Code No: F-19007

FACULTY OF MANAGEMENT

MBA (CBCS) II - Semester Examination, August / September 2024
[Common Paper for MBA (CBCS) & MBA (TM)]
Subject: Human Resource Management
Paper No. : MB-201

Time: 2 ½ Hours   Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.   **(5 x 2 = 10 Marks)**

1. HRMS
2. Gig workforce
3. Job rotation
4. EVP
5. Sustainable HRM

PART – B
(Essay Answer Type)

Note: Answer all the questions.   **(5 x 8 = 40 Marks)**

6. (a) Explain any two HRM Models.
   (OR)
   (b) What are the steps in aligning HR strategy with corporate strategy?

7. (a) Explain the selection procedure with suitable examples.
   (OR)
   (b) What is HR Planning? Discuss the significance of HR planning.

8. (a) Explain any two methods of off-the-Job training.
   (OR)
   (b) What is Employee Development and Transition. Discuss in detail.

9. (a) What are the elements of effective grievance redressal system? Why is it necessary?
   (OR)
   (b) Differentiate between Human capability and competency. Discuss their implications in HRM.

10. (a) Define Emotional Intelligence. Explain the elements of Emotional Intelligence.
    (OR)
    (b) What is HR score card? Explain the KPIs in HR score card.

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PART - C
Case Study (10 Marks)

11. Mr. Suneeth Sharma, the HR Director for XYZ corporation, has come to the conclusion that the firm has not been getting the better students from the college campuses that have visited. XYZ corporation currently has recent recruits go back to their own campuses to conduct employment interviews for entry level management position. This is based upon the belief of the last HR Director that recent graduates are better able to develop a rapport with current college students. Other firms send older to be more experienced interviews to these campuses, and as a consequence appear to be more successful practices of the firm in order to ensure that appropriate methods are being adopted and that they are effectively used. He believes that the first step is to review all of the methods available and to determine when, and for which labour market each is most effective. This seems a difficult job, and he is wondering if it can be done at all.

Questions:

(i) What recommendations would you make to Mr. Suneeth Sharma to improve the firm's college recruiting for entry level management positions. Explain.
(ii) Determine the labour markets in which each of the recruitment methods will be most effective.

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Code No: F-19008

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester Examination, August / September 2024
[Common Paper for MBA (CBCS) / MBA (TM)]
Subject: Financial Management
Paper No. : MB-202

Time: 2 ½ Hours   Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.   (5 x 2 = 10 Marks)

1. What is Time value of money?
2. What are DCF methods?
3. How is Cost of Debt calculated?
4. What is working capital?
5. What are horizontal mergers?

PART – B
(Essay Answer Type)

Note: Answer all the questions.   (5 x 8 = 40 Marks)

6. (a) Explain the nature and scope of financial management.
   (OR)
   (b) Differentiate between Profit Maximisation and Wealth Maximisation.

7. (a) Explain the traditional techniques of evaluating Capital Budgeting.
   (OR)
   (b) A company is considering investing in a project that costs Rs.4,00,000. The estimated salvage value is zero; tax rate is 55%. The company uses straight line depreciation and proposed project has cash flows before tax CFBT as follows:

Year	CFBT (Rs.)
1	1,00,000
2	1,00,000
3	1,50,000
4	1,50,000
5	2,50,000

   Determine the following:
   (i) Payback period   (ii) ARR   (iii) NPV at 15%   (iv) PI at 15%.

8. (a) Write about the NI and NOI approaches of Capital Structure.
   (OR)
   (b) Subash Traders Ltd. achieves BEP on selling 300 units selling each unit @ Rs.18. The variable cost is Rs.12. The company has to make Rs.12,000 payment towards interest on loan. The company sold 4000 units. Calculate degree of operating leverage, degree of financial leverage and degree of total leverage.

