

(6 pages)

Reg. No. :

Code No. : 5630

Sub. Code : PBAM 41

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration – Core

BUSINESS POLICY AND STRATEGIC
MANAGEMENT

(For those who joined in July 2017-2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following SWOT elements are Internal Factors for a business?
 - (a) Strengths and Weaknesses
 - (b) Opportunities and Threats
 - (c) Strengths and Opportunities
 - (d) Weaknesses and Threats

2. Who usually conducts a SWOT Analysis for a Business?
 - (a) Financial Institutions
 - (b) Lawyers
 - (c) Employees
 - (d) Managers

3. Strategic planning is also called as
 - (a) Tactical planning (b) Short term planning
 - (c) Long term planning (d) Business policy

4. Strategic planning is _____ in nature.
 - (a) Descriptive (b) Theoretical
 - (c) Creative (d) Analytical

5. An approach which emphasizes about the knowledge is required to achieve business goals
 - (a) Strategic Process System
 - (b) Strategic Management Information System
 - (c) Strategic Financial System
 - (d) Strategic Process Approval System

6. Strategic management does not involve
- (a) Setting objectives
 - (b) Analyzing the competitive environment
 - (c) Analyzing the internal organisation
 - (d) Analyzing the external organisation
7. _____ is concerned with the overall purpose or objective of the organization (for ex) making decisions such as mergers, acquisitions.
- (a) Business unit level strategies
 - (b) International strategies
 - (c) Corporate strategies
 - (d) Operational strategies
8. _____ is the unique capability that helps an organization in capitalizing upon a particular opportunity.
- (a) Core competence
 - (b) Distinctive competence
 - (c) Strategic competence
 - (d) Threshold competence
9. The time that a company takes to create and produce a new product is classified as
- (a) Management factor (b) Time factor
 - (c) Customer factor (d) Chain factor

10. In response to challenges Arisen by competitors and New entrants the strategy which must be considered as
- (a) Cost leadership
 - (b) Demand inelasticity
 - (c) Differentiated products
 - (d) Both (a) and (c)

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What are the methods of environmental analysis?
- Or
- (b) Explain the micro environment of business.
12. (a) What are the essentials of a good mission statement?
- Or
- (b) Explain the mechanism of formulating a specific policy.
13. (a) When to seek Horizontal Integration?
- Or
- (b) What is Delphi Technique? What are the disadvantages of Delphi Technique?

14. (a) Describe the functional level strategy.

Or

(b) Explain how structure and control match at the business level strategies.

15. (a) Review the role of organizational system in strategic evaluation.

Or

(b) Enumerate the requirements for effective evaluation.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) What is BCG Matrix? How it can be applied to digital marketing strategies?

Or

(b) What are the components of micro and macro environment?

17. (a) Describe the various steps in strategic planning.

Or

(b) What is standard operation plan? Explain its purpose.

18. (a) How do you brainstorm effectively? What are the most effective brainstorming techniques?

Or

- (b) What are the features of strategic information management?

19. (a) Explain the different types of diversification strategies.

Or

- (b) Why do companies initiate merger and acquisitions of other firms?

20. (a) What are the stages in the implementation of strategy?

Or

- (b) Explain how functional strategies do affect the structure and control.
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(6 pages)

Reg. No. :

Code No. : 5631

Sub. Code : PBAM 42

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration – Core

INTERNATIONAL BUSINESS MANAGEMENT

(For those who joined in July 2017-2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. A voluntary export restraints is the opposite form of
 - (a) Import Quotas
 - (b) International Tariffs
 - (c) Subsidies
 - (d) Damping

2. Foreign Currency Exposure can be avoided by
 - (a) Entering into forward contracts
 - (b) Exposure netting
 - (c) Denominating the transaction in Domestic Currency
 - (d) Maintain Foreign Currency Account

3. Globalisation refers to
 - (a) Lower incomes worldwide
 - (b) Less foreign trade and investment
 - (c) Global warming and their effects
 - (d) A more integrated and independent world

4. World trade organization came into force on
 - (a) 27th July 2007
 - (b) 1st January 1995
 - (c) 15th September 1993
 - (d) 1st January 1947

5. Investments made by MNEs are termed as
 - (a) Indigenous Investment
 - (b) Foreign Investment
 - (c) Entrepreneur's Investment
 - (d) None of the above

6. Competitive advantages can best be described as
- (a) Increased efficiency
 - (b) What sets an organization apart
 - (c) Intangible resources
 - (d) Innovation
7. _____ is an indicator of the measurement of success in any organization.
- (a) Poka Yoke
 - (b) 55
 - (c) Performance measures
 - (d) Bench marking
8. Information system support an organizations business operations strategic competitive advantage. Such system is called
- (a) Business Process Reengineering
 - (b) Globalisation
 - (c) Role of information system
 - (d) Competitive advantages

9. Brute – force can be a time honored method for
- (a) Resolving uncertainty
 - (b) Removing errors
 - (c) Removing risk
 - (d) Resolving conflict
10. In negotiations the Interpretation of a cue requires skill because it may be
- (a) Behavioural (b) Verbal
 - (c) Intentional (d) Ambiguous

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What are the methods of Export Promotion?
- Or
- (b) Explain the Export Procedures in India.
12. (a) Discuss the role of the WTO in Trade Liberalisation.
- Or
- (b) Explain the impact of trade liberalization on developing countries.

13. (a) What are the types of Regional Trade blocks?

Or

(b) Discuss the main objectives of the global strategy.

14. (a) What are the main considerations on the strategic planning process?

Or

(b) Why is performance measurement important?

15. (a) Discuss the factors causing conflict in International business.

Or

(b) How negotiation can be used as effective conflict resolution techniques?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) How do you manage exchange rate risk? Explain.

Or

(b) Which is the method of exchange rate determination used now?

17. (a) What is WTO and its functions?

Or

(b) Discuss the objectives of formation of Regional Trade blocks.

18. (a) Explain the concept of global strategic management.

Or

(b) What are steps involved in the strategic planning process?

19. (a) Explain the process of strategic control.

Or

(b) Who are the group of personnel actively involved in strategic control?

20. (a) What is the importance of international business negotiation?

Or

(b) What are the common causes of conflict?

(6 pages)

Reg. No. :

Code No. : 5636

Sub. Code : PBAE 45

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration – Core

Elective - PROJECT FINANCE

(For those who joined in July 2017-2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Situation in which the company replaces existing assets with new assets is classified as
 - (a) Replacement Projects
 - (b) New Projects
 - (c) Existing Projects
 - (d) Internal Projects

2. Which of the following Issue is NOT Covered By 'Investment' Area of Finance?
- (a) Best Mixture of Financial Investment
 - (b) International Aspects of Corporate Finance
 - (c) Associated Risks and Rewards
 - (d) Pricing Financial Assets
3. Cash flows that could be generated from an owned asset by the company but not use in project are classified as
- (a) Occurred cost (b) Mean cost
 - (c) Opportunity cost (d) Weighted cost
4. A portion of profits, which a company retains itself for further expansion, is known as
- (a) Dividends (b) Retained Earnings
 - (c) Capital gain (d) Cost of capital
5. The projects costs are Rs. 15,00,000. The payback period for this investment would be _____.
- (a) 1.58 years (b) 2.08 years
 - (c) 3 years (d) 2.38 years
6. A Firm Reports Total Liabilities of Rs. 3,00,000 and Owner's Equity of Rs. 5,00,000. What would be the Total Worth of the Firm's Assets?
- (a) Rs. 3,00,000 (b) Rs. 5,00,000
 - (c) Rs. 8,00,000 (d) Rs. 11,00,000

7. Which of the following measures the present value of an investment per rupee invested?
- (a) Net Present Value
 - (b) Profitability Index
 - (c) Average Accounting Return
 - (d) Internal Rate of Return
8. Which of the following is measured by Profit Margin?
- (a) Operating Efficiency
 - (b) Asset use Efficiency
 - (c) Financial policy
 - (d) Dividend policy
9. Which of the following refers to the Difference between the Sale Price and Cost of Inventory?
- (a) Net Loss
 - (b) Net Worth
 - (c) Mark up
 - (d) Mark down
10. If SNT Corporation pays out 30% of net income to its shareholders as dividends. What would be the retention ratio for SNT Corporation?
- (a) 30%
 - (b) 50%
 - (c) 70%
 - (d) 90%

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) State the concept of project.

Or

- (b) What are the causes of project finance?

12. (a) Give an account of Capital Cost Time.

Or

- (b) Point out the components of project feasibility study.

13. (a) What is the NPV superior zone? How is it explained?

Or

- (b) Where to the Discount cash flow techniques fail and why?

14. (a) List the advantages and disadvantages of Project appraisal.

Or

- (b) Distinguish between commercial and national profitability.

15. (a) What is 'slack'? Where do slacks exist?
Or
(b) List the types of contracts suitable for project construction activities.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Enlist the classification of projects with suitable examples.
Or
(b) Describe the growth and development of project institutions.
17. (a) Why is a project feasibility study undertaken? Discuss the approaches used in conducting a project feasibility study.
Or
(b) Give an account of 'Performance of value system'.
18. (a) The 'internal rate of return is the best method among the DCF techniques'. Critically examine this statement with proof.
Or
(b) Under what circumstances would the NPV and the IRR rank different projects differently?

19. (a) 'Profitability index method is best for ranking and selection of projects under project appraisal'. Discuss.

Or

- (b) Explain the various project implementation of financial profitability.

20. (a) What is CPM? Explain its significance in the context of project management.

Or

- (b) Narrate the interplay between resource planning and efficient analysis.
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(8 pages)

Reg. No. :

Code No. : 5639

Sub. Code : PBAE 48

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration

Elective – STRATEGIC FINANCIAL MANAGEMENT

(For those who joined in July 2017-2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ provides a financial return to shareholders in excess of their normal return at no expense to other stakeholders.
(a) MVA (b) EVA
(c) SAPM (d) None of the above

2. _____ rests on the premise that the goal of financial management should be to maximize the present wealth of the firm's equity shareholders.
- (a) Financial theory (b) Economic theory
(c) Feasibility study (d) None of the above
3. _____ identifies potential fund services like equity and debt, long or short to sustain investment.
- (a) Fiscal policy (b) Financial policy
(c) Investment policy (d) Trade policy
4. _____ which was normative in approach came to the rescue, spurred on the post war theory.
- (a) Economic theory (b) Political theory
(c) Socio culture (d) None of the above
5. _____ is a foreword between flexibility and uniformity in financial management.
- (a) Trade off (b) Sell off
(c) Profitability (d) Financial distress

6. _____ is used with payback to assess the investment profitability.
- (a) Accounting rate of return
 - (b) Net present value
 - (c) Annual rate of return
 - (d) None of the above
7. _____ is rarely easy to compute and in exceptional cases is not a real number.
- (a) Internal rate of return
 - (b) Payback
 - (c) Annual rate of return
 - (d) None of above
8. _____ must be removed from fixed costs because it is not a cash flow.
- (a) Depreciation (b) Discount
 - (c) Break even (d) Profitability
9. Lease is an agreement for the use of assets for a
- (a) Specified rental
 - (b) Non specified rental
 - (c) Financial stability
 - (d) Financial strategy

10. Capital expenditure decisions often represent the most important decisions taken by a
- (a) Individual
 - (b) Group of people
 - (c) Firm
 - (d) None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write a note on strategic planning.

Or

- (b) Write a note on the financial decisions.

12. (a) What do you mean by investment decisions?

