AF-1877   MBA 4ED

M.B.A DEGREE EXAMINATION, APRIL 2010

IV Semester

BUSINESS ADMINISTRATION

SERVICES MARKETING

(CBCS - 2008 Onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **All** the Questions

1. Define Services Marketing.

2. What do you mean by Service Expectations?

3. Define Service form.

4. What is Saturation Pricing?

5. What is Service Communication?

6. What is Service Encounter?

7. Define Mutual Fund.

8. What is Green marketing?

9. What is Social marketing?

10. What is Service organization?

Answer **All** Questions Choosing either (a) or (b)

11. a. Discuss the characteristics of Services Marketing.

(Or)

b. Enumerate the customer relationship management strategies.

12. a. What are the reasons for the failure of some new service products?

(Or)

b. How can perceived service quality be managed? Explain.

13. a. Discuss the need for services marketing communication.

(Or)

b. Describe the service mix for Hotel Industry.

14. a. Discuss different types of Factoring services.

(Or)

b. Discuss the need for financial services marketing.

15. a. Explain the process of Advertising Research in Services.

(Or)

b. Discuss the pros and cons of Religious Services Marketing.

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Answer any **Three** Questions

16. Trace the evolution of Services Marketing.

17. Discuss different types of channels available for the distribution of Services.

18. "Service organizations may have a limited view of the wide range of communication methods available". - Discuss.

19. Discuss different types of Media Services.

20. Describe the emerging trends in services marketing.

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M.B.A. DEGREE EXAMINATION, APRIL 2010

I Semester

BUSINESS ADMINISTRATION

ORGANISATIONAL BEHAVIOUR

(CBCS - 2008 Onwards)

Duration : 3 Hours   Maximum : 75 marks

Part - A   (10 x 2 = 20)

Answer ALL Questions

1. Define 'Value'.

2. Define 'Attitude'.

3. Define 'Group Dynamics'.

4. Define the term Group Cohesiveness.

5. What is meant by 'conditioning' in learning?

6. What is meant by 'Resistance to change?

7. What is 'Domino effect'?

8. Explain Coercive power.

9. Explain Coalition.

10. Define Organizational Development.

Answer ALL Questions

11. a. Discuss the Nature and scope of 'OB'.

(OR)

b. Discuss about the disciplines contributing to OB.

12. a. Discuss about the different types of personalities.

(OR)

b. Explain the perceptual process.

13. a. Explain the different types of groups.

(OR)

b. Explain the concept of organizational change with suitable examples.

14. a. Differentiate the term power and authority. And discuss about various sources of power.

(OR)

b. Discuss about various types of leadership.

15. a. Discuss the Maslow's hierarchy of need.

(OR)

b. Discuss about the Organizational Effectiveness.

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Answer any THREE Questions

16. Elaborately discuss the various OB Models.

17. Discuss about the various determinants of personality.

18. Explain the concept Leadership. And discuss about any two theories of leadership.

19. Discuss about the Organizational development interventions.

20. Discuss in detail about the Group decision making techniques.

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AF-1847

M.B.A. DEGREE EXAMINATION, APRIL 2010

First Semester

Business Administration

QUANTITATIVE METHODS

(CBCS—2008 Onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** the Questions

1. Define Operations research.

2. Define Elasticity of Demand.

3. Define the following.
   (i) Alternate Optimum Solution
   (ii) Infeasible Solution

4. Write the steps involved in formulating an LPP.

5. Difference between Independent and Dependent Events.

6. Explain Mutually Exclusive event.

7. Explain simulation and its types.

8. What are the different measures of performance used in single machine scheduling?

9. What are the types of Decisions?

10. Explain the following.
   (i) Pay off matrix
   (ii) Saddle point.

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Part - B   (5 × 5 = 25)

Answer **all** the Questions

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11 a. Define model and discuss the steps of modeling.

<div align="center">

(Or)

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   b. "Operations research is a tool for decision support system". Justify

12 a. A firm manufactures three products A, B and C. Their profits per unit are Rs.300, Rs.200 and Rs.400 respectively. The firm has two machines and the required processing time in minutes on each machine for each product is given in the following table:

		Product		
		A	B	C
Machine	1	4	3	5
	2	2	2	4

AF-1848

Machines 1 and 2 have 2000&2500 machine-minute respectively. The upper limits for the production volumes of the product A, B and C are 100 Units, 200 Units and 50 Units, respectively. But, the firm must produce a minimum of 50 units of the product A. Develop a LP Model for mis manufacturing situation to determine the production volume of each product such that the total profit is maximized.

(Or)

b. Solve the following LPP graphically:

Maximize $Z = 3x_1 + 2x_2$

Subject to

$$-2x_1 + 3x_2 \leq 9$$
$$x_1 - 5x_2 \geq -20$$
$$x_1, x_2 \geq 0$$

13 a. A problem in statistics is given to 5 students A, B, C, D and E. Their chances of solving it are $\frac{1}{2}, \frac{1}{3}, \frac{1}{4}, \frac{1}{5}$ and $\frac{1}{6}$. What is the probability that the problem will be solved.

(Or)

b. A bag contains 5 white and 4 black balls. Two balls are drawn at random one after the other without replacement. Find the probability that both balls drawn are black.

AF-1848

14 a. The data about a set of single operation jobs that is to be processed in a CNC Lathe and processing times of the jobs in the given set of jobs are as given:

Job j	Processing time, tj
1	7
2 ———	18
3	6
4	8
5	12

Find the optimal sequence which will minimize the mean flow time and also obtain the corresponding minimum mean flow time.

