

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.

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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.

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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.

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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.

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