

Code No: 4060

**FACULTY OF MANAGEMENT**  
MBA (CBCS) II-Semester Examination, October / November 2021

Subject: Human Resource Management  
Paper No. MB – 201

Time 2 Hours

Max. Marks: 80

**PART – A**

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 What are Objectives of HRM?
- 2 What is Job evaluation?
- 3 What is HRD?
- 4 What is QWL?
- 5 What is Strategic HRM?

**PART – B**

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Write in detail about the integrated models of HRM.
- 7 Examine the usefulness of information system in HR.
- 8 "The goals of Job design is to integrate the needs of the individual with the organizational requirements" – Discuss.
- 9 Discuss the process of HRP.
- 10 Write the relevance of HR Accounting.
- 11 What is Career Planning? Describe Greenhaus Career development model.
- 12 How do you manage the labour turnover and stability indices in an Organization? Explain.
- 13 Narrate the Bate's brand wheel for employer brand.
- 14 Discuss the Pros and Cons of HR outsourcing.
- 15 Write about the Paradox framework for sustainable HRM.

\*\*\*



- 12 Explain the factors influencing for declaration of dividends of a corporate entity.
- 13 From the following details, show working capital requirements of a company:

Budgeted Sales (Rs.10 per Unit) Rs.2,60,000 p.a.

Analysis of one rupee of Sales:

Raw Materials	0.30
Wages	0.40
Overheads	<u>0.20</u>
Total Cost	0.90
Profit	<u>0.10</u>
Sales	1.20

It is estimated that:

- (1) Raw materials are carried in stock for 3 weeks and finished goods for 2 weeks.
- (2) Factory processing will take 3 weeks
- (3) Suppliers will give 5 weeks credit
- (4) Customers will require 8 weeks credit

It may be assumed that production and overheads accrue evenly throughout the year.

- 14 Discuss the economic rationale of corporate mergers in recent times.
- 15 Explain the basic principles of good corporate governance.

\*\*\*



Code No: 4062

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II-Semester Examination, October / November 2021**

**Subject: Business Research Methods**  
**Paper – MB – 203**

**Time 2 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4 x 5 = 20 Marks)**

- 1 What is Significance of Business Research?
- 2 Explain Baye's Theorem.
- 3 What are the Sources for Secondary Data?
- 4 What is Standard Error?
- 5 What are the Types of Research Report?

**PART – B**

**Note: Answer any four questions.**

**(4 x 15 = 60 Marks)**

- 6 Explain the formulation process of Research Design.
- 7 From the following data, calculate Mean and Median

Profits (Rs.) :	0-10	10-20	20-30	30-40	40-50	50-60
No. of Shops	12	18	27	20	17	6

- 8 What is Probability and explain the axioms for the study of Probability.
- 9 The following mistakes per page were observed in a book

No. of Mistakes:	0	1	2	3	4
No. of Pages:	211	90	19	5	0

Fit a Poisson Model

- 10 Discuss the salient features relating to various Scaling Techniques.
- 11 Explain the merits and demerits of different Sampling methods.
- 12 In 324 throws of a six faced die, odd points are appeared 181 times. Do you say that, the die is fair?

13 Intelligence test of two groups of Boys and girls gives the following results:

Girls: Mean = 84: S.D = 10: N = 121

Boys: Mean = 81: S.D = 12: N = 81

Examine is the difference between Means and Standard Deviations significant?

14 Calculate Karl Pearson's Coefficient of Correlation from the following data:

Marks in Accounts:	48	35	17	23	47
Marks in Statistics:	45	20	40	25	45

15 From the following details obtain two Regression Equations:

	X	Y
Mean	65	67
S.D	2.5	3.5

Correlation Coefficient: 0.8

\*\*\*

Code No: 4063

**FACULTY OF MANAGEMENT**  
MBA (CBCS) II-Semester Examination, October / November 2021

**Subject: Economic Environment & Policy**  
**Paper – MBA – 204-1 (Open Elective – III)**

**Time: 2 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4 x 5 = 20 Marks)**

- 1 What is Concept of Public Sector?
- 2 What are Debt and Equity Markets?
- 3 What are the main objectives of MRTP Act?
- 4 What is LPG?
- 5 What is VAT?

**PART – B**

**Note: Answer any four questions.**

**(4 x 15 = 60 Marks)**

- 6 Define 'National Income'. Explain the methods of calculating National Income.
- 7 Discuss briefly the nature and scope of Business Environment.
- 8 Briefly explain the various elements of Indian Financial System.
- 9 Outline the functions of Reserve Bank of India.
- 10 What do you understand by the concept of SSUs? Describe the role of SSUs in Indian Economy.
- 11 Examine the regulatory framework of insurance sector in India.
- 12 Write briefly about MODVAT and CENVAT.
- 13 What are the highlights of Current Economic Survey?
- 14 "Globalisation has given boost to Indian Economy" Discuss.
- 15 Briefly write about the LPG adopted process in India.

