

Code No. 12071

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, February 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 Operations strategy
- 2 Master production scheduling
- 3 Time study
- 4 Manufacturing resource planning
- 5 Safety stock

PART – B

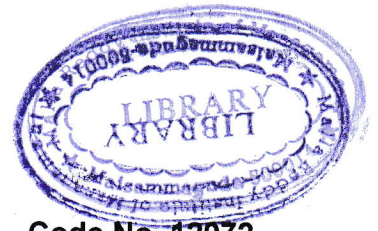
Note: Answer any four questions.

(4 x 15 =60 Marks)

- 6 Explain the similarities and differences between products and services with suitable examples?
- 7 What is process technology and explain the different process technologies used in the production?
- 8 Define plant layout? Explain the characteristics of an ideal facility layout?
- 9 From the following data, find the sequence that minimizes the total elapsed time. Also calculate the machine idle time.

Jobs	A	B	C	D	E	F	G
M1	7	12	11	8	13	12	11
M2	8	7	6	9	5	8	7
M3	10	11	9	15	9	10	1

- 10 Define work study and explain the advantages and objectives of work study?
- 11 Discuss in detail the scheduling challenges in various service operations?
- 12 What is materials requirements planning and explain the advantages and disadvantages of MRP.
- 13 Define value analysis and explain the role of value analysis in reducing the cost with suitable examples?
- 14 Explain the objectives and functions of stores management?
- 15 Discuss in detail about probabilistic models of inventory?



Code No. 12072

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, February 2021
Subject: E - BUSINESS

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

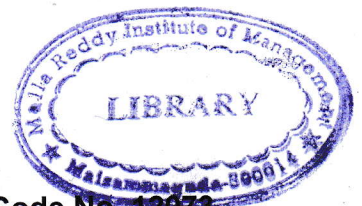
- 1 P2P Payment System
- 2 Stored Valued Cards
- 3 Pay-per-click
- 4 Wireless Communication
- 5 Mobile Payment Systems

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

- 6 Discuss the Development and Growth of Electronic Commerce in detail?
- 7 What are the Advantages and Disadvantages of Electronic Fund Transfer?
- 8 Explain the factors in Creating and Maintaining Brands on the Web?
- 9 Write a note on E-Mail Marketing and Intellectual Property Rights in Online Business?
- 10 Explain the Benefits and limitations of mobile commerce?
- 11 Discuss various types of M-Commerce Services with suitable examples?
- 12 Discuss about Mobile Internet Device (MID) and service providers in mobile with relevant examples?
- 13 Briefly explain the impact of 4G and 5G Systems in online business?
- 14 Discuss about Mobile Commerce Applications in Retail Sector?
- 15 Explain Mobile Payment Systems Security and Privacy Issues in E Business?



Code No. 12073

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

Subject: Operations Research
Paper: MB 303

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Explain the dynamic programming problem.
- 2 Explain the implications of sensitivity analysis.
- 3 What is degeneracy in transportation problem?
- 4 Differentiate the slack and surplus variables.
- 5 Explain the M/M/1 model of queuing theory.

PART – B

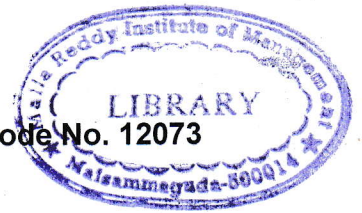
Note: Answer any four questions.

(4x15 = 60 Marks)

- 6 Define operations research and discuss its nature and scope?
- 7 (i) What is goal programming? State clearly its assumptions.
(ii) State some problem areas in management where goal programming might be applicable.
- 8 What is duality in LPP? What are the rules to form a dual problem from primal problem?
- 9 Use the Big M Method to solve the following problem:
Minimize $z = 2x_1 + x_2 + 3x_3$
Subject to the constraints: $x_1 - 2x_2 + x_3 \geq 4$
 $2x_1 + x_2 + x_3 \leq 8$
 $x_1 - x_3 \geq 0$
Where $x_1 \geq 0; x_2 \geq 0; x_3 \geq 0$.
- 10 (i) Distinguish between transportation model and assignment model.
(ii) Explain the managerial applications of Assignment problem and travelling salesman problem.
- 11 Solve the following assignment problem.