Or

- (b) What is corporate strategy? Give an example.

13. (a) Write a note on financial restructuring.

Or

- (b) What are the various financing options that are followed in finding a good capital structure?

14. (a) How do you evaluate decisions relating to leasing or buying alternatives?

Or

- (b) Write notes on the following :

- (i) Trade off
- (ii) Financial distress.

15. (a) Write a note on takeover strategy.

Or

- (b) Briefly explain Gordon's relevance of theory of dividends.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) What do you mean by strategic financial management? Explain its scope.

Or

- (b) Discuss the importance of strategic financial management.

17. (a) Explain the long term investment plan analysis with risk and return.

Or

- (b) A large sized chemical company has been expected to grow at 14% per year for the next 4 years and then to grow indefinitely at the same rate as the national economy i.e. 5%. The required rate of return on equity is 12%. Assume that the company paid a dividend of Rs. 2 per share last year ($D_0 = 12$).

Determine the market price per share using Gordon dividend growth model?

18. (a) What is corporate restructuring? Explain the features of corporate restructuring.

Or

- (b) Explain the merger and dilution effect on earnings per share.

19. (a) Discuss the process of evaluating leasing from the lessor's perspective.

Or

- (b) Write short notes on the following :

- (i) Sell off
- (ii) Market value added
- (iii) Buyback of shares
- (iv) LBO.

20. (a) Following are the details regarding three companies A Ltd., B Ltd., C Ltd.,

Particulars	A Ltd., B Ltd., C Ltd.,		
Internal Rate of Return	15%	5%	10%
Cost of equity	10%	10%	10%
Earnings per share	Rs. 8	Rs. 8	Rs. 8

Calculate the value of equity share for each of the company applying Walter's model when dividend payout ratio (D/P ratio) is

- (i) 50%
(ii) 75%.

Or

- (b) Large company is acquiring small company on a share exchange basis. Their selected data are as follows :

	Large Company	Small Company
Profit after tax (Rs. In lakhs)	56	21
Number of share (Lakhs)	10	8.4
Earnings per share	5.6	2.5
Price earnings ratio	12.5	7.5

Determine :

- (i) Pre merger market value per share
 - (ii) The maximum exchange ratio large company should offer without the dilution of
 - (1) EPS
 - (2) Market value per share.
-

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Reg. No. :

Code No. : 5640

Sub. Code : PBAE 4 A

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration – Elective

TRAINING AND DEVELOPMENT

(For those who joined in July 2017-2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ enhances efficiency and develops a systematic way of performing duties and assigned task.
(a) Training (b) Development
(c) Skill (d) Learning

2. Training increases the _____ of employees.
- (a) Skills
 - (b) Education
 - (c) Morale
 - (d) Interest
3. A _____ is a regular review of an employee's job performance and overall contribution to a company.
- (a) Marketing appraisal
 - (b) Management appraisal
 - (c) Socio economic appraisal
 - (d) Performance appraisal
4. Which of the following is not the training method?
- (a) Executive Training
 - (b) Employee Training
 - (c) On-The-Job Training
 - (d) Off the job Training
5. The simplest and most popular technique for appraising performance is
- (a) Graphic scale rating
 - (b) Ranking
 - (c) Paired comparison
 - (d) Forced distribution method

6. _____ is similar to grading on a curve.
- (a) MBO
 - (b) 360 degree performance appraisal
 - (c) Paired comparison method
 - (d) Forced distribution method
7. _____ is a management model that aims to improve the performance of an organization.
- (a) Management By Objectives
 - (b) Project management
 - (c) Evaluation process
 - (d) Morale
8. _____ in human resources is defined as the job satisfaction, outlook and feelings of well-being an employee has within a workplace setting.
- (a) Employee motivation
 - (b) Employee morale
 - (c) Employee training
 - (d) Employee satisfaction

9. _____ means involving workers in the decision making process.
- (a) Stress management
 - (b) Product management
 - (c) Participative management
 - (d) Operations management
10. The programs in place to help develop an executive employee's, or potential executive employees, performance, skills, or competencies refers to
- (a) Self development
 - (b) Organizational development
 - (c) Social development
 - (d) Executive development

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) State the objectives of training and development.

Or

- (b) Write a short note feature of training methods.

12. (a) What are the skills required for a manager?

Or

(b) List out the importance of executive development.

13. (a) Infer the purpose of conducting periodic performance appraisals.

Or

(b) Outline the significance of performance appraisal.

14. (a) Differentiate between individual and group morale.

Or

(b) How do you measure morale?

15. (a) Discuss briefly about the concept of participative management.

Or

(b) Write a note on quality circles.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Explain in detail about the training given for various level of employees.

Or

- (b) Bring out the salient features of the various training methods.

17. (a) Enumerate the components of management development programme.

Or

- (b) Examine the various types of on the job techniques.

18. (a) Describe in detail about the modern appraisal methods.

Or

- (b) Elucidate the process of Management by Objectives (MBO).

19. (a) Exemplify the merits and demerits of employee morale.

Or

(b) Describe in detail about the various measures for improving morale.

20. (a) Evaluate in detail about the advantages and disadvantages of employee participation.

Or

(b) Critically analyze about the features of quality of work life.

(6 pages)

Reg. No. :

Code No. : 5643

Sub. Code : PBAE 4 D

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration – Elective

STRESS MANAGEMENT

(For those who joined in July 2017-2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Stress is _____.
 - (a) External force
 - (b) Internal resistive force
 - (c) Axial force
 - (d) Radial force

2. Which of the following are the basic sources of stress _____?
- (a) The environment (b) Social stressors
(c) Physiological (d) All the above
3. The following are the characteristics of negative stress _____.
- (a) It causes anxiety
(b) It feels unpleasant
(c) It decreases performance
(d) All of the above
4. In a career development focus, information about individual interests and preferences is a part of _____.
- (a) Training and development
(b) Performance appraisal
(c) Recruiting and placement
(d) Human resource planning
5. Career plateau _____.
- (a) Will affect career growth
(b) Is a welcome feature
(c) Makes individual happy to be there
(d) Does not happen at all

6. Job enrichment _____.
- (a) Is not receivable
 - (b) Helps to overcome career plateau
 - (c) Make an employee gain interest
 - (d) Both (b) and (c)
7. Crisis _____.
- (a) Can teach a lesson
 - (b) Cannot be managed at all
 - (c) Never arises in an organization
 - (d) Always relates to individuals
8. Following are the reason for conflict at workplace EXCEPT _____.
- (a) Personality clashes
 - (b) Compliance with policies
 - (c) Ineffective management
 - (d) Competition for scarce resources
9. Yoga _____.
- (a) Is meant for only old people
 - (b) Is useful in reducing stress
 - (c) Cannot be performed always
 - (d) Increase stress

10. _____ is widely used for human relations and leadership training.

- (a) Business games (b) Role playing
(c) Case study method (d) Job rotation

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the sources of stress.

Or

(b) Discuss the techniques for reducing stress.

12. (a) Illustrate the barriers in time management.

Or

(b) Describe the implications of sensible delegation in time.

13. (a) What is career plateau? Explain its types.

Or

(b) How can a fresh start be made?

14. (a) What are the different types of crisis? Explain the cost-benefit analysis of organizational *crisis* management.

Or

- (b) Define cohesion. Explain various factors influencing group cohesiveness.

15. (a) Explain various factors influencing the development for one's personality.

Or

- (b) Examine the significance of meditation.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Discuss the methods of managing stress.

Or

- (b) Explain the current practices followed by Indian organization to reduce employees stress.

17. (a) Explain the basic principles of time management.

Or

- (b) List out and explain the techniques for conquering procrastination.

18. (a) What is Career plateau? Discuss about the plateau performer and organizational issues Associated with it.

Or

- (b) What is sabbatical leave? Explain about duration, restrictions and salary of sabbatical Leave.

19. (a) Define crisis management. Explain three stages of crisis management in detail.

Or

- (b) Giving example, explain the importance of workplace Humour.

20. (a) Enumerate the efforts required by an individual for self development.

Or

- (b) What are the factors involved in effective decision making? Explain various models of Decision making.

(6 pages)

Reg. No. :

Code No. : 5644

Sub. Code : PBAE 4 E

MASTER OF BUSINESS ADMINISTRATION (CBCS)
DEGREE EXAMINATION, NOVEMBER 2022.

Fourth Semester

Business Administration – Elective

SUPPLY CHAIN MANAGEMENT

(For those who joined in July 2017-2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The ability of an organization to differentiate from competition and operate at a lower cost with greater profit is
 - (a) Competitive advantage
 - (b) Productivity advantage
 - (c) Value advantage
 - (d) Cost advantage

2. The time and space gap between a firm's immediate material sources and its processing points refers to
 - (a) Physical distribution channel
 - (b) Logistics channel
 - (c) Physical supply channel
 - (d) Supply chain

3. _____ refers to how close the forecast comes to the actual demand level
 - (a) Strategic fit
 - (b) Forecast error
 - (c) Managing demand
 - (d) Actual demand

4. _____ exhibits swings in demand pattern lasting more than a year
 - (a) Trend component
 - (b) Seasonal component
 - (c) Irregular component
 - (d) Cyclic component

5. The intermediaries that coordinate transportation arrangement for shippers, consignees and carriers are
 - (a) Brokers
 - (b) Freight forwarders
 - (c) Agents
 - (d) Middlemen

6. _____ decreases as a firm moves from a decentralized to a centralized system.
- (a) Service level
 - (b) Overhead cost
 - (c) Customer lead time
 - (d) Safety stock
7. Which one is the major phase of standardization of information technology?
- (a) Communication
 - (b) Collaboration
 - (c) Proprietary
 - (d) All of the above
8. _____ is a significant change in inter company information systems.
- (a) Just in time
 - (b) Electronic Data Interchange
 - (c) Quick response
 - (d) ERP
9. _____ is a major component of logistics had always been outsourced
- (a) Value added services
 - (b) Transport
 - (c) Inventory
 - (d) Contract

10. _____ is an extension of trucking, warehousing and distribution
- (a) 3 PL (b) 4 PL
(c) Logistics (d) Supply chain

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Discuss briefly about the importance of supply chain.

Or

- (b) Write a short note on transportation in supply chain.

12. (a) Distinguish between the competitive and supply chain strategies.

Or

- (b) Summarize the elements in supply chain demand management.

13. (a) What are the characteristics of transportation?

Or

- (b) Infer the key issues in routing and scheduling.

14. (a) Interpret the concept of information technology in supply chain management.

Or

- (b) Highlight the type E-business in practice.

15. (a) List out the benefits of outsourcing.

Or

- (b) Give an account of the concept 3 PLs.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Bring out the key issues in supply chain management.

Or

- (b) Elaborate in detail about the supply chain drivers.

17. (a) Describe the pros and cons of different methods of forecasting.

Or

- (b) Elucidate the important issues in the forecasting and forecasting error.

18. (a) Discuss in detail about the types of inventory in a supply chain.

Or

- (b) Critically analyze the importance of an effective transportation system.

19. (a) Explain in detail about importance and use of information technology.

Or

- (b) Exemplify the value of E-business in different industries.

20. (a) Enumerate the impact of the internet on supply chain in various industries.

