{array}$$

(Or)

- (b) Solve the game for the pay-off matrix :

$$\begin{array}{c} \text{B} \\ \\ \begin{array}{cc} & B_1 & B_2 \\ \begin{array}{l} A_1 \\ A_2 \\ A_3 \\ A_4 \\ A_5 \end{array} & \begin{bmatrix} -6 & 7 \\ 4 & -5 \\ -1 & -2 \\ -2 & 5 \\ 7 & -6 \end{bmatrix} \end{array} \end{array}$$

15. (a) Discuss the structure of decision making problem.

(Or)

- (b) Explain the types of decision making criteria.

Section - C (3 × 10 = 30)

Answer any **three** questions.

16. Use dominance property to solve the following game between two players A and B.

$$\begin{array}{c} \text{B} \\ \text{A} \begin{bmatrix} 6 & 8 & 6 \\ 4 & 12 & 2 \end{bmatrix} \end{array}$$

17. Convert the following 2 person Zero sum game into a linear programming problem and solve.

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

18. Solve the following transportation problem

	Warehouses				
Plant	1	2	3	4	Available
1	25	17	25	14	300
2	15	10	18	24	500
3	16	20	8	13	600
Required	300	300	500	500	

Overtime can be used to raise capacity by 50% at each plant but it adds 10, 15, 20 to the unit costs of production at each plant respectively.

19. Suggest optimum solution to the assignment problem and calculate the minimum cost.

		Markets			
		I	II	III	IV
Salesmen	A	44	80	52	60
	B	60	56	40	72
	C	36	60	48	48
	D	52	76	36	40

20. Minimise $Z = 2y_1 + 3y_2$

subject to the constraints

$$y_1 + y_2 \geq 5$$

$$y_1 + 2y_2 \geq 6$$

$$y_1 \geq 0$$

$$y_2 \geq 0$$

Determine minimum cost.

————— *** —————

RW-6369

641206

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010

Business Administration

PRODUCTION AND OPERATIONS MANAGEMENT

(CBCS–2008 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - A

(10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1. What is job shop ? Give any two examples.
2. Define Standardization.
3. Define system capacity.
4. Define location flexibility.
5. Define performance rating.
6. Define time study.

7. Define cellular layout.
8. What is REL chart ?
9. Define free float.
10. What is P system ?

Section - B

(5 × 5 = 25)

Answer as per choice indicated.

All questions carry equal marks.

11. (a) Define reliability. How will you compute the reliability of a parallel system ?

(Or)

- (b) Discuss the scope of operations management in brief.

12. (a) Explain the use of break-even analysis for plant location decision with a suitable example.

(Or)

- (b) List and explain different types of capacity planning strategies.

13. (a) List and explain the questions that are asked in the EXAMINE step of method study.

(Or)

- (b) Discuss the responsibilities of a process plan engineer.

14. (a) Compare and contrast process layout and product layout.

(Or)

- (b) The Super Shop Inc. Cream shop has recorded the demand for a particular flavour during the past 6 weeks as shown below.

Week	Demand in Liter
1st Week May	19
2nd Week May	17
3rd Week May	22
4th Week May	27
1st Week June	29
2nd Week June	33

Calculate a three year weighted average forecast for the data, using a weight of 0.6 for the most recent data and weights of 0.3 and 0.1 for successive older data.

15. (a) Beta industry estimates that it will sell 24,000 units of its product for the forthcoming year. The ordering cost is Rs. 150 per order and the carrying cost per unit per year is 20 % of the purchase price per unit. The purchase price per unit is Rs. 50. Find economic order size.

(Or)

- (b) Illustrate Bill of Material structure with an example.

Section - C

(3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. List and explain the types of manufacturing system.

17. Consider the following data on locating a new facility which has to serve 5 different existing facilities. The coordinates of the existing facilities are (30,20), (40,50), (30,30), (15,40). The number of tons of material transported per year from the new facility to each of the existing facilities is given below. Find the optimal X and Y co-ordinates of the new facility.

		Existing Facility				
		1	2	3	4	5
New facility	:	1,000	980	1,500	2,000	1,750

18. In a welding shop, a direct time study was done on a welding operation. One inexperienced industrial engineer and one experienced industrial engineer conducted the study simultaneously. They agreed precisely on cycle time (shown below) but varied on rating the worker. The experienced engineer rated the worker 100 percent and the other

engineers rated the worker 120 percent. They used a 0.10 percent allowance fraction.

CYCLE TIME (in minutes)	NUMBER OF TIMES OBSERVED
20	2
24	1
29	1
32	1

- (a) Determine the standard time using the experienced industrial engineer's worker rating.
- (b) Find the standard time using the worker rating of inexperienced industrial engineer.
- (c) Comment on the reliability of time study engineers.

19. Consider the following initial layout with the following flow data and with unit cost matrix. Using CRAFT pairwise interchange technique, obtain the desirable layout.

	4	6	8
6	A	B	C

Initial Layout

Flow data

To	A	B	C
From			
A	—	1	8
B	2	—	1
C	6	2	—

20. Consider the following data of a project.

Activity	Predecessor (s)	Duration (Weeks)		
		a	m	b
A	—	3	5	8
B	—	6	7	9
C	A	4	5	9
D	B	3	5	8
E	A	4	6	9
F	C,D	5	8	11
G	C,D,E	3	6	9
H	F	1	2	9

- (a) Construct the project network.
- (b) Find the expected duration and variance of each activity.
- (c) Find the critical path and the expected project completion time.

