



FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, July / August 2021
Subject: Operations Management
Paper: MB 301

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Product life cycle Vs Process life cycle
- 2 Aggregated demand
- 3 Service quality
- 4 Sources of supply of materials
- 5 Bin card

PART – B

Note: Answer any four questions.

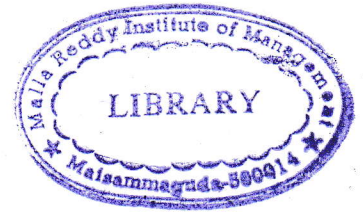
(4 x 15 =60 Marks)

- 6 Define operations management and explain the evolution of operations management?
- 7 Explain the functions and objectives of production planning and control?
- 8 Define facility location and explain the factors affecting the facility location?
- 9

Jobs	J1	J2	J3	J4	J5	J6	J7
M1	6	10	12	1	7	16	20
M2	4	8	5	12	11	19	30

Find the total elapsed time & IOLE time of the above jobs.

- 10 Explain the nature of services and detail the types of service operations?
- 11 What is work measurement? Discuss various techniques and methods of work measurement?
- 12 Explain the need and importance of materials management?
- 13 What is vendor rating and explain the different methods of vendor rating?
- 14 What is ABC analysis and explain the procedure to conduct the ABC analysis?
- 15 Discuss in detail about the deterministic models of inventory?



Code No. 4022

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, July 2021

Subject: E – BUSINESS
Paper - 302

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

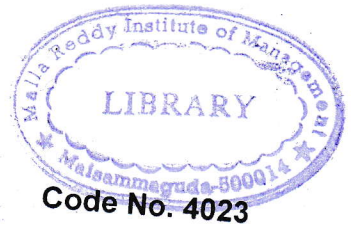
- 1 Wireless Communication
- 2 Content Management System (CMS)
- 3 Digital Certificate
- 4 Floating ads
- 5 Define 1G, 2G Systems

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Discuss the advantages and disadvantages of E-Business
- 7 Briefly explain E-Business Models and explain the Advantages of Payment Cards
- 8 Discuss the role of Communication in online business?
- 9 Write a note on Advertising on the Web, Online Crime, and Ethical Issues in detail?
- 10 Explain in detail about M-Commerce Business Models?
- 11 Define Mobile commerce applications with suitable examples?
- 12 Explain Mobile Virtual Network Operators and Satellite Based Mobile Operators?
- 13 Explain about Mobile Commerce Service Providers (MCSP)?
- 14 Discuss about Legal issues in M-Commerce?
- 15 Discuss about Mobile Value Added Services and Mobile Ticketing Applications in detail?



FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, August 2021
Subject: Operations Research
Paper: MB 303

Time: 2 Hours

Max. Marks: 80

PART – A

(4x5 = 20 Marks)

- Note: Answer any four questions.**
- 1 What is integer programming?
 - 2 Explain the degeneracy in LPP.
 - 3 Explain the Vogel's approximation method.
 - 4 Describe the term "crashing" in network analysis.
 - 5 Explain the dominance rule in game theory.

PART – B

(4x15 =60 Marks)

- Note: Answer any four questions.**
- 6 Explain the managerial applications and limitations of operations research.
 - 7 An airline offers coach and first-class tickets. For the airline to be profitable, it must sell a minimum of 25 first-class tickets and a minimum of 40 coach tickets. The company makes a profit of Rs 225 for each coach ticket and Rs 200 for each first-class ticket. At most, the plane has a capacity of 150 travelers. How many of each ticket should be sold in order to maximize profits?
 - 8 What is sensitivity analysis? Explain the role of sensitivity analysis in LPP.
 - 9 What do you mean by duality? Explain. Using Simplex method solve the LPP.
 Maximize $Z = X_1 + X_2 + 3X_3$
 Subjected to $3X_1 + 2X_2 + X_3 \leq 3$
 $2X_1 + X_2 + 2X_3 \leq 2$
 $X_1, X_2, X_3 \geq 0$
 - 10 Give the generalized mathematical formulation of an assignment problem and also give a Comparative study of transportation problem and assignment problem.
 - 11 The firm wants to send the output from various plants to warehouses involving minimum transportation cost. A company plans to assign 5 salesmen to 5 districts in which it operates. Estimates of sales revenue in thousands of rupees for each salesman in different districts are given in the following table. In our opinion what should be the placement of salesmen if the objective is to maximize the expected sales revenue.

SALESMAN	DISTRICTS				
	D ₁	D ₂	D ₃	D ₄	D ₅
S ₁	40	46	48	36	48
S ₂	48	32	36	29	44
S ₃	49	35	41	38	45
S ₄	30	46	49	44	44
S ₅	37	41	48	43	47

..2..

12 A small project consists of seven activities for which the relevant data are given below:

Activity	Preceding Activities	Activity duration (in Days)
A	---	4
B	---	7
C	---	6
D	A,B	5
E	A,B	7
F	C,D,E	6
G	C,D,E	5

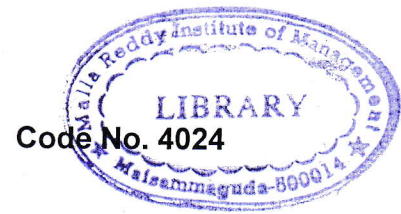
- (i) Draw the network and find the project completion time.
(ii) Calculate total float for each of the activities.