(Or)

b. A drive- in bank window has a mean service time of 2 minutes, while the customers arrive at a rate of 20 per hour. Assuming that these represent rates with poission distributions. Determine

(i) The proportions the teller will be idle.

(ii) How long a customer will wait before reaching the server?

(iii) The probability mat a customer has to wait.

15 a. Consider the details of two competing alternatives as shown below. The initial outlay of each of *the* alternatives is Rs.10, 00. 000. The life of each alternative is 10 yrs. Find the best alternative when the interest rates is 0%

Mean & Variance of each alternative

	Alternative j (Rs)	
	1	2
Expected annual		
Revenue	5, 00, 000	4, 00, 000
Variance of annual		
Revenue	10, 00, 000	10, 000

(Or)

b. Players A and B play a game in which each player has three wins (25p, 50p and IRe). Each of them selects a coin without the knowledge of the other person. If the sum of the values of the coins is an even number, A win B's coin. If that sum is an odd number, B win A's coin.

   (i) Develop a pay off matrix with respect to player A.

   (ii) Find the optimal strategies for the players.

Part - C $(3 \times 10 = 30)$
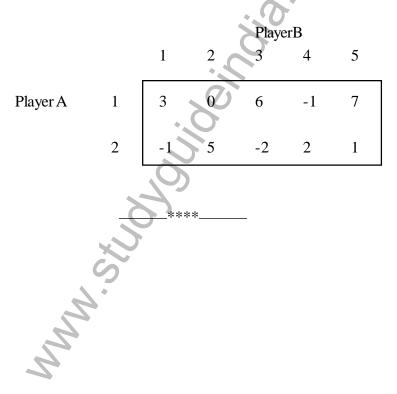
Answer any **three** Questions

All questions carry equal marks

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

17. Solve the LPP by Simplex Method.

   Minimize $Z = 8X_1 - 2X_2$

   Subject to $-4X_1 + 2X_2 \leq 1$

                   $5X_1 - 4X_2 \leq 3$

                   $X_1, X_2 \geq 0$

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18. Assume that a factory has 2 machines. Past records show that machine 1 produces 30% of the items of output & machine 2 produces 70% of the items. Further, 5% of the items produced by machine 1 were defective and only 1% produced by machine 2 were defective. If a defective item is drawn at random, what is the probability that the defective item is produced by machine 1 or machine 2?

19. Explain briefly the deterministic models of inventory problems.

20. Consider the payoff matrix of player A as shown below and solve it optimally using graphical method.

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

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M.B.A. DEGREE EXAMINATION, APRIL 2010

First Semester

Business Administration

FINANCIAL AND MANAGEMENT ACCOUNTING

(CBCS—2008 Onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** the Questions

1.   What are the functions of management accounting?

2.   Define the Trial balance.

3.   What are common size statements?

4.   Give the meaning of Ratio.

5.   Define Funds flow statement.

6.   What do you mean by Cash flow statement?

7.   Write a note on ZBB.

8.   What is the need of budgets?

9. Define semi variable cost?

10. Name the two basic methods of costing.

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

Answer **all** the Questions

All questions carry equal marks

11 a. Explain the main Objective & Function of accounting.

(Or)

 b. What do you mean by Journal? Give the rules and advantage of Journal?

12 a. Discuss the nature of financial statements?

(Or)

 b. How does cash flow statement differ from a fund flow statement? What are their uses?

13 a. Prepare a schedule of changes in working capital with imaginary figures.

(Or)

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b. The financial position of ABC Ltd. On 1ˢᵗ April 2002 and 31ˢᵗ March 2003 was as follows:

	1.4.2002	31.3.2003		1.4.2002	31.3.2003
Current Liabilities	72,000	82,000	Cash	8,000	7,200
Loan from associate company		40,000	Debtors	70,000	76,800
Loan from Bank	60,000	50,000	Stock	50,000	44,000
P/L and Reserve	96,000	98,000	Land	40,000	60,000
Capital	2,00,000	2,00,000	Building	1,00,000	1,10,000
			Machinery	2,14,000	2,44,000
			Provision of Depreciation	54,000	72,000
	4,28,000	4,70,000		4,28,000	4,70,000

During the year Rs. 52,000 were paid as dividends. Prepare Cash Row Statement as per Revised AS-3

14 a. Explain the utility and importance of Ratio Analysis?

(Or)

b. What is Absorption Costing? When is it useful?

15 a. Prepare 'Break- Even chart' with imaginary figures.

(Or)

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b. A company has fixed expenses of Rs. 90,000 with sales at Rs. 3, 00,000 and a profit of Rs. 60,000 during the first half year. If in the next half year, the company suffered a loss of Rs. 30,000, calculate:

  (i) The P/V ratio, break even point and margin of safety for the first half year.

  (ii) Expected sales volume for next half year assuming that selling price and fixed expenses remain unchanged.

  (iii) The break even point and margin of safety for the whole year.

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

Answer any **three** Questions

All questions carry equal marks

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16. From the following balances extracted from R.C. Company Ltd. As on 31.12.2001 and 2002, you are required to prepare schedule of changes in Working Capital and Funds Flow Statements.

