



Code No: F-19033

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, February 2024**  
**Subject: Operations Management**  
**Paper: MB 301**

**Time: 3 Hours**

**Max. Marks: 70**

**PART – A**  
**(Short Answer Type)**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Scope of Operations Management.
2. Types of Production Control
3. Types of Layouts
4. Total quality management
5. Role and importance of Inventory

**PART – B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 10 = 50 Marks)**

6. (a) Explain the Recent trends in Production and Operations Management?  
(OR)  
(b) What is Agile Manufacturing and explain its importance and principles?
7. (a) What is Production planning and control? Explain the objectives and functions of PPC  
(OR)  
(b) What is material requirement planning and explain its objectives, pros and cons.
8. (a) What is product design and explain the factors influencing the good product Design.  
(OR)  
(b) Explain the meaning, objectives and procedure of method study?
9. (a) Discuss about the tools to increase productivity and also write the factors affecting the industrial productivity?  
(OR)  
(b) The following data are found during the inspection of the first 15 samples of size 100 each from a lot of two-wheelers manufactured by an automobile company:

Sample Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Number of Defectives	3	4	6	2	12	5	3	6	3	5	4	15	5	2	3

Draw the chart for fraction defective ( $p$ ) and comment on the state of control.

10. (a) Write about the evolution of Computer Based Stores Management and emerging trends in stores management?

(OR)

- (b) Discuss in detail about various decisions related to the inventory?

\*\*\*\*\*



Code No: F-19034

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, February 2024**  
**Subject: E-Global Business**  
**Paper No. : MB-302**

**Time: 3 Hours**

**Max. Marks: 70**

**PART – A**  
**(Short Answer Type)**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Globalization
2. C2C
3. Cross-cultural management
4. Competitive Analysis
5. Virtual reality

**PART – B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 10 = 50 Marks)**

6. (a) Explain the impact of social media on global business and customer engagement.  
(OR)  
(b) Explain the evolution of online marketplaces and their role in e-global business.
7. (a) Explain the Strategies for building and managing online communities to drive customer loyalty.  
(OR)  
(b) Briefly explain the collaborative consumption and its impact on e-global business.
8. (a) Explain the supply chain sustainability and responsible sourcing in e-global business.  
(OR)  
(b) Explain the fulfillment in e-commerce international trade and legal considerations.
9. (a) Explain the Social commerce and the integration of e-commerce with social media platforms.  
(OR)  
(b) Explain the personalization and customization strategies in e-commerce.
10. (a) Briefly explain the environmental sustainability practices in e-global business.  
(OR)  
(b) Explain the concept of Artificial intelligence and machine learning in e-commerce.

\*\*\*



Code No: F-19035

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, February 2024**  
**Subject: Total Quality Management**  
**Paper No. III: MB-303**

**Time: 3 Hours**

**Max. Marks: 70**

**PART – A**  
**(Short Answer Type)**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Connotations of Quality
2. Pareto's Chart
3. Quality Function Deployment
4. Costs of Six Sigma
5. Role of TQM in Hotels

**PART – B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 10 = 50 Marks)**

6. (a) Explain the benefits and costs of TQM.  
(OR)  
(b) Discuss the historical perspectives of TQM? Write a brief note on MBNQA.
7. (a) What are the measurement tools of TQM? Discuss.  
(OR)  
(b) Write a note on Quality circles in detail? Discuss the applications of it with real time examples?
8. (a) What are the quantitative techniques of TQM? Explain FMEA.  
(OR)  
(b) What are the qualitative techniques of TQM? Discuss in brief about activity based costing (ABC).
9. (a) What is six sigma? Explain the frame work of six sigma?  
(OR)  
(b) Discuss the problem solving approach of six sigma.
10. (a) Discuss the implementation of TQM in pharmaceutical sector.  
(OR)  
(b) Elaborate the role of TQM in IT Sector.

