M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024

SECOND SEMESTER

PAPER -201 - MARKETING MANAGEMENT

(Common paper to University and Affiliated Colleges)

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

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 the term 'Concept of Marketing'. Discuss the role of marketing in a developing economy for planned growth.

2. What is Market Segmentation? Discuss the importance and bases that can be used to segment the market. Give example in support.

3. What is product life cycle? Explain how you would relate the importance of marketing mix elements during the different stages of the product life cycle.

4. Discuss the major functions of packaging. Why is labelling important with reference to food and pharmaceutical product category? Discuss.

5. What factors are involved in setting prices? Discuss various geographical pricing strategies with the help of suitable example.

6. Explain various channels of distribution applicable organization in a large sized business. How do the channels of distribution add value to marketing of goods?

7. What is promotion mix? Discuss the factors that affect the promotion mix of a company.

8. Discuss the major objectives of Sales Promotion. Explain some of the sales promotions directed at customers, which can be used by a scooter manufacturer?

9. What is managing a holistic marketing organization? Discuss the importance of four dimensions of holistic marketing.

10. What are the six steps of marketing audit? What are the six types of marketing audit?

PART - B
(Case Analysis)

(20)

11. With a long standing presence in the Indian market and offering a wide range of product categories ranging from mobile devices to high technology solutions a Korean, major has now ventured into the Vacuum Cleaner Segment (VCS) in India, thus expanding into home cleaning solution business.

The proposed categories of vacuum cleaners are jet cordless stick vacuum cleaners that can generate up to 200 watts of sunction power and are light weight. The company has priced this product category between Rs.37K to Rs.53K. Initially, the company is considering marketing this range of vacuum cleaners targeting at the elite and niche market in major metros/cities and the rural affluent clientele. Assume that you have been retained as a consultant exclusively for this category for a period of three years.

Questions:

a) Propose a suitable STP strategy for the product category.

b) Recommend the selection of channels of distribution for the category so as to compete with other premium players from the organized sector.

c) In view of the prevailing competition and as a new entrant suggest a suitable sales forecasting method/approach for the company. Justify giving reasons.

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M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024

SECOND SEMESTER

PAPER -202 -HUMAN RESOURCES MANAGEMENT

(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. Briefly describe and discuss the concept, objectives and functions of Human Resource Management.

2. Discuss the benefits of the labour codes focusing on how they will bring a transformative impact on labour empowerment in India. Discuss the challenges/concerns. What are the 4 major labour codes?

3. What is human resource planning? Explain the process of human resource planning with suitable examples.

4. Define Human Resource Information System (HRIS). Discuss the effectiveness of HRIS and its role in organisational effectiveness.

5. Define and discuss 'Selection Process'. Explain with suitable examples the purpose and types of various 'Selection Tests', their significance, limitations and precautions .

6. Describe the objectives and benefits of performance appraisal. Briefly discuss the errors that occur in having an objective evaluation and give suggestions as to how they can be minimized .

7. Discuss and describe how training can be made as a strategic function.

8. What is career planning? Discuss the process of career planning with illustration.

9. What is HR audit? Discuss the process of HR audit with illustrations.

10. How important is work-life balance? How do you measure and manage work-life balance?

PART -B
(Case Analysis)

(20)

11. Read the case below and answer the questions given at the end.

John and Peter are working in an engineering organisation -a reputed one where excellence goes hand-in-hand with every new imperative flexibility. By laying down its clear-cut policies and procedures and corporate plans, this organisation has earned the distinction of being one of the best managed companies, always striving for excellence by keeping itself abreast of the developments in the endlessly changing scenario.

During the recent review of the functioning of one of the departments headed by Peter, it was discovered that his department had been continuously showing declining trend in terms of meeting the targets fixed for them and the problems of high rate of turnover/absenteeism came to light. Majority of the subordinates working under Peter were dissatisfied with their job and were feeling frustrated and depressed over the way they were being handled by him. There was a breakdown of communication and innumerable complaints about the rude behaviour of Peter started pouring in, Peter, on the other hand, had been in this department for the last so many years and was in the habit of treating his subordinates in the traditional style. The situation started aggravating day-by-day. The workers under Peter had to take the shelter of Unions for airing their grievances and the Management was naturally disturbed over the state of affairs and could no longer afford to be a silent spectator. Search for a suitable replacement of Peter was accordingly initiated and John was identified for the purpose.

John was selected for replacing Peter as he possessed the skills of managing different types of people under different situations. His acceptability and credibility have all along been of the highest order.

