FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, December 2018 / January 2019

Subject: Operations Management

Paper Code – MB – 301

Time: 3 Hours   **Max.Marks: 80**

PART – A (5x4 = 20 Marks)
[Short Answer Type]
Note: Answer all the questions in not more than one page each.

1 Operations strategy

2 Service facility layout

3 Service management

4 Bin Card, Double Bin and Stores Ledger.

5 Classification, codification, simplification and standardization of materials.

PART – B (5x12 = 60 Marks)
[Essay Answer Type]
Note: Answer all the questions by using internal choice
in not exceeding four pages each.

6 a) What is process design? Explain factors effecting process design.

OR

b) Define product life cycle and process life cycle. Discuss its process.

7 a) What is Plant Layout? Discuss the various types of Plant Layout highlighting their merits and demerits.

OR

b) From the following data, find the sequence that minimizes the total elapsed time. Also calculate the machine idle time and Job Waiting time.

Jobs	A	B	C	D	E	F	G
M-1	7	12	11	8	13	12	11
M-2	8	7	6	9	5	8	7
M-3	10	11	9	15	9	10	16

8 a) What is service management? Explain various types of service operations.

OR

b) What is work measurement? Discuss various techniques and methods.

9 a) What is materials management? Explain its importance and advantages.

OR

b) Explain the concept of materials requirements planning. Its advantages and disadvantages.

10 a) The annual requirement of an item in a firm is 1,44,900 units. The cost of placing an order is Rs. 450 and the carrying cost per unit per annum is 10% of the cost of the item. The cost per unit of the item is Rs. 36. You are required to find the EOQs the number of orders to be placed in a year with the above data and when (i) the cost of the item decreases by 12% and (ii) the cost per order increases by Rs.75.

OR

b) A manufacturing firm uses 12 items in its process. The annual requirement of the items and their cost is given below:

Item	Annual Require- ment (units)	Cost per unit (Rs.)
A	9000	140
B	3600	600
C	240	2300
D	4300	340
E	656	945
F	656	945
G	18,000	50
H	11,500	80
I	3,500	540
J	600	1800
K	175	3200
L	480	2150

You are required to classify the materials into ABC categories and give a graphical presentation of the same.

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FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, January 2019

Subject: E-Business

Paper Code – MB – 302

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)
[Short Answer Type]
Note: Answer all the questions.

1   Intranet
2   Online Crime
3   Tax issues in E-Business
4   4G System
5   M-Banking

PART – B (5x12 = 60 Marks)
[Essay Answer Type]
Note: Answer all the questions by using internal choice
in not exceeding four pages each.

6   a)   Discuss briefly about the E-Business models.
        OR
    b)   Explain the online payment mechanism.

7   a)   Discuss legal and ethical issues relating to E-Business.
        OR
    b)   What is e-marketing? Discuss the web marketing strategies.

8   a)   What is m-commerce? State its benefits and limitations and applications.
        OR
    b)   Compare between E-commerce and M-commerce.

9   a)   Discuss about the wireless and mobile communication system.
        OR
    b)   Explain the mobile communication standards.

10 a)   Discuss the process of mobile ticketing, and state its advantages.
        OR
    b)   What do you mean by Mobile Computing? Discuss its applications.

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FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, December 2018 / January 2019

Subject: Operations Research

Paper Code – MB – 303

Time: 3 Hours   Max.Marks: 80

PART – A (5x4 = 20 Marks)
[Short Answer Type]
Note: Answer all the questions in not more than one page each.

1 State the assumptions of LPP.
2 Economic interpretation of dual.
3 What is matrix minimum method?
4 Compare PERT and CPM.
5 Cost analysis in queuing model.

PART – B (5x12 = 60 Marks)
[Essay Answer Type]
**Note: Answer all the questions by using internal choice
in not exceeding four pages each.**

6 a) Explain the managerial explicabilities and limitations of operations research.

OR

   b) Solve the following LP problem graphically
   Maximize $Z = 2x_1 + x_2$
   Subject to Constrants
   (i) $x_1 + 2x_2 \leq 10$ (ii) $x_1 + x_2 \leq 6$ (iii) $x_1 - x_2 \leq 2$ (iv) $x_1 - 2x_2 \leq 1$ and $x_1, x_2 \geq 0$.

7 a) What is LPP method? Discuss its implications.

OR

   b) Solve the following LPP by simplex method.
   Max $Z = 4x_1 + 10x_2$
   Subject to $2x_1 + x_2 \leq 50$
   $\qquad 2x_1 + 5x_2 \leq 100$
   $\qquad 2x_1 + 3x_2 \leq 90$
   and $x_1, x_2 \geq 0$

8 a) Name two applications of transportation problem and assignment problem. Explain.

