

Code No: 4010

FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, July / August 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 HRIS
- 2 MDP
- 3 Career Planning
- 4 Absence Management
- 5 HR Scorecard

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Define HRM. Discuss the operative functions of HRM.
- 7 Describe the changing business environment and competitive challenges influencing HRM.
- 8 Elucidate the Job analysis.
- 9 Narrate the process of selection.
- 10 Give the brief description of Flamholtz and Hermansons's models of HR Accounting.
- 11 What is HR utility framework? Discuss about the Markov Employee Transition.
- 12 Explain Dunlop's IR model.
- 13 Write elaborately about workers' participation in management.
- 14 What is the impact of globalization on HRM? Elucidate.
- 15 Write about the six-sigma process.

Code No: 4011

FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, July / August 2021
Subject: Financial Management
Paper – MBA – 202

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Time Value of Money
- 2 Probability Tree Approach
- 3 Sources of Long Term Finance
- 4 Working Capital Cycle
- 5 Reasons for Corporate Mergers

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the significance and scope of Financial Management in the Contemporary Scenario.
- 7 Discuss the relative merits and demerits relating to Profit and Wealth Maximisation Approaches.
- 8 Describe the Investment decision making process and state its significance.
- 9 A firm whose cost of capital is 10% is considering two mutually exclusive projects X and Y, the details of which are:

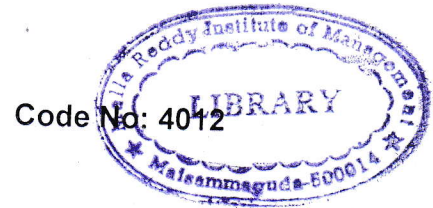
	Project – X	Project – Y
Investment (Rs.)	70,000	70,000
Cash Inflows (Rs.) Year 1	10,000	50,000
Year 2	20,000	40,000
Year 3	30,000	20,000
Year 4	45,000	10,000
Year 5	60,000	10,000

Compute the Net Present Value at 10% and Profitability Index and suggest which is acceptable?

- 10 Discuss the Net Income and Net Operating Income approaches relating to Capital Structure decisions.
- 11 From the following information, calculate (i) Degree of Operating Leverage (ii) Degree of Financial Leverage and (iii) Combined Leverage.

Particulars	X	Y	Z
Outputs in Units	30,00,000	7,50,000	50,00,000
Fixed Cost (Rs.)	35,00,000	70,00,000	7,50,000
Variable Cost Per Unit (Rs.)	1.00	7.50	0.10
Interest (Rs.)	2,50,000	4,00,000	-
Selling Price Per Unit (Rs.)	3.00	25.00	0.50

- 12 Discuss the Relevance Theories of Dividend.
- 13 From the following details, estimate the Working Capital Requirements of a Company.
- (i) Average amount locked up in Inventories
 - Raw Materials Rs.10,000
 - Finished Goods Rs.5,000
 - (ii) Credit Sales Per Annum: Rs.60,000
(Debtors are allowed 2 months Credit)
 - (iii) Manufacturing Expenses Per Annum Rs.24,000
Wages Per Annum Rs.36,000
(Lag in payment of manufacturing expenses and wages is one month)
 - (iv) Raw Materials consumed per annum Rs.24,000
(Creditors allow 3 months Credit)
- You may add 10% to allow for contingencies.
- 14 Explain various approaches for Corporate Valuation.
- 15 Discuss the significance of Corporate Governance under present business environment.



FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 2021
Subject: Business Research Methods
Paper – MBA - 203

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Explain the meaning of Business Research.
- 2 Define probability.
- 3 What are the methods of data collection?
- 4 Explain analysis of variance.
- 5 Chi-Sque Method

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

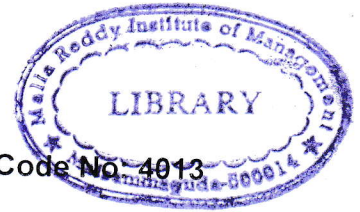
- 6 Explain about research design in detail.
- 7 Explain measures of central tendency. What are the various methods of measures of central tendency.
- 8 Define discrete probability distribution and explain Binomial distribution.
- 9 Discuss about the Baye's Theorem.
- 10 Describe differences between primary and secondary data. Explain sources of secondary data collection.
- 11 Write about purpose and benefits of sampling.
- 12 A training in structure claims that his training methods are so efficient that the variance of the time required by his trainees to assemble a certain complex mechanism does not exceed 14 seconds. A random sample of 12 traniees yielded a variance of 16 seconds. Do you think this evidence has supported the instructor's claim.
- 13 Explain t-distribution properties and applications.
- 14 Find the Regression Analysis for following data.
X on Y and Yon X

X	5	20	10	6	4
Y	2	4	8	6	10

- 15 Find the Rank Correlation and comment.

