FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March / April 2023
Subject: Operations Management
Paper No. MB - 301

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Operations strategy
2. Aggregate Demand
3. Value creation through service
4. Fixed order quantity system
5. SDE Analysis

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) What is agile manufacturing and explain the key principles of agile manufacturing?

(OR)

(b) Explain the functions of production planning and control?

7. (a) Explain the objectives and types of the facility layout?

(OR)

(b) Why maintenance management is important and also explain the types of maintenance management?

8. (a) Explain the different types of service operations?

(OR)

(b) Explain the objectives and advantages of the work study?

9. (a) What is value analysis and explain its role in operations management?

(OR)

(b) What is manufacturing resource planning and explain its advantages?

10. (a) Explain the functions of stores and materials control?

(OR)

(b) Explain the different models of inventory management?

* * *

FACULTY OF MANAGEMENT

MBA (CBCS) III - Semester Examination, March / April 2023
Subject: E-Business
Paper No. MB – 302

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.   (5 x 4 = 20 Marks)

1. What is the difference between e-commerce and e-business?
2. Explain the architecture of WWW
3. Write briefly about digital marketing
4. What is the use of e-catalogue in e-business?
5. Define e-cash and what are its characteristics?

PART – B

Note: Answer all the questions.   (5 x 12 = 60 Marks)

6. (a) Discuss the nature, scope, benefits and limitations of e-business.

(OR)

(b) Explain the Business models of e-products.

7. (a) Describe the technologies used for e-business.

(OR)

(b) What is e-business security? Discuss the threats and measures for ensuring the security of e-business data and transactions.

8. (a) Explain the role of e-CRM from e-business perspective.

(OR)

(b) Define viral marketing? Discuss the advantages and limitations of Viral Marketing.

9. (a) Describe the major operations in e-business.

(OR)

(b) Discuss the legal issues concerning e-business operations.

10. (a) What is online distribution? Explain the various models of online distribution with suitable examples.

(OR)

(b) Describe the various types of online payments.

* * *

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March / April 2023
Subject: Total Quality Management
Paper No. MB – 303

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. ISO
2. Pareto's chart
3. Balance Score Card
4. Six sigma metrics
5. Service quality

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Briefly discuss the international quality award programs?

(OR)

(b) Explain the benefits and costs of TQM?

7. (a) Explain the various measurement tools of TQM?

(OR)

(b) Explain the objectives and benefits of the quality circles?

8. (a) What is Taguchi's Quality loss function with an illustration?

(OR)

(b) Write the objectives, benefits and types of Failure Mode Effective Analysis?

9. (a) Write the DMAIC process for six sigma implementation?

(OR)

(b) Explain the concept and objectives of six sigma?

10. (a) Write the methods and techniques used to improve the service quality?

(OR)

(b) Write the issues and solutions in managing the total quality at Hotel industry?

* * *

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March 2023
Subject: Global Business Strategies
Paper No. MB - 304

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Globalization of Business
2. Trade regulations at National Level
3. GATT
4. Franchising
5. Global Business Planning

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss about International trade theories?

(OR)

   (b) Discuss International Product Life Cycle Theory?

7. (a) Write an essay on Cost benefit Analysis?

(OR)

   (b) Critically discuss about impact of global Business on National Economies?

8. (a) What is UNCTAD and discuss about its importance?

(OR)

   (b) Define term WTO and explain its Functions?

9. (a) Discuss about Mergers, Acquisitions and Strategic Alliance?

(OR)

   (b) Explain briefly about Electronic global business models?

10. (a) Write about Human Resources Management in global context?

(OR)

   (b) Discuss about Human Resource Planning, Training and Development in Global companies.

* * *

FACULTY OF MANAGEMENT
M.B.A (CBCS) III – Semester Examination, March 2023
Subject: Investment Management
Paper – MB: 305: Elective – I - Finance

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Explain Efficient Market Hypothesis.
2. What are the features of Debt instruments?
3. What are free cash flows?
4. Briefly discuss Capital Market Theory.
5. Explain open and closed ended mutual funds.

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. a) Discuss the steps of investment decision process.
   ### (OR)
   b) Briefly explain the differences between investment Vs. speculation.

7. a) Distinguish between current yield, yield to maturity and yield to call.
   ### (OR)
   b) Consider a Rs.1,000 bond with annual coupon of 15 per cent per-annum and 5 years to maturity. Find the duration of the bond (MD and MMD), assuming 12 per cent discount rate.

