

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (New) Examination, November 2022
Subject: Human Resource Management
Paper No. MB – 201

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Explain Functions of HRM
2. What is Cognitive task analysis?
3. What is HR Audit?
4. Explain Employee Value Proposition
5. What is HR Score Card?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Define the term 'HRM'. Explain the HRM Models.
(OR)
(b) Explain the concept of Human Capability Management in detail.
7. (a) What do you mean by 'Job Analysis'. Elucidate the Functional & Strategic Job Analysis.
(OR)
(b) Explain the steps involved in 'Selection' Process.
8. (a) List out and explain the objectives of Training and Development.
(OR)
(b) Define Human Resource Accounting. Explain the Lev and Schwartz, Flamholtz.
9. (a) Explain the role of Strategic Rewards & Compensation Management towards growth in an organization.
(OR)
(b) Elucidate the Peak Performance modelling for Human Capability.
10. (a) Explain the various Emerging HR Trends with the help of suitable examples.
(OR)
(b) Write detailed note on Professional & Psychological Counseling for Pandemics, Jobless youths.

MBA (CBCS) II - Semester (New) Examination, November 2022
Subject: Financial Management
Paper No. MB - 202

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Write about the concept of time value of money
2. Explain the Certainty equivalent approach?
3. Write briefly about the long term sources of finance?
4. What are the major forms of dividend?
5. Write about Marakon approach.

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the nature and scope of financial management.
(OR)
(b) Describe the new role of finance in the contemporary scenario.
7. (a) Explain the methods of appraisal of capital budgeting projects.
(OR)
(b) A company is considering two mutually exclusive investment proposals. Their expected cash flow streams are given as follows:

Year	Proposal X (Rs.)	Proposal Y (Rs.)
0	-6,00,000	-7,00,000
1	1,50,000	1,00,000
2	1,50,000	1,10,000
3	1,50,000	1,30,000
4	1,50,000	1,50,000
5	1,50,000	1,60,000
6	1,50,000	1,50,000
7	-----	1,20,000
8	-----	1,20,000
9	-----	1,10,000
10	-----	1,00,000

The company employs risk adjusted method of evaluating risky projects and selects the appropriate required rate of return as follows:

Project Pay back	Required Rate of Return
Less than 1 year	8%
1 – 5 years	10%
5 – 10 years	12%
Over 10 years	15%

Which proposal should be acceptable to the company?

..2

8. (a) Explain the NI and NOI capital structure theories.

(OR)

- (b) A company has on its books the following amounts and specific costs of each type of capital:

Types of Capital	Book Value (Rs.)	Market Value (Rs.)	Specific Costs
Debt	4,00,000	3,60,000	6%
Preference	1,00,000	1,10,000	7%
Equity	6,00,000	12,00,000	13%
Retained Earnings	2,00,000		

Determine the weighted average cost of capital using

- (i) Book Weights and (ii) Market Weights.

9. (a) Explain the factors influencing working capital needs of a business firm.

(OR)

- (b) The following information is available in respect of a firm:

Capitalisation rate (k_e) = 10%

Earnings per share (EPS) = Rs.10

Assumed rate of return (r):

- (i) 15% (ii) 8% (iii) 10%.

10. (a) Explain the motives for mergers.

(OR)

- (b) What is Value Based Management? Describe any one approach of VBM.

Code No: D-17811/N

FACULTY OF MANAGEMENT
M.B.A (CBCS) II Semester (New) Examination, November 2022
Subject: Operations Research
Paper – MB – 203

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What are the uses of LPP?
2. Write about sensitivity analysis?
3. Explain the restricted Assignment problem?
4. Write about Resource smoothing?
5. What are the advantages and limitations of using simulation?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. a) Explain the various applications of operations research?

(OR)

- b) Use the graphical method to find the maximum value of $Z = 10x_1 + 6x_2$

Subject to constraints $5x_1 + 3x_2 \leq 30$

$$x_1 + 2x_2 \leq 18$$

Where $x_1, x_2 \geq 0$

7. a) Use the simplex method to find the maximum value of $Z = 107x_1 + x_2 + 2x_3$

Subject to the constraints $14x_1 + x_2 - 6x_3 + 3x_4 = 7$

$$16x_1 + x_2 - 6x_3 \leq 5$$

$$3x_1 - x_2 - x_3 \leq 0$$

Where $x_1, x_2, x_3, x_4 \geq 0$

(OR)

- b) Use the dual simplex method to Minimize $Z = 6x_1 + 7x_2 + 3x_3 + 5x_4$

Subject to constraints $5x_1 + 6x_2 - 3x_3 - 4x_4 \geq 12$

$$x_2 + 5x_3 - 6x_4 \geq 10$$

$$2x_1 + 5x_2 + x_3 + x_4 \geq 8$$

Where $x_1, x_2, x_3, x_4 \geq 0$

-2-

8. a) Find the optimal solution for the following transportation problem.

		To Warehouses					Available
		W1	W2	W3	W4	W5	
From	F1	7	6	4	5	9	40
	F2	8	5	6	7	8	30
	F3	6	8	9	6	5	20
	F4	5	7	7	8	6	10
Required		30	30	15	20	5	

(OR)

- b) 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

9. a) A small project is composed of seven activities whose time estimates are listed in below table.

Activity	Estimated direction in weeks		
	Optimistic	Most likely	Pessimistic
	a	m	b
1-2	1	1	7
1-3	1	4	7
1-4	2	2	8
2-5	1	1	1
3-5	2	5	14
4-6	2	5	8
5-6	3	6	15

Draw the project network

Find the critical path

Find the probability of the project being completed within 19 weeks.