Or

- (b) Demonstrate the merits and demerits of various methods for coping with the bull whip effect.
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(6 pages)

Reg. No. :

Code No. : 5646

Sub. Code : PBAE4G

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration – Elective

PROCUREMENT AND QUALITY MANAGEMENT

(For those who joined in July 2017-2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. An open purchase order means
 - (a) Delivery of goods not yet completed
 - (b) Price not prescribed
 - (c) Quantum of goods is not mentioned
 - (d) All the above

2. In a business transaction, a document issued by the buyer and authorizes a seller to provide a specified quantum of product or service at a specified price can be termed as
- (a) Quotation
 - (b) Invoice
 - (c) Inward note
 - (d) Purchase order
3. Following are included in the 10C's Model of supplier evaluation except
- (a) Culture
 - (b) Cash
 - (c) Convenience
 - (d) Communication
4. In procurement management, VMI stands for
- (a) Vendor measurement index
 - (b) Vendor managed inventory
 - (c) Varied management interest
 - (d) Virtual measurement indicator
5. Items which are not in working order, outlived its normal working life and are beyond economic repair can be termed as
- (a) Scrap stores
 - (b) Surplus stores
 - (c) Obsolete stores
 - (d) Unserviceable stores

6. All the following systems are used for coding goods in stores except
- (a) Mnemonic system
 - (b) Arbitrary system
 - (c) Brisch system
 - (d) Glossary system
7. The PDCA cycle concept was developed by
- (a) Walter A Shewhart
 - (b) Joseph M. Juran
 - (c) Edwards Deming
 - (d) Philip Crosby
8. The Japanese term 'SEISO' means
- (a) Standardise
 - (b) Systemise
 - (c) Sanitise
 - (d) Self-discipline
9. The following statements relating to the QFD process are correct except
- (a) Improves customer satisfaction
 - (b) Promotes teamwork
 - (c) Demotes better understanding of customer demands
 - (d) Focuses on the design efforts
10. Performance benchmarking is otherwise known as
- (a) Strategic benchmarking
 - (b) Competitive benchmarking
 - (c) Internal benchmarking
 - (d) Functional benchmarking

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the fundamentals of ethics in purchase management.

Or

- (b) What are the five principles of negotiation behavior? Explain.

12. (a) Explain the key features of supplier quality survey.

Or

- (b) Explain the significance of quality control in supply chain management.

13. (a) What are the factors that determine the layout out of stores? Explain.

Or

- (b) Write short notes on decentralized stores with illustration.

14. (a) List out the objectives of 5-S housekeeping.

Or

- (b) Mention some benefits of using POKA YOKE.

15. (a) Give the reasons for using benchmarking.

Or

(b) List the major goals of implementing TPM.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the significance of purchasing.

Or

(b) Explain the required elements of a complete purchase order.

17. (a) List and explain the benefits and risks of outsourcing.

Or

(b) Explain the risks associated with online procurement for a firm.

18. (a) List and explain the purpose of condification in materials management.

Or

(b) Explain the advantages and disadvantages of centralized stores.

19. (a) Describe the 8D methodology for systematic problem solving in product and process improvement.

Or

- (b) Explain the benefits derived from Kaoru Ishikawa's 'company wide quality' concept.

20. (a) List the benefits and limitations of implementing BPR in a company.

Or

- (b) Explain the phases of QFD process and give the benefits of using QFD.
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(6 pages)

Reg. No. :

Code No. : 5648

Sub. Code : ZBAM 11

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

First Semester

Business Administration – Core

PRINCIPLES OF MANAGEMENT AND BUSINESS
ETHICS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. One Head One Plan is the principle of
 - (a) Division of work
 - (b) Discipline
 - (c) Unity of Direction
 - (d) Unity of command

2. The process of filling all position in an organisation is
 - (a) Directing
 - (b) Staffing
 - (c) Planning
 - (d) Controlling
3. The premises which can be quantified is
 - (a) External premises
 - (b) Jangible premises
 - (c) Controllable
 - (d) Uncountable
4. A historical series of data which is decomposed into trend, seasonal, cyclical variations is
 - (a) Time services analysis
 - (b) Extrapolation
 - (c) Regression Analysis
 - (d) Econometric Models
5. The decisions which involve long-term commitments of large investment.
 - (a) Strategic
 - (b) Routins
 - (c) Programmed
 - (d) Organisational
6. Grouping of similar activities is
 - (a) Structure
 - (b) Departmentation
 - (c) Span of control
 - (d) Decision making

7. The communication between people who are neither in the same department nor on the same level of organisation structures.
- (a) Informal (b) Upward
(c) Downward (d) Diagonal
8. An analysis which has inter-relationships between cost of production, volume of production and profits is
- (a) BEA
(b) Budgeting
(c) Management Auditing
(d) Survey feedback
9. The thing which is accurate, adequate and timely disclosure of relevant information is
- (a) Transparency (b) Accountability
(c) Globalisation (d) Merit-Bases
10. The long-term plan which has been chosen deliberately and consciously after a thorough analysis of Internal and External Environment is
- (a) Shared values (b) Strategy
(c) Structure (d) System

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) "Management is regarded as an art by someone, science by other" – In the light of this statement. Justify your reasons with valid explanation.

Or

- (b) Various roles demand the managers to have variety of skills" – Evaluate the statement.

12. (a) "Planning is a rational activity" – Evaluate and explain various types of multious plan.

Or

- (b) Evaluate the process of Decision making.

13. (a) Formal and informal organisations are not two different forms but dimensions of same organisation – Bring out clearly the difference between two.

Or

- (b) How the delegation takes place in an organisation?

14. (a) Make a critical study of Maslow's Theory.

Or

(b) Analyse Mc Gregor's Theory X and Theory Y.

15. (a) Explain the process of Total Quality Management.

Or

(b) Explain the benefits of Code of Ethics.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) A manager plans, organises, staffs, directs and control – discuss.

Or

(b) Explain the various levels of management.

17. (a) Explain the process of MBO?

Or

(b) How the forecasting techniques is classified?

18. (a) Analyze the factors influencing span of control.

Or

(b) Explain the causes of line and staff conflict.

19. (a) Evaluate the techniques of controlling.

Or

(b) Assess the channels of communication.

20. (a) Weigh the Corporate Social Responsibility on the point of stakeholders.

Or

(b) Recommend SEBI code of Corporate Governance.

(6 pages)

Reg. No. :

Code No. : 5649

Sub. Code : ZBAM 12

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

First Semester

Business Administration – Core

ORGANISATIONAL BEHAVIOUR

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Organizational behavior is _____.
 - (a) a Science
 - (b) an art
 - (c) a science as well as an art
 - (d) none of the above

2. Scope of organizational behavior does not include _____.
- (a) Leadership (b) Perception
(c) Job design (d) Technology
3. An attitude can be influenced from a person
- (a) Cognition (b) Affect
(c) Behaviour (d) All of the above
4. Values of a person _____.
- (a) are core principle
(b) are stable over time
(c) both (a) and (b)
(d) none of the above
5. Which of the following is a need that motivates human behavior as per the achievement motivation theory?
- (a) Power (b) Affiliation
(c) Achievement (d) All of the above
6. Emotional intelligence is also known as _____.
- (a) Emotional Quotient
(b) Equality
(c) Value
(d) Attitude

7. The first step in conflict diagnosis is to describe the _____.
- (a) Conflict
 - (b) Disputant
 - (c) Motive
 - (d) Position
8. There is usually _____ source of any given conflict.
- (a) Single
 - (b) Multiple
 - (c) Sole
 - (d) Distinct
9. Organisation doesn't include _____.
- (a) By whom will be done
 - (b) When will be done
 - (c) What will be done
 - (d) How will be done
10. The following is not a principle of organization.
- (a) Principle of exception
 - (b) Principle of balance
 - (c) Principle of complexity
 - (d) Principle of co-ordination

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Discuss the various OB Models.
Or
(b) State the objectives of OB.
12. (a) Describe the Determinants of personality.
Or
(b) How are attitude formed? Explain.
13. (a) Explain the characteristics of motivation.
Or
(b) How to improve the emotional intelligence?
14. (a) List out the process of conflict.
Or
(b) Bring out the advantages of group decision making.
15. (a) How do you manage resistance to change in the workplace?
Or
(b) What are the reasons for resistance to change?

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) State the important concept of OB.

Or

- (b) Enumerate the importance of OB.

17. (a) Discuss the influence of personality on behavior.

Or

- (b) Explain Eight Stage approach to personality development.

18. (a) Elaborate the Maslow's hierarchy of needs theory.

Or

- (b) What are the types of emotional intelligence?

19. (a) Examine the various types of group.

Or

- (b) Discuss the causes of conflict in the workplace.

20. (a) Bring out the key elements of organizational structure.

Or

(b) Enumerate the importance of organizational culture.

(7 pages)

Reg. No. :

Code No.: 5650

Sub. Code: ZBAM 13

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

First Semester

Business Administration – Core

MANAGERIAL ECONOMICS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Goods for which demand goes down when income goes up are called
 - (a) Public Goods
 - (b) Inferior Goods
 - (c) Normal Goods
 - (d) Private Goods

2. _____ shown by the upward movement along the same demand curve.
- (a) Decrease in Demand
 - (b) Increase in Demand
 - (c) Contraction in Demand
 - (d) Extension in demand
3. Which of the following explains the short-run production function?
- (a) Law of Demand
 - (b) Law of Variable Proportion
 - (c) Returns to Scale
 - (d) Elasticity of Demand
4. Which of the following is not a capital budgeting decision?
- (a) Expansion Programme
 - (b) Acquisition of Long term Assets
 - (c) Replacement of an existing Asset
 - (d) Inventory control

5. If new firms enter a monopolistically competitive market, the demand curves for the existing firms will:
- (a) Shift to the left and become more price inelastic
 - (b) Shift to the left and there will be no change in price elasticity
 - (c) Shift to the left and become more price elastic
 - (d) Shift to the right and there will be no change in price elasticity
6. Under which of the following forms of market structure a firm does has no control over the price of its product?
- (a) Monopoly
 - (b) Monopolistic competition
 - (c) Oligopoly
 - (d) Perfect competition
7. Increase in cash reserve ratio (CRR) by the RBI will result in:
- (a) Initially increase the supply but later on decrease automatically
 - (b) No impact on the supply of money in the economy
 - (c) Decrease the supply of money in the economy
 - (d) Increase the supply of money in the economy

8. Understanding the business cycle is important for business managers because _____
- (a) They affect the demand for their products
 - (b) They affect their profits
 - (c) To frame appropriate policies and forward planning
 - (d) All the above
9. Which one of the following has benefited least because of globalisation in India?
- (a) Agriculture Sector (b) Industrial Sector
 - (c) Service Sector (d) Secondary Sector
10. Floating exchange rate is determined by
- (a) Mutual consultations between countries
 - (b) Banking System
 - (c) Government
 - (d) Market Forces

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Define Law of Demand. What are its exceptions?

Or

- (b) Explain 'Equi-Marginal Concept'.

12. (a) Discuss the different steps involved in the capital budgeting process.

Or

- (b) Write a brief note on 'Opportunity Cost'.

13. (a) Narrate the main features of Monopolistic Competition.

Or

- (b) What is market penetration?.

14. (a) Analyse the effects of inflation on business.

Or

- (b) Define Monetary Policy and explain the objectives of Monetary Policy.

15. (a) Summarise the arguments against the operations of MNCs on the Indian Economy.

Or

- (b) Enumerate the principal items in the balance of payments of a country.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Discuss the role of Managerial Economist in modern business management.

Or

- (b) Why does a demand curve slope downwards to the right?

17. (a) State and explain the Law of Returns to Scale.