8. a) (i) Explain briefly the various methods of valuing equity shares.
      (ii) Explain briefly the features of common stock.
   ### (OR)
   b) The current dividend on equity share of International Chemicals Limited is Rs.4.00. The present growth rate is 20 per cent. However, this will decline linearly over a period of 8 years and stabilizers at lower end. What is the intrinsic value per share of International Chemical Limited if investors require a return of 18 percent?

9. a) (i) Explain the concept of Portfolio theory.
      (ii) Explain CAPM and its limitations.
   ### (OR)

b) The probability distribution of the rate of return on Alpha stock is given below

State of the Economy	Probability of Occurrence	Rate of Return
Boom	0.40	25%
Normal	0.30	12%
Recession	0.30	-6% (minus)

What is the standard deviation of return?

10. a) Critically discuss the regulation of Mutual Funds in India.

(OR)

b) Pearl and Diamond are the two mutual funds. Pearl has a mean success of 0.15 and Diamond has 0.22. The Diamond has double the beta of Pearl fund's 1.5. The standard deviations of Pearl and Diamond funds are 15% and 21.43%. The mean return of market index is 12% and its standard deviation is 7. The risk free rate is 8%.

(i) Compute the Jensen Index for each fund.
(ii) Compute the Treynor and Sharpe indices for both the funds.

****

Code No: E-2225

FACULTY OF MANAGEMENT

M.B.A (CBCS) III – Semester Examination, March / April 2023
Subject: International Finance
Paper – 306 (Elective – II) Finance

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Explain the importance of international financial system.
2. Explain the European monetary system.
3. What is mean by forward market?
4. What are the motives of FDI?
5. What do you understand by withholding of Tax?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. a) Explain the nature and scope of international finance.

(OR)

b) Give a brief account of International instruments.

7. a) Explain the features, types, major participants of foreign exchange markets.

(OR)

b) The following quotes are given for spot, 1 month, 3 months and 6 months SFr and Pound sterling. Convert these into outright rates, with corresponding spreads.

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

8. a) Discuss the parity theories.

(OR)

b) Some prices in international money market are as follows:
Spot rate: $ 0.60 = DM 1
1-year forward: $ 0.63 = DM 1
Annualized interest rate on 1-year DM = 6.5 per cent
Annualized interest rate on 1-year $ = 8.5 per cent per year
Find out if there exists a possibility of arbitrage gain.

..2

9. a) Describe the theories of FDI.

(OR)

b) Suresh Ventures, a Mumbai-based company, is considering a project to be set up in the US. The project will entail an initial outlay of $ 200 million and is expected to generate the following cash flow over its five year life:

Year	1	2	3	4	5
Cash flow (in million)	$ 50	$70	$90	$105	$80

Suresh Venture's required rate return on a project of this kind is 18 percent. Calculate the NPV of the project.

10. a) Discuss the rules for taxation of foreign sources of income in India.

(OR)

b) Write a note on the tax implications of Foreign Enterprises in India.

****

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March 2023
Subject: Marketing Engineering
Paper No. MB – 305
Elective – I: Marketing

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Tools for Marketing Engineering
2. Time Series Analysis
3. Aggregate Response Model
4. Factor effecting Media Selection
5. Differential Pricing

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the need and importance for Marketing Engineering Approach?
   (OR)
   (b) How to increase Customer Value? Discuss few approaches?

7. (a) Briefly explain the process of Market Segmentation, also explain the basis for Segmenting consumer markets?
   (OR)
   (b) Write about the importance of New Product Forecasting? Discuss few models?

8. (a) What do you mean by Individual Response Models? Discuss?
   (OR)
   (b) Explain the concept of Response Model? Elaborate qualitative response models?

9. (a) Explain the steps in AD Design? How to make an Ad more acceptable?
   (OR)
   (b) Explain the need for Strategic Marketing decision making? Also explain any one Advertising Budget Model?

10. (a) Explain in brief different Pricing Models?
    (OR)
    (b) Explain the importance of Promotion? Discuss Promotional Effects Model?

* * *

FACULTY OF MANAGEMENT

MBA (CBCS) III - Semester Examination, March / April 2023
Subject: Advertising and Retail Management
Paper No. MB – 306 (Elective – II) Marketing

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. DAGMAR
2. Media strategy
3. Objectives of retailing
4. Retailing in services sector
5. Visual merchandising

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the objectives of Advertising. Discuss the Creativity in Advertising.
   (OR)
   (b) Explain the types of ad appeals. Discuss the establishment and allocation of Ad Budget.