13 Determination of ES and EF in the forward pass and give example?

14 Applications of simulation to different management problems.

15 Obtain the optimal strategies for both players and the value of the game for two person zero- sum game whose payoff matrix is given below:

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



FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, July / August 2021

Subject: Financial Risk Management
Paper: MB 304-1: Discipline Specific
Elective – I (Finance)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

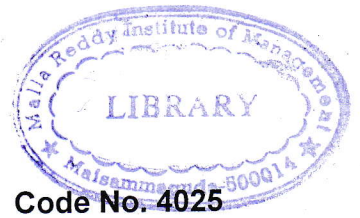
- 1 Product Market Risk.
- 2 Cash flow at Risk.
- 3 Commodity Price Risk.
- 4 Interest Rate Swaps.
- 5 Time Value of options

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Write Risk reporting Process-Internal and External?
- 7 Explain Need and Scope of Risk?
- 8 Explain Evolution and Concept of Asset Liability Management?
- 9 Explain the concept of Risk Avoidance, Risk Retention and Risk Transfer?
- 10 Explain in detail various participants in Derivatives Market?
- 11 Explain the difference between Forward contracts and Futures contract?
- 12 Explain how you use currency swaps to hedge against risk of
 - (i) Decline in revenue
 - (ii) Increase in Cost
 - (iii) Decline in value of an asset.
- 13 What are Swaps? Explain the types of Currency Swaps?
- 14 Explain Black and Scholes option pricing model assumptions?
- 15 In respect of a particular share, a call option with a strike price of Rs. 45 is available for Rs. 3, on the same share, a put option with strike price of Rs. 40 is available for Rs. 4. Explain how a strangle can be created and what is the payoff profile of that strategy.



Code No. 4025

FACULTY OF MANAGEMENT
MBA III Semester (CBCS) Examination, July / August 2021

Subject: Product and Brand Management
Paper: MB 302-2: Discipline Specific Elective - II (Marketing)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

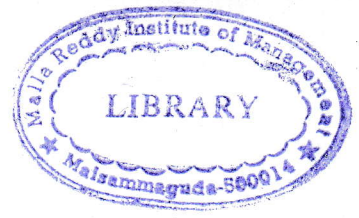
- 1 Brand equity
- 2 Product portfolio
- 3 Prototype product
- 4 Learning curve
- 5 Market focused organizational structure

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain in brief the various key decisions involved in branding a product.
- 7 Developing an effective package for a product involves various decisions. Briefly explain regarding the same.
- 8 Explain in brief regarding the Product Development process.
- 9 Explain BCG growth-share matrix application for determining SBU Market position.
- 10 Define (i) Market Maps (ii) Joint Space Maps
- 11 Explain how the Idea Screening stage in New Product Development process can help the organization minimize the chances that good ideas will be dropped or that bad ideas will be developed.
- 12 Describe in brief the DESIGNR model.
- 13 Describe in brief the concept of Learning Curve analysis and its implication in product development.
- 14 Explain in brief regarding the principles of Product Launching.
- 15 Explain the PLANOPT model.



Code No. 4026

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, July / August 2021

Subject: Compensation Management
Paper: MB 304-3: Discipline Specific
Elective – I (HRM)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Compensation for repatriates
- 2 Merit Pay
- 3 Pay Policies in competitive industry
- 4 Employee benefits
- 5 Executive compensation

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explore and define the compensation management.
- 7 Discuss the Non-financial Compensation System.
- 8 Discuss aligning compensation strategy with HR strategy and Business Strategy.
- 9 Explain Seniority and Longevity Pay.
- 10 Explain Compensation Surveys.
- 11 Explain the building of pay structure that recognise Individual Contributions.
- 12 What is Benefits Administration? Explain employee benefits.
- 13 Discuss the totally integrated employee benefits program.
- 14 Discuss the various competitive strategies in international compensation.
- 15 Explain the issues in compensating the flexible workforce.



Code No. 4027

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, July / August 2021

Subject: Decision Support Systems
Paper: MB 304 - (Systems)
Discipline Specific Elective – I

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 What are the steps in Decision Making Process? Explain.
- 2 Software tools for DSS.
- 3 Characteristics of EIS.
- 4 Features of Expert Systems.
- 5 Define Data warehouse and the characteristics of Data Warehouse.

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain how can computers provide support for making good decision.
- 7 Describe the frame work for DSS.
- 8 Explain different approaches to Development of DSS.
- 9 Describe the different categories of models with suitable examples.
- 10 Compare GDSS Non-Computerized group Decision-Making.
- 11 Discuss the MDM support technologies.
- 12 Explain the major advantages and disadvantages of artificial intelligence over natural intelligence.
- 13 Discuss the structure of expert system.
- 14 Describe the major components of a data warehouse.
- 15 What is Data Mining? Explain the techniques Data Mining?



