

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March 2022

Subject: Operations Management
Paper No. MB - 301

Time: 3 Hours

Max. Marks: 80

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

1. Explain Continuous Process Technology.
2. What is Line Balancing.
3. Explain Nature of services.
4. Explain Manufacturing Resource Planning.
5. Explain Fixed order quantity systems.

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

6. Explain the similarities and differences between Products & Services with suitable examples?
7. Explain the Interface between Product Life Cycle & Process Life Cycle?
8. Explain the different types of plant layouts?
9. What do you mean sequencing? Explain the Johnson's rule procedure for n-jobs and two (2) facilities?
10. Explain the meaning and objectives of work study?
11. Explain the various dimensions of service quality?
12. Explain the importance and objectives of material requirement planning?
13. A manufacturing firm uses 12 items in its process. The Annual requirement of the items and their cost is given below.

Item	Annual Requirement (Unit)	Cost per unit (Rs)
A	9000	140
B	3600	600
C	240	2300
D	4300	340
E	656	945
F	18000	945
G	11500	50
H	3500	80
I	600	540
J	175	1800
K	656	3200
L	480	2150

You are required to classify the materials into ABC categories and give a graphical presentation of the same.

14. What is safety stock and why is it considered so important in inventory.

15. Seven jobs are to be processed on two machines A and B In the order AB. Each Machine can process only one job at time. The processing time (in hrs) are as follows. Find the total elapsed time and also compute the idle time for both the machines.

Job	1	2	3	4	5	6	7
M-A	10	12	13	7	14	5	16
M-B	15	11	8	9	6	7	16

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Code No: D-16002

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March 2022

Subject: E-Business
Paper No. MB - 302

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. What is the Impact of E-business on global economy?
2. What is Advertising on Web?
3. Explain M-commerce features.
4. What are Mobile Wallets?
5. What is Ubiquitous computing?

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Explain the advantages and disadvantages of E-Business?
7. Explain in detail about the different online payment systems.
8. How do you Protect the Intellectual Property Rights in Online Business?
9. Explain the role of Search Engines in creating and managing brands.
10. Explain the scope and benefits for mobile commerce.
11. Explain about different types of M-Commerce Services.
12. Explain about different types of Wireless Communication.
13. Explain the advantages and disadvantages of mobile access technology.
14. Explain in detail about M-Banking Technologies.
15. Explain about mobile travel applications with suitable examples.

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March 2022

Subject: Operations Research
Paper No. MB - 303

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Explain Non- linear programming problem
2. What is Duality in LPP
3. Explain Degeneracy in TP
4. Explain Fulkerson's Rule
5. Explain Single Channel queuing model

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Explain the managerial applications of OR?
7. What is dynamic programming and also explain the characteristics of dynamic Programming?
8. A carpenter makes tables and chairs. Each table can be sold for a profit of Rs 30 and each chair for a profit of Rs 10. The carpenter can afford to spend up to 40 hours per week working and takes six hours to make a table and three hours to make a chair. Customer demand requires that he makes at least three times as many chairs as tables. Tables take up four times as much storage space as chairs and there is room for at most four tables each week.

Formulate this problem as a linear programming problem and solve it graphically.

9. What is Sensitivity analysis and also explain its implications?

10. A dairy plant has five milk tankers I, II, III, IV & V. These milk tankers are to be used on five delivery routes A, B, C, D, and E. The distances (in kms) between dairy plant and the delivery routes are given in the following distance matrix

	I	II	III	IV	V
A	160	130	175	190	200
B	135	120	130	160	175
C	140	110	155	170	185
D	50	50	80	80	110
E	55	35	70	80	105

How the milk tankers should be assigned to the chilling centers so as to minimize the distance travelled?