\* \* \*

Code No: 4064

**FACULTY OF MANAGEMENT**  
MBA (CBCS) II-Semester Examination, October / November 2021  
Subject: Business Process Re-engineering  
Paper – 204-2 (Open Elective-III)

Time: 2 Hours

Max. Marks: 80

**PART – A**

**Note: Answer any four questions.**

(4 x 5 = 20 Marks)

- 1 Explain Deterministic machines.
- 2 What is Theory of constraints?
- 3 Explain Technology of BPR.
- 4 Discuss Virtual ingredients in BPR.
- 5 What is Business Process Management?

**PART – B**

**Note: Answer any four questions.**

(4 x 15 = 60 Marks)

- 6 Explain the importance and evolution of Business Process Re-engineering?
- 7 Discuss in detail about the social constructs perspectives of Business Process Re-engineering.
- 8 Define Little's Law? Explain the role of Little's law in managing process flows.
- 9 How the Business Process Re-engineering will help the companies in managing the cycle time and capacity?
- 10 Explain the different Business Process Re-engineering methodologies?
- 11 Define cross functional team? Explain the benefits of using cross functional teams as a BPR tool in the organization?
- 12 How do you minimize the risk by using the process simulation? Explain with suitable examples.
- 13 Explain the impact of involvement of consultants in effective implementation of Business Process Re-engineering?
- 14 Discuss in detail about the five stage model of AS-IS / TO-BE analysis in Business Process Re-engineering?
- 15 Explain the role of performance measurement in Business Process Re-engineering.

\* \* \*



Code No: 4065

**FACULTY OF MANAGEMENT**  
MBA (CBCS) II - Semester Examination, October / November 2021

**Subject: International Business**  
**Paper – 204 - 3 Open Elective - III**

**Time: 2 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4 x 5 = 20 Marks)**

- 1 What is the Scope of International Business?
- 2 What is Franchising?
- 3 What is TRIMs?
- 4 What are the objectives of SAARC?
- 5 What is E-business?

**PART – B**

**Note: Answer any four questions.**

**(4 x 15 = 60 Marks)**

- 6 Explain in detail the regional and global strategy of a multinational enterprise.
- 7 Explain the vital issues relating to International Trade theories.
- 8 Discuss in detail the various levels of economic integration.
- 9 Explain the structure and functioning of WTO in recent times.
- 10 Explain in detail the global ownership strategies.
- 11 Discuss the various types of strategic Alliances with relative merits.
- 12 What is E-business Technology? And also explain its environment.
- 13 Explain about electronic processing of International Trade Documents.
- 14 What is the process involved in Global Strategic Planning?
- 15 Examine the significance of Intercultural Communications in Global Business.

\* \* \*



Code No: 4066

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II-Semester Examination, October / November 2021**

**Subject: Financial Markets and Services**  
**Paper – MBA – 204 – 4 – Open Elective – III**

**Time: 2 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4 x 5 = 20 Marks)**

- 1 What are Financial services?
- 2 State the objectives of merchant banking.
- 3 What is Leasing?
- 4 What is General Insurance?
- 5 What is Factoring?

**PART – B**

**Note: Answer any four questions.**

**(4 x 15 = 60 Marks)**

- 6 Explain the need and growth trends in financial services in India.
- 7 Discuss about Corporate and Government Securities Market in India.
- 8 Give an overview of the evolution of merchant banking.
- 9 State the SEBI guidelines relating to New issue of securities.
- 10 What is meant by leasing? What are the advantages and limitations of leasing?
- 11 Explain the features of hire-purchase system.
- 12 Explain the concept of insurance along with its merits and demerits in India.
- 13 Briefly explain the fundamental legal principles of insurance.
- 14 What is factoring? Discuss briefly the factoring scenario in India?
- 15 Discuss about credit rating agencies in India and their performance.

\* \* \*

Code No: 4067

**FACULTY OF MANAGEMENT**  
MBA (CBCS) II-Semester Examination, October / November 2021

**Subject: Total Quality Management**  
**Paper – MBA - 205 - 1 (Open Elective – IV)**

**Time: 2 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4 x 5 = 20 Marks)**

- 1 What is MBNQA?
- 2 Explain Quality circles.
- 3 What is Kaizen philosophy?
- 4 Explain about number of defective chart (np).
- 5 Explain Balanced Score Card.