Liabilities	31.12.2001	31.12.2002	Assets	31.12.2001	31.12.2002
Share Capital	1,00,000	1,10,000	Building	40,000	38,000
General Reserve	14,000	18,000	Plant & Machinery	37,000	36,000
P&L a/c	16,000	13,000	Investment *(L.T)*	10,000	21,000
Creditors	8,000	5,400	Stock	30,000	23,400
B/P	1,200	800	B/R	2,000	3,200
Provision for lax	16,000	18,000	Debtors	18,000	19,000
Provision for Doubtful Debts	400	600	Cash in Bank	6,600	15,200
			Preliminary Exp	12,000	10,000
	1,55,600	1,65,800		1,55,600	1,65,800

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Additional Information:

- (i) Depreciation charged on Plant was Rs. 4,000.
- (ii) Provision for taxation Rs. 19,000 was made during the year 2002.
- (iii) Interim dividend of Rs 8,000 was paid during the year,
- (iv) A piece of machinery was sold for Rs. 8,000 during the year 2002. it had costed Rs. 12,000, depreciation of Rs. 7,000 has been provided on it.

17. From the following, prepare Trading and Profit and Loss account and Balance Sheet for the year ended 30th June 2002:

	Rs.	Rs.
Stock 30th June, 2001	75,000	
Sales		3,50,000
Purchases	2,45,000	
Wages	50,000	
Discount		5,000
Furniture and Fillings	17,000	
Salaries	7,500	
Rent	4,950	
Sundry Expenses	7,050	
Profit and Loss Appropriation Account 30th June, 2001		15,030
Dividends Paid	9,000	
Share Capital		1, 00,000
Debtors and Creditors	37,500	17,500
Plant and Machinery	29,000	

Cash and Bank	16,200	
Reserve		15,500
Patents and Trade Mark	4,830	
	5,03,030	5,03,030

Adjustments:

(i)   Stock on 30"[1] June, 2002 was valued at Rs. 82,000.

(ii) Depreciation on fixed assets @ 10%

(iii) Make a provision for income - tax @, 50%

(iv) Corporate Dividend Tax is 10%

18. The following information has been obtained from the records of a manufacturing -organization using the standard costing system.

	Standard	Actual
Production (units)	4,000	3,800
Working days	20	21
Fixed overheads (Rs)	40,000	39,000
Variable overheads (Rs)	12,000	12,000

You are required to calculate the following overhead variance:

(i)   Variable overheads variance

(ii) Fixed overhead variance

    (a) Expenditure variance

    (b) Volume variance

    (c) Efficiency variance

    (d) Calendar variance.

Also prepare a statement reconciling the Standard Fixed Overheads worked out by using the Standard Overheads Rate and the Actual Fixed Overheads.

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19. From die following information, prepare a summarized balance sheet as at March 31, 2004:

Stock velocity	6
Fixed assets turnover ratio	4
Capital turnover ratio	2
Gross profit	20%
Debt collection period	2 months
Creditors' payment period	73 days

The gross profit was Rs. 60,000

Closing stock was Rs. 5,000 in excess of opening stock.

All workings should form part of your answer.

20. The expenses budgeted for productions of 10,000 units in a factory are furnished below:

	Per unit (Rs)
Materials	70
Labour	25
Variable Factory Overheads	20
Fixed Factory Overheads (Rs. 1, 00,000)	10
Variable Expenses (Direct)	5
Selling Expenses (10% fixed)	13
Distribution Expenses (20% fixed)	7
Administrative Expenses (Fixed Rs 50,000)	5
	155

You are required to prepare a budget for the production of 6000 units and 8000 units.

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M.B.A.   DEGREE EXAMINATION, APRIL 2010

I Semester

BUSINESS ADMINISTRATION

BUSINESS ENVIORNMENT AND LAW

(CBCS - 2008 Onwards)

Duration : 3 Hours

Maximum : 75 marks

Part - A (10 x 2 = 20)

Answer ALL Questions

1. Define cultural enviornment.

2. What are the importances of Business environment?

3. Define per capita income.

4. Define Economic enviornment.

5. How is a proposal converted into a promise?

6. Define Agreement.

7. Define the term delivery.

8. What is the meaning of the term 'condition'?

9. Write short note about 'irrevocable agency'.

10. Who is called an agent?

Answer ALL Questions

11. a. Explain the factors governing business ethics.

(OR)

   b. Why social and cultural environmental factors are needed for business planning?

12. a. Explain the importance of technological environment in business.

(OR)

   b. Explain the factors influencing political environment in Indian context.

13. a. Discuss the essential elements of a valid contract.

(OR)

   b. What are the ways in which a contract can be discharged?

14. a. 'Nemo dat quod non-habet' - Discuss.

(OR)

   b. Discuss the doctrine of caveat emptor and state its exceptions.

15. a. Explain the essentials of a contract of agency.

(OR)

   b. Explain the rights of the agent in a contract of agency.

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Answer any THREE Questions

16. Explain the importance of social responsibilities in business.

17. Explain the different types of environment and its importance in business.

18. Explain the remedies for breach of contract.

19. What are the personal rights of unpaid seller against the buyer?

20. Explain the various methods of creating agency.

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M.B.A. DEGREE EXAMINATION, APRIL 2010

I Semester

BUSINESS ADMINISTRATION

MANAGERIAL ECONOMICS

(CBCS - 2008 Onwards)

Duration : 3 Hours   Maximum : 75 marks

Part - A   (10 x 2 = 20)

Answer ALL Questions

1. Define Managerial Economics.

2. What do you mean by 'ceteris paribus'?

3. List out the determinants of demand.

4. Define Demand.

5. Define Production function.

6. Explain the concept 'Iso-quant'.

7. What is oligopoly?

8. What is meant by Imperfect competition?

9. Define forecasting cost.

10. Explain profit analysis.

Answer ALL Questions

11. a. Analyze the scope of Managerial economics.

