

M.B.A. DEGREE EXAMINATION, MARCH/APRIL - 2023

THIRD SEMESTER

PAPER - 301 : BUSINESS ENVIRONMENT

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated Colleges)

Time : 3 Hours

Max. Marks : 70

PART - A

(Descriptive/Numerical type questions)

Answer any Five questions. Each question carries 10 marks.

(5×10=50)

1. What are the basic propositions to be examined for analysing business environment? Explain.
2. Explain the nature and significance of Business.
3. Highlight the importance of infrastructure in economic development. Why is foreign investment so essential in the infrastructure sector? Discuss.
4. Write a brief notes on the following:
 - i. Incentives for Make in India
 - ii. PLI Scheme
5. "The economic reforms seem to have a better record in terms of growth but failed on the front of social justice, since neither poverty nor employment situation has improved". With reference to the statement given above, explain the impact of economic reforms on poverty and employment.
6. Discuss the major changes in India's Fiscal and Monetary policies during the post-reform period and its implications for the economy.
7. Briefly discuss how politico-legal environment impacts business.
8. Does Social Responsibility conflict with the economic objectives of a business organisation? How can Social Responsibility be used as a tool to achieve the mission of the organisation? Discuss.
9. Why is foreign capital so important for India's economic development? Point out important policy changes announced by the Government to attract foreign capital since July, 1991. Given the choice between FDI and FII's investments, which one will you prefer? Give reasons.
10. The General Agreement on Trade and Tariffs (GATT), WTO and other regulations are actually accelerating the decentralization process, without pursuing a more thoughtful strategy to protect the cultural differences that make our world a rich source of diverse experience. Discuss.

PART - B

(Case Analysis)

(20)

11. *Soft core consultancy* services is in the information technology sector. It is currently facing a shortage of skilled man power and is fuelling a hike in employee salaries, which have been posting a 10-40 percent growth during the last couple of years. While there is an abundance of trainable human resources, a dearth in skilled manpower is being felt across the industry and this has resulted in a hike in salaries.

Typically, salary jumps happen not only in the conventional manner of being promoted but also because of professionals changing jobs more frequently. The increase in salaries varies from job to job and ranks highest in the IT sector where employees get a hike of over 40 percent when they join a new establishment. There is no dearth in entry-level human resources as there is a large supply, but as ever shortage is felt in the middle-level positions.

According to Mr. Raj, CEO of soft core, many new captive and third party off-shore facilities being set up in the country have led to a competition for skilled human resources that are already scarce. This is also leading to an ever-widening demand-supply gap and raise in the average salary level for all positions, apart from pushing up attrition in existing facilities, he said.

There is new trend of employees moving to multinational companies abroad for higher salaries and global experience. The salary package and working environment is far better than India in countries like USA. Then returning to India with global experience makes for a higher pay and position. This is also one reason for the shortage of skilled man power and hike in employee salaries in the IT sector.

Questions:

- What are the problems faced by softcore? Suggest some remedies for its problems.
 - Do you support globalization? Justify.
-

M.B.A. DEGREE EXAMINATION, MARCH/APRIL - 2023

THIRD SEMESTER

PAPER - 302 : ENTREPRENEURSHIP

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated Colleges)

Time : 3 Hours

Max. Marks : 70

PART - A

(Descriptive/Numerical type questions)

Answer any Five questions. Each question carries 10 marks.

(5×10=50)

1. Define Entrepreneurship. Explain the concept and characteristics of entrepreneurship.
2. Briefly discuss the problems faced by the entrepreneurs in India.
3. What are the challenges faced by women entrepreneurs? Explain.
4. Explain the need and importance of Self-help groups.
5. Define business ratios. Explain its applications.
6. Discuss in detail about the various sources of finance.
7. Write a short note on production and material management in organizations.
8. Explain the various approaches of industrial relations in the organizations.
9. Explain the various institutions that support small business enterprises.
10. Define business incubators. Explain its need in the educational institutions.