	I	II	III	IV	V
A	11	17	8	16	20
B	9	7	12	6	15
C	13	16	15	12	16
D	21	24	17	28	26
E	14	10	12	11	13

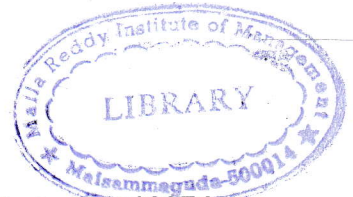
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-3-

- 14 Explain the applications of simulation to different management problems with suitable examples?
- 15 In a railway station only one train is handled at a time. The railway yard is sufficient for two trains to wait while others is given signal to leave the station. Trains arrive a station at a average of 6 per hour and the railway station can handle them at an average rate of 12 per hour. Assuming Poisson arrival and exponential service distribution, find the steady state probabilities of the various number of trains in the system. Also find the average number of trains in the system.

OU - 1312 OU - 1312



Code No. 12074

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, February 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 Capital Market Risk
- 2 Liquidity risk
- 3 Interest rate risk
- 4 Currency Swaps
- 5 European option

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain Risk management approaches and methods?
- 7 Explain the comprehensive view of Risk in Financial Institutions?
- 8 Explain the concepts of Asset-Liability Management and its evolution.
- 9 Explain Non-Insurance methods of Risk Management Process.
- 10 Explain the concept of Derivatives and types of Derivatives?
- 11 An Investor buys 550 shares of Satyam @ Rs.220 per share in the cash market. In order to hedge, he sells 350 futures of Satyam @ Rs.175 each. Next day the share price and future decline by 6% and 3% respectively. He closes his position next day by counter transactions. Find out his profit or loss.
- 12 Following information is available in respect of borrowing position of Vardini and Heximo ltd.

	Vardini Ltd.	Heximo Ltd.
Fixed Rate	13.5%	15.25%
Flotation Rate	M/BOR+3.75%	M/BOR+4.50%

Design a swap deal between the two, so that benefit is equally divided between the two.

- 13 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.
- 14 A share has current market price of Rs.50, one month call is available at a strike price of Rs.39. It is known that after one month the share price may be Rs.40 or Rs.38. Find out the value of the call as per binomial model if the risk free rate is 9%.
- 15 Explain the definition of an option, and also its various types in detail?



Code No. 12075

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

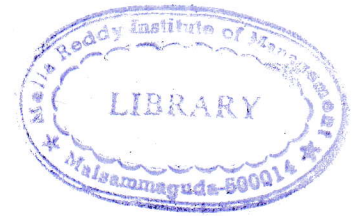
- 1 Product modification
- 2 Genetic product
- 3 Market maps
- 4 PREFMAPS
- 5 Pre-testing

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain in brief the decisions involved in managing Product Lines.
- 7 Positioning is how a company wants its target consumers to perceive the product.
- 8 Briefly explain the various stages of New Product Development.
- 9 Ansoff presented a Growth Matrix portraying alternative corporate growth strategy; Briefly explain the Matrix.
- 10 Describe in brief the various Idea Generation Techniques.
- 11 Explain the process of Concept Development and Testing using a suitable example.
- 12 Describe in brief the BRNADAID model.
- 13 Explain the innovation, Diffusion and Adoption process.
- 14 Explain in brief the various Test Marketing Methods, which method is most appropriate for consumer goods.
- 15 What are the various ways in which the marketing department can be organized?



Code No. 12076

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, February 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.

(4 x 5 = 20 Marks)

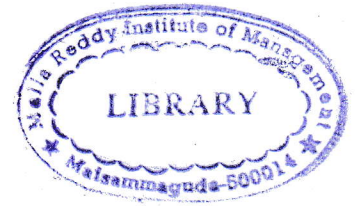
- 1 Intrinsic Compensation
- 2 Seniority Pay
- 3 Compensation Survey
- 4 Employee Services
- 5 Flexible work Schedules

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Define Compensation. Explain about compensation dimensions.
- 7 What is total reward system? Discuss the new trends in compensation management.
- 8 Describe the basics for Traditional pay system and modern pay system.
- 9 What is Incentive pay? Explain about different Incentive pays.
- 10 Explain about creating Internal Equity through Job analysis and Job evaluation in compensation system.
- 11 Describe about Designing Pay for knowledge program.
- 12 Explain the components of legally required benefits?
- 13 Discuss the concept funding benefits through VEBA.
- 14 Explain various executive compensation packages.
- 15 Discuss the strategic issues and choices in using contingent and flexible workers.