(OR)

   b. Discuss the relationship of managerial economics with other discipline.

12. a. What are all the objectives of demand analysis?

(OR)

   b. Discuss the Law of Demand with suitable diagram.

13. a. Explain Marginal Cost (MC) and Marginal Revenue (MR).

(OR)

   b. Distinguish Long run cost and Short run cost.

14. a. Write short notes on:
      i.   Product differentiation
      ii. Selling costs
      iii. Pricing under monopolistic competition

(OR)

   b. Discuss perfect competition with diagram.

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15. a. Explain business cycle and its stages.

(OR)

b. Define inflation. What are all the causes of inflation?

Part-C (3 x 10 = 30)

Answer any THREE Questions

16. Define Decision making. Discuss the various kinds of Decisions.

17. Discuss the different methods of demand forecasting.

18. Analyze types of costs with example.

19. Discuss the kinds of pricing strategies.

20. Analyze the various methods to measure National Income.

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M.B.A. DEGREE EXAMINATION, APRIL 2010

Second Semester

BUSINESS ADMINISTRATION

RESEARCH METHODS FOR MANAGEMENT

(CBCS—2008 Onwards)

Duration : 3 Hours   Maximum : 75 marks

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

Answer ALL Questions

1. Define Research Methodology.

2. Mention any three objectives of Research.

3. What is Experimentation?

4. Explain ANOVA.

5. What is Area Sampling?

6. What is Non-Probability Sampling Technique?

7. Define Census.

8. Explain the types of Error.

9. What is Variance?

10. Mention the types of Scales.

Answer ALL Questions

11. a. Explain the types of Research.

(OR)

  b. Discuss the problems faced by the researcher.

12. a. Explain the steps in research process.

(OR)

  b. Define Research Design and explain its significance.

13. a. Distinguish Questionnaire and Interview Schedule.

(OR)

  b. What are the modes of primary data collection?

14. a. Discuss the applications of statistical tools like SPSS and
       EXCEL.

(OR)

  b. What is Hypothesis? Discuss the procedure for Testing
       hypothesis.

15. a. Explain the types of Research Report.

(OR)

b. What are the precautions required when preparing a research report?

Part-C (3 x 10 = 30)

Answer any THREE Questions

16. Discuss the applications of Research in various functions of Management.

17. Describe briefly the different types of research designs available. Clearly point out the difference in each type.

18. Analyze the various kinds of sampling techniques with example.

19. Discuss the various steps involved in analyzing the data.

20. Critically analyze the different stages when preparing a Research Report.

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M.B.A. DEGREE EXAMINATION, APRIL 2010

Second Semester

BUSINESS ADMINISTRATION

FINANCIAL MANAGEMENT

(CBCS—2008 Onwards)

Duration : 3 Hours   Maximum : 75 marks

Part - A   (10 x 2 = 20)

Answer ALL Questions

1. What is risk? How is it measured?

2. What is meant by growth opportunities?

3. What is capital budgeting?

4. How do you calculate the pay back period?

5. What is the significance of the cost of capital?

6. What are the limitations of bonus shares?

7. Explain about concepts of working capital.

8. What is spontaneous financing?

9. What is an ordinary share?

10. What is debenture?

Answer ALL Questions

11. a. Explain the security market line with the help of a figure. How does it differ from the capital market line?

    (OR)

    b. Explain in detail the method of valuing an ordinary share.

12. a. How do you calculate the accounting rate of return? What are its limitations?

    (OR)

    b. Explain the merits and demerits of the time adjusted methods of evaluating the investment projects.

13. a. How is the cost of debt computed? How does it differ from the cost of preference capital?

    (OR)

    b. What are the factors which influence management's decision to pay dividend of a certain amount?

14. a. Explain about matching approach and conservative approach.

    (OR)

    b. How is working capital affected by (a) Sales, (b) Technology and Production policy, (c) Inflation?

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15. a. What are term loan? What are their features?

(OR)

b. Explain the advantage and disadvantage of preference share to the company.

Part-C   (3 x 10 = 30)

Answer any THREE Questions

Each question carries 10 marks

16. Explain the concept of valuation of securities. Why is the valuation concept relevant for financial decision making purpose?

17. What are the types of investment decisions?

18. What are the various concepts of cost of capital? Why should they be distinguished in financial management?

19. What are the determinants of working capital?

20. What is the significance of voting rights to the ordinary shareholders? What is proxy? Why do proxy fights occur?

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M.B.A. DEGREE EXAMINATION, APRIL 2010

Second Semester

BUSINESS ADMINISTRATION

MARKETING MANAGEMENT

(CBCS—2008 Onwards)

Duration : 3 Hours   Maximum : 75 marks

Part - A   (10 x 2 = 20)

Answer ALL Questions

1. Mention the various process of Marketing.

2. Define De-marketing.

3. Define Macro Marketing.

4. Define the term Product Mix.

5. Define Franchising.

6. Define CRM.

7. Define Online Marketing.

8. Define Product Positioning.

9. Define Product differentiation.

10. Define Ad copy.

Answer ALL Questions

11. a. Explain the evolution of Marketing.