OR

   b) A Steel Company has three open health furnaces and five rolling mills. The transportation cost (rupees per quintal) for shipping steel furnaces to rolling mills are given in the following table.

	M_1	M_2	M_3	M_4	M_5	Supply
F_1	4	2	3	2	6	8
F_2	5	4	5	2	1	12
F_3	6	5	4	7	7	14
Demand	4	4	6	8	8	

What is the optimal schedule?

9 a) What is network analysis? Explain its merits and demerits.

OR

b) A small project considering of eight activities has the following characteristics.

Activity Name	Preceding Activity	Time estimates (in Weeks)		
		Most Optimistic	Most Likely	Most Pessimistic
A	--	2	4	12
B	--	10	12	26
C	A	8	9	10
D	A	10	15	20
E	A	7	7.5	11
F	B&C	9	9	9
G	D	3	3.5	7
H	E, F & G	5	5	5

A) Draw network diagram
B) Determining critical path
C) If a 30-week deadline is imposed.
What is the probability that the project will be finished within the time limit?

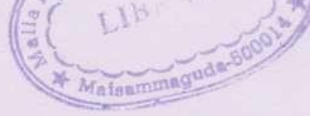10 a) Briefly explain the properties found in competitive games.

OR

b) Reduce the following game by dominance and find the game value.

Player – A

	I	II	III	IV
I	3	2	4	0
II	3	4	3	4
III	4	2	4	0
IV	0	4	0	8

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FACULTY OF MANAGEMENT

Code No. 1013

M.B.A. III – Semester (CBCS) Examination, January 2019

Subject: Financial Risk Management

Paper – MB – 304 – I
Discipline Specific
(Elective – I – Finance)

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)
[Short Answer Type]

Note: Answer all the questions in not more than one page each.

1 Scope of risk

2 Methods of interest rate risk Management

3 Players in derivatives markets

4 Value at risk

5 Distinguish between call and put options

PART – B (5X12 = 60 Marks)
[Essay Answer Type]

Note: Answer all the questions by using internal choice
in not exceeding four pages each.

6 a) Discuss the possible risk events and risk indicators.

OR

   b) Explain the risk reporting process in a corporate entity.

7 a) Discuss the non-insurance methods of risk management.

OR

   b) Explain the significance of ALM practices in Banking Sector.

8 a) Explain the salient features of forward and futures contracts. What are the differences between them.

OR

   b) A forward contract on 200 shares, currently trading at Rs. 112 per share, is due in 45 days. If the annual risk-free rate of interest is 9%, calculate the value of the contract price.
   How would the value be changed if a dividend of Rs.22 per share is expected to be paid in 25 days before the due date.

9 a) Discuss the organization and valuation of interest rate swaps.

OR

   b) What is currency swap? Describe the methodology for valuation of currency swaps.

10 a) The spot price of an equity share is Rs.40 with a volatility of 25% in its price over the 3 month period of the call option on it. The exercise price of the call option is Rs.44. the risk free rate is 12% per annum. You are required to give the diagrammatic presentation of two step binomial process over 6 months to expiration.

Find the probability of increase and decrease in price at two levels after 3 months, 6 months and find the price of the call option.

OR

b) From the following data, calculate the values of call and put options using B-S model.

Current price of a share	Rs. 486
Exercise price	Rs. 500
Time to expiration	65 days
Standard deviation	0.54
Continuously compounded rate of interest	9% p.a.
Dividend expected	Rs.18 and Rs.24 after 20 days and 36 days respectively.

Code No. 1014

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, January 2019

Subject: B. Product and Brand Management

Paper Code – MB – 304
Discipline Specific Elective – I (Marketing)

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)
[Short Answer Type]

Note: Answer all the questions in not more than one page each.
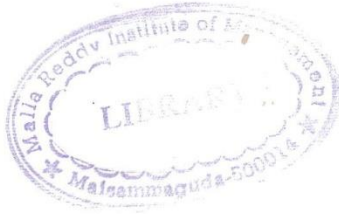
1. Write a short note about Brand Positioning.
2. What is meant by Risk-return analysis?
3. What are the sources of ideas?
4. Describe briefly about learning curve analysis.
5. Importance of pre-testing.

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

**Note: Answer all the questions by using internal choice
in not exceeding four pages each.**

6. a) What is meant by product mix? Explain various important decisions of product mix.

OR

   b) Critically examine the contemporary brand management practices.

7. a) Discuss in detail about different models of New Product Development.

OR

   b) Explain about Growth Strategies and their suitability in the present business context.