PART - B
(Case Analysis)

(20)

11. The role of entrepreneurship in economy is not hidden to anybody. Most of business activities are performed by entrepreneurs. These persons with reference to their characteristics can enter business market. Entrepreneur's role is not only in the increase of production but also in the recruitment of mass labour force. With due attention to role of entrepreneurship in economy, government is interested to lead and guide entrepreneur's needs to capital, technology and other facilities for performing their activities. Therefore, government can play important role for providing these facilities. With approval of laws and regulations, Governments can give necessary information and capital, and provide to better technology can help entrepreneurs. Government can also perform planning, draw policy, and determine strategy for helping entrepreneurs. There are a number of government organizations as well as NGOs who conduct EDPs and MDPs. These EDPs and MDPs are conducted by MSMEs, NIESBUD, NSIC, IIE, NISIET, entrepreneurship development institutes and other state government developmental agencies.

There are governmental and non-governmental specialized agencies which provide marketing assistance. Besides promotion of MSME products through exhibitions, NSIC directly market the MSME produce in the domestic and overseas market. NSIC also manages a single point registration scheme for manufacturers for government purchase. Units registered under this scheme get the benefits of free tender documents and exemption from earnest money deposit and performance guarantee. Government of India has been executing the incentive scheme for providing reimbursement of charges for acquiring ISO 9000 certification to the extent of 75% of the cost subject to a maximum of Rs. 75,000 in each case. ISO 9000 is a mechanism to facilitate adoption of consistent management practices and production technique as decided by the entrepreneur himself. This facilitates achievement of desired level of quality while keeping check on production process and management of the enterprise.

Question :

List the different financial institutions with their schemes for entrepreneurs and their impact.

M.B.A. DEGREE EXAMINATION, MARCH/APRIL - 2023
THIRD SEMESTER

PAPER - 342 : DATABASE MANAGEMENT SYSTEMS
(Under C.B.C.S New Regulations w.e.f. 2016-2017)
(Common Paper to University and all Affiliated Colleges)

Time : 3 Hours

Max. Marks : 70

PART - A

(Descriptive type questions)

Answer any **Five** questions. Each question carries **10** marks.

(5×10=50)

1. Explain E-R model for Database development with an example.
2. Discuss about :
 - a) DBA
 - b) Storage Management
3. Explain about :
 - a) Integrity Constraints
 - b) Views.
4. Explain about various Relational algebra Operations.
5. What is Normalization? Discuss about 2 NF and 3NF.
6. Explain briefly about:
 - a) Triggers
 - b) Assertions with an example.
7. Explain briefly about Object Oriented Relational Databases and its advantages.
8. Discuss about Object Query Language and commands to create and manipulate objects.
9. List out various Database System architectures and explain any Two.
10. Discuss about:
 - a) Query Processing
 - b) Dead Lock Handling.

PART - B
(Case Analysis)

(20)

- 11.** MEDICARE Pharmacy is sells various medicines in whole sale by purchasing medicines not only from Indian companies, but also imports from other countries. Even though the pharmacies do not seem different than any other shop, their functioning is very different due to various laws regarding medicines. For example, most of the medicines available in a pharmacy cannot be purchased without a prescription. MEDICARE has nearly over 100 branches all over India. Management wants to have centralized database system. Thus, preparing a Database Management system for a pharmacy not only requires a study of how things are handled from a customer or but also employee in each branch point of view whether they follow the relevant rules or regulations. Discounts are offered to referral doctors, customers upon purchase of certain amount, door delivery is provided etc. are the latest features that Pharmacy is intended to provide.

Each branch will have common software system Pharmacy Management System with simple interfaces for employees and management to use.

With this Pharmacy Management System DBMS Project, we aimed to develop a comprehensive system that could deal with challenges faced in day to day operation of a modern pharmacy.

- a) Build E-R Model for above Pharmacy management system.
 - b) List out table and important constraints to be implemented while creating DBMS.
-

M.B.A. DEGREE EXAMINATION, MARCH/APRIL - 2023

THIRD SEMESTER

PAPER - 343 DATA MINING AND DATA WAREHOUSING

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated Colleges)

Time : 3 Hours

Max. Marks : 70

PART - A

(Descriptive/Numerical type questions)

Answer any **Five** questions. Each question carries **10** marks.