\*\*\*



Code No: F-19036

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, February 2024**  
**Subject: Investment Management**  
**Paper No. : 304 - IV : Elective - Finance**

**Time: 3 Hours**

**Max. Marks: 70**

**PART – A**  
**(Short Answer Type)**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Explain the concept of expected and realized return
2. Write about the separation theorem
3. What are deep discount bonds? How are they valued?
4. What are the features of common stock?
5. What is Treynor's reward to volatility index?

**PART – B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 10 = 50 Marks)**

6. (a) Describe the investment decision process. What are the sources of investment information?  
(OR)  
(b) Explain the three forms of Efficient Market Hypothesis.
7. (a) Explain the theory and assumptions of CAPM Model.  
(OR)  
(b) Stock A has an expected return of 12% and a standard deviation of 30%. Stock B has an expected return of 7% and a standard deviation of 20%. What is the portfolio return and risk when correlation between A and B is 0, +0.2 and -0.4 and proportion of investment in Stock A is 50% and Stock B is 50%?
8. (a) Explain the features and types of Bonds.  
(OR)  
(b) Explain the concept of term structure of interest rates and the underlying theories.
9. (a) Explain the concept of Portfolio. Explain the Modern Portfolio theory of Harry Markowitz.  
(OR)  
(b) You have a portfolio with four stocks: Stock P, Stock Q and Stock R and Stock S. The information for each stock is as follows:  
(i) Stock P has a beta of 1.1  
(ii) Stock Q has a beta of 0.8  
(iii) Stock R has a beta of 1.5  
(iv) Stock S has a beta of 0.9  
The risk-free rate ( $R_f$ ) is 3% and the market risk premium ( $E(R_m) - R_f$ ) is 10%. The portfolio weights are as follows:  
  
Stock P: 20%  
Stock Q : 30%  
Stock R : 25%  
Stock S : 25%  
Calculate the expected return of the portfolio based on the Security Market Line (SML).

10. (a) Give an overview of the regulation of mutual funds in India.  
(OR)  
(b) Explain the classification of mutual funds. How is NAV calculated?

\*\*\*

OU - 1312 OU - 1312



Code No: F-19037

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, February 2024**  
**Subject: Marketing Engineering**  
**Paper No. : MB-304 : Elective - Marketing**

**Time: 3 Hours**

**Max. Marks: 70**

**PART – A**  
**(Short Answer Type)**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Define Customer Value and its importance to Marketing
2. Describe Product Life Cycle
3. Explain Qualitative Response Models
4. Write about steps in Ad Design
5. Define Revenue Management Process?

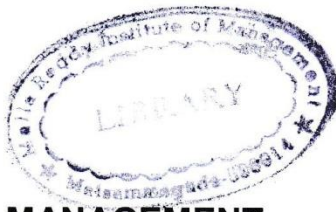
**PART – B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 10 = 50 Marks)**

6. (a) Elaborate the Concepts of Marketing Engineering and explain concern models in it.  
(OR)  
(b) Define Marketing Decision Environment and elaborate with examples.
7. (a) How to achieve Product Positioning through Brand Linkage? Discuss.  
(OR)  
(b) Explain various Market and Product Analysis Methods.
8. (a) Discuss different Aggregate Response Models.  
(OR)  
(b) Write about the importance of Shared Expenditure models in detail.
9. (a) Briefly explain Media Decisions.  
(OR)  
(b) Define Strategic Market Analysis and Discuss its importance in current scenario.
10. (a) Explain Geo-Demographic Analysis with examples.  
(OR)  
(b) Discuss the importance of Competitive Bidding Price.

\*\*\*



Code No: F-19038

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, February 2024**  
**Subject: Compensation Management**  
**Paper: MB-304 : Elective - HRM**

Time: 3 Hours

Max. Marks: 70

**PART – A**  
**(Short Answer Type)**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. What are compensable factors?
2. Define salary-matrix.
3. What are compensation committees?
4. Define Fringe benefits.
5. Define Social Comparison theory.