Initially, of course, this sudden change was a painful surprise for John and as it always happens any change in status quo affects people and John was no exception. However, John moved into the department and was soon able to overcome initial difficulties. With his concerted efforts and sincerity of purpose, he was soon able to create a strong trust-bond with his subordinates. He gave them a free hand in setting time-bound goals for themselves The subordinates were by then participating in arriving at the vital decision in regard to their production and productivity. A very cordial and harmonious atmosphere prevailed upon in this department under John. All this naturally resulted in "a blessing in disguise" both for the Management and the workers in as much as that this department paved the way in improving the climate and culture of the organisation.

Questions :

(a) Identify the issues involved in the above case.

(b) What, in your opinion, could be the causes for replacement of Peter and the secret of success of John in the so-called difficult department ?

(c) Do you agree with the statement that "a true manager should know the art of managing his people"? Comment."

M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024

SECOND SEMESTER

PAPER : 203 - FINANCIAL MANAGEMENT

(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. Discuss the nature and scope of Financial Management.
2. Discuss "Profit maximization. Vs. wealth maximization".
3. Explain the uses of Ratio Analysis.
4. Distinguish between operating and financial Leverage.
5. Explain the various components of Cost of Capital of a Company.
6. Briefly explain the factors which determine the capital structure of a firm?
7. What is the importance of Capital budgeting and what are its limitations?
8. Discuss the process of investment decision.
9. What are the factors that determine the dividend policy of a company? Discuss.
10. Explain the in brief the determinants of working capital management of a business concern.

PART - B

(Case Analysis)

(20)

11. Rajesh and company has two alternative projects under consideration.

Project A requires a capital outlay of Rs.1,50,000 but Project B requiresRs.1,80,000. The projects are estimated to provide a cash flow for five years.

A - Rs.50,000 per year and

B - Rs.55,000 per year

The cost of capital is 10% show which of the two projects is preferable from the view point of

a) Net Present Value and

b) Internal Rate of Return.

M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024
SECOND SEMESTER
PAPER - 204 : PRODUCTION MANAGEMENT
(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. Discuss the different forms of transformation processes that may be adopted in a production system commenting on their production rate, flexibility and cost of installation and operation.

2. What is the difference between work measurement and time study? Which process does a work study involve?

3. Elaborate various situations which lead to a study of facility location. Describe also Alfred Weber's analysis in this connection.

4. Discuss in detail different types of maintenance system and Which maintenance is regarded as most cost-effective?

5. Distinguish between production planning and production control and state their objectives.

6. Explain the concept of Line balancing with example.

7. What are different types of inventory? What is objectives inventory control?

8. Discuss the objectives, plans and problems that occur in Stores Management.

9. Explain the different methods used in Project Scheduling. Elaborate any one method in detail.

10. What is the relationship between activity time and cost in project crashing? What is the crash cost in network analysis?

11. A Project schedule has the following characteristics: **(20)**

Activity:	1-2	1-3	2-4	3-4	3-5	4-9	5-6	5-7	6-8	7-8	8-10	9-10
Duration:	4	1	1	1	6	5	4	8	1	2	5	7

a) Compute the network

b) Compute EST and LFT for each event

c) Find the critical path.

M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024

SECOND SEMESTER

PAPER -205 - BUSINESS RESEARCH METHODS

(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. "The research process involves a series of interrelated and intricate steps". Does every research study necessarily need to satisfy all the steps and be carried out in this sequence? Explain.

2. What is research problem? Discuss the main issues which should receive the attention of the researcher in formulating the research problem.

3. What is Research Design? Explain the functions of a research design.

4. What is the relationship of research to various functional areas of business? Explain different methods of research relevant to business research.

5. Describe, in brief, the importance of editing, coding and classification of data in context of research study.

6. What is survey research? How is it different from observation research?

7. What do you understand by "attitude measurement"? Explain the various issues involved in measuring attitude.

8. What do you understand by "non-probability sampling"? Explain various types of non probability sampling.

9. "The report should be thoroughly reviewed and edited before the final report is submitted." Comment on the statement.

10. What is meant by interpretation of statistical data? What precautions should be taken while interpreting the data?

PART - B

(Case Analysis)

(20)

11. The following is an arrangement of 25 men, M and 15 women, W lined up, to purchase tickets for a cinema show. Test for randomness at 5% significance level.