Or

- (b) Discuss the nature of the short-run and long-run cost curves. Why is the long-run cost curve flatter than the short-run curve?

18. (a) Explain the Pricing over the Life Cycle of a product.

Or

- (b) Analyse price and output determination under price leadership by a dominant firm.

19. (a) Explain the various concepts of national income in detail.

Or

(b) "The Trade cycle is a purely monetary phenomenon." Discuss.

20. (a) How can an unfavourable balance of payments be corrected? Explain in brief.

Or

(b) Examine the impact of globalization on the
(i) External sector and (ii) Indian enterprises.

(8 pages)

Reg. No. :

Code No. : 5651

Sub. Code : ZBAM 14

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

First Semester

Business Administration — Core

QUANTITATIVE TECHNIQUES

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. A function $f : A \rightarrow B$ is _____ if $f(A) = B$
 - (a) onto
 - (b) one-one
 - (c) sequence
 - (d) series

2. The second derivative of $3x^2$ is _____
 - (a) $6x$
 - (b) 6
 - (c) $3x$
 - (d) $5x$

3. The contribution of various components in a system is represented by a circle then it is called ————— chart
- (a) line (b) bar
(c) pie (d) histogram
4. The variance of the binomial distribution is _____
- (a) npq (b) np
(c) $p(1-p)$ (d) $1-p$
5. The mean of the Poisson distribution is _____
- (a) $m+1$ (b) npq
(c) m (d) $1-p$
6. The hypothesis is false but our test accept, then it is called _____ error
- (a) Type II (b) Type
(c) Type III (d) Type IV
7. The change in two variables in opposite direction is called _____ correlation
- (a) positive (b) skewed
(c) negative (d) kurtosis

8. The technique of testing the significance of the difference of two or more means is called _____
- (a) ANOVA (b) correlation
(c) test of significance (d) none
9. The _____ index measures change in total monetary worth.
- (a) value (b) under
(c) index (d) time series
10. The quantitative method used to determine patterns in data collected over time is called _____
- (a) probability (b) index
(c) time series (d) data collection

PART B — (5 × 5 = 25 marks)

Answer ALL questions by choosing either (a) or (b).

11. (a) Find the elasticity of supply function
 $x = 2p^2 + 5$.

Or

- (b) Find the product of the matrices A and B if

$$A = \begin{pmatrix} 3 & 1 \\ 2 & 4 \\ 7 & 4 \end{pmatrix} \text{ and } B = \begin{pmatrix} 8 & 0 & 5 \\ 3 & 2 & 1 \end{pmatrix}.$$

12. (a) Determine the probability of drawing either an ace or a heart in a well shuffled deck of playing cards.

Or

- (b) A hundred companies in a state declared dividend as given below. Calculate the variance assume that the company declares 8% dividend falls in class 8–16.

Dividend :	0-8	8-16	16-24	24-32	32-40
No. of companies :	30	60	80	20	10

13. (a) A book containing 100 misprints distributed randomly through out its 100 pages. What is the probability that a page observed at random contains atleast 2 misprints?

Or

- (b) The mean of a binomial distribution is 4 and s.d is $\sqrt{3}$ then calculate n, p and q.

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[P.T.O.]

14. (a) Discuss about steps involved in ANOVA.

Or

- (b) A company got the following figure from its past records. Find the regression line of Y on X. What is the estimated revenue when 9 lakhs is spent on a day

X Amount spend : 3 4 4 6 8

Y revenue : 4 5 6 8 10

15. (a) Write about four kinds of variation in time series.

Or

- (b) Write about types of index numbers.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

16. (a) Find the inverse of the matrix $\begin{pmatrix} 1 & 1 & 1 \\ 1 & 2 & -3 \\ 2 & -1 & 3 \end{pmatrix}$.

Or

- (b) Find the maxima and minima for the function $y = 2x^3 + 3x^2 - 36x + 16$.

17. (a) Assume that we have one box containing 10 balls distributed as follows :

Three are coloured and dotted.

One is coloured and striped.

Two are Gray and dotted.

Four are Gray and striped. Suppose someone draws a coloured ball from the box. What is the probability that it is dotted? What is the probability it is striped?

Or

- (b) Calculate the mean deviation about mean for the data 12, 23, 80, 35, 43, 72, 59, 100, 53, 133.

18. (a) From a box containing 100 transistors in which 20 are defective and suppose 10 are selected from that box then find the probability that

(i) all 10 are good

(ii) all 10 are defective

(iii) at most 3 are defective

(iv) at least one is defective

Or

- (b) Explain the steps involved in testing of hypothesis.

19. (a) Calculate the rank correlation coefficient for the following data of ranks of two tests given to the candidates for Maths and Statistics for Managers.

Test I : 92 89 87 86 83 77 71

Test II : 86 83 91 77 68 85 52

Test I : 63 53 50

Test II : 82 37 57

Or

- (b) The following data relate to marks obtained by 250 students in Maths and Science. The coefficient of correlation between marks in the subjects is +.8 Find the two regression equation and estimate the marks obtained by a student in Science who secured 50 marks in Maths

Subject	Average	S.d
Maths	48	4
Science	55	5

20. (a) Explain cyclical variation with suitable example.

Or

(b) Calculate the index numbers keeping 1980 as base year

Year	1980	1985	1990	1995
Number	9.3	6.5	9.6	10.1

Reg. No. :

Code No. : 5652

Sub. Code : ZBAM 15

M.B.A.(CBCS) DEGREE EXAMINATION,

NOVEMBER 2022.

First Semester

Business Administration – Core

ACCOUNTING FOR MANAGERS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The Profit made by a concern during the past one year would be the capital increased by Rs.40,000 and drawing amounted to Rs.10,000
 - (a) 40,000
 - (b) 30,000
 - (c) 50,000
 - (d) 10,000

2. Interest on drawing is
 - (a) expenditure for the business
 - (b) Income to proprietor
 - (c) Gain for the business
 - (d) None of the above
3. Overhead cost is the total of
 - (a) All indirect cost
 - (b) All direct cost
 - (c) Direct and indirect costs
 - (d) Specific cost
4. Indirect material scrap is adjusting along with
 - (a) Prime cost (b) Works cost
 - (c) In P & L a/c (d) In trading a/c
5. An estimated cost per unit in long run, which enables the company to achieve its per unit target, operating income is classified as
 - (a) Target operating income per unit
 - (b) Target cost per unit
 - (c) Total current full cost
 - (d) Total cost per unit

6. Activity based costing
- (a) Uses a plant – wide overhead rate to assign overhead
 - (b) is not expensive to implement
 - (c) Typically applies overhead costs using direct labour-hours
 - (d) uses multiple activity rate
7. A flexible budget is
- (a) Budget for difference capacity levels
 - (b) Budget for different department
 - (c) Budget for receipts and payments
 - (d) None of the above
8. Consumption of raw material is based on
- (a) Sale (b) Production
 - (c) Cash (d) Market
9. Variance analysis involves
- (a) dividing variance according to causes
 - (b) fixing responsibility for loss
 - (c) Identify gains in working
 - (d) None of the above

10. Standard hour represents
- Time taken by workers for production
 - Expected number of hours the factory should work
 - output of different kinds expressed in terms of hours
 - focused on working hours

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Differentiate Journal from Ledger.

Or

- (b) Salqain Mustaq of Karachi is not an expert in accounting. He prepared the following trial balance. You are requested to correct it prepare a corrected trial balance

S.No	Name of the Account	L.F.	Debit Balance Rs.	Credit Balance
1	Capital		-	15,560
2	Sales		-	27,560
3	Sales Return		-	980
4	Drawings		5,640	-
5	Sundry Debtors		-	5,300
6	Freehold premises		7,410	-
7	Purchases		12,680	-
8	Returns outwards		2,640	-

S.No	Name of the Account	L.F.	Debit Balance Rs.	Credit Balance
9	Loan form sharma		-	2,500
10	Sundry Creditors		5,280	-
11	Administration Expenses		7,840	-
12	Cash in hand		1,420	-
13	Bills payable		1,000	-
14	Wages		5,980	-
15	Opening stock		-	2,640
16	Factory expenses		4,650	-
			<u>54,540</u>	<u>54,540</u>

12. (a) Examine the purpose of cost accounting

Or

(b) Srikar and Co., produces a product through two processes 'J' and 'K'. Prepare the process accounts from the following details relating to march 2007.

	Process J Rs.	Process K Rs.
Material	45,000	15,000
Labour	60,000	25,000
Chargeable Expenses	5,000	10,000

The overheads amounting to Rs. 17,000 are to be apportioned on the basis of labour.

13. (a) Describe the main advantages of Target costing.

Or

- (b) Examine the scope of Stores Management.

14. (a) Illustrate prerequisites and pitfalls in forecasting.

Or

- (b) Draw up a flexible budget for production at 75% and 100% capacity on the basis of the following data for a 50% activity

Particulars	Per unit Rs.
Materials	100
Labour	50
variable expenses (direct)	10
Administrative expenses (50%Fixed)	40,000
Selling and Distribution expenses (60% fixed)	50,000
present production(50% activity)	1,000 units

15. (a) Discuss the various steps involved in standard costing.

Or

- (b) Calculate the material mix variance from the following Material.

Material	Standard	Actual
A	90 units at Rs.12 each	100 units at Rs.12 each
B	60 units at Rs.15 each	50 units at Rs.16 each

PART C — (5 × 8 = 40 marks)

Answer ALL the questions Choosing either (a) or (b).

16. (a) The following are the ledger balances extracted from the books of weifa

	Rs.		Rs.
Weifa's capital	50,000	Sales	3,01,000
Bank overdraft	8,400	Return inwards	800
Furniture	5,200	Discount (cr)	800
business Premises	40,000	Taxes and Insurance	4,000
Creditors	26,000	General Expenses	8,000
Opening Stock	44,000	Salaries	18,000
Debtors	36,000	Commission allowed	4,400
Rent from tenants	2,000	carriage on purchases	3,600
purchases	2,20,000	Provision for doubtful debts	1,000
		Bad debts written off	1,600

Adjustments

- (i) Stock on hand on 31.12.1995 was estimated as Rs.40,120
- (ii) Write off depreciation on business premises Rs.600 and furniture's Rs. 520
- (iii) Make a provision of 5% on detors for bad And Doubtful debts
- (iv) Allow interest on capital at 5% and carry forward Rs. 1,400 for unexpired insurance. Prepare final accounts for the year ended 31.12.1995

Or

- (b) A second hand machine was purchased on 1-1-90 for Rs.30,000 and repair charges amounted to Rs60,000. It was installed at a cost Rs. 4,000. On 1 st July 1991, another machine was purchased for Rs.26,000. On 1st July 1992 the first machine was sold for Rs.30,000. On the same day. One more machine was bought for Rs.25,000. On 31-12-92, the machine bought on 1 st July 1991 was sold for Rs.23,000. Accounts are closed every year on 31 st December. Depreciation is written off at 15% per annum. Prepare the machinery A/c for 3 years ending 31-12-92.

17. (a) Ramsons Ltd. Produces a product which goes through three processes A, B AND C before it is finished and sent to the godown for distribution. From the following details. ascertain the cost of the product at the end of each stage of production.

Particulars	Process A	Process B	Process C
	Rs.	Rs.	Rs.
Raw Material	10,000	-	-
Other Direct Materials	30,000	20,000	10,000
Direct Wages	10,000	20,000	30,000
Overheads	10,000	8,000	20,000
Output in Units	15,000	14,000	17,000
Opening Stock (Units from Previous process)	-	6,000	5,000
Closing Stock (units from previous process)	-	5,000	1,000

Or

- (b) From the following information, prepare a cost sheet for the month of December 2010.