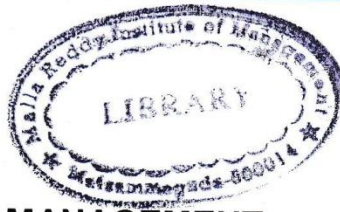
**PART – B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 10 = 50 Marks)**

6. (a) What are the determinants of Intra and Inter-Industry compensation differentials? Explain with suitable examples.  
(OR)  
(b) Write a brief note on (i) Human Capital theory and (ii) Labour theory of Value.
7. (a) Which compensation strategies you find are most suitable for manufacturing and service industry and why?  
(OR)  
(b) What is job evaluation? Enlist its objectives in the context of compensation.
8. (a) Reflect on the salient features of The Minimum Wages Act, 1948.  
(OR)  
(b) What is the role of Pay commissions in determining the compensation?
9. (a) What are the components of Discretionary benefits? Discuss its benefits and costs?  
(OR)  
(b) Describe the legal environment of Fringe benefits in India.
10. (a) Write a brief note on Tournament Theory.  
(OR)  
(b) Discuss the various approaches to compensation management in International context.

\*\*\*\*\*



Code No: F-19040

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, February 2024**  
**Subject: Database Management Systems**  
**Paper MB-304 : Elective - System**

**Time: 3 Hours**

**Max. Marks: 50**

**PART – A**  
**(Short Answer Type)**

**Note: Answer all the questions.**

**(5 x 2 = 10 Marks)**

1. Write in short notes about ER Model.
2. Write about the features of SQL3 Server.
3. Discuss B-Trees.
4. Define Authentication.
5. Write about different Set Operations.

**PART – B**  
**(Essay Answer Type)**

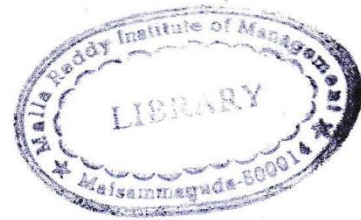
**Note: Answer all the questions.**

**(5 x 8 = 40 Marks)**

6. (a) What is DBMS? Explain about different models in DBMS.  
(OR)  
(b) What are different types of Integrity Constraints used in designing DBMS?
7. (a) What is Normalization? Explain its Normal forms.  
(OR)  
(b) Explain the Features of ORACLE and DB2.
8. (a) Discuss Query Processing and Write the steps involved in Query Processing.  
(OR)  
(b) Write about Query Optimization Algorithms.
9. (a) Discuss about Serializability with examples.  
(OR)  
(b) Write in short notes about Locking and Time Stamp Based Schedulers.
10. (a) Define String Functions. Explain them with examples.  
(OR)  
(b) Discuss about built in functions in SQL with examples.

\*\*\*\*\*





Code No: F-19041

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, February 2024**  
**Subject: Financial System and Services**  
**Paper No. : MB-305 : Elective - Finance**

**Time: 3 Hours**

**Max. Marks: 70**

**PART – A**  
**(Short Answer Type)**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Write about the composition of money market
2. Briefly describe the functions of NABARD
3. Write about the concept of Merchant Banking
4. What is First Chicago Method?
5. Write the differences between Bill Discounting and Factoring.

**PART – B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 10 = 50 Marks)**

6. (a) Explain the features, importance and classification of Financial Service Industry.  
(OR)  
(b) Define and explain the types of fintech services.
7. (a) Explain the functions of RBI.  
(OR)  
(b) Describe the changing role of commercial banking in India.
8. (a) Describe the evolution of Merchant Banking in India.  
(OR)  
(b) Explain the steps in Public Issue Management.
9. (a) Explain the features and stages of Venture Capital Financing.  
(OR)  
(b) Explain the challenges and suggestions for growth of Venture Capital.
10. (a) Give an overview of the factoring scenario in India.  
(OR)  
(b) Explain the concept of Credit Rating and its process.