X	9	6	2	10	5	8	3	7	1	4
Y	6	2	10	8	4	9	7	5	3	1

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FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 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 National Income
- 2 NBFCs
- 3 Role of SSUs
- 4 Strategic Alternatives
- 5 CENVAT

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Define 'Business Environment'. Examine the nature and scope of Business Environment.
- 7 "Public Sector plays a vital role in the development of Indian Economy"
Discuss.
- 8 Outline the important functions and role of RBI in Indian Economy.
- 9 Define 'Capital Market'. What are the problems and problems of Indian Capital Market?
- 10 What is meant by Disinvestment? Do you support the policy of Disinvestment? Justify your answer.
- 11 Outline the Provisions of India's EXIM Policy in brief.
- 12 "LPG has given fillip to Indian Economy" Discuss the statement.
- 13 Explain how Globalisation is a boon to Indian Economy.
- 14 What is VAT? What are its objectives?
- 15 Outline the important observations of latest Economic Survey in India.

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FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 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)

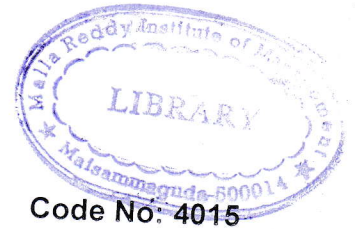
- 1 Complex dynamic system
- 2 Systematic or clean sheet
- 3 Critical success factors in BPR
- 4 Parameter analysis
- 5 Process centric organizations

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Define Business Process Re-engineering and explain the relationship of BPR with the functional areas of business.
- 7 What do you mean feedback loops? How companies use feedback loops in the organization?
- 8 What is Goldratt's Theory of Constraints and discuss in detail the Theory of Constraints?
- 9 How does the BPR will reduce the Cycle time? Explain with suitable examples?
- 10 Explain the various tools and techniques of Business Process re-engineering?
- 11 Discuss in detail about the key enablers of Business Process Re-engineering.
- 12 Explain the involvement of top level management for effective implementation of Business Process Re-engineering system.
- 13 What is IT black hole? What is the impact of IT black hole on BPR?
- 14 How work flow management systems facilitates the business process re-engineering to improve the business performance?
- 15 What is business process modeling and explain the role of business process modelling in ERP implementation?



FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 2021
Subject: International Business
Paper – 204 - 3

Time: 2 Hours

Max. Marks: 80

Note: Answer any four questions.

(4 x 5 = 20 Marks)

PART – A

- 1 Global Perspective
- 2 International business
- 3 NAFTA
- 4 State essentials for E-business operations
- 5 State the need for Intercultural Communication system

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Narrate the emergence and drivers of globalization.
- 7 Explain the impact of cultural environment on International Business.
- 8 What are the various levels of economic integration? Explain.
- 9 Present the costs and benefits of Regional Economic Integration with special references to E.U.
- 10 Examine the advantages and loopholes in Strategic Alliances.
- 11 Bring out the importance of entry analysis and entry strategy configuration.
- 12 Enumerate the pre-requisites of effective E-business transactions.
- 13 Examine the problems and prospects of E-marketing in Indian environment.
- 14 Discuss the Global Strategic Planning and Implementation Strategies.
- 15 Explain the impact of Intercultural communications.



Code No: 4016

FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 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 is Financial Engineering?
- 2 Distinguish between lease and Hire purchases
- 3 State functions of Merchant Banker
- 4 AAA and BB in Credit Rating
- 5 Non-recourse factoring

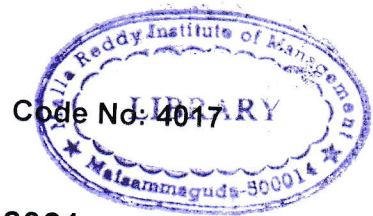
PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Discuss the recent trends in Financial services in India.
- 7 Discuss the types of fund and non-fund based financial services in India.
- 8 Explain the concept and evolution of Merchant Banking in India.
- 9 State the SEBI guidelines relating to issue Management.
- 10 Discuss the benefits of leasing.
- 11 Explain the Concept of Hire purchase and its characteristics.
- 12 Explain the concept of Insurance and its basic Characteristics.
- 13 Write about IRDA and its role in regulating Insurance sector in India.
- 14 Discuss the emerging trends in factoring and state RBI guidelines.
- 15 Critically evaluate the performance of credit rating in India.

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FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 2021
Subject: Total Quality Management
Paper No. 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 Quality Assurance?
- 2 What is Check Sheet?
- 3 Quality dimensions of a hotel
- 4 Explain QFD
- 5 What are the uses of quality indices?