**PART – B**

**Note: Answer any four questions.**

**(4 x 15 = 60 Marks)**

- 6 Define the term 'quality' and discuss its determinants.
- 7 Explain the role of EFQM.
- 8 Explain process mapping and regression analysis in TQM.
- 9 Explain the basic principles of Quality Function Deployment (QFD). What are its benefits?
- 10 Examine the role of activity based costing and sales and operations planning in TQM.
- 11 Explain the salient features of Kanban and Activity Based Costing.
- 12 Explain the various Quantitative Techniques of Six Sigma in TQM.
- 13 Explain six sigma metrics in detail.
- 14 Elucidate the model to measure service quality programs.
- 15 Give a critical note of TQM in Hotel Industry.

\*\*\*

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II-Semester Examination, October / November 2021**

**Subject: Strategic Management Accounting**  
**Paper – MBA – 205 - 2 (Open Elective – IV)**

Time: 2 Hours

Max. Marks: 80

**PART – A****Note: Answer any four questions.****(4 x 5 = 20 Marks)**

- 1 State the features of Management Accounting
- 2 What are objectives of Standard Costing?
- 3 What is Responsibility Accounting?
- 4 What is Activity Cost driver?
- 5 What is PLC Costing?

**PART – B****Note: Answer any four questions.****(4 x 15 = 60 Marks)**

- 6 Discuss the Managerial uses of Cost - Volume – Profit Analysis.
- 7 From the following details, calculate
  - (i) BEP for Sales
  - (ii) Profit when Sales are Rs.1,00,000
  - (iii) Sales required to earn a profit of Rs.20,000
  - (iv) Safety Margin in two periods

Periods	Sales (Rs.)	Profit (Rs.)
I	1,20,000	9,000
II	1,40,000	13,000

- 8 Discuss the concept and types of Budgets.
- 9 From the following details, compute Material Cost, Price, Usage and Mix Variances.

Material	Standard			Actual		
	Units	Price (Rs.)	Value (Rs.)	Units	Price (Rs.)	Value (Rs.)
A	4	1.0	4	2	3.50	7.00
B	2	2.0	4	1	2.00	2.00
C	2	4.0	8	3	3.00	9.00
	8		16	6		18.00



- 10 Discuss about various Responsibility centres in a large organization.
- 11 Explain the vital issues in Segmented Performance evaluation.
- 12 Discuss Activity based Costing Vs Traditional Costing System.
- 13 Explain the need for CAP.
- 14 Give an overview of Product Life Cycle Costing method.
- 15 Explain the need for and importance of Competitor Accounting.

\*\*\*

OU - 1312 OU - 1312

Code No: 4069

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II - Semester Examination, October / November 2021**

**Subject: Startup Management**  
**Paper No. MB – 205 – 3 – Open Elective – IV**

**Time: 2 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4 x 5 = 20 Marks)**

- 1 Distinguish between an entrepreneur and a manager.
- 2 What are characteristics of an entrepreneur?
- 3 Explain the characteristics of small enterprises.
- 4 Explain the need for institutional support to entrepreneurs.
- 5 What is Private Equity?

**PART – B**

**Note: Answer any four questions.**

**(4 x 15 = 60 Marks)**

- 6 Discuss the entrepreneurial process and explain the functions and problems of entrepreneurship.
- 7 Explain the problems and development of rural entrepreneurship in India.
- 8 Discuss the factors affecting entrepreneurial growth in India.
- 9 Explain the need and objectives of EDPs.
- 10 Explain the role of small enterprises in economic development.
- 11 Explain the formulation and appraisal of projects.
- 12 Explain the objectives and functions of any two financial institutions you have studied.
- 13 Discuss the role of Microfinance institutions in the development of entrepreneurship.
- 14 Explain the structure and regulatory framework of venture capital in India.
- 15 Discuss the exit strategies of venture capital financing.

\* \* \*

Code No: 4070

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II - Semester Examination, October / November 2021**

**Subject: Retail Management**  
**Paper No. MB – 205 – 4 – Open Elective – IV**

**Time: 2 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4 x 5 = 20 Marks)**

- 1 Explain types of Retailing
- 2 Write about Traditional Retail Formats
- 3 What is Social Marketing in Retail Management?
- 4 What is Category Management?
- 5 Explain CRM Process

**PART – B**

**Note: Answer any four questions.**

**(4 x 15 = 60 Marks)**

- 6 Explain the role of Retailing in the economy.
- 7 Discuss the characteristics and activities of Retailing.
- 8 Discuss geographical spread of Indian Market.
- 9 Explain the trends in Internationalization of Retailing.
- 10 Discuss the Retailing in Financial Services.
- 11 Explain different promotion strategies in Retailing.
- 12 Describe store layout design and Visual Merchandising.
- 13 Explain Merchandise Management and Sources of Merchandise.
- 14 Discuss the development and implementation of CRM program.
- 15 Write about the legal process of License Contract Recovery.

\*\*\*