7. (a) What is Media Mix? Discuss about the internet and Interactive Media.
   (OR)
   (b) Discuss the process of measuring Ad Effectiveness.

8. (a) What is Organized Retailing? Discuss the types of Retail Formats.
   (OR)
   (b) Explain briefly Objectives and Functions of Retailing.

9. (a) Explain the Organized and Unorganized retailing with relevant examples.
   (OR)
   (b) Discuss the Cultural challenges in International Retail.

10. (a) Explain CRM in Retail. Discuss in brief Logistics Management.
    (OR)
    (b) Explain the developing Retail CRM Programmes.

* * *

FACULTY OF MANAGEMENT

MBA (CBCS) III - Semester Examination, March 2023
Subject: Industrial Relations and Labour Laws
Paper No. MB – 305
Elective – I : HRM

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What are the Objectives of IR?
2. Define Voluntary arbitration
3. Define Trade Union
4. Importance of welfare and security schemes
5. Wage administration framework in India

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Define Dunlop's approach.

(OR)

(b) State the conditions for good industrial relations.

7. (a) What is collective bargaining? Explain.

(OR)

(b) Write about workers participation in Management and industrial democracy?

8. (a) Explain the role of trade unions in globalized economy.

(OR)

(b) What challenges are faced by trade unions in India?

9. (a) Discuss the activities of ILO.

(OR)

(b) Write a note on labour law reforms initiative in India?

10. (a) Explain the modern theory of wages.

(OR)

(b) Critically analyze the Equal Remuneration Act 1976.

* * *

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March / April 2023
Subject: Organisational Development
Paper No. MB – 306 (Elective-II) HR-II

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Definition of OD
2. Parallel Learning Structures
3. Six box model
4. Role Negotiation Technique
5. Downsizing

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the Characteristics of Organisational Development.
   (OR)
   (b) What are the Assumptions, Beliefs and values in Organisational Development?

7. (a) What is Planned Change? Explain the Burke Litwin's model of planned change.
   (OR)
   (b) Explain the Action Research Approach and its Process.

8. (a) Write the stages in Organizational Development Process.
   (OR)
   (b) Discuss the conditions for optimal success of OD.

9. (a) Explain the team interventions and write note on any two team interventions in detail.
   (OR)
   (b) What are the steps involved in OD grid?

10. (a) Explain the interventions to increase the Employee involvement.
    (OR)
    (b) Describe the Strategic interventions for Organizational transformation.

* * *

FACULTY OF MANAGEMENT

MBA (CBCS) III - Semester Examination, March 2023
Subject: Data Base Management Systems
Paper No. MB – 305 – Elective - I : System

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What is data abstraction?
2. Discuss about Data Manipulation Language?
3. Explain querying relational data?
4. Write about different types of locks?
5. List the table modification commands in SQL?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain about different types of Data models?
   (OR)
   (b) Explain the relational data model.

7. (a) Differentiate between SQL commands DROP TABLE and DROP VIEW.
   (OR)
   (b) Discuss difference between Open Source Database and Commercial Database.

8. (a) What are the unary operations in Relational Algebra?
   (OR)
   (b) Explain Relational calculus in DBMS.

9. (a) Illustrate Concurrent execution of transaction with examples?
   (OR)
   (b) Describe Validation-based locking protocols?

10. (a) Explain SQL Aggregate functions with examples.
    (OR)
    (b) Define Join? Explain different types of joins?

* * *

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March / April 2023
Subject: Business Analytics
Paper No. MB – 306 (Elective – II) System

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define Business Analytics
2. Write about Data Visualization
3. Discuss cause Effect modeling in data mining
4. Linear Optimization
5. List out the R-functions

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss the categories of Business Analytics methods.
   (OR)
   (b) What is meant by Big Data? Explain the overview of data mining.

7. (a) Explain about Data Dash Board using Advanced Ms-Excel.
   (OR)
   (b) Write a note on Cross Tabulation by using suitable example.

8. (a) Define Data Mining. Explain the approaches in Data Mining.
   (OR)
   (b) Explain the terms (i) Data Exploration and (ii) Data Reduction.

9. (a) What is decision analysis? Explain.
   (OR)
   (b) Explain the terms (i) Text Analytics and (ii) Web Analytics.

10. (a) Write about frames and subsets in R.
    (OR)
    (b) How do you manage and manipulate data in R.

* * *