(OR)

- b) Explain the following terms:

(i) Earliest time, (ii) Total activity time, (iii) Event slack and (iv) Critical path

10. a) Briefly explain the following terms with reference to the Game theory.
(i) Saddle point, (ii) Pure strategy, (iii) Pay-off and (iv) Mixed strategy.

(OR)

- b) The rate of arrival of customers at a public telephone booth follows Poisson distribution, with an average time of 10 minutes between one customer and the next. The duration of a phone call is assumed to follow exponential distribution, with mean time of 3 minutes.

- (i) What is the probability that a person arriving at the booth will have to wait?
(ii) What is the average length of the non-empty queues that form from time to time?
(iii) Estimate the fraction of a day that the phone will be in use?
(iv) What is the probability that it will take him more than 10 minutes altogether to wait for phone and complete his call?

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (New) Examination, November 2022
Subject: Entrepreneurship and Development
Paper No. MB - 204

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Explain Characteristics of entrepreneur
2. Explain EDP curriculum
3. Define small industry
4. Explain Role of training institutions in Entrepreneurship
5. What is First Chicago method?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss the role of entrepreneurship in economic development in India.
(OR)
(b) Elucidate the problems and perspectives of rural entrepreneurship.
7. (a) Explain the need and objectives of entrepreneurship development programs.
(OR)
(b) What is the importance of workshops? Explain.
8. (a) What are the latest amendments in Small Scale Industry Act?
(OR)
(b) Describe the opportunities for entrepreneurial growth in MSMEs.
9. (a) Discuss the importance of EXIM bank in building entrepreneurship.
(OR)
(b) Explain the Government schemes to develop and encourage entrepreneurship.
10. (a) What is the need and relevance of venture capital?
(OR)
(b) Explain exit Strategies of VCFs.

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FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (New) Examination, November 2022
Subject: Business Research Methods
Paper No. MB - 205

Time: 3 Hours

Max. Marks: 80

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

1. What are the objectives of business research?
2. Write about the pilot study?
3. What are the sources of error in measurement?
4. What are the uses of Chi-square test?
5. What is an executive summary in a research report?

PART – B**Note: Answer all the questions.****(5 x 12 = 60 Marks)**

6. (a) Explain the role of Literature Review in Business Research?
(OR)
(b) What is research design? Explain the requirements of a good research design.
7. (a) What are the different types of sampling techniques?
(OR)
(b) What are the guidelines for construction of questionnaire? Explain in detail?
8. (a) Write about the Purpose and Benefits of Scaling?
(OR)
(b) What is measurement and why it is important in business research?
9. (a) Calculate the two regression equations of X on Y and Y on X from the data given below, taking deviations from a actual mean of X and Y.

Price (Rs.)	10	12	13	12	16	15
Amount Demanded	40	38	43	45	37	43

(OR)

- (b) Write about the uses and procedure of multidimensional scaling in research?
10. (a) Explain the importance of subjectivity and objectivity in research with suitable examples?
(OR)
(b) What is a research report? As a good researcher, state the precautions that you take while writing a business research report.

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FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (New) Examination, November 2022
Subject: Business Law and Ethics
Paper No. MB - 206

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What is Offer?
2. Explain Bill of Exchange
3. Explain Board meetings
4. Explain Cyber Law
5. Explain Law of export and import regulation

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Describe the classification of contracts.
(OR)
(b) What are the remedies for breach of contract?
7. (a) Write a note on sale of Goods Act.
(OR)
(b) Write about negotiable instruments Act.
8. (a) What is prospectus? Explain.
(OR)
(b) Write about the powers of Managing Director and Chairman.
9. (a) Write a note on consumer councils.
(OR)
(b) Write about redressal mechanism of consumer protection.
10. (a) What is comparative commercial arbitration?
(OR)
(b) What is the need and justification of ethics in business?

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (New) Examination, November 2022
Subject: Innovation Management
Paper No. MB – 207 (Open Elective – II)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Explain R&D investment
2. What is the form of internal R&D?
3. Explain evaluation criteria
4. Explain successful / unsuccessful innovations
5. Explain the impact of IT system on innovation

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Define Innovation Management. Explain significance and traditional view of R&D Management.
(OR)
(b) Explain the classification of R&D also explain the operations that makeup R&D.
7. (a) Explain the process of allocation of funds to research and development.
(OR)
(b) Explain the nature, significance, process of organizing industries in R&D.
8. (a) Explain various sources of financial innovations. Use suitable example of your choice.
(OR)
(b) Explain link with product innovation process in R&D management.
9. (a) Explain various types of innovations with suitable examples.
(OR)
(b) Comment on "Innovation is a management process" with a case study.
10. (a) What is the role of individual in innovation in R&D?
(OR)
(b) Explain the systematic and analytic methods and techniques of innovation management.

Code No: D-17816/N

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (New) Examination, November 2022
Subject: Customer Relationship Management (CRM)
Paper No. MB – 207 (Open Elective – II)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What are the benefits of CRM?
2. Explain customer profitability
3. Describe CEM
4. Explain CSS
5. What is the role of IT in CRM implementation?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the concept and types of defectors. What is the impact of customer defections.
(OR)
(b) Define CRM. Explain objectives and function of CRM in detail.
7. (a) Explain customer life cycle value also explain the relationship between CRM and technology.
(OR)
(b) Explain sales force automation. Explain the different barriers to successful sales force automation.
8. (a) Explain CRM applications in different industries.
(OR)
(b) Briefly discuss about CRM strategies in retailing and FMCG industries.
9. (a) What are the types of CRM decisions? Briefly explain the structure of CRM in decisions and decision process.
(OR)
(b) Describe the significance of sales force automation and its merits and demerits.
10. (a) Explain the issues and challenges in CRM implementation.
(OR)
(b) Briefly discuss about the customer centric organizational structure, role and its performance.