(OR)

   b. Discuss about various markets.

12. a. Explain the concept of Product Life Cycle.

(OR)

   b. Explain the different marketing channels of distribution with suitable examples.

13. a. Explain the different buying motives with suitable examples.

(OR)

   b. Explain the concept of positioning with suitable examples.

14. a. Explain the concept of advertising and state the advantages and disadvantages of advertising.

(OR)

   b. Discuss about probability sampling and its types.

15. a. Discuss the merits and demerits of personal selling.

(OR)

b. Discuss about the Seven P's of Service Marketing.

Part-C   (3 x 10 = 30)

Answer any THREE Questions

16. Elaborately discuss the Environmental factors that influence the marketing of a product. Take a product of your choice and state the impact of external environment in marketing the product.

17. Discuss about Marketing Mix. And propose a suitable marketing mix for a FMCG product of your choice.

18. Explain the concept of pricing. And discuss about the various pricing methods.

19. Discuss about the impact of CRM in service industry. And propose the CRM strategies for service industry of your choice.

20. Discuss in detail about the preparation of marketing research project.

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M.B.A. DEGREE EXAMINATION, APRIL 2010

Second Semester

BUSINESS ADMINISTRATION

PRODUCION AND OPERATIONS MANAGEMENT

(CBCS—2008 Onwards)

Duration : 3 Hours   Maximum : 75 marks

Part - A   (10 x 2 = 20)

Answer ALL Questions

1. Define Production Management.

2. Define Product design.

3. Define motion study.

4. How to calculate performance rating?

5. What are the types of maintenance?

6. What are the functions of maintenance department?

7. Define R Chart.

8. Define control chart.

9. What is MRP II?

10. How to calculate EOQ?

Answer ALL Questions

11. a. Briefly discuss capacity planning with reference to balancing aid a multi-product factory.

(OR)

b. State the characteristics and advantages of good plant layout.

12. a. Describe the procedure for conducting time study.

(OR)

b. Define standard time and explain its uses.

13. a. Explain the advantages of quality control.

(OR)

b. Differentiate between X Chart, P Chart and C Chart.

14. a. What are the objectives of breakdown maintenance?

(OR)

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

AF-1855

15. a. Explain Just - in - time system.

(OR)

b. Explain the benefits of material requirement planning.

Part-C (3 x 10 = 30)

Answer any THREE Questions

16. What is process planning? Explain the factors influencing process design.

17. Explain the objectives and procedure for work measurement.

18. Explain the characteristics of Quality circle.

19. Preventive maintenance is often viewed as a long-term approach to reliability. Why?

20. Explain the different selective inventory control techniques.

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M.B.A. DEGREE EXAMINATION, APRIL 2010

Second Semester

BUSINESS ADMINISTRATION

HUMAN RESOURCE MANAGEMENT

(CBCS—2008 Onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part - A   (10 x 2 = 20)

Answer ALL Questions

1.   List out the importance of human factor.

2.   What are the objectives of HRM?

3.   What is meant by human resource planning?

4.   Discuss various methods in selection process.

5.   Define: Knowledge Management.

6.   What are the benefits of self-development programmes?

7.   Define: Compensation.

8.   Define: Motivation.

9.   What is meant by Promotion?

10. Why Performance Evaluation is needed?

Answer ALL Questions

11. a. Discuss the role of human resource manager in an organization.

(OR)

b. List out briefly about the computer applications in HRM.

12. a. Discuss in detail HR planning and its importance.

(OR)

b. Describe various sources of HR forecasting.

13. a. Describe briefly Executive Development Programmes.

(OR)

b. Write short notes on:

   i. Knowledge management

   ii. Self-development

14. a. Discuss in detail about compensation plan.

(OR)

b. Discuss the role of mentor in HR development.

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15. a. What are the various redressal methods? Discuss in detail.

(OR)

b. Describe the various methods of performance evaluation.

Part-C   (3 x 10 = 30)

Answer any THREE Questions

16. Discuss briefly about the evolution of HRM and its importance.

17. What are the various steps involved to identify the best fit employee in the organization?

18. Discuss the various types of training methods.

19. Explain Maslow's theory and ERG theories of motivation. List out the merits and demerits of the both.

20. Write short notes on:
    i. Promotion
    ii. Demotion
    iii. Transfer
    iv. Separation

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M.B.A. DEGREE EXAMINATION, APRIL 2010

II Semester

BUSINESS ADMINISTRATION

MANAGEMENT INFORMATION SYSTEM

(CBCS - 2008 Onwards)

Duration : 3 Hours   Maximum : 75 marks

Part - A   (10 x 2 = 20)

Answer ALL Questions

1. What is MIS?

2. Distinguish between Programmed Decisions and Non-Programmed Decisions.

3. What do you mean by Office Automation?

4. Define DSS.

5. What are the stages in Expert System Development?

6. Give the relative roles of DBMS and Expert systems.

7. What is meant by System Reengineering?

8. Why is System analysis a subject difficult to teach and learn?

9. What is meant by Information System Planning?

10. Explain:
   i. Procedure Controls
   ii. Facility Controls

Answer ALL Questions

11. a. Explain the classification of information systems.

   (OR)

   b. Explain the absorption of MIS in Organization.

12. a. Explain the relative role of Decision support, Model management and Knowledge support system.