9. (a) Describe the determinants of Working Capital.
   (OR)

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(b) The earnings per share of Sunil Zinc Manufacturers Ltd is Rs.25, return on equity is 15% and capitalization rate is 10%. According to Walter's model, what is the share price of the company when company intends to pay dividend per share at the rate (i) 30%   (ii) 60% and (iii) 100% and comment on what dividend policy should the company pursue.

10. (a) Explain the economic rationale of mergers.

(OR)

(b) Give an overview of Value Based Management.

PART – C
Case Study (10 Marks)

11. A company has on its books the following amounts and specific costs of each type of capital:

Type of Capital	Book Value (Rs.)	Market Value (Rs.)	Specific Costs
Debt	4,00,000	3,80,000	5%
Preference	1,00,000	1,10,000	8%
Equity	6,00,000	10,00,000	13%
Retained Earnings	2,00,000	2,00,000	13%
Total	13,00,000	16,90,000	

Determine the weighted average cost of capital using

(i) Book value weights and (ii) Market value weights.

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Code No: F-19009

FACULTY OF MANAGEMENT

MBA (CBCS) II – Semester Examination, August / September 2024
[Common Paper for MBA (CBCS) / MBA (TM)]
Subject: Operations Research
Paper - III

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Define feasible solution.

2. Write about artificial variable.

3. Write about VAM.

4. What is Fulkerson's Rule?

5. What is Saddle point?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Discuss the role of OR in decision-making.

(OR)

(b) Solve the following LPP using graphical method
Minimize $Z = 2000 X_1 + 1500 X_2$
Subject to: $6 X_1 + 2X_2 \geq 8$

$2 X_1 + 4 X_2 \geq 12$

$4 X_1 + 12 X_2 \geq 24$

$X_1 \geq 0, X_2 \geq 0$

7. (a) Write steps of Big M- simplex method.

(OR)

(b) Maximize $Z = X_1 - X_2 + 3 X_3$

Subject to: $X_1 + X_2 + X_3 \leq 10$

$2X_1 - X_3 \leq 2$

$2X_1 - 2X_2 + 3X_3 \leq 0$

$X_1, X_2 \geq 0$

8. (a) Write the managerial applications of Transportation problem and differences between TP & AP.

(OR)

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(b) A company has five jobs *V, W, X, Y* and *Z* and five machines *A, B, C, D* and E. The given matrix shows the return in Rs. of assigning a job to a machine. Assign the jobs to machines so as to maximize the total returns.

	Machines					
	A	B	C	D	E	
V	5	11	10	12	4	
W	2	4	6	3	5	
X	3	12	5	14	6	Jobs
Y	6	14	4	11	7	
Z	7	9	8	12	5	

9. (a) Explain forward and backward pass computations in network scheduling.

(OR)

(b) A small project is composed of 7 activities whose time estimates are listed below. Activities are being identified by their beginning (i) and ending (j) node numbers.

Activities		Time in weeks		
i	j	t_o	t_m	t_p
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

(i) Find the expected project completed time.
(ii) Calculate the probability that the project will be completed at least 3 weeks than Expected.
(iii) If the project due date is 18 weeks, what is the probability of not meeting the due date?

10. (a) Explain the theory of Dominance in solving a given game.

(OR)

(b) A warehouse has only one loading dock manned by a three person crew. Trucks arrive at the loading dock at an average rate of 4 trucks per hour and the arrival rate is Poisson distributed. The loading of a truck takes 10 minutes on an average and can be assumed to be exponentially distributed. The operating cost of a truck is Rs.20 per hour and the members of the loading crew are paid Rs.6 each per hour. Would you advise the truck owner to add another crew of three persons?

PART – C

CASE STUDY - 10 MARKS

11.