M WW MMM W MM W M W M WWW MMM W MM WWW MMMMMMM WWW MMMMMM

(The tabulated value of test statistics is - 1.96)

M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024

SECOND SEMESTER

PAPER -206 - OPERATIONS RESEARCH

(Common paper to University and Affiliated Colleges)

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

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. A financial advisor at Delhi investments has identified two companies that are likely candidates for a takeover in the near future. Eastern cable is a leading manufacturing of flexible cable systems used in the construction industry and ComSwitch is a new firm specializing in digital switching systems. Eastern cable is currently trading for Rs.40 per share and Com Switch is for Rs.25 per share. If the takeover occurs, the financial advisor estimates that the price of Eastern cable will go to Rs.55 per share and ComSwitch will go to Rs.43 per share. Also, it is found that ComSwitch high risk share. Assume that a client has indicated a willingness to invest a maximum of Rs.50,000 in the two companies. The client wants to invest at least Rs.15,000 in Eastern cable and at least Rs.10,000 in Com Switch. Due to high risk associated with ComSwitch, the financial advisor recommended that at most Rs.25,000 should be invested in ComSwitch.

   a) Formulate a linear programming model for the investment decision faced the client.

   b) Find the optimal solution through graphical method.

2. Mention various applications in operations research.

3. Find the optimum transportation plan such that the total transportation cost is lowest.

Plant		**Markets**			**Capacity**
	S1	**S2**	**S3**	**S4**	
F1	4	6	8	13	**50**
F2	13	11	10	8	**70**
F3	14	4	10	13	**30**
F4	9	11	13	8	**50**
Total	**25**	**35**	**105**	**20**	

4. The captain of a cricket team has to allot five middle-order batting positions to five batsmen. The average runs scored by each batsman at these positions are as follows:

Batsmen	Batting Positions				
	I	II	III	IV	V
P	40	40	35	25	50
Q	42	30	16	25	27
R	50	48	40	60	50
S	20	19	20	18	25
T	58	60	59	55	53

Find the assignment of batsmen to position that would give the maximum number of runs for the team.

5. Solve the following Linear Programming problem using Dynamic Programming technique.

Minimize $Z = 2x_1 + x_2$
Subject to
$4x_1 + 3x_2 >= 6$
$x_1 + 2x_2 <= 4$
$x_1, x_2 >= 0$

6. Explain in detail about the various approaches to Dynamic Programming.

7. Solve the following goal programming model via the simplex method for goal programs. Clearly identify the solution and the level of goal achievement.

Min $Z = P_1p_3 + P_2n_4 + P_2p_4$
Subject to $10x_1 + 20x_2 + n_1 = 1000$
$20x_1 + 10x_2 + n_2 = 800$
$5x_1 + 10x_2 + n_3 - p_3 = 600$
$x_2 + n_3 - p_4 = 30$
$x_1, x_2, n_1, n_2, n_3, p_3, n_4, p_4 > = 0$

8. Explain the application areas of Goal Programming.

9. Self service at a university cafeteria, at an average rate of 7 minutes per customer, is slower than attendant service, which has a rate of 6 minutes per student. The manager of the cafeteria wishes to calculate the average time each student spends waiting for service. Assume that customer arrive randomly at each time, at the rate of 5 per hour.

10. Define simulation? Explain its applications.

PART - B
(Case Analysis)

(20)

11. A company is planning its production schedule over the next six months (it is currently the end of month . 2)The demand (in units) for its product over that timescale is as shown below:

Month	3	4	5	6	7	8
Demand	5000	6000	6500	7000	8000	9500

The company currently has in stock: 1000 units which were produced in month 2; 2000 units which were produced in month 1; 500 units which were produced in month 0. The company can only produce up to 6000 units per month and the managing director has stated that stocks must be built up to help meet demand in months 5, 6, 7 and 8. Each unit produced costs £15 and the cost of holding stock is estimated to be £0.75 per unit per month (based upon the stock held at the beginning of each month).

The company has a major problem with deterioration of stock in that the stock inspection which takes place at the end of each month regularly identifies ruined stock (costing the company £25 per unit). It is estimated that, on average, the stock inspection at the end of month t will show that

11% of the units in stock which were produced in month t are ruined; 47% of the units in stock which were produced in month t-1 are ruined; 100% of the units in stock which were produced in month t-2 are ruined. The stock inspection for month 2 is just about to take place. The company wants a production plan for the next six months that avoids stock outs.

Questions:

a) Formulate their problem as a linear program.

b) Because of the stock deterioration problem, the managing director is thinking of directing that customers should always be supplied with the oldest stock available. How would this affect your formulation of the problem?