   (OR)

   b. What is DSS Generators? Are they similar to LAMP DSS Generators? Explain.

13. a. Why use Database Approach? Explain.

   (OR)

   b. Difference between the Non-electronic DBMS and Electronic DBMS.

AF-1857

14. a. Discuss the basic principles of System Design and explain the types of system design.

(OR)

b. Describe in detail the features of Data Flow Diagram. Context Diagram and Document Flow Diagram using examples.

15. a. Explain the role of System Planning.

(OR)

b. What is Business system planning and explain its approaches?

Part-C   (3 x 10 = 30)

Answer any THREE Questions

16. Describe the impact of Business on Information System.

17. Describe the steps to draw various types of DFD with suitable examples.

18. What is Database Management System? Explain its uses in business application.

19. Describe the Systems Development Cycle using an example from any organization.

20. Describe the importance of Hardware, Software and Services.

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M.B.A DEGREE EXAMINATION, APRIL 2010

Third Semester

Business Administration

PROJECT APPRAISAL AND MANAGEMENT

(CBCS-2008 Onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **All** Questions

1.   What is Capital Budgeting ?

2.   What are the objectives of Pre-feasibility study ?

3.   What are the risks involved in a Project ?

4.   Why model project is important ?

5.   What is Resource Scheduling ?

6.   Mention some of the network techniques ?

7.   Define CPM.

8.   List out the steps involved in project control ?

9.   What is Project Audit ?

10. What do you mean by uncertainty in projects ?

Part -B   (5 x 5= 25)

Answer **All** Questions

11. (a) How to prepare a feasibility report ?

(*Or*)

(b) Describe the need for Capital Budgeting ?

12. (a) How to prepare a model report ?

(OR)

(b) What are the steps involved in presenting a model project ?

13. (a) Write short notes on Project Management Software package

(OR)

(b) Discuss the various steps in project scheduling and control

14. (a) Explain resource monitoring.

(OR)

(b) Explain PERT with a simple exmaple.

15. (a) Explain the use of MIS in project evaluation.

(OR)

(b) Explain briefly the process of monitoring the project in the evaluation phase

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Answer any **Three** Questions

16. Enumerate the basic criteria for selecting the best project opportunities

17. State and explain the various tools and techniques of Risk analysis.

18. Explain in detail the network techniques used in project implementation.

19. What do you understand by integrated resource management ? Describe its features.

20. Elaborate the causes of industrial sickness.

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M.B.A DEGREE EXAMINATION, APRIL 2010

Third Semester

Business Administration

STRATEGIC MANAGEMENT

(CBCS—2008 Onwards)

Duration : 3 Hours　　　　　　　　　　　　　　　　Maximum : 75 Marks

Part - A　　　　　　$(10 \times 2 = 20)$

Answer **All** questions.

1. Explain tactics.

2. Explain Resource Based View (RBV).

3. What is meant by Key Factor Rating ?

4. Mention any five components of a mission statement.

5. Explain value creation.

6. Explain Leveraged buyouts.

7. Explain Balance score card.

8. Explain Power.

9. Explain Consortia.

10. Explain Down scoping.

<div align="center">

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

Answer **All** questions

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11.   (a) Write short notes on Corporate goverence.

<div align="center">(*Or*)</div>

       (b) Write short notes on Social Responsibility.

12.   (a) Discuss the various sources of Competitive Advantage.

<div align="center">(*Or*)</div>

       (b) Discuss in detail about Value Chain analysis.

13.   (a) Explain the different ways of avoiding failures in Business.

<div align="center">(*Or*)</div>

       (b) Explain the concept Politics in Organisation.

AF-1859

14. (a) Explain the concept of Conflict and state the various techniques to overcome conflict.

(*Or*)

(b) Discuss about the Non profit organisations.

15. (a) Discuss about Strategic Alliances.

(*Or*)

(b) Discuss about various forecasting techniques.

Part - C (3 × 10 = 30)

Answer any **Three** questions

16. Discuss in detail about Michael Porter's Analysis.

17. Explain in detail about various strategies related to product.

18. Discuss about SBUs. And state its advantages and disadvantages.

19. Discuss about SWOT analysis. Take a company of your choice and discuss its SWOT.

20. Discuss various Global expansion strategies.

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M.B.A DEGREE EXAMINATION, APRIL 2010

Third Semester

Business Administration

ELECTIVE-SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

(CBCS-2008 Onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **All** Questions

1. Define investment and savings ?

2. Write the sources of investment information ?

3. Write the objectives of a capital issue ?

4. How does book buliding differ from private placement ?

5. List out the fundamental analysis ?

6. What are the factors that affect EPS of the company ?

7. How does technical analysis differ from the fundamental analysis ?

8. What is a point and figure chart and how is it used ?

9. Define mutual fund.

10. What are the steps in the traditional approach ?

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

Answer any **ALL** Questions

11. (a) Define securities give a brief account of different types of securities ?

(OR)

(b) Explian the source of investment information ?

12. (a) What are the parties involved in the issue of shares in the stock market ? Explain

(OR)

(b) What are the steps taken by SEBI in the primary market to protect the investors ?

13. (a) What are the methods adopted to analyse the financial statement of a company? Explain

(OR)

(b) Explain the factors that name the most significant effect on the industry's earning?

14. (a) Explain in detail the Dow Theory?

(OR)

(b) Oscillators are valuable tools in assessing over bought and over sold position of the market? Discuss

15. (a) Explain portfolio revision?