8. a) "In the present business competition innovation is a powerful weapon". In light of the above statement, discuss the significance of R&D.

OR

   b) Write in detail about:
      i) Idea screening
      ii) Prototype product

9. a) Explain the purpose of Market Structure Analysis.

OR

   b) Explain about:
      i) Trial and repeat models
      ii) Cost behaviour

10. a) What is product launching? What are the principles of product launching? Explain.

Code No. 1015

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, January 2019

Subject: Compensation Management

Paper Code – MB – 304 – 3
(Discipline Specific Elective – I HR)

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)
[Short Answer Type]

Note: Answer all the questions in not more than one page each.

1 Variable pay
2 Seniority Pay Vs. Longevity Pay
3 Compensation Survey
4 Equal pay for equal work
5 What is flexible work arrangement?

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

**Note: Answer all the questions by using internal choice
in not exceeding four pages each.**

6 a) Explain various dimensions of compensation management.

OR

   b) Discuss the new trends in compensation management.

7 a) Explain how the modern pay system is different from traditional methods.

OR

   b) Describe the modes of aligning compensation strategy with business strategy.

8 a) Discuss the ways of integrating internal job structure with external market pay rates.

OR

   b) What is knowledge program? Explain the methods of designing pay for knowledge program.

9 a) Discuss the various employee benefits and employee services.

OR

   b) List out various funding benefits through VEBA.

10 a) Briefly discuss the contemporary challenges in international compensation management.

OR

   b) Explain the strategic issues and choices in using flexible workers.

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FACULTY OF MANAGEMENT
M.B.A. III – Semester (CBCS) Examination, December 2018 / January 2019

Subject: D. Decision Support Systems

Paper – MB – 304
Discipline Specific Elective – I (Systems)

Time: 3 Hours   **Max.Marks: 80**

PART – A (5x4 = 20 Marks)
[Short Answer Type]
Note: Answer all the questions in not more than one page each.

1 Define DSS
2 EIS
3 ES
4 Data warehousing
5 Data
Stores6

PART – B (5x12 = 60 Marks)
[Essay Answer Type]
Note: Answer all the questions by using internal
choicein not exceeding four pages each.

7 a) What is Decision making Process? Discuss the framework for DSS support.

OR

  b) Discuss the need and types of DSS.

8 a) Discuss the software tools for DSS.

OR

  b) Explain the different types of models in DSS.

9 a) Discuss the Distributed DSS Technology.

OR

  b) What are the components of EIS? Discuss about the EIS work.

10 a) Define Artificial Intelligence. Discuss the intelligence of AI.

OR

  b) What are the benefits of ES and give examples of ES?

11 a) Explain the characteristics of Data warehouse and implementing of Data warehouse.

OR

  b) Discuss about the online transaction processing techniques used to mine data.

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Code No. 1017

FACULTY OF MANAGEMENT
M.B.A. III – Semester (CBCS) Examination, January 2019

Subject: International Finance
Paper – MB – 305 – 1 : Discipline Specific
(Elective – II – Finance)

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)
[Short Answer Type]
Note: Answer all the questions in not more than one page each.

1. Breton words standard
2. Spot and forward quotes
3. Transaction exposure
4. Objectives of IFM
5. Tax Havens

PART – B (5x12 = 60 Marks)
[Essay Answer Type]
Note: Answer all the questions by using internal choice
in not exceeding four pages each.

6. a) Explain the significance of International Financial system in recent times.

OR

b) Discuss the role of IBRD in promoting international financial transactions.

7. a) The following exchange rates are prevailing in different markets.

 Mumbai   Rs. 72.4321 per U.S. Dollar
 London   Rs. 103.4567 per British Pound
 New York   1.4334 dollars per Pound

 Work out arbitrage gains possible, assuming no transaction costs.

OR

b) The following are the spot, 1 month, 3 months and 6 months forward exchange rates between Indian Rupee and U.S. Dollar.

Spot	1 Month	3 Month	6 Month
Rs. 71.2345/54	60/72	63/48	56/39

You are required to find the bid, Ask Prices, spread and premium or discount.

8. a) The exchange rate between Indian Rupee and French franc is 9.8675 per French Franc. The average interest rate in India and Franc are 8% p.a. and 3.45% p.a. respectively. What would be the exchange rate after one and two years from now.

OR

b) The exchange rate between Indian Rupee and Pound Sterling is Rs. 102 per Pound now. The consumer price index over two years in India and Britan moved from 144 to 168 and 110 to 128 respectively. You are required to find the inflation in India and U.K. and estimate the exchange rate after one and two years from now.

9. a) Examine the pros and cons of Foreign Direct Investment in Indian Environment.