FACULTY OF MANAGEMENT
M.B.A. III – Semester (CBCS) Examination, July / August 2021

Subject: International Finance
Paper: MB – 305 – I (Finance)
DSE – II – Finance

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Global bonds
- 2 Capital Account Convertibility
- 3 Money market hedge
- 4 Foreign Direct Investment motives
- 5 Transfer pricing

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

- 6 Explain the evolution of International Monetary System.
- 7 Explain the types of banking offices in Financial system.
- 8 Describe the Parity theories.
- 9 Explain Tarapore Committee Report.
- 10 Explain Transaction exposure, Translation exposure and Economic exposure.
- 11 Explain in detail Risk Management through hedging.
- 12 Explain nature of International finance functions and its scope.
- 13 What are Foreign Direct Investment theories?
- 14 Explain tax implications of foreign enterprises in India.
- 15 What are Transfer pricing methods and rules in India?



Code No. 4029

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, July / August 2021
Subject: Promotion and Distribution Management
Paper: MB 305 - 2: Marketing
(DSE II – Marketing)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Nature of Marketing Communications
- 2 Appeals
- 3 Promotional tools
- 4 Interactive Marketing
- 5 Channel Partners

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Briefly explain the Process involved in integrated marketing communication.
- 7 What are the various objectives of a promotional programme?
- 8 What is a creative strategy? How is it executed? Explain with suitable examples.
- 9 What is Media planning? Explain it in relation to integrated marketing communication.
- 10 Critically examine the role of personal selling in integrated marketing communications programme.
- 11 Suggest important measures to motivate sales force.
- 12 Outline the objectives of sales promotion.
- 13 What is meant by support media? Describe its different elements.
- 14 Discuss the functions of wholesalers and retailers.
- 15 Explain the problems involved in distribution of services.



Code No. 4030

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, July / August 2021

Subject: Organisation Development
Paper: MB 305-3: (HRM)
DSE II - HRM

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 OD Values
- 2 Action Research
- 3 Six Box Model for diagnosis
- 4 Force Field Analysis
- 5 Work Design

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain the Growth and Relevance of OD.
- 7 Explain the fields of OD and Contributions of each field of study to OD.
- 8 Explain Kurt Lewin's change Model.
- 9 Describe Burk-Litwin Model for planned change.
- 10 Explain OD Interventions and classification of OD Interventions.
- 11 Explain the Issues in Consultant and Client Relationship.
- 12 Describe Broad Team Building Interventions.
- 13 Explain Team Building Techniques and Exercises.
- 14 What is TQM? Explain role of Quality Circles in Employee Involvement.
- 15 What is organizational Transformation? Explain its characteristics.



Code No. 4031

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, July / August 2021
Subject: Business Analytics (Systems Elective)
Paper: MB 305
DSE – II – Systems

Time: 2 Hours

Max. Marks: 80

Note: Answer any four questions.

PART – A

(4x5 = 20 Marks)

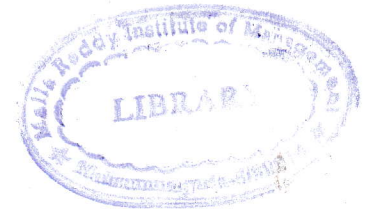
- 1 Explain about Descriptive Analytics
- 2 Data Visualization
- 3 Data Exploration
- 4 Difference between risk and uncertainty
- 5 Any five features of R-Programming

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Define Business Analytics. Discuss the Applications of Business Analytics in different areas of business.
- 7 Discuss of various types of data and their sources.
- 8 Consider sample data values of 53, 55,70,58,64, 57, 53, 69, 57, 68 and 53. Compute Mean Median and Mode.
- 9 Discuss how Data Visualization makes descriptive Analytics more meaningful?
- 10 Discuss the role of trend Analytics and Regression Analytics in Predicting the future.
- 11 Discuss various data meaning tools.
- 12 Explain the differences linear optimization and non-linear optimization and where are these techniques application. (Note: - give the areas of application)
- 13 Explain the Classification, Association and Cause-effect under what conditions they are applied?
- 14 Discuss R-Programming features with respect to quantitative aspects.
- 15 Discuss the features of Frames and subsets in R-Programming, how are they used?



Code No. 4033/ID

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, July / August 2021

Subject: Innovation Management
Paper: MB 306 Interdisciplinary Paper
(For all Affiliated & Constituent Colleges only)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Classify R&D
- 2 Forms of External R&D
- 3 Scientific Freedom
- 4 Type of Innovations
- 5 Role of Individuals in Innovation.

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Write a note on Traditional view of R&D.
- 7 Describe the relationship between technology leverage and R&D strategies.
- 8 Discuss the approaches of allocation of funds to R&D projects.
- 9 Explain the mechanism of acquiring external technology?
- 10 Examine the effect of R&D investment on products with suitable examples?
- 11 Discuss the methodology for evaluating R&D progress.
- 12 Explain the significance of Innovations in Indian Business Scenario?
- 13 Explain why it is necessary to view Innovations as a Management Process?
- 14 Explain the organizational structures and their innovation.
- 15 Describe the impact of IT Systems on Innovation referring appropriate cases.