(OR)

(b) State the modern approach in the construction of the portfolio?

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Answer any **Three** Questions
Each questins carries 10 marks

16. State the economic and financial meaning of investment in the stock market; can you differentiate the investor from the speculator?

17. "Primary and Secondary markets are complementary to each other but their organizational set up are different", Explain

18. Discuss any four factors considered to be most important in appraising companies in different industries?

19. "The stock market has a life of its own and the study of it rewards the investor" Comment

20. Distinguish between trey nor and Sharpe indices of portfolio performance? Which do you recommend? Why?

M.B.A. DEGREE EXAMINATION, APRIL 2010

Third Semester

Business Administration

ELECTIVE : CONSUMER BEHAVIOUR

(CBCS—2008 Onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part - A   (10 × 2 = 20)

Answer **All** Questions

1. List out the disciplines involved in Consumer Behaviour.

2. Define Decision Making.

3. What are the different components of human communication process ?

4. Explain the perception of a consumer towards price.

5. Define sub-culture.

6. Explain cultural values.

7. What is meant by "in-store-purchase decision" ? and what might influence this ?

8. Explain the nature of Personal influence.

9. Define Ethics in Business.

10. List out some Non-Profit and service organisations.

<div align="center">

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

Answer **All** Questions

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11. a. Explain the Applications of Consumer Behaviour in Marketing.

    <div align="center">(*Or*)</div>

    b. Analyse the Current Trends in CB.

12. a. What is Personality ? Discuss the trait theory of Personality.

    <div align="center">(*Or*)</div>

    b. Distinguish ID, Ego and Super Ego.

13. a. What is meant by Cross-cultural influences ? Why are such influences important for marketers ?

    <div align="center">(*Or*)</div>

    b. Discuss the types of Reference Group.

14. a. Discuss the diffusion process of Innovation.

    <div align="center">(*Or*)</div>

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b. What is Post-Purchase dissonance ? In what Purchase situation post purchase dissonance is more likely ?

15. a. Explain the various rights of a consumer.

(*Or*)

b. Discuss Ethics in Marketing.

Part - C　　　　　　$(3 \times 10 = 30)$

Answer any **Three** Questions

16. Discuss the various steps involved in consumer research.

17. Discuss :

a) Maslow's need Hierarchy Theory.

b) Freud's Theory of Motivation.

18. Discuss the different social class categories in India.

19. 'How does consumer decision process change as purchase involvement increases'. Analyse critically.

20. Discuss the applications of service organisation and its role for the upliftment of the society.

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M.B.A. DEGREE EXAMINATION, APRIL 2010

Third Semester

Business Administration

HUMAN RESOURCE DEVELOPMENT

(CBCS—2008 Onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **All** Questions

1. Define Human Resource Management.

2. What is Human Resource Development (HRD) ?

3. What is Role Effectiveness ?

4. What do you mean by Performance Appraisal ?

5. Define Coaching.

6. What is Meant by Individual Development ?

7. What do you mean by Learning ?

8. Write down the Principles of Learning ?

9. Define TQM ?

10. What do you mean by Organizational Development ?

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

Answer **All** Questions

11. a. Describe the Scope and Importance of Human Resource Development ?

(*Or*)

   b. Distinguish between Personnel Management and Human Resource Development.

12. a. Explain the Importance of Development Oriented Appraisal System ?

(*Or*)

   b. Explain the Roles of HRD Professional ?

13. a. Describe the importance of Counseling ?

(*Or*)

   b. Discuss the Concept of Potential Appraisal.

14. a. Define Training and discuss the various methods of Training ?

(*Or*)

   b. Identify and discuss the Objectives of Training.

15. a. Write about the role of HRD in Total Quality Management (TQM) ?

(*Or*)

   b. Discuss the impact of HRD in Service Sectors.

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

Answer any **Three** Questions

16. What are the requisites of good HRD System ?

17. Briefly explain about the attributes in Role Analysis.

18. What do you mean by Career Planning and explain how Career Planning helps Individual Development ?

19. What are the steps involved in Evaluation of Training and Retraining ?

20. Explain the HRD Approach towards Industrial Relations.

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M.B.A. DEGREE EXAMINATION, APRIL 2010

Fourth Semester

BUSINESS ADMINISTRATION

TOTAL QUALITY MANAGEMENT AND BUSINESS PROCESS REENGINEERING

(CBCS - 2008 Onwards)

Duration : 3 Hours   Maximum : 75 marks

Part - A   (10 x 2 = 20)

Answer ALL Questions

Define the following :—

1. I.S.O. 9000 series standards.

2. T.Q.M

3. Business Process Re-engineering

4. Business Process Re-design

5. Human Resources

6. Six sigma

7. Value Creation Process

8. Control system

9. House of quality

10. Quality Assurance

Part-B (5 x 5 = 25)

Answer ALL Questions (either or type)

11. a. Briefly explain quality audit and quality manual.

(*Or*)

b. Write short notes on:

i. Quality Function

ii. Quality Process

12. a. Briefly explain Total Quality Leadership.

(*Or*)

b. Briefly explain implementation of T.Q.M.

13. a. Give an account on Business transformation.

(*Or*)

b. Briefly explain Re-engineering with examples.

14. a. What are the basic methodologies of Kaizen?

(*Or*)

b. What are the correlation between the B.P.R and IT?