Particulars	Rs.
Stock on hand 1 st Dec 2010	
Raw materials	25,000
Work-in-progress	8,200

Particulars	Rs.
Finished goods	17,300
Raw materials consumed during Dec.2010	21,000
Works cost for the month (After adjusting Work in Progress)	48,400
Cost of Production of goods sold	53,200
Purchase of Raw Materials	21,900
Carriage on purchases	1,100
Sale of finished goods	72,300
Direct Wags	17,200
Direct Expenses	1,200
Factory overheads	9,100
Administration overheads	3,200
Selling and Distribution overheads	4,200

18. (a) Describe the key features of target costing.

Or

(b) “Store Management is very important to Management Skill” – Justify.

19. (a) The cost of an article at a capacity level of 10,000 units is given under A below. For a variation in capacity above or below this level, the individual expenses vary as indicated in B below:

Particulars	A (Rs.)	B	
Materials Cost	50,000	100%	Varying
Labour Cost	30,000	100%	”
Power	3,000	80%	”
Repair and Maintenance	3,500	80%	”
Stores	2,000	100%	”
Inspection	800	25%	”
Depreciation	10,000	100%	”
Administration overhead	3,600	25%	”
Selling overhead	4,500	50%	”
Total	1,07,400		
Cost per unit	10.74		

Find out the unit cost of the product under each individual expense at production levels of 8,000 units and 12,000 units.

Or

(b) Illustrate the Zero base Budgeting concept

20. (a) The standard mix of product A2 is as following:

Kgs	Material	Price per kg (Rs)
45	X	6.00
25	Y	4.50
30	Z	9.50

The standard loss in production is 10% of input. There is no scrap value. Actual production for a month was 7,425 Kgs. of A2 from 80 mixes. Actual consumptions and purchases of material during the month were.

Kgs	Material	Price per Kg(Rs.)
4,200	X	6.50
1,700	Y	4.50
2,600	Z	9.75

You are required to calculate the following variances for presentation to the management Material Cost Variance, Material Price Variance, material Mix Variance, Material Yield Variance.

Or

- (b) The following information relates to the manufacturing process of a company:

Number of employees : 200
Weekly hours worked : 40
Standard Wage rate : 0.50 per hour
Standard output : 250units per hour

During the first week of February four employees were paid at 0.45 per hours and two employees at 0.55 per hour, the rest were paid at standard rates. Idle time is one hour per employee. Actual output was 10,250 articles. Calculate labor variance.

(6 pages)

Reg. No. :

Code No. : 5653

Sub. Code : ZBAM 21

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Business Administration - Core

HUMAN RESOURCE MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ comprises of the factors which affect an organization's human resources from inside the organization's boundaries.
 - (a) External environment
 - (b) Internal environment
 - (c) Political environment
 - (d) Legal environment

2. _____ is the process of identifying and reporting investments made in the human resources of an organization that are presently unaccounted for in the conventional accounting practice.
- (a) Human resource planning
 - (b) Human resource audit
 - (c) Human resource accounting
 - (d) Human resource policy
3. _____ is a process to discover the sources of man power to meet the requirements of the staffing schedule.
- (a) Job analysis
 - (b) Job description
 - (c) Recruitment
 - (d) None of the above
4. _____ is the process of determining human requirements and the means for meeting those requirements in order to carry out the integrated plan of the organization
- (a) Budget
 - (b) Human resource planning
 - (c) Target
 - (d) Human programme

5. _____ is a process of learning a sequence of programmed behavior.
- (a) Performance appraisal
 - (b) Induction
 - (c) Training
 - (d) Job analysis
6. _____ is a process of improving employees' existing competencies and skills and developing newer ones to support the organization's goals.
- (a) Employee development
 - (b) Employee training
 - (c) Forecasting HR requirement
 - (d) Performance evaluation
7. _____ is advancement of an employee to a better job – better in terms of greater responsibility, more prestige or status and increased rate of salary.
- (a) Promotion
 - (b) Transfer
 - (c) Separation
 - (d) de-promotion
8. _____ is a process of evaluating an employee's performance of a job in terms of its requirements.
- (a) Job evaluation
 - (b) Performance appraisal
 - (c) Recruitment
 - (d) Selection

9. _____ is any dissatisfaction of injustice in connection with one's employment situation that is brought to the notice of the management.
- (a) Discipline (b) Redress
(c) Amenities (d) Grievance
10. The concept of workers participation in management is based on _____.
- (a) Labor approach
(b) Management approach
(c) Human relation approach
(d) Worker approach

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Narrate the HR challenges in IT industry.
- Or
- (b) What are the objectives of human resource accounting?
12. (a) Explain the various types interview.
- Or
- (b) What are the various external sources of recruitment?

13. (a) Describe the needs for training.

Or

(b) Distinguish between training and development.

14. (a) What are the types of promotion?

Or

(b) Write a short on the forms of separation.

15. (a) What are the reasons for employees to join Trade Unions?

Or

(b) Describe the causes of poor industrial relations.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Explain the scope of human resource management?

Or

(b) What is human resource audit and discuss about the process of human resource audit.

17. (a) Explain the steps in human resource planning process.

Or

(b) What are the techniques for forecasting human resource? Explain in detail.

18. (a) What is training? Explain about the training process.

Or

(b) Define self-development and explain the stages of self-development.

19. (a) Discuss – promotion by seniority Vs. promotion by merit.

Or

(b) Narrate the steps in grievance handling procedure.

20. (a) Elucidate the various forms of industrial disputes.

Or

(b) List out and explain the factors affecting industrial relations.

(8 pages)

Reg. No. :

Code No. : 5654

Sub. Code : ZBAM 22

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Business Administration – Core

FINANCIAL MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Time value of money indicates that _____
 - (a) A unit of money obtained today is worth more than a unit of money obtained in future
 - (b) A unit of money obtained today is worth less than a unit of money obtained in future
 - (c) There is no difference in the value of money obtained today and tomorrow
 - (d) None of the above

2. The cost of retained earnings is equal to -
- (a) Cost of equity to be issued
 - (b) Cost of internal equity
 - (c) Rate of dividend expected to declared
 - (d) Dividend pay-out ratio
3. _____ is a type of security where ownership of the company can be represented.
- (a) Equity share (b) Debenture
 - (c) Mutual funds (d) Bonds
4. The measurement of percentage change in taxable profit on account of percentage change in operating profit is _____.
- (a) Operating Leverage
 - (b) Composite leverage
 - (c) Financial Leverage
 - (d) Trading on Equity
5. Capital Budgeting decisions are based on:
- (a) Incremental cash flows
 - (b) Incremental profit
 - (c) Incremental Assets
 - (d) Decremental Assets

6. Which of the following is not a relevant cost in capital budgeting?
- (a) Sunk cost
 - (b) Opportunity cost
 - (c) Allocated overheads
 - (d) Both (a) and (c)
7. Issue of shares for the amount due to the shareholders by way of dividend is known as
- (a) Cash dividend
 - (b) Stock dividend
 - (c) Property dividend
 - (d) Bond dividend
8. _____ is an objective of cash management.
- (a) Minimizing cost for short-term borrowing
 - (b) Financial leverage
 - (c) Size of firm
 - (d) Requirements of investors
9. Financial statements of a company include:
- (a) Balance Sheet
 - (b) Profit and Loss Account
 - (c) Cash Flow Statement
 - (d) All the above

10. Most commonly used tools for financial analysis are:
- (a) Horizontal analysis
 - (b) Vertical Analysis
 - (c) Ratio Analysis
 - (d) All the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) An investor holds a debenture of ₹100 carrying a coupon rate of 12% p.a. The interest is payable half-yearly on 30th June and 31st December every year. The maturity period of the debenture is 6 years and it is to be redeemed at a premium of 10%. The investor's required rate of return is 14% p.a. Compute the value of the debenture.

Or

- (b) A Company has 15 percent perceptual debt of ₹1,00,000. The tax rate is 35 percent. Determine the cost of capital (before tax as well as after tax) assuming the debt is issued at (i) par, (ii) 10 percent discount, and (iii) 10 per cent premium.

12. (a) Describe the features of equity share capital.

Or

- (b) Briefly explain the various types of leverage.

13. (a) A limited company is considering investing in a project requiring a capital outlay of ₹ 2,00,000. Forecast of annual income after depreciation but before tax is as follows:

Years	₹
1	1,00,000
2	1,00,000
3	80,000
4	80,000
5	40,000

Depreciation may be taken as 20% on original cost and taxation at 50% of net income. Calculate Rate of Return on original investment.

Or

- (b) Describe the fallout of capital rationing.
14. (a) What are the forms of dividend policy?

Or

- (b) List out the advantages of adequate working capital.
15. (a) State the purpose of financial statement analysis.

Or

- (b) What are the advantages of the financial forecasting?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) What are the techniques of time value of money? Explain.

Or

- (b) X Ltd. has the following capital structure on 31st March, 2007:

	₹ in Lacks
Equity Share Capital (20,000 equity shares)	40
16% Preference Share Capital	10
14% Debentures	30
Total	80

The company pays dividends @ of 10%

You are required to:

- (i) Compute a weighted average cost of capital based on the existing capital structure.
 - (ii) Compute a new weighted average cost of based on the company raises an additional ₹ 20 lacks debt by issuing 15% debentures.
17. (a) Explain the various theories of capital structure.

Or

- (b) Calculate operating leverage, financial leverage and combined leverage from the following information: -

Installed capacity (units): 12,000

Actual Production and Sales (units): 8,000

Selling price per unit (₹) 15 and Variable Cost per unit (₹) 10.

Fixed cost (₹) Situation X: 10,000, Y: 20,000 and Z: 30,000

Assume that the capital structure consists of ₹ 50,000 equity and ₹ 50,000 Debt. Cost of Debt is 12%.

18. (a) No project is acceptable unless the yield is 10%. Cash inflows of a certain project alongwith cash outflows are given below:

Years	Outflows	Inflows
0	1,50,000	
1	30,000	20,000
2		30,000
3		60,000
4		80,000
5		30,000

The Salvage value at the end of the 5th year is Rs. 40,000. Calculate net present value.

Note:

P.V. Factor at 10% : Year-1 : 0.909,
Year-2 : 0.826, Year 3 : 0.751, Year-4 : 0.683,
Year-5 : 0.621.

Or

- (b) For each of the following projects compute
(i) pay-back period (ii) post pay-back
profitability and (iii) post-back profitability
index:

Project-A	Initial outlay	₹50,000
	Annual cash inflow (After tax but before depreciation)	₹10,000
	Estimated Life	8 years
Project-B	Initial outlay	₹50,000
	Annual cash inflow (After tax but before depreciation)	
	First Three years	₹15,000
	Next Five years	₹5,000
	Estimated Life	8 years
	Salvage	₹8,000

19. (a) Explain the various dividend theories with
related assumptions and criticisms.

Or

- (b) Critically evaluate the dimensions of
receivable management.

20. (a) Explain the techniques of financial
forecasting.

Or

- (b) Critically evaluate the techniques of cost
control.

