

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (Backlog) Examination, August 2023
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 is Marketing Information System?
2. Explain about the questionnaire layout?
3. What is Reliability of data in Business Research?
4. What is KMO and Bartlett's test?
5. What is Final Proof in research report?

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

6. (a) Explain the nature, scope and significance of Business Research?
(OR)
 (b) What do you mean by Hypothesis? Explain the procedure of developing good Hypothesis?
7. (a) Explain the data collection methods used in Business Research?
(OR)
 (b) How do you determine the sample size for research? Which sampling method do you feel the best? Justify.
8. (a) Explain the different types of scales with suitable examples?
(OR)
 (b) What is data processing and explain about editing and tabulation of data?
9. (a) Write about any two non-parametric tests in detail?
(OR)
 (b) The following are the details of sales effected by three sales persons in three door to-door campaigns.

Sales person	Sales in door – to – door campaign			
A	8	9	5	10
B	7	6	6	9
C	6	6	7	5

Construct an ANOVA table and find out whether there is any significant difference in the performance of the sales persons.

10. (a) Write about the general principles of Research ethics?
(OR)
 (b) What is report writing? Discuss the layout of a research report covering all relevant Points.

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (Very Old) Examination, August 2023
Subject: Total Quality Management
Paper No. MB – 205
Open Elective - IV

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Inspection versus SQC
2. Quality circles
3. Kaizen
4. Benchmarking
5. Six Sigma metrics

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss the applicability and parameters of Malcolm Baldrige National Quality Award.
(OR)
(b) Describe the role of European Foundation for Quality Management.
7. (a) What is the importance of JIT in total quality management? What are its advantages?
(OR)
(b) Explain in detail the Radar Chart and PDCA cycle of TQM.
8. (a) What is FMEA? Explain the design and process of FMEA.
(OR)
(b) What is Balanced Score Card? Explain in detail about it.
9. (a) Explain about the organizational setup sigma approach.
(OR)
(b) Discuss about the advantages of Six Sigma.
10. (a) What is Service Segmentation? Explain how TQM is implemented in service organization.
(OR)
(b) Examine the need for implementation of TQM in Hotels and financial services.

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (Very Old) Examination, August 2023
Subject: Strategic Management Accounting
Paper No. MB – 205 (Open Elective-IV)

Time: 3 Hours

Max. Marks: 80

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

1. Write about the concept of Break Even Analysis
2. Write about the concept and importance of zero base budgeting.
3. What are Cost centers?
4. What is Activity Based Costing?
5. Write about PLC Costing?

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

- 6 (a) Explain the nature and characteristics of management control system.

(OR)

- (b) Red & Co. Ltd. Has three divisions each of which makes a different product. The budgeted data for the next year is as follows:

Divisions	A	B	C
	Rs.	Rs.	Rs.
Sales	1,12,000	56,000	84,000
Direct Material	14,000	7,000	14,000
Direct Labour	5,600	7,000	22,400
Variable Overhead	14,000	7,000	28,000
Fixed Cost	28,000	14,000	28,000
Total Cost	61,600	35,000	92,400

The management is considering closing down Division C. There is no possibility of reducing variable costs. Advice whether or not Division C should be closed down.

- 7 (a) Explain the meaning of standard costing and types of standards.

(OR)

- (b) Prepare a flexible budget for the production of 80% and 100% activity on the basis of the following information.

Production at 50% capacity	5000units
Raw Material	Rs.80 per unit
Direct Labour	Rs.50 per unit
Direct Expenses	Rs.15 per unit
Factory Expenses	Rs.50,000 (50% fixed, 50% variable)
Administration Expenses	Rs.60,000 (variable)

- 8 (a) Describe the types of responsibility centers.
(OR)
(b) Explain the concept of transfer pricing and its methods.
- 9 (a) Give an overview on Activity Based Costing.
(OR)
(b) Explain the meaning and need for customer accounting profitability analysis.
- 10 (a) Explain the pricing and evaluation criteria for products at different stages of PLC.
(OR)
(b) Describe the sources of competitor information.

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FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (Very Old) Examination, August 2023
Subject: Startup Management
Paper No. MB – 205-3 Open Elective – IV

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Types of entrepreneurs and functions of entrepreneurs
2. Explain entrepreneurial competencies
3. Write about the opportunities for an entrepreneurial career
4. Explain the role financial institutions in startups.
5. Explain the features and development of venture capital funds.

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss the growth of entrepreneurship in India.
(OR)
(b) Explain the recent trends of women entrepreneurship in India.
7. (a) Discuss the role of entrepreneurship in economic development.
(OR)
(b) Describe the phases and evaluation of EDP's.
8. (a) Discuss the problem in the project identification and selection of small enterprises.
(OR)
(b) Explain in intellectual property creation and protection.
9. (a) Discuss the need for financial institutional support to entrepreneurs.
(OR)
(b) Discuss the role of specialized institutions in supporting the entrepreneurs.
10. (a) Explain the venture capital investment process and evaluation methods.
(OR)
(b) Discuss the policy imperatives of VCF development in India.

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester (Very Old) Examination, August 2023
Subject: Retail Management
Paper No. MB – 205-4 Elective - IV

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Discuss the functions of Retailing.
2. Write a brief note on the scenario of Food Retail in India.
3. What is Franchise Marketing in Retailing?
4. Explain the significance of Logistics Management in retail industry.
5. Discuss the issues in implementing Customer Relationship Management Program.

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Retail sector's contribution to nation's GDP is significant – Critically comment.
(OR)
(b) Discuss in detail the meaning, nature and characteristics of retailing in India.
7. (a) Write a detailed note on the scenario of retailing business in rural India.
(OR)
(b) Explain in detail the future and growth prospects for Cloth and Home Furniture retail in India.
8. (a) Why is Retail Marketing important? Substantiate your answer with suitable examples.
(OR)
(b) What are the various Retail Promotional Strategies? Discuss with examples.
9. (a) Customer Service is imperative for businesses to be survived in this competitive business environment – Comment.
(OR)
(b) Define Merchandise. Discuss in detail the sources of merchandise in retail.
10. (a) Write a critical note on Ethical issues in Customer Relationship Management.
(OR)
(b) What are the rights of consumers as per Consumer Protection Act?