RW-6370

641202

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010

Business Administration

FINANCIAL MANAGEMENT

(CBCS–2007 Batch)

Time : 3 Hours

Maximum : 100 Marks

Answer **all** questions.

Each questions carries 20 marks.

(5 × 20 = 100)

1. (a) Elaborate the development of capital marketing in India.

(Or)

- b) Briefly explain the Indian Financial system.

2. (a) Define the term Capital Budgeting and explain the tools of Financial appraisal.

(Or)

(b) Calculate the average rate of return for projects A and B from the following :

	Project A	Project B
Investment	Rs. 20,000	Rs. 30,000
Expected life (no salvage value)	4 years	5 years

Projected Net income, after interest, depreciation and Taxes :

Years		Project A	Project B
		Rs.	Rs.
1	...	2,000	3,000
2	...	1,500	3,000
3	...	1,500	2,000
4	...	1,000	1,000
5	...	—	1,000
		—————	—————
		6,000	10,000
		—————	—————

If the required rate of return is 12 % which project should be undertaken ?

3. (a) Briefly explain the factors that determine W.C needs of a firm.

(Or)

- (b) Lucky Ltd, a trading Company, provides the following information :

Annual sales during the year Rs. 1,20,000

Analysis of sales :

Materials	60%
Expenses	15 %
Profit	25 %

Average credit period allowed to Debtors $2\frac{1}{2}$ months
Average credit period allowed by creditors $1\frac{1}{2}$ months.

Raw materials are to remain in store on average
1 month

Processing period on average 2 months.

Finished goods remain in warehouse on average
3 months.

Bank over draft Rs. 90,000.

10 % of the total working capital (including contingencies) is to be kept in hand for contingencies.

You are required to determine the working capital requirement of Lucky Ltd. on the basis of above information.

4. (a) Discuss the elements of capital structure.

(Or)

(b) Define the term cost of capital and explain components of cost of capital.

5. (a) Discuss the different forms of stability of dividends and explain the merits of stability of dividends.

(Or)

(b) Write a detailed note on evaluation of lease and distinguish between Lease and Hire purchase.

————— *** —————

RW-6371

641301

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010

Business Administration
MANAGEMENT CONTROL SYSTEM.

(CBCS–2007 Batch)

Time : 3 Hours

Maximum : 100 Marks

Answer **all** questions.

(5 × 20 = 100)

1. (a) Examine the problems in the process of Management Control System.

(Or)

- (b) Define the concept of management control and explain its application in Management Process.

2. (a) Explain the various types of controls used in Management Control System.

(Or)

(b) Distinguish between Management control and Task control.

3. (a) Describe the essential basic requirements of an effective Control System.

(Or)

(b) Discuss the Main behavioural concepts for Management Control.

4. (a) What are the different components of a computer system ?

(Or)

(b) What is transfer pricing ? How does it serve as a management control tool ?

5. (a) Define MBO. How can it be made successful ?

(Or)

(b) Explain the concept “Management Audit”.
State the various steps involved in
Management audit.

————— *** —————

RW-6372

641303

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010

Business Administration

BUSINESS LAW

(CBCS–2007 Batch)

Time : 3 Hours

Maximum : 100 Marks

Answer **all** the questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. (a) How can an offer be accepted ? Explain the rules relating to the communication of offer, acceptance and revocation.

(Or)

- (b) What is the nature of a Surety's authority ? State his rights against (i) the Creditors (ii) the Principal debtors. (iii) the Co-Sureties.

2. (a) Write a note on the “Consumer Protection Council”.

(Or)

- (b) Define ‘bailment’. Discuss the rights and responsibilities of a paid and a gratuitous bailee. How does a bailment differ from a pledge ?

3. (a) Summarises the provisions of the Sale of Goods Act in regard to the passing of property in
(i) Ascertained goods. (ii) Unascertained goods. (iii) Goods sold on approval on sale of return.

(Or)

- (b) Define a Holder in due course. What are his privileges under the Negotiable Instrument Act 1881 ?
4. (a) What do you mean by 'doctrine of Subrogation'? Discuss it in relation to fire and marine insurances ?

(Or)

- (b) What are the consequences of the dissolution of a firm ? What are the rights of the creditors after dissolution ?

5. (a) What do you understand by a quorum ? Must a quorum be present throughout a meeting ? What is the procedure if a quorum is never formed ?

(Or)

- (b) Discuss the provisions of the Companies Act 1956, regarding the mode of appointment of the directors of a company.

————— *** —————

RW-6373

641583

M.B.A. (G) DEGREE EXAMINATION, NOVEMBER 2010

Business Administration

SYSTEMS ANALYSIS AND DESIGN

(CBCS–2007 batch)

Time : 3 Hours

Maximum : 100 Marks

(5 × 20 = 100)

Answer **all** questions.

1. (a) Discuss the various stages in System Development life cycle.

(Or)

- (b) Identify and explain the elements of a typical Banking system.

2. (a) Discuss about the place of the Systems Analyst position in the MIS organisation.

(Or)

- (b) Explain the multifaceted roles performed by a Systems Analyst.

3. (a) Discuss the different tools used for information gathering.

(Or)

- (b) Explain Data Flow diagrams. Discuss how process modeling is done with the help of Data Flow diagrams.

4. (a) Discuss how Physical Design of a system is carried out by assuming a system of your own as an example.

(Or)

- (b) Explain :

(i) Computer inputs and controls.

(ii) Computer outputs and controls.

5. (a) Describe the problems related to software maintenance and explain the primary activities of a software maintenance procedure.

(Or)

- (b) Explain the tools used for each and every activity during the management of a project.