(7 pages)

Reg. No. :

Code No. : 5656

Sub. Code : ZBAM 24

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Business Administration — Core

PRODUCTION AND LOGISTICS MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. It involves anticipating bottlenecks in advance and identifying steps that will ensure a smooth flow of production.
 - (a) Production planning
 - (b) Production control
 - (c) Production audit
 - (d) Aggregate planning

2. Which layouts is suited to job production?
 - (a) Process layout
 - (b) Product layout
 - (c) Fixed position layout
 - (d) Plant layout

3. 'Value' for value engineering and analysis purposes is defined as
 - (a) Purchase value (b) Saleable value
 - (c) Depreciated value (d) Function/cost

4. Work study comprises following main techniques
 - (a) Time study and work measurement
 - (b) Method study and time study
 - (c) Method study and work measurement
 - (d) Method study and job evaluation

5. The warehousing function that combines the logistical flow of several small shipments to a specific market area is
 - (a) Break bulk function
 - (b) Consolidation function
 - (c) Stockpiling function
 - (d) Operational function

6. The act of assessing the future production and make provisions for it, is known as
- (a) Planning
 - (b) Forecasting
 - (c) Assessment
 - (d) Scheduling.
7. The disadvantage of product layout is
- (a) High initial investment for the specialized facilities
 - (b) Skilled labours to operate machines
 - (c) Production time is longer
 - (d) High cost of inspection
8. Material handling and plant location is analysed by
- (a) Gantt chart
 - (b) Travel Chart
 - (c) Bin chart
 - (d) Emerson chart
9. Statistical Quality Control is based on the theory of
- (a) Quality
 - (b) Statistics
 - (c) Probability
 - (d) Operations research

10. Vendor rating is rating the performance of

- (a) Manufacturers
- (b) Customers
- (c) Distributors
- (d) Suppliers

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the characteristics of modern production and operations functions?

Or

(b) Write short notes on plant location.

12. (a) Write a short note on Lean production system.

Or

(b) Discuss the advantages and disadvantages of various aggregate planning methods.

13. (a) Write the principles of material management.

Or

(b) Explain how to prevent machinery breakdowns which interrupt regular production?

14. (a) How can TQM facilitate the modern view of operations management?

Or

(b) What are control charts? How can they be used to control quality?

15. (a) Explain the components of supply chain management.

Or

(b) Why is vendor management important and list its benefits.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Critically examine the nature and scope of production and operations management.

Or

- (b) Describe the determinants of demand and brief the process of demand forecasting.

17. (a) “Product layout is better than process layout.” – Comment.

Or

- (b) Elaborate various functions carried out under production planning and control and their purpose in brief.

18. (a) Discuss the principles and structure of Materials Requirement Planning (MRP).

Or

- (b) Elaborate ABC and VED techniques of selective inventory control.

19. (a) Enumerate the concepts of quality, quality control and statistical quality control (SQC).

Or

- (b) Evaluate the ideology of TQM and the steps involved in implementing zero defect programme.

20. (a) Compare and contrast intermodal with multimodal transportation.

Or

- (b) Examine the bullwhip effect in supply chain management.

(6 pages)

Reg. No. :

Code No. : 5657

Sub. Code : ZBAM 25

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Business Administration - Core

RESEARCH METHODOLOGY

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Action research means
 - (a) A longitudinal research
 - (b) An applied research
 - (c) A research with socio economic objective
 - (d) A research initiated to solve an immediate problem

2. Research design is
 - (a) A way of conducting research that is not grounded in theory
 - (b) The choice between using qualitative or quantitative methods
 - (c) A frame work for every stage of the collection and analysis of data
 - (d) The style in which you present your research findings, e.g. a graph

3. The term 'external validity' is concerned with
 - (a) The question of whether the results of a study can be generalized beyond the specific research context
 - (b) Whether the research question is judged to be a good research question by those outside the study
 - (c) The question of whether or not social scientific findings are applicable to people's every day, natural social settings.
 - (d) An ambiguous concept whose meaning depends on how it is defined

4. Likert scales are criticized because
 - (a) They can not be analyzed
 - (b) They restrict participant answers
 - (c) They are too difficult to complete
 - (d) They are too qualitative

5. A primary data collection method that involves tracking behaviour over a period of time is called
- (a) Browsing (b) Observation
(c) Sampling (d) Testing
6. Which one of the following is the main problem with using non-probability sampling techniques?
- (a) the expense
(b) The results are never representative
(c) Human judgment error
(d) Informants can refuse to participate
7. A hypothesis which develops while planning the research is
- (a) Null-hypothesis
(b) Working hypothesis
(c) Relational hypothesis
(d) Descriptive hypothesis
8. Which of the following best describes qualitative data analysis?
- (a) It is an ongoing, cyclic process integrated into all phases of research
(b) It is begun after all data has been collected
(c) It is an awkward, haphazard process
(d) It builds from abstraction to specific, concrete examples

9. The first page of the research report is
(a) Appendix (b) Bibliography
(c) Index (d) Title page
10. A research report is a formal statement of
(a) Research process (b) Research problem
(c) Data collection (d) Data editing

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Why research is important?
Or
(b) Identify the errors in research process.
12. (a) Write short notes on "Likert type Scales"
Or
(b) Highlight the characteristics of good scaling measuring instrument.
13. (a) Difference between questionnaires and schedules.
Or
(b) Why sampling is essential?

14. (a) Write short notes on invariate analysis?

Or

(b) Explain qualitative data analysis.

15. (a) How will you differentiate oral from written reports?

Or

(b) What are the different kinds of plagiarism?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Explain the various types of research with suitable examples from the business management point of view.

Or

(b) Briefly explain the techniques involved in defining a research problem with an example.

17. (a) Explain the different scaling techniques with example.

Or

(b) Synthesis the guidance to be followed in survey instrument development.

18. (a) Discuss the sources available to the researcher to collect primary data.

Or

(b) Elaborate the sampling techniques.

19. (a) How will you test the hypothesis?

Or

(b) Analyze the multivariate techniques.

20. (a) Draw the structure of a research report.

Or

(b) Draw a research report for the topic
“Integration of Mobile Apps into education”.

(6 pages)

Reg. No. :

Code No. : 5658

Sub. Code : ZBAM 31

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration – Core

BUSINESS ENVIRONMENT AND LAW

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following is not a component of the Balance of Payments?
 - (a) Real account
 - (b) Current account
 - (c) Capital account
 - (d) None of the above

2. _____ can be defined as “the forces, factors and institutions with which the business man has to deal with to achieve its objectives”.
- (a) Business Environment
 - (b) Joint family system
 - (c) Religious group
 - (d) Traditional values
3. _____ means rules and regulations, principles, policies and procedures laid down by government for regulating, developing and controlling industrial undertakings in the country.
- (a) Industrial policy
 - (b) Migration
 - (c) Import of technology
 - (d) Indigenous technology
4. _____ refers to the transfer of ownership, management, and controlling rights from government or public-sector authorities to private enterprises.
- (a) Disinvestment
 - (b) State policy
 - (c) Tax reforms
 - (d) Privatization

5. _____ defined as those obligations a firm has to the society in which it operates.
- (a) Social responsibility
 - (b) Business ethics
 - (c) Business values
 - (d) Standard of living
6. _____ generally includes actions to reduce the amount of energy end use.
- (a) Energy efficiency
 - (b) Energy Conservation
 - (c) Energy resources
 - (d) All of Poverty Alleviation
7. What cannot be patented in India?
- (a) Computer program
 - (b) Scientific theory
 - (c) Mathematical methods
 - (d) All of the above
8. Following person/persons are entitled to apply for patents
- (a) A person claiming to be first inventor of the invention
 - (b) A Legal representative of the first inventor of the invention (if he deceased)
 - (c) Any person who is the assignee of the first inventor of the invention
 - (d) All of the above

9. _____ is the act of assenting by the offeree to an offer.

- (a) Offer (b) Acceptance
(c) Competency (d) Illegality

10. _____ is a person employed by, and acting under the control of, the original agent in the business of agency.

- (a) Sub-agent (b) General agent
(c) Substituted agent (d) Co-agent

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Illustrate the features of business environment.

Or

(b) Express the major indicators of an economic development.

12. (a) Briefly explain the objectives of MRTP Act.

Or

(b) Describe the features of Foreign Exchange Management Act.

13. (a) State the benefits of Corporate Governance.

Or

(b) Distinguish between energy conservation and energy efficiency.

14. (a) Explain the major provisions of the Patents Act – 1970.

Or

(b) Illustrate the objectives of copyright act, 1957.

15. (a) Describe the various classification of contracts.

Or

(b) State the essential characteristics of partnership.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Explain the various types of business environment.

Or

(b) Illustrate the history of Economic Planning in India.

17. (a) What are the various objectives of Fiscal Policy? Explain in detail.

Or

(b) Examine the forms of privatization.

18. (a) Elucidate the different mode of technology transfer.

Or

(b) Explain the principles of business ethics.

19. (a) Explain the types of custom duties and customs duty calculations.

Or

(b) Critically evaluate the procedure of patent.

20. (a) Elucidate the rights of partners in a partnership firm.

Or

(b) Illustrate the modes to create the contract of agency.

Reg. No. :

Code No. : 5659

Sub. Code : ZBAM 32

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration – Core

OPERATIONS RESEARCH

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. In operations research ————— are prepared for situations.
 - (a) Mathematical models
 - (b) Physical models diagrammatic
 - (c) Diagrammatic models
 - (d) All the above

2. A feasible solution to a linear programming problem _____.
- (a) Must satisfy all the constraints of the problem simultaneously
 - (b) Need not satisfy all of the constraints, only some of them
 - (c) Must be a corner point of the feasible region
 - (d) Must optimize the value of the objective function
3. Which of the following methods is used to verify the optimality of the current solution of the transportation problem?
- (a) Least cost method
 - (b) Vogel's approximation method
 - (c) Modified distribution method
 - (d) All of the above
4. The Assignment Problem is solved by
- (a) Complex method (b) Graphical method
 - (c) Vector method (d) Hungarian method
5. The longest path in the network diagram is called _____ path.
- (a) Best (b) Worst
 - (c) Sub-critical (d) Critical

6. CPM is
- (a) Activity oriented
 - (b) Event oriented
 - (c) Time oriented
 - (d) Resource oriented
7. Game theory models are classified by the
- (a) Number of players
 - (b) Sum of all payoffs
 - (c) Number of strategies
 - (d) All of these
8. EOQ is that order quantity which result in _____ total inventory cost.
- (a) Maximum
 - (b) Minimum
 - (c) Carrying
 - (d) Average
9. Select the valid reasons for using simulation
- (a) Relationship between the variables is nonlinear
 - (b) Optimized solutions are obtained
 - (c) Conduct experiments without disrupting the real system
 - (d) All the above

10. Decision theory is concerned with
- (a) Methods of arriving at an optimal decision
 - (b) Selecting optimal decision in a sequential manner
 - (c) Analysis of information that is available
 - (d) All of these

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) A firm manufactures two types of products A and B and sells them at a profit of Rs. 2 on type A and Rs. 3 on type B. Each product is processed on two machines M_1 and M_2 . Type A requires 1 minute of processing time on M_1 and 2 minutes on M_2 . Type B requires 1 minute on M_1 and 1 minute on M_2 . Machine M_1 is available for not more than 6 hours 40 minutes while machine M_2 is available 2 hours during any working day. Formulate the problems as a LPP so as to maximize the profit.