11. A travelling salesman, named Rolling Stone plans to visit five cities 1, 2, 3, 4 & 5. The travel time (in hours) between these cities is shown below:

		TO				
		1	2	3	4	5
FROM	1	--	5	8	4	5
	2	5	--	7	4	5
	3	8	7	--	8	6
	4	4	4	8	---	8
	5	5	5	6	8	--

How should Mr. Rolling Stone schedule his touring plan in order to **minimize** the total travel **time**, if he visits each city once a week?

12. A Project is composed of seven activities whose time estimates are listed in the following table. Activities are simplified by this beginning (i) ones ending (j) Node member.

Activity		Estimated duration in weeks		
i	j	Optimistic	Most likely	Pessimistic
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

Calculate expected project length.

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

Activity	Preceding Activities	Activity Duration (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.

14. Two firms are competing for business under the condition, so that one firm's gain is another firm's loss. Firm A's payoff matrix is given below:

		FIRM - B		
		No Advertising	Medium Advertising	Heavy Advertising
FIRM - A	No Advertising	10	5	-2
	Medium Advertising	13	12	15
	Heavy Advertising	16	14	10

Suggest optimum strategies for the two firms and the net outcome thereof.

15. Explain the Applications of simulation to different management Problems.

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March 2022

Subject: Financial Risk Management (Finance)
Paper No. MB – 304 (Discipline Specific Elective – I)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Explain Elements in Capital Market Risk.
2. What is Capital Adequacy?
3. Explain Distinctions between Forward and futures correlations.
4. What is Currency Swaps?
5. Explain at the money vs out of the money in options.

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Discuss the Risk Management Process.
7. Explain the comprehensive approach of risk in Financial Institutions.
8. Describe the risk management by VaR and CaR.
9. Discuss the significance and applicability of ALM system.
10. Describe the salient features of different types of Derivatives.
11. What factors do you consider in valuation of Future Contracts?
12. Discuss the tools of Risk Management through SWAPS.
13. Discuss the pricing of currency swaps at origination and after origination.
14. Distinguish between call and put options and its pricing methods.
15. Determine the value of call option by using B/S option Pricing Model

- (i) Standard deviation (σ) 0.4 (ii) Risk free rate of return is (R) = 8%
(iii) Current price (S) 30 (iv) Exercise price (K) = 32
(v) Time = 0.3 years.

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Code No: D-16005

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March 2022

Subject: Product and Brand Management (Marketing)
Paper – MB – 304
(Discipline Specific Elective – I)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. What is Product Policy?
2. What is Risk Return Analysis?
3. What is Prototype Product?
4. Explain DESIGNR.
5. What is Test Marketing?

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. What is Brand Management? Write about Brand Management Practices.
7. Write about Product modification and deletion.
8. Write about the New Product Growth Strategies.
9. Discuss New Product Development Theories.
10. Describe Product Maps and Market Maps.
11. Narrate about Product Concept Selection and Concept Testing.
12. What is Market Structure Analysis? Discuss.
13. What is Cost Behavior? Write about Learning Curve Analysis.
14. Examine the Marketing Mix Allocations.
15. Write about MARMIX Model for redesigning marketing mix.

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March 2022

Subject: Compensation Management (HRM)
Paper No. MB – 304
(Discipline Specific Elective – I)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. What is Non-Financial Compensation?
2. What are Market pay rates?
3. Define Core Fringe compensation.
4. Differentiate Seniority Pay Vs. Longevity Pay
5. What is Compensation Survey?

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Write a note on 3-P compensation concept.
7. Enumerate the recent trends in compensation management.
8. Explain how the modern pay system is different from traditional methods.
9. How does an organization align compensation strategy with its HR strategy and business strategy?
10. How does an external market pay rates influence the internal job structure?
11. Discuss about designing of pay structure for knowledge program.
12. Discuss the various employee benefits and employee services.
13. List out various funding benefits through VEBA.
14. What compensation packages should be given to Expatriate, Repatriate employees, executives and flexible workforce?
15. Briefly discuss the strategic issues and choices using contingent employees and flexible workers.