(5×10=50)

1. Explain about various data pre-processing tasks.
2. Discuss about data warehouse architecture and operations.
3. Explain about
 - a) Cubes
 - b) Star schema in data modelling.
4. Explain about various data analysis techniques.
5. Explain classification data mining technique with FP tree growth.
6. Explain Pincher search algorithm and its applications.
7. What is Clustering? Explain about K-means algorithm with an example.
8. List out types of clustering techniques and discuss about any Two in detail.
9. What are various Machine learning strategies? Explain about text mining.
10. Discuss about
 - a) Weka
 - b) MatLab

PART - B

Case Analysis :

(20)

11. The management of Insurance Company decided that the business needed a data warehouse. Initially, management was concerned about achieving two main goals:

- (i) minimizing insurance claims fraud and
- (ii) investigating the profitability of insurance services provided.

The sponsor of the data warehousing project was a senior vice president who had seen some data mining tool demonstrations and felt that having such a capability would greatly benefit company. The company's systems/database administrator also supported the data warehousing project because programmers were producing an increasing number of individualized reports, thus increasing the load on the OLTP systems. He believed that through the use of a data warehouse, the system would be able to produce all the required reports. The company's vision for the project had been to use a data mining tool for detecting fraudulent insurance claims. To achieve these goals, Insurance Company approached a software development and systems integration company ("the data warehouse team") to build the data warehouse. The data warehouse team was not able to work with claims data. The team decided to continue with the data warehouse effort using data that was available to it. Next, the data warehouse team soon discovered that claims analysis would not be possible since the company's OLTP systems did not record the data needed for such analyses.

Although management had envisioned a large data warehouse from the start, they soon realized that they could not incorporate all data into one large data model. Management decided that certain limitations should be made and that a smaller data warehouse would have to be built.

- a) From above case study, suggest the best Data warehouse architecture and give your comments.
 - b) What is the data model to be used, to record data having more dimensions? Explain in company's view.
-

[Total No. of Pages : 2

4-75-334R

M.B.A. DEGREE EXAMINATION, MARCH/APRIL - 2023

THIRD SEMESTER

PAPER - 334 : LABOUR LAWS AND INDUSTRIAL RELATIONS-

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated Colleges)

Time : 3 Hours

Max. Marks : 70

PART - A

(Descriptive/Numerical type questions)

Answer any **Five** questions. Each question carries **10** marks.

(5×10=50)

1. Define industrial relations. Explain different approaches to industrial relations.
2. Discuss the objects and functions of trade unions. Describe the procedures for the registration and cancellation of a trade union.
3. What is industrial relations? Briefly discuss the Dunlop's approach to industrial relations.
4. What is grievance? Outline the details involved in handling employee grievance procedures.
5. Outline the origin of worker's participation in management and its current status.
6. Define collective bargaining. Examine the unique features of collective bargaining in Indian context with illustration.
7. What is adjudication? Describe the principles of industrial adjudication.
8. Explain the process of domestic enquiry. Briefly describe the role of enquiry officer in it.
9. Describe the historical development of the Factories Act, 1948. Explain the process for approval, licensing and registration of factories.
10. Who are the authorities under the Industrial Disputes Act, 1947? Explain the provisions of layoff, retrenchment and closure in the Industrial Disputes Act, 1947.

PART - B

Case Analysis :

(20)

11. Mr. Raghupati started a carrier company in 2008 with just Rs. 1,00,000 and three employees. He developed the company to the tune of Rs. 100 million turnover and 300 employees by 2017. He wants to expand the operations of the company to new towns and also to new customers. The company had always paid higher salaries and provided better benefits than comparable employers in the city. But, he found that his employees wanted to form a union, even though he offers higher salaries.

One day Mr. Raghupati was overhearing the conversation of employees about the formation of union in the company. He thought for a while and got disappointed immediately as he has been one of the good pay master; but yet he could not get the maximum contribution, commitment and support of the employees.