Or

(b) Construct the dual of the LPP :

Subject to

$$\text{Min } z = 4x_1 + 6x_2 + 18x_3$$

$$x_1 + 3x_2 \geq 3$$

$$x_2 + 2x_3 \geq 5$$

$$\text{and } x_1, x_2, x_3 \geq 0.$$

12. (a) Solve the transportation problem :

		From			
		A	B	C	Availability
From	I	50	30	220	1
	II	90	45	170	3
	III	250	200	50	4
Requirement		4	2	2	

Or

(b) Solve the Assignment problem :

	A	B	C	D
I	1	4	6	3
II	9	7	10	9
III	4	5	11	7
IV	8	7	8	5

13. (a) Draw the network for the project whose activities and their precedence relationship are given below :

Activity : P Q R S T U

Predecessor : - - - P, Q P, R Q, R

Or

- (b) Describe the procedure for PERT.

14. (a) A manufacturing company purchases 9000 parts of a machine for its annual requirements, ordering one-month usage at a time. Each part costs Rs. 20. The ordering cost per order is Rs. 15 and the carrying charges are 15% of the average inventory per year. You have been asked to suggest a more economical purchasing policy for the company. What advice would you offer, and how much would it save the company per year?

Or

- (b) A company uses annually 50,000 units of an item each costing Rs. 1.20. Each order costs Rs. 45 and inventory carrying costs are 15% of the annual average inventory value :
- (i) Find EOQ
 - (ii) If the company operates 250 days a year and the procurement time is 10 days and safety stock is 500 units, find reorder level, maximum, minimum and average inventory.

15. (a) A manufacturing company keeps stock of a special product. Previous experience indicates the daily demand as given below :

Daily demand : 5 10 15 20 25 30

Probability : 0.01 0.20 0.15 0.50 0.12 0.02

Simulate the demand for the next 10 days. Also find the daily average demand for that product on the basis of simulated data.

Or

- (b) Write the advantages and uses of Simulation.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) A firm produces three products. These products are processed on three different machines. The time required to manufacture one unit of each of the three products and the daily capacity of the three machine are given below :

Machine	Time per unit (minutes)			Machine capacity Minutes/day)
	Product 1	Product 2	Product 3	
M1	2	3	2	440
M2	4	–	3	470
M3	2	5	–	430

It is required to determine the number of units to be manufactured for each product daily. The profit per unit for product 1, 2 and 3 is Rs. 4, Rs. 3 and Rs. 6 respectively. It is assumed that all the amounts produced are consumed in the market. Formulate the mathematical model of the program.

Or

- (b) Solve the following L.P.P. by the graphical method :

$$\text{Max } z = 3x_1 + 2x_2$$

Subject to

$$-2x_1 + x_2 \leq 1$$

$$x_1 \leq 2$$

$$x_1 + x_2 \leq 3$$

and $x_1, x_2 \geq 0$.

17. (a) Obtain an optimum basic feasible solution to the following transportation problem :

		To			Available
		7	3	2	2
From		2	1	3	3
		3	4	6	5
Demand	4	1	5		10

Or

- (b) Solve the following traveling sales man problem :

		To			
		A	B	C	D
	A	-	46	16	40
From	B	41	-	50	40
	C	82	32	-	60
	D	40	40	36	-

18. (a) Calculate the earliest start, earliest finish, latest start and latest Finish of each activity of the project given below and determine the Critical path of the project :

Activity : 1-2 1-3 1-5 2-3 2-4 3-4 3-5 3-6 4-6 5-6

Duration
(in weeks) 8 7 12 4 10 3 5 10 7 4

Or

- (b) From the following table indicates the details of a project. The duration are in days. 'a' refers to optimistic time, 'm' refers to most likely time and 'b' refers to pessimistic time duration.

Activity :	1-2	1-3	1-4	2-4	2-5	3-5	4-5
a	2	3	4	8	6	2	2
m	4	4	5	9	8	3	5
b	5	6	6	11	12	4	7

- (i) Draw the network
(ii) Find critical path
(iii) Determine the expected standard deviation of the completion time.

19. (a) A certain item costs Rs. 250 per ton. The monthly requirements are 10 tons and each time the stock is replenished there is a setup cost of Rs. 1,000. The cost of carrying inventory has been estimated as 12% of the value of the stock per year. What is the optimal order quantity and how frequently should orders be placed?

Or

- (b) Find the optimum order quantity for a product for which the price breaks are as follows :

Quantity	Purchasing cost
$0 \leq Q_1 < 100$	Rs. 20 per unit
$100 \leq Q_2 < 200$	Rs. 18 per unit
$200 < Q_3$	Rs. 16 per unit

The monthly demand for the product is 400 units. The storage cost is 20% of the unit cost of the product and the cost ordering is 25.00 per month.

20. (a) Suppose that the demand for a particular item is normally distributed with a mean of 175 units and standard deviation of 25 units per day. Simulate the demand for the next 20 days.

Or

- (b) Define Decision Tree and explain rules of drawing a decision tree.
-

(6 pages)

Reg. No. :

Code No. : 5660

Sub. Code : ZBAE 31

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration

Elective — SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following is a financial investment?
 - (a) Share
 - (b) Farm house
 - (c) Car
 - (d) T.V. Set

2. Which of the following is tax saving investment?
(a) Fixed deposit (b) Shares
(c) PPF (d) Post office saving
3. The fundamental analysis approach has been associated with _____.
(a) Uncertainties (b) Certainties
(c) Ratios (d) Balance sheet
4. This type of risk is avoidable through proper diversification
(a) Portfolio risk (b) Systematic risk
(c) Unsystematic risk (d) Total risk
5. Bermudan options can only be exercised at maturity
(a) only at maturity
(b) at any time during the life of the option
(c) at the mid-point during the life of the option
(d) at any of the specified dates during the life of the option
6. _____ are financial investments that have no intrinsic value, but derive their value from something else.
(a) Bonds (b) Commercial Bills
(c) Derivatives (d) Shares

7. The object of portfolio is to reduce _____ by diversification.
- (a) Return (b) Risk
(c) Uncertainty (d) Percentage
8. Beta is the slope of
- (a) The Security market line
(b) The capital market line
(c) A characteristic line
(d) The CAPM
9. Arbitrage Pricing Theory was introduced by _____.
- (a) Charles Dow (b) Benchamin Graham
(c) William sharp (d) Stephen S. Rose
10. Which pricing model provides no guidance on the determination of the risk premium factor?
- (a) The Multifactor APT
(b) The CAPM
(c) Both CAPM and Multifactor APT
(d) Neither the CAPM nor Multifactor APT

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What do you mean by investment? Discuss in detail the objectives of investment.

Or

- (b) Define risk and distinguish between systematic and unsystematic risk.

12. (a) Explain the utility of economic analysis and state the factors to be examined.

Or

- (b) Write a note on economic forecasting and its techniques.

13. (a) What do you understand by a future contract? Discuss its features.

Or

- (b) What is a call option? Explain long call and short call option.

14. (a) Describe Markowitz Portfolio theory for Portfolio selection.

Or

- (b) Explain the three forms of efficient market hypothesis.

15. (a) Discuss arbitrage pricing theory with the help of an example.

Or

- (b) Briefly explain the assumptions of CAPM.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) State the investment decision process and various aspects of an investment policy.

Or

- (b) Define risk. What are the various sources of risk in an investment? Explain.

17. (a) Write an essay on bond value theories with examples.

Or

- (b) What do you mean by industry analysis? Explain the industry analysis in detail.

18. (a) Write an essay on portfolio strategies using futures in detail.

Or

- (b) Elaborate option pricing and various models.

19. (a) What is an efficient portfolio in the context of Harry Markowitz model. Explain the assumptions of Markowitz model.

Or

- (b) Explain the technical analysis. How it is different from fundamental analysis?

20. (a) Explain the advantages and limitations of CAPM in detail.

Or

- (b) Write an essay on performance evaluation of portfolios, and various techniques used for performance evaluation of portfolios.

(6 pages)

Reg. No. :

Code No. : 5662

Sub. Code : ZBAE 33

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration

Elective — INSURANCE AND FINANCIAL SERVICES

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Insurance covers _____.
 - (a) Protect assets
 - (b) Prevents loss
 - (c) Reduces the impact of loss
 - (d) Insurances immortality

2. The risk which arises because of change in major economic, social, cultural and political factors are _____.
- (a) Particular risk (b) Fundamental risk
(c) Speculative risk (d) Dynamic risk
3. When the amount for which a subject matter is insured is more than its actual value, it is called _____.
- (a) Premium (b) Reinsurance
(c) Co Insurance (d) Double insurance
4. Which of these is not an element of life insurance?
- (a) Grace period
(b) Nomination and assignment
(c) Policy holder
(d) Paid up value
5. A marine insurance is a contract of _____.
- (a) Increment (b) Indemnity
(c) Maturity (d) None
6. Which is not a subject matter of marine insurance?
- (a) Hull insurance (b) Cargo insurance
(c) Fright insurance (d) Fire Insurance

7. The _____ is formed with four subsidiary companies.
- (a) LIC of India
 - (b) ICICI Prudential Life Insurance Company
 - (c) GIC of India
 - (d) DICGC of India
8. Who provides final survey report to the insurance company?
- (a) Insurer and policy holder
 - (b) A Surveyor and Loss Assessor
 - (c) LIC and GIC
 - (d) IRDA
9. Claims Tribunal although acts like _____.
- (a) Civil court (b) Consumer court
 - (c) Family court (d) Criminal court
10. LIC's Anmol Jeevan II and LIC's Amulya Jeevan II offered under _____.
- (a) Endowment plans (b) Term plans
 - (c) Money back plans (d) Pension plans

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain nature of insurance business.

Or

- (b) Examine the significance of insurance.

12. (a) What are the general principles of life insurance?

Or

- (b) Distinguish between Reinsurance and Double insurance.

13. (a) State the essentials of a valid marine insurance policy.

Or

- (b) Illustrate the note on motor insurance.

14. (a) Enumerate the role of surveyor in case of motor vehicle insurance.

Or

- (b) How many categories are the surveyors and loss assessors defined?

15. (a) Distinguish between LIC and GIC.

Or

(b) Explain DICGC. What does the DICGC insure?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Classify the various methods of handling risks.

Or

(b) What is IRDA? Explain the powers and functions of IRDA.

17. (a) Enumerate the various types of fire insurance policies.

Or

(b) Describe titles and claims in insurance contracts.

18. (a) Enumerate the types of marine insurance policies.

Or

(b) Assess the various types of general insurance in India.

19. (a) Discuss about the functions and responsibilities of insurance surveyor.

Or

(b) Give an overall view about "Insurance Surveyor ship".

20. (a) What are the roles and functions of the GIC?

Or

(b) "Insurance Sector in India" – Explain Briefly.