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Code No: D-16007

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

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

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Explain Need for DSS.
2. What is the Architecture of D.S.S?
3. Explain the Limitations of Data Mining
4. What is Artificial Intelligence?
5. What are Data Stores?

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. What is DSS? Explain the evolution of DSS.
7. What are the types of DSS? Explain.
8. Explain the Hardware and Software tools for DSS.
9. Explain the development and implementation of DSS.
10. Discuss the problems involved in group decision making and suggest remedial measures.
11. What are the components of EIS? Explain.
12. Distinguish between Artificial Intelligence Vs Natural Intelligence.
13. Explain the structure and benefits of ES.
14. What is Data Ware House? Explain the characteristics of Data Ware House.
15. What is Data Mining? Explain the techniques Data Mining.

FACULTY OF MANAGEMENT
M.B.A III – Semester (CBCS) Examination, March 2022

Subject: International Finance
Paper-MB-305-1
Discipline Specific Elective - II (Finance)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer any five questions.**(5 x 4 = 20 Marks)**

1. What is sterilized and unsterilized intervention?
2. Who are the participants in Foreign exchange markets?
3. What is Purchasing Power Parity?
4. Write about OLI paradigm.
5. What are re-invoicing centres?

PART – B

Note: Answer any five questions.**(5 x 12 = 60 Marks)**

6. Explain the evolution of the international monetary system.
7. Describe the types of Banking offices in international banking.
8. Explain the types and features of foreign exchange markets.
9. The following quotes are given for Spot, 1 month, 3 months and 6 months. Convert these into outright rates and also calculate corresponding Spreads.

	Spot	1-mth	3-mth	6-mth
\$/£	2.0015/30	19/17	26/22	42/35
\$/SFr	0.6965/70	7/9	11/16	24/38

10. Explain the types of foreign exchange risk.
11. The following details are given:
 Spot Rate: \$0.60 = DM 1
 1-year forward: \$0.63 = DM 1
 Annualised interest rate on 1-year DM = 6.5 per cent.
 Annualised interest rate on 1-year \$ = 8.5 per cent
 Find out if there exists a possibility of arbitrage gain.
12. Explain the FDI theories.
13. A project costing ₹50 million is expected to generate after-tax cash flows of ₹.10 million a year forever. Risk free rate is 3%, asset beta is 1.5, required return on market is 12%, cost of debt is 8%, annual interest costs related to project are ₹.2 million and tax rate is 40%. Calculate the adjusted present value of the project.
14. Explain the various types of tax in the international environment.
15. Explain the concept and methods of Transfer Pricing.

Code No: D-16009

FACULTY OF MANAGEMENT
MBA III - Semester (CBCS) Examination, March 2022

Subject: Promotion and Distribution Management (Marketing)
Paper No. MB – 305 (Marketing)
(Discipline Specific Elective – II)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Explain the Nature of Marketing Communication.
2. What is Creative Strategy?
3. What is IMC Programme?
4. What is Sales Promotion?
5. Define Supply Chain Management.

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Explain the model of Marketing Communication.
7. How to establish objectives for the promotional programmes?
8. What is the process for execution of creative strategy?
9. Explain the media plans and strategies for developing marketing communication.
10. Explain the personal selling Process with approaches.
11. How to evaluate and motivate sales force in personal selling?
12. Explain the objectives of sales promotion for consumers and trade.
13. Explain the sales promotion tools with suitable examples.
14. Explain about channel design and selection of channels for distribution of FMCG products.
15. Describe the role of distribution channels in services.

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FACULTY OF MANAGEMENT
MBA III - Semester (CBCS) Examination, March 2022

Subject: Organization Development (HRM)
Paper No. MB – 305 (HR)
(Discipline Specific Elective – II)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Write the Characteristics of OD.
2. What are Parallel learning structures?
3. Define OD interventions.
4. What is Third Party Peace Making Intervention?
5. What is Organization Confrontation?