He spent whole night thinking of the possible problem. He got into a different psychological state and started thinking of how he could make use of the situation for the betterment of the company. He got an idea that he should inspire the employees to form a union and let the union demand for still higher salaries.

Immediately he implemented the idea and encouraged the employees to form a union. His idea worked well. Quite a surprise to the expectations of the employees, Mr. Raghupati inaugurated the union and encouraged the union to make their demands. Trade Union leaders after a year met the CEO with a charter of demands. He made a counter proposal while appreciating the union leaders for their charter of demands. His counter proposal includes additional contribution and commitment from employees side for every rupee of hike in salaries and benefits. Trade union leaders appreciated and accepted the counter proposal made by the CEO.

Mr. Raghupati encouraged trade union leaders to enlighten employees and enhance their deficiencies for higher wants and better life.

Questions :

- a) Why were the employees not content with the salaries and benefits?
- b) How do you analyse Mr. Raghupati's strategy of encouraging employees to form a trade union?
- c) How do you perceive the strategy followed by the CEO in making the counter offer for the employees and its ramification to their trade union?

**MASTER OF BUSINESS ADMINISTRATION DEGREE EXAMINATION,
MARCH/APRIL - 2023**

THIRD SEMESTER

PAPER - MCA : INTERNET FUNDAMENTALS (OPEN ELECTIVE)

(Under C.B.C.S. New Regulations w.e.f. 2020-2021)

(Common paper to University and all Affiliated Colleges)

Time : 3 Hours

Max. Marks : 70

PART - A

Answer any **Five** questions. Each question carries 4 marks.

(5×4=20)

1.
 - a. What is mailing list and how does it work?
 - b. How do search engines work and what factors affect search engine rankings?
 - c. What is the difference between a search engine and a web directory?
 - d. What is DNS?
 - e. List the advantages and disadvantages of using Telnet for remote login.
 - f. What is HTML?
 - g. What is MUD?
 - h. What are some strategies for managing mailing lists.
 - i. Explain the concept of open access publishing.
 - j. Describe the advantages and disadvantages of electronic publishing.

PART - B

Answer **one** full questions from each unit. Each question carries 10 marks.

(5×10=50)

Unit - I

2.
 - i. What is FTP and how is it used for website publishing?
 - ii. Explain about the plugins and extensions in web browsers, and what are some examples of commonly used plugins?

(OR)

3.
 - i. Give some common web design principles and best practices for creating effective websites?
 - ii. Explore common web development frameworks and libraries, and what are their features?

Unit - II

4. i. Explain the concept of client - server architecture in the context of the Internet.
ii. Discuss the role of search engines in facilitating online search. What are some of the challenges faced by search engine companies, such as Google, in providing relevant and accurate search results?

(OR)

5. i. Describe the evolution of the Internet, from its origins to the present day, highlighting the major technological advancements and societal impacts along the way.
ii. How can you evaluate the credibility and reliability of information found on the World Wide Web? Give examples.

Unit - III

6. i. Describe the process of logging into a remote server using Telnet. What are the commands that you would use to perform this task?
ii. What are the different types of HTML tags? Provide examples of each and explain their functions.

(OR)

7. i. Discuss the advantages and disadvantages of using FTP for file transfer.
ii. What are the best practices for optimizing web graphics? Discuss the different techniques used to optimize web graphics.

Unit - IV

8. i. List some common accessibility issues with HTML websites, and how can they be addressed?
ii. Discuss about some benefits and drawbacks of participating in newsgroups?

(OR)

9. i. List and explain of some common features of mailing list software, and how do they support communication among members?
ii. Give common features of chat room software, and how do they support real - time conversation?

Unit - V

10. i. Discuss the impact of electronic publishing on the traditional publishing industry. How has the advent of electronic publishing changed the way publishers operate?
ii. Explain the concept of content management systems (CMS) and their role in electronic publishing. What are some popular CMS used in electronic publishing?

(OR)

11. i. Discuss the concept of responsive web design and its importance in web programming. What are some best practices for creating responsive websites?
ii. Describe the concept of web application development and the components of a web application.