(7 pages)

Reg. No. :

Code No. : 5664

Sub. Code : ZBAE 35

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration

Elective – PERFORMANCE MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. An effective performance management system seeks to align with the goals, values and initiatives of the organization
 - (a) Organization culture
 - (b) Employee contributions
 - (c) Corporate strategies
 - (d) Compensation

2. The key to an effective performance appraisal is to have a
 - (a) Well-defined form
 - (b) Three-tier rating system
 - (c) Two-way discussion
 - (d) Bars method to evaluate performance

3. Which of the following is most likely to determine the ultimate success of a performance management system?
 - (a) Management commitment
 - (b) Employee commitment
 - (c) Organization culture
 - (d) Nonmonetary rewards

4. When the ratings are collected from supervisors, customers and peers, it is considered as
 - (a) 350-degree feedback
 - (b) 320-degree feedback
 - (c) 360-degree feedback
 - (d) 380-degree feedback

5. Maintaining the employee's performance, enhancing individual competencies to make them more productive for the organization, facilitate in which of the functions?
 - (a) Performance assessment
 - (b) Performance review
 - (c) Performance planning
 - (d) Performance monitoring

6. Willingness, capacity and opportunity to perform are said to be
 - (a) Performance outcomes
 - (b) Determinants of performance
 - (c) Performance appraisals
 - (d) Types of performance standards

7. Having a successful performance management system requires
 - (a) A long-term commitment
 - (b) Increasing the company salary budget
 - (c) Employees who like to work independently
 - (d) Reducing the time managers spend in meetings

8. Rewards offered to labours involved in production, are categorized as
- (a) Salary
 - (b) Fringe benefits
 - (c) Wage
 - (d) Commission
9. A performance action plan could best be described as a
- (a) Replacement for developing S.M.A.R.T goals
 - (b) Mentoring tool that develops new skill sets
 - (c) Commitment by an employee to improve performance
 - (d) Strategy to increase employee training and development
10. Find out from the following that enables supervisors to oversee the amount of computerized data an employee is processing each day
- (a) Computerized performance appraisal system
 - (b) Online management assessment centre
 - (c) Digitized high-performance work center
 - (d) Electronic performance monitoring system

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the reasons behind the move from performance appraisal to performance management.

Or

- (b) List the key challenges to performance management.

12. (a) Write short note on performance assessment.

Or

- (b) Discuss the importance of coaching in performance management.

13. (a) Describe Balanced score card system.

Or

- (b) Identify the common rating errors in performance management system.

14. (a) Write the concept of competency analysis.

Or

- (b) Elaborate the elements of reward system.

15. (a) Why do different organization have different performance management system?

Or

- (b) Explain the strategies for effective implementation of performance management system.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Discuss the philosophy behind the performance management.

Or

- (b) Analyse the concept, need and scope for performance management as system in organization.

17. (a) Highlight the characteristics of an ideal performance management system.

Or

- (b) Outline 360 Degree Performance Appraisal Process.

18. (a) Illustrate the stages of the performance management cycle.

Or

(b) Identify different approaches to performance management.

19. (a) Elucidate the process of managing employees' team performance.

Or

(b) Organizations can reward employees in several ways. Summarize types of rewards that employees can receive.

20. (a) Enumerate the basic features and performance evaluation parameters of service organizations.

Or

(b) Examine the problems associated with over emphasis on performance management in today's corporate world.

(6 pages)

Reg. No. :

Code No. : 5665

Sub. Code : ZBAE 36

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration

Elective — HUMAN RESOURCE INFORMATION
SYSTEM

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. An HRIS
 - (a) is defined only by the software-hardware configuration it uses
 - (b) is used to store data for use by the MIS department
 - (c) includes people, forms, policies, procedure, and data
 - (d) cannot be used to manipulate and analyze data

2. What do you call a central repository of data?
 - (a) Data Store
 - (b) Data Warehouse
 - (c) Data Mine
 - (d) Data Mart

3. What is HR Accounting?
 - (a) Collecting data on head counts
 - (b) Recording the vital stats of all the employees
 - (c) Identifying and measuring data related to Human Resources
 - (d) Knowing the exact number of workers in the organisation

4. This method is used have a detailed evaluation of an employee from all the perspectives
 - (a) BARS
 - (b) Assessment Center
 - (c) MBO
 - (d) 360-degree performance Appraisal

5. Recruitment module begins with the functionality of
 - (a) Job Publishing
 - (b) Interviewing
 - (c) Workforce planning
 - (d) Candidate Application

6. Primary data of HRIS have been collected from interview with
 - (a) Employee of the companies
 - (b) Hardware Developers
 - (c) HR Managers
 - (d) HRIS Software Developers
7. What is the aim of skill inventory?
 - (a) Salary increment
 - (b) Finding out the star performers
 - (c) Identifying the ability of a particular employee to take up higher positions
 - (d) None of the above
8. Competency model links which two parameters?
 - (a) Competition and Company's product
 - (b) Competency and Company's goal
 - (c) Employees and Company's strengths
 - (d) Results and Company's motive
9. What are NOT the responsibilities of a line manager in performance planning?
 - (a) Create opportunities for growth
 - (b) Develop Task Assignment
 - (c) Train and coach the junior
 - (d) Provide continuous feedback

10. Which are those aspects on which the HR professionals apply the risk management techniques?

- (a) HR Competencies (b) HR Strategies
(c) HR analytics (d) HR analysis

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Brief the mechanisms of HRIS.

Or

(b) What are the HR software in the market?

12. (a) Describe the importance of office automation.

Or

(b) Differentiate programmed decision with non-programmed decision.

13. (a) Detail the constraints in recruitment.

Or

(b) Explain the uses of performance appraisal module.

14. (a) How does capture helps monitoring and review in HRIS?

Or

- (b) Explain the risks of HRIS.

15. (a) Identify the common problem during IT adoption process.

Or

- (b) HRIS is key to a high – impact HR operation. Defend.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Outline the concept of ERP and its working model in HR.

Or

- (b) Analyze how does e-HR enhances the quality of HR functions.

17. (a) Enumerate the fundamental elements of data management for HRIS.

Or

- (b) Identify the role of transaction processing in HRIS.

18. (a) Elaborate various stages in the process of selection in IT industry.

Or

- (b) Discuss various techniques used to evaluate employee's performance.

19. (a) Highlight the HRIS processes and working components in brief.

Or

- (b) Evaluate the behavioural patterns of HR in the digitalized industry environment.

20. (a) "Maintaining security of an HRIS is a major concern for HR technology professionals" – Explain what issues you think are most important today.

Or

- (b) Examine the integrated view of HRIS in the present industry context.

(6 pages)

Reg. No. :

Code No. : 5669

Sub. Code : ZBAE 3 A

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration

Elective — SUPPLY CHAIN AND LOGISTICS
MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The purpose of supply chain management is _____.
 - (a) Provide customer satisfaction
 - (b) Improve quality of a product
 - (c) Integrating supply and demand management
 - (d) Increase production

2. SCM includes _____.
 - (a) Transportation
 - (b) Material handling
 - (c) Storage
 - (d) All the above

3. Today, a growing number of firms now out source some or all of these logistics to _____ intermediaries.
 - (a) Competitor
 - (b) Third party logistics providers
 - (c) Channel members
 - (d) Cross functional team

4. VMI stands for
 - (a) Vendor Material Inventory
 - (b) Vendor Managed Inventory
 - (c) Variable Material Inventory
 - (d) Valuable material Inventory

5. Which of the following is not components for 4-PL?
 - (a) Control room
 - (b) Resource providers
 - (c) Information
 - (d) Recycling

6. _____ modes of transportation suit high quantity shipments.
- (a) Air transportation
 - (b) Water transportation
 - (c) Rail transportation
 - (d) Intermodal transportation
7. Logistics is the part of a supply chain involved with the forward and reverse flow of
- (a) Goods
 - (b) Services
 - (c) Cash
 - (d) All of the above
8. 3-PL Stands for
- (a) Three Points Logistics
 - (b) Third Party Logistics
 - (c) Three Points location
 - (d) None of the above
9. Which of the following is not one of the process in the SCOR Model?
- (a) Sell
 - (b) Plan
 - (c) Make
 - (d) Return

10. E-Logistics features :
- (a) Every modification is logged
 - (b) Advanced search capabilities
 - (c) Both (a) and (b)
 - (d) None of these

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the concept of supply chain management?

Or

- (b) What are the five major supply chain drivers?

12. (a) What is demand forecasting?

Or

- (b) What is predictable variability?

13. (a) What is role of safety inventory?

Or

- (b) What are the various modes of transport and selection process for mode of transport?

14. (a) What are the advantages of e-business applications?

Or

(b) What is the role of IT in supply chain management?

15. (a) What are the Effects of Lack of Coordination on Supply Chain?

Or

(b) What are the obstacles of coordination?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) What is the supply chain management and explain its processes view of supply chain?

Or

(b) Briefly explain the supply chain macro processes in a firm.

17. (a) What is Demand Forecasting and elaborate Basic approach to Demand forecasting?

Or

(b) Problem faced by aggregated Planning in a supply chain management.

18. (a) Describe estimating the cycle inventory – related cost in practices.

Or

- (b) Briefly explain trade – offs in transportation. Design.

19. (a) What is information technology in supply chain management and its role?

Or

- (b) Future of IT in the supply chain management.

20. (a) Briefly explain the effect on performance of lack of coordination.

Or

- (b) Managerial levers to achieve coordination.

(6 pages)

Reg. No. :

Code No. : 5671

Sub. Code : ZBAE 3 C

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration – Core

Elective — MULTIMODAL TRANSPORTATION

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What involves the use of two or more modes of transportation in moving a shipment of origin to destination with a single transportation provider and the single freight transportation contract?
 - (a) Transportation
 - (b) Inter modern transportation
 - (c) Multimodal transportation
 - (d) Direct service transportation

2. The fastest and the most costly mode of transport
 - (a) Water transport
 - (b) Air transport
 - (c) Road transport
 - (d) Rope ways

3. A network of highways connecting India's for Metropolitan cities
 - (a) Logistic parks
 - (b) Golden Quadrilateral
 - (c) Deep water ports
 - (d) Abroad ship

4. Inter model transportation which combines air
 - (a) Birds back
 - (b) Fishy back
 - (c) COF
 - (d) CHA

5. When was motor vehicle act passed in India?
 - (a) 1988
 - (b) 1998
 - (c) 1978
 - (d) 1968

6. What does Abbreviation RC of a vehicle stands for?
 - (a) Running certificates
 - (b) RTO certificate
 - (c) Registration certificate
 - (d) Required certificate

7. The component authority to issuing driving licenses
 - (a) District Regional Transport Office
 - (b) District Collector
 - (c) District Court
 - (d) Municipal Corporation

8. The convention for the unification of certain rules relating to International carriage by air commonly known as the
 - (a) Wersaw convention
 - (b) Millions convention
 - (c) Drunker convention
 - (d) Poyal convention

9. Which is a container designed to carry temperature-controlled cargo, often around or below freezing point?
 - (a) Tank container
 - (b) Flat container
 - (c) Refrigerated container
 - (d) Open top container

10. Which organization constructs and manages the Border Road?
- (a) Border Road Development Board
 - (b) National Highways Authority of India
 - (c) State Government where Border lies
 - (d) Defence Ministry

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write the concepts of MTD.

Or

- (b) Show the advantages of MTC.

12. (a) Develop any two types of containers.

Or

- (b) Write the benefits of containerisation.

13. (a) Express the role of intermediate is in port authorities.

Or

- (b) Write the concept of trade financing options.

14. (a) Write the role of inland water facility in Indian economy.

Or

- (b) List out the merits of railway transport.

15. (a) Explain the concept of Warsaw convention.

Or

- (b) Identify regulations concerning dangerous goods regulation.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Explain the current scenario of MTO.

Or

- (b) Explain the challenges faced and reforms of multimodal transport.

17. (a) Illustrate the contribution of malcolam in containerisation.

Or

- (b) Explain the evaluation of containerization.

18. (a) Express the role of NVOCCS in international transportation.

Or

(b) Construct the custom clearance process.

19. (a) Explain the merits and demerits of sea transport.

Or

(b) Discuss about the cargo consolidation in detail.

20. (a) Explain the international convention of into model transport.

Or

(b) Describe the multimodal transportation of goods act.