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Define OD. Discuss the relevance of OD in the present scenario with the help of examples.
7. Explain the Values and Beliefs in OD.
8. What is Planned Change? Discuss any two theories of planned change of your choice.
9. Clarify the meaning of Action Research with the help of a model.
10. What do you mean by OD Intervention? Explain any four types of OD Interventions.
11. Write a detailed note on Programme Management Component of OD.
12. What do you mean by Team Interventions? Discuss the techniques and exercises used in team interventions.
13. Explain the Grid OD.
14. Discuss Techno-Structural Approach to OD.
15. Explain the following:
 - (i) Organizational Transformation
 - (ii) Self-designing Organizations.

Code No: D-16011

FACULTY OF MANAGEMENT
MBA III - Semester (CBCS) Examination, March 2022

Subject: Business Analytics
Paper No. MB – 305 (Systems)
(Discipline Specific Elective – II)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Explain Trend Lines.
2. What is Cross Tabulations?
3. Explain Regression Analysis.
4. Explain Linear Optimization.
5. Explain Forecasting Techniques.

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Discuss the scope of Business Analytics in detail?
7. Explain the Visualization Techniques in Business Analytics?
8. Explain briefly Statistical Methods for Summarizing Data?
9. Discuss about using tools for sampling and estimation in Business Decisions?
10. Explain Data Mining Exploration and Reduction in Analysis?
11. What are Classification Methods? Explain any one classification technique?
12. Discuss about Decision Strategies with Outcome Probabilities in detail?
13. Explain risk and uncertainty methods in decision analysis?
14. Explain in detail about R Packages and functions?
15. Explain how business analysis is managing and manipulating data in R?

Code No: D-16012/ID

FACULTY OF MANAGEMENT
MBA III - Semester (CBCS) Examination, March 2022

Subject: Business Organization and Management
(Only for Campus Students of Dept. of Business Mgt.)
Paper No. MB - 306

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. What is the Social Responsibility of a Business?
2. What is Partnership Deed?
3. Explain Types of organization charts.
4. Define the Functions of Business.
5. What are the Advantages of Strategic Planning?

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. What do you mean by Business? Describe its objectives.
7. Explain the differences between Sole Trading Concern and Partnership Firm.
8. What do you understand by Promotion of a Company? Describe various stages in Promotion of a Joint Stock Company.
9. Define Joint Stock Company. Explain the characteristics of Joint Stock Company.
10. Define Management. Explain the functions of Management.
11. What is Scientific Management? Explain its objectives and criticism.
12. Describe the Nature and Significance of Planning.
13. What is Line and Staff Organization? What are the causes of conflict between Line and Staff.
14. Explain about various barriers to Effective Delegation. Discuss the guidelines for making Delegation effective.
15. What is Decentralization of Authority? Explain its importance.

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FACULTY OF MANAGEMENT
MBA III - Semester (CBCS) Examination, March 2022

Subject: Innovation Management
(All Affiliated & Constituent Colleges Only)
Paper No. MB – 306

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Explain Research and Development (R & D).
2. What is R & D Budget?
3. Explain Scientific freedom in R & D.
4. Differentiate Innovation Vs. Invention.
5. Explain Role of Individual in Innovation.

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Explain the Types of Research and Development with its significance.
7. Describe the strategic pressures of Technology on R & D at various organizations.
8. Explain the Process of allocation of funds in R & D Projects.
9. How Technology is acquired in Industrial R & D? What are the forms of External R & D?
10. Explain the steps involved in Product Innovation Process.
11. What is the R & D Progress Evaluation Procedure?
12. Explain the Types of Innovations in any one sector with suitable examples.
13. Explain the steps involved in Innovation Management Process.
14. Explain the characteristics that facilitates for Organizational Innovation.
15. Explain the Role of IT system and its impact at organizational innovations.

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