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15. a. Briefly explain hurdles in implementation of B.P.R.

(*Or*)

b. What are the success of B.P.R?

Part-C (3 x 10 = 30)

Answer any THREE Questions out of FIVE

16. Give a detailed account on global standardization process.

17. Elucidate total quality leadership and how does it meets customer requirements?

18. Describe the importance of rewards and recognitions for total quality management.

19. Discuss organizational adaptations and global trends in relation with B.P.R implementation.

20. Explain the various human resource and marketing issues related to B.P.R.

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M.B.A DEGREE EXAMINATION, APRIL 2010

Fourth Semester

Business Administration

ENTREPRENEURSHIP DEVELOPMENT

(CBCS - 2008 Onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part - A   (10 × 2 = 20)

Answer **All** questions.

Define the following :

1. Entrepreneur

2. Capitalism

3. Entrepreneurial traits

4. Economic development

5. Innovation

6. Cost-benefit analysis

7. Industrial estate

8. Project finance

9. Incentives

10. Women entrepreneur

<div align="center">Part - B   (5 × 5 = 25)</div>

<div align="center">Answer All questions.</div>

11. a. Distinguish between entrepreneur and intrapreneur.

<div align="center">(Or)</div>

 b. Explain socio-economic variables of entrepreneurs.

12. a. Describe entrepreneurial development programme in India.

<div align="center">(Or)</div>

 b. Briefly explain significance of entrepreneurial support system in India.

13. a. Discuss the evolution of entrepreneur.

<div align="center">(Or)</div>

<div align="center">2</div>

b. Give suggestions to make the entrepreneurial promotion more effective.

14. a. Write short notes on:

   i. IFC

   ii. IDBI

(Or)

b. Explain the assumptions and limitations of break-even analysis.

15. a. Give an account on causes of industrial sickness in India.

(Or)

b. What is an industrial park and explain various types of industrial park?

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

Answer any **Three** out of Five

16. Developing economics need imitative rather than innovative entrepreneur. Critically discuss the statement.

17. Give a detailed account on the nature and steps necessary in identification and formulation of a project.

18. Discuss mobility of entrepreneurs and entrepreneurial change in Indian context.

19. Elucidate sources of entrepreneurial project finance in India.

20. Critically evaluate entrepreneurial performance in India.

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M.B.A DEGREE EXAMINATION, APRIL 2010

IV Semester

BUSINESS ADMINISTRATION

FINANCIAL MARKETS AND INSTITUTIONS

(CBCS - 2008 Onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part - A   (10 × 2 = 20)

Answer **All** the Questions

1. What are Badla Transactions?

2. Define Discount Finance House.

3. What is Venture Capital?

4. What do you mean by Buyer's Credit?

5. What are the objectives of IFI?

6. What is Refinancing?

7. What is meant by insurable interest?

8. Define Pension fund.

9. What is Derivative Market?

10. Define Options.

Answer **All** Questions

Choosing either (a) or (b)

11. a. Describe the functions of Stock Holding Corporation of India Limited.

    (Or)

    b. Describe the features of Indian Banking System.

12. a. Explain the functions of Industrial Development Bank of India.

    (Or)

    b. What are the main objectives of EXIM Bank?

13. a. Explain the working of IMF.

    (Or)

    b. Explain different types of Development Agencies.

14. a. Bring out the characteristic features of a Contract of Insurance.

    (Or)

    b. Explain the Pros and Cons of Foreign Industrial Investments.

15. a. Distinguish between primary and secondary markets.

    (Or)

    b. What are the components of money market?

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

Answer any **Three** Questions

16. Discuss the functions of New Financial Institutions.

17. Explain detail the working and functions of ICICI.

18. Describe the various assistance provided by IRDA.

19. Bring out the various types of Life Insurance Policies.

20. Describe the functions and the role of SEBI.

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M.B.A. DEGREE EXAMINATION, APRIL 2010

I Semester

BUSINESS ADMINISTRATION

MANAGEMENT CONCEPTS

(CBCS - 2008 Onwards)

Duration : 3 Hours   Maximum : 75 marks

Part - A   (10 x 2 = 20)

Answer ALL Questions

1. Define Management.

2. Mention steps involved in Taylor's scientific management.

3. What is meant by Strategy?

4. Why planning is important in organization?

5. Define organization.

6. Discuss the Line and staff concepts.

7. Define motivation.

8. Write the importance of controlling in organization.

9. Define Business ethics.

10. Who are the key stakeholders in business?

Answer ALL Questions

11. a. Explain the functions of management.

(OR)

b. Briefly explain the evolution of management.

12. a. Explain the various steps involved in planning.

(OR)

b. What are the different types of planning?

13. a. Briefly explain Formal and Informal organization.

(OR)

b. What do you know about Centralization and Decentralization?

14. a. How does behaviour theory of leadership differ from the trait theory of leadership? Explain.

(OR)

b. Explain the different types of management control.

15. a. What are the objectives of corporate governance?

(OR)

b. Explain the role of Manager in modern management.

Answer any THREE Questions

16. Explain Henry Fayol's principles of management.

17. Define MBO. List out the features, process of decision making that affects the efficiency of the business decisions.

18. Define delegation of authority. What are the principles of effective delegation of authority.

19. What is meant by Man Power Planning? Explain its process or steps and the various importance of man power planning.

20. What is meant by Ethics? Mention the importance of Management Ethics. Explain the implementation of ethics in the organization.

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