OR

b) Explain the reasons for international portfolio diversification.

10. a) Describe the international tax environment and its implications on MNCs.

OR

b) Discuss various tax planning methods and its legal framed work in India.

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Code No. 1018

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, January 2019

Subject: Promotion and Distribution Management

Paper Code – MB – 305 – 2

Discipline Specific Elective – II (Marketing)

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)
[Short Answer Type]

Note: Answer all the questions in not more than one page each.

1. Marketing Communications
2. DAGMAR Approach
3. Functions of Personal Selling
4. Direct Marketing
5. Marketing Intermediaries

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

Note: Answer all the questions by using internal choice
in not exceeding four pages each.

6. a) Explain about the basic IMC tools used to accomplish an organization's communication objectives.

OR

b) Explain the methods of establishing budget for the promotional programs.

7. a) Discuss about different creative execution styles available to an advertiser with examples.

OR

b) What is media planning? Describe in brief the various types of media available for advertising.

8. a) Describe the personal selling process in detail.

OR

b) What is personal selling? Discuss the changing role of personal selling in today's modern world.

9. a) What is sales promotion? Explain various sales promotional tools with examples.

OR

b) Explain about various support media available to the marketer in developing an INC program.

10. a) Discuss the elements of total cost in the physical distribution system.

OR

b) What are the various types of channels? Elaborate.

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Code No. 1019

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, January 2019

Subject: C. Organization Development

Paper Code – MB – 105
Discipline Specific Elective – II (HRM)

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)
[Short Answer Type]

Note: Answer all the questions in not more than one page each.

1 Values in OD
2 Action Research
3 Components of the program management
4 Role Negotiation Techniques
5 Total Quality Management (TQM)

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

**Note: Answer all the questions by using internal choice
in not exceeding four pages each.**

6 a) What is OD? Explain its evolution, growth and discuss its relevance in modern corporate context.

OR

   b) What are the objectives of OD? Explain how OD practices lead to organizational change.

7 a) Critically examine about a "normative – reductive": strategy of changing.

OR

   b) Explain in detail about general model of planned change.

8 a) Explain about six-box model and issues in consultant – client relationship.

OR

   b) Write a note on the program management component and conditions for optimal success of OD.

9 a) What are the organizational process approaches? Brief about any one of them.

OR

   b) What is intervention? Explain in detail the broad team building interventions.

10 a) Define work design. Brief about engineering approach and system approach.

OR

   b) Write a note on organizational transformation and its characteristics.

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FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, December 2018 / January 2019

Subject: Business Analytics

Paper – MB – 305 – 4
Discipline Specific
(Elective – II – Systems)

Time: 3 Hours   Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

1 Briefly explain about the term Business Analytics

2 List the charts available in MS-Excel

3 Define the term Data Mining

4 Cutting Plane algorithm

5 Loops

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

6 a) Explain the various aspects of "Data for Business Analytics".
                                OR
   b) What is Big Data? Explain the importance of Big Data.

7 a) What do you mean by measures of Central Tendency? Explain.
                                OR
   b) Explain the uses of MS-Excel in data visualization and exploration.

8 a) What do you mean by Regression Analysis? Give any two examples.
                                OR
   b) Explain the various approaches in Data Mining.

9 a) What is Linear Optimization? Explain.
                                OR
   b) Explain the methods of Integer Optimization.

10 a) Explain about the features and environment of R package.
                                OR
   b) How to read and write the data in R? Explain with examples.

Code No. 1022 / ID

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, January 2019

Subject: B. Innovation Management

Paper Code – MB – 306   Interdisciplinary Paper
(For All Constituent Colleges & Affiliated Colleges)

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)
[Short Answer Type]

Note: Answer all the questions in not more than one page each.

1   State traditional view of R&D
2   Changing nature of R&D
3   Product innovation process
4   Distinguish between innovation and invention
5   Individual Innovation

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

**Note: Answer all the questions by using internal choice
in not exceeding four pages each.**

6   a) Discuss the recent trends of R&D System in Industrial Sector in India.

OR

b) Describe the relationship between technology leverage and R&D strategies.

7   a) Examine the problems and prospects in setting R&D Budget of Corporate Entities.

OR

b) Describe various forms of External R&D system.

8   a) Examine the cost and benefit analysis in R&D investments.

OR

b) Discuss the methodology for evaluating R&D progress.

9   a) Explain the significance of innovations and Inventions in Indian Industrial Environment.

OR

b) Describe the salient features different innovations in India in recent times.

10 a) Discuss the basic elements in managing innovations within the organizations.

OR

b) Examine the impact of IT systems on innovations.

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