Code No. 12078

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

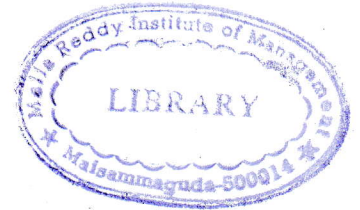
- 1 Eurobonds
- 2 Foreign Exchange Management Act
- 3 Political Risk
- 4 Cost of Capital
- 5 Transfer Pricing

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

- 6 Explain evolution of International financial system.
- 7 Explain International Financial Instruments in detail.
- 8 Explain Exchange Rate mechanism in detail.
- 9 Who are the major participants in Foreign Exchange market?
- 10 Explain parity conditions that is purchasing power parity and interest rate parity.
- 11 Explain Risk Management in multinational corporations.
- 12 Explain the scope of International Financial Management.
- 13 Explain FDI theories.
- 14 Explain any four types of Taxation.
- 15 Explain the organization structure for reducing tax liabilities.



Code No. 12079

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

Subject: Promotion & Distribution Management
Paper: MB 305-2 : (Marketing)
Elective - Marketing

Time: 2 Hours

Max.Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Appeals
- 2 Price Promotions
- 3 Market Logistics
- 4 Media plans
- 5 Channel Design

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 What is Marketing Communications? Explain the process of integrated marketing communication?
- 7 How do you establish objectives and budgeting for a promotional programme of your choice?
- 8 What is a creative strategy? How do you develop it?
- 9 What do you mean by execution styles? Explain with the help of some examples.
- 10 Examine the need for the integration of personal selling with other promotional tools.
- 11 Describe the need and importance of motivating and controlling sales force.
- 12 "Advertisement plays a vital role in the promotion of any product". Discuss.
- 13 What is meant by Direct Marketing? What are its advantages?
- 14 Outline briefly the various functions of channels of distribution.
- 15 What factors are influencing the selection of channels of distribution?



Code No. 12080

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

Subject: Organisational 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)

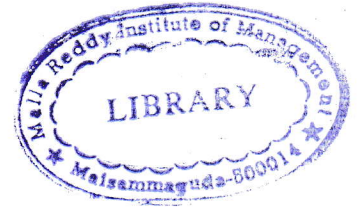
- 1 Definition of OD
- 2 Planned Change
- 3 Consultant – Client Relationship
- 4 Grid OD
- 5 Restructuring

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain the History & Evolution of original development
- 7 Describe the Assumptions and Beliefs in OD
- 8 Narrate the Theories of Planned Change and explain the need for Planned Change.
- 9 Explain the Model Parallel learning structures in Team work.
- 10 Explain the OD process and Six-Box Model for the diagnosis.
- 11 Describe the overview of OD interventions and its classifications.
- 12 What are the Team Building Interventions? Write about T-groups.
- 13 Explain Intergroup Interventions in organizational process.
- 14 Write about strategic interventions and how organizational transformation takes place in any organization?
- 15 Write about Techno – Structural Intervention
(i) Reengineering (ii) Downsizing



Code No. 12081

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

Subject: Business Analytics (System Elective)
Paper: MB 305

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Explain about Big Data
- 2 Data Dashboards
- 3 Data meaning
- 4 Linear Optimizative
- 5 Reading and Writing data statements in R with examples

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

- 6 Explain various categories of Business Analytics.
- 7 Discuss the relevance of Big Date and Business Analytics in Contemporary Business.
- 8 Discuss the various data visualization techniques.
- 9 Discuss various methods under measures of central tendency.
- 10 Discuss the various forecasting techniques useful for predictive analytics.
- 11 Discuss about data explorative and reduction.
- 12 Explain the steps involved in formulating Linear Programming Problem.
- 13 Discuss the Cutting Plane Algorithm and its utility in optimization.
- 14 Discuss the features, characteristics of R-Programming that makes it an ideal package for business analytics.
- 15 Explain the tools provided in R-Programming for managing the data with examples.



Code No. 12082/ID

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

Subject: Innovation Management
Paper: MB 306 Interdisciplinary Paper

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Technology Leverage
- 2 Levels of Expenditure
- 3 Managing Scientific Freedom
- 4 Importance of Innovation
- 5 Impact of IT Systems on Innovation

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

- 6 Enunciate the need of R&D investments in the context of success of business with real time examples.
- 7 Describe the operations that make up R&D.
- 8 Discuss the measures to be taken in allocation of Funds to R&D projects.
- 9 Explain various forms of External R&D.
- 10 Examine the cost and benefit analysis in R&D investments.
- 11 Discuss the criteria of evaluating R&D projects.
- 12 Explain the innovation types and process in detail with suitable examples.
- 13 What separates Successful Innovation from Un-Successful Innovations? Illustrate.
- 14 Discuss various organizational characteristics that facilitate Innovation?
- 15 Describe the role of Individuals in Innovation.