Jain Clothing Stores

Mr. Vipin Jain, owner of Clothing Stores, is planning annual sale of shirts and pants. Mr. Jain is planning to use two different forms of advertising, viz., radio and newspaper ads, in order to promote the sale. Based on past experience, Mr. Jain feels confident that each newspaper advertisement will reach 40,000 shirt customers and 80,000 Pant customers. Each radio advertisement, he believes, will reach 30,000 shirt customers and 20,000 pant customers. The cost of each newspaper advertisement is Rs.30,000 and the cost of each radio spot is Rs.45,000. The advertising agency will prepare the advertisements and it will require 5 man-hours of preparation for each newspaper advertisement and 15 man-hours of preparation for each radio spot. Mr. Jain's sales manager says that a minimum of 75 man-hours should be spent on preparation of advertising in order to fully utilize the services of advertising agency. Mr. Jain feels that in order to have a successful sale, the advertising must reach at least 3,60,000 shirt customers and at least 4,00,000 Pant customers.

You as newly appointed management trainee are expected to suggest the media planning for advertisement at a minimum cost and still attain the objective of Mr. Jain.
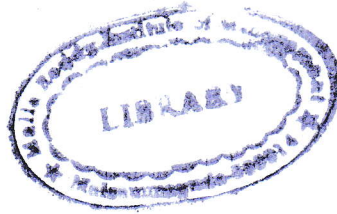
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FACULTY OF MANAGEMENT

MBA (CBCS) II - Semester Examination, August / September 2024
Subject: Entrepreneurship Development
Paper No. : MB-204

Time: 2 ½ Hours   Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.   (5 x 2 = 10 Marks)

1. Describe the characteristics of an entrepreneur.
2. Describe the non-economic factors influencing entrepreneurship.
3. Explain the importance of prototyping in idea development.
4. Describe the characteristics of social entrepreneurs.
5. Describe the significance of a business plan.

PART – B
(Essay Answer Type)

Note: Answer all the questions.   (5 x 8 = 40 Marks)

6. (a) Analyse the recent trends in entrepreneurship development.
   (OR)
   (b) Evaluate the challenges and opportunities in rural entrepreneurship.

7. (a) Analyse the psychological factors that impact entrepreneurial growth.
   (OR)
   (b) Discuss the objective and need of EDP's.

8. (a) Analyse the role of design thinking in finding innovative solutions.
   (OR)
   (b) Discuss the significance of value proposition design in developing successful business ideas.

9. (a) Define social entrepreneurship. Discuss its characteristics.
   (OR)
   (b) Explain the PCDO framework and its relevance to social entrepreneurship.

10. (a) Analyse the process of iterating the MVP and its impact on business success.
   (OR)
   (b) Explain the prerequisites and expectations of investors when reviewing a business plan.

PART – C
Case Study – 10 Marks
Students are required to analyse the case presented in the section

11.

Background: Raj, an aspiring entrepreneur, had an innovative idea for a digital marketing platform that could help small businesses increase their online presence. He knew that a well-written business plan was essential for attracting investors.

Description: Raj spent several months researching and drafting his business plan. He included a detailed market analysis, competitive landscape, marketing strategy, operational plan, and financial projections. He also developed a business model canvas to clearly outline his value proposition, customer segments, and revenue streams. Raj iterated on his minimum viable product (MVP) based on feedback from potential customers and investors.

Outcomes: Raj comprehensive business plan impressed several investors, and he secured the necessary funding to launch his platform. The clear vision and strategic plan helped Raj's business gain traction quickly. The platform became a go-to solution for small businesses seeking to enhance their digital marketing efforts.

Questions:

(i) Why is a business important for attracting investors?
(ii) What are the key components of a business plan as demonstrated in Raj's case?
(iii) How did the business model canvas help Raj in developing his business strategy?
(iv) Discuss the significance of iterating the MVP based on feedback.

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Code No: F-19011

FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester Examination, August / September 2024
[Common Paper for MBA (CBCS) / MBA (TM)]
Subject: Business Research Methods
Paper No. : MB-205

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Define Marketing Information System
2. Write a short note on Pilot Study.
3. What are the benefits of Scaling?
4. Conceptualize Cluster Analysis.
5. Discuss on Plagiarism.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Define Research. Give a brief note on Nature and Importance of Business Research.