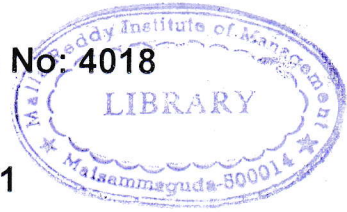
PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Evaluate the historical perspective of TQM.
- 7 Explain the Customer and Supplier focus in TQM.
- 8 Discuss about the Tools Histograms, Run charts, Scatter Diagrams and their applications in TQM.
- 9 What is JIT in services? Explain how it is implemented in services.
- 10 Describe the steps involved in the Design of experiments and state its merits.
- 11 Discuss the applicability of Genichi Taguchi's Quality loss function with respect to Indian industry.
- 12 What is six sigma and explain Theoretical frame work of six sigma approach?
- 13 Discuss the model of DMAIC in detail.
- 14 Examine the problems in employing TQM in service organization.
- 15 Explain the frame-work for improving the service quality in Mutual Funds.

Code No: 4018



FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 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 What is Management Control System?
- 2 State the objectives of Budgetary Control.
- 3 What is meant by Cost and Profit Centres?
- 4 What is CAP Analysis?
- 5 State the objectives of Target Costing.

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the nature and scope of Strategic Management Accounting System.
- 7 From the following details, calculate:-
 - (i) Contribution per Unit
 - (ii) BEP
 - (iii) Margin Safety
 - (iv) Profit
 - (v) Volume of Sales to earn a Profit of Rs.24,000.

Total Fixed Cost Rs.18,000

Total Sales Rs.60,000

Total Variable Cost Rs.30,000

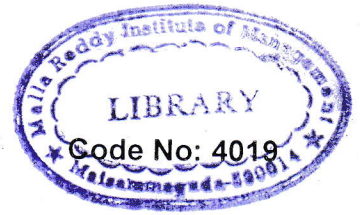
Units Sold 20,000

- 8 Distinguish between Management Control and Operational Capital System.

- 9 From the following details, calculate the Material Cost, Price, Usage, Mix and Yield Variances.

Material	Standard			Actual		
	Units	Price	Value	Units	Price	Value
A	70	10	700	400	11	4400
B	30	5	150	200	6	1200
	—		—	—		—
	100		<u>850</u>	600		<u>5600</u>
Less: Loss	<u>15</u>			<u>60</u>		
Net Output	85			<u>540</u>		

- 10 What is meant by Responsibility Accounting and explain its significance in a Business Concern.
- 11 What is Transfer Pricing and discuss the basis for determination of Transfer Pricing System.
- 12 Differentiate between activity based Costing System and Traditional Costing.
- 13 Discuss the vital issues in Customer Account Profitability Analysis.
- 14 Discuss the significance of Product Life Cycle Costing System.
- 15 Explain Cost Analysis for Competitive Pricing System.



FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 2021
Subject: Startup Management
Paper - 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 Rural entrepreneurship
- 2 MSME
- 3 Project appraisal
- 4 NABARD
- 5 Venture capital

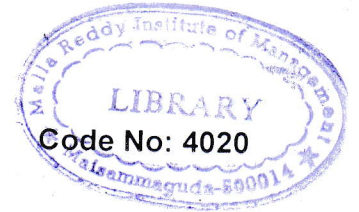
PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the characteristics of an entrepreneur and what are the distinguishing traits of an entrepreneur from a manager.
- 7 India has seen a considerable growth of women entrepreneurs. Explain in brief the initiatives that the government of India is taking to promote women entrepreneurship.
- 8 Explain the role of entrepreneurship in the economic development of a country.
- 9 What is the need for entrepreneurship development programmes and briefly explain what should be the course objectives and curriculum.
- 10 Explain in brief the scope of small enterprises in the Indian economy.
- 11 For entrepreneurs it is important that they safeguard their intellectual property, what are the different ways and means through which intellectual property can be safeguarded.
- 12 Institutional aid plays an important role in entrepreneurial development, what are the different areas in which institutions can lend this support.
- 13 Explain the role of micro finance institutions in entrepreneurial development.
- 14 Explain the first Chicago method of valuation technique used by venture capitalists.
- 15 What is the major difference between private equity firms and venture capital firms.

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FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 2021
Subject: Retail Management
Paper – 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 Retailing
- 2 Food Retailing
- 3 Retailing in Insurance
- 4 Logistic Management
- 5 License Contract

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the Relevance and types of Retailing.
- 7 Discuss the functions and activities of Retailing.
- 8 Explain about Rural Retailing in India with suitable examples.
- 9 Discuss the different motives for International Retailing.
- 10 Discuss on Retail Market Segmentation and franchising.
- 11 What is Retail Pricing? Discuss about Retail promotion strategies.
- 12 What is Merchandise Management? Discuss the sources of Merchandise.
- 13 Discuss Retailing Strategy with suitable examples.
- 14 Discuss about implementing CRM Program.
- 15 Write an essay on License contract and recovery Legal Process Law.

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