\*\*\*



Code No: F-19042

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, February 2024**  
**Subject: Advertisement and Retail Management**  
**Paper No. : MB-305 : Elective - Marketing**

Time: 3 Hours

Max. Marks: 70

**PART – A**  
**(Short Answer Type)**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Define Advertising and Discuss its importance
2. Write about Media Strategy
3. Explain the importance of Organized Retailing
4. Retailing in Service sector
5. Explain CRM in Retail

**PART – B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 10 = 50 Marks)**

6. (a) Write about types of Ad appeals with examples.  
(OR)  
(b) Discuss the importance of Creative Strategy in Ad Designing.
7. (a) Explain the role of Technology in Media Planning in Modern Era.  
(OR)  
(b) Explain various Methods used for measuring Ad effectiveness with examples.
8. (a) Narrate Objectives and Functions of Retailing with reference to Organized Retailing.  
(OR)  
(b) Discuss various types of Retail Formats with examples.
9. (a) Distinguish between Organized and Unorganized Retail Sector with an example.  
(OR)  
(b) Discuss the Cultural Challenges faced by International Retail Operators.
10. (a) Explain various Merchandising varieties in Retail Sector.  
(OR)  
(b) Explain the concept of Store Management and its importance.

\*\*\*



Code No: F-19043

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, February 2024**  
**Subject: Industrial Relations and Labour Laws**  
**Paper: MB-305 : Elective : II - HRM**

Time: 3 Hours

Max. Marks: 70

**PART – A**  
**(Short Answer Type)**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Define Industrial democracy and explain the techniques employed to achieve its objectives.
2. What are the types of Industrial disputes?
3. What are the major problems faced by trade unions?
4. Explain the importance of labour welfare.
5. What do you understand by occupational safety? Why is it important?

**PART – B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 10 = 50 Marks)**

6. (a) Assess the impact of economic reforms on industrial relations in India.  
(OR)  
(b) Discuss the Gandhian and system approaches to Industrial relations.
7. (a) Describe collective bargaining and explain the pre-requisites of successful collective bargaining.  
(OR)  
(b) Critically analyze the procedures and practices of Conciliation and Arbitration in India.
8. (a) Discuss the objectives and functions of trade unions.  
(OR)  
(b) Write a note on changing role of trade unions in globalized economy.
9. (a) Explain the structure and activities of ILO.  
(OR)  
(b) What are the salient features of the Code on Social Security, 2020?
10. (a) Analyze the Supreme court verdict in Vishaka Vs St. of Rajasthan case and Write a note on the provisions of the Act to prevent sexual harassment of women at workplace.  
(OR)  
(b) Critically analyze the labour law reforms initiatives in India and write a note on the code of wages, 2019.

\*\*\*\*\*



Code No: F-19045

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, February 2024**  
**Subject: Business Analytics**  
**Paper: MB-305 : Elective - System**

Time: 3 Hours

Max. Marks: 70

**PART – A**  
**(Short Answer Type)**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Write in short notes about Big Data.
2. Define Data Visualization.
3. Discuss about Business Intelligence.
4. Differentiate between Text Analytics and Web Analytics.
5. Write about R Packages.

**PART – B**  
**(Essay Answer Type)**

**Note: Answer all the questions.**

**(5 x 10 = 50 Marks)**

6. (a) Define Business Analytics and Write Categories of Business Analytical Methods.  
(OR)  
(b) Define Data? What are the different types of Data in Business Analytics?
7. (a) Explain Data Visualization and What are the different Visualization Techniques?  
(OR)  
(b) Write about the measures of Central Tendency, Variability.
8. (a) What do you mean by Regression Analysis and its types.  
(OR)  
(b) Write about Data Exploration and Reduction.
9. (a) Discuss about Cutting Plane Algorithm in detail.  
(OR)  
(b) Differentiate about Risk and Uncertainty and discuss their methods.
10. (a) Write about R Functions with examples.  
(OR)  
(b) Discuss about Frames and Subsets with examples.

\*\*\*\*\*