(OR)

(b) Discuss briefly the role of Literature Review in Research.

7. (a) What is Data? Describe the different methods of Data Collection.

(OR)

(b) Define Sample. Explain about the different steps in sampling process.

8. (a) What is Scaling and discuss the different types of Scales.

(OR)

(b) Discuss on the importance of Validity and Reliability in Research Process.

9. (a) What is Hypothesis? Give a brief note on characteristics of Good Research Hypothesis.

(OR)

(b) Write note on Discriminant Analysis and Cluster Analysis.

10. (a) What is Report? Describe briefly the contents of Report Preparation.

(OR)

(b) Differentiate between the subjectivity and objectivity in Research Process.

PART – C
Case Study – 10 Marks

11. A marketing manager wants an attractive packing for brand of toothpaste. The research advisor is suggesting a research using a experimental research design, the marketing manager wonders whether a research is required for this, and if so, is an experimental research design suitable for this purpose.

Questions:

(i) How would you advice the marketing manager?

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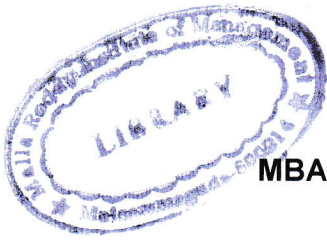
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FACULTY OF MANAGEMENT
MBA (CBCS) II - Semester Examination, August/September 2024

Subject: Business Law and Ethics
Paper No. : MB-206

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.
Write a short notes on.

(5 x 2 = 10 Marks)

1. Offer

2. Types of Crossing

3. Prospectus

4. Cyber Law

5. Law of Export

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. a) Briefly explain the Essential elements of a valid Contract.
(OR)
b) Discuss types of consideration, what will happen if consideration is missing in an agreement?

7. a) Define bailment. Discuss the rights and responsibilities of bailee?
(OR)
b) Explain the Distinction between Sale and agreement to sell?

8. a) Distinguish between Memorandum of Association and Articles of Association.
(OR)
b) Explain the Qualification, Appointment and Powers of Board of Directors?

9. a) Explain the Consumer awareness, Law of Industrial and Intellectual Property?
(OR)
b) Discuss about evolution and significance of Competition Law.

10. a) Discuss in detail about Law of Export and Import.
(OR)
b) Discuss the efficiency and integrity in business operations?

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PART - C

Case Study - 10 Marks

Students are required to analyze the case presented in the section

11. Corruption is one of the most damaging consequences of poor governance combined with the absence of transparency and accountability. The Corruption Perception Index of Transparency International has depicted India as growing in its corruption rate in recent years. Corruption is of two types one wherein the powerful pocket crores of rupees under the guise of public welfare. This is exemplified by the number of scams and scandals like the ones India has witnessed in recent years. The other is the under-the table kind where people pay money for their entitled services like bribes to excise duty inspectors, doctors, bureaucrats etc. After the police and judiciary, land administration was identified as the next most corrupt sector across the region, according to the experiences of South Asian households. In Pakistan, 100 per cent of respondents who had experience with the land administration authorities reported corruption and in Sri Lanka this figure was 98 per cent. Land administration was somewhat cleaner in Bangladesh (73 per cent of users reported corruption), India (47 per cent of users) and Nepal (17 per cent of users). The survey, conducted in Bangladesh, India, Nepal, Pakistan and Sri Lanka was carried out on households, both urban and rural, in each country. When asked about the source of corruption, most respondents answered that public servants forced bribes. Middle and lower level civil servants were identified as the key facilitators of corruption in all sectors probed.

Questions:

(i) Explain the attitude of general Indian public against corruption?

(ii) What is the name of the case study?

(iii) Identified the key facilitators of corruption in each sectors?

(iv) Write short notes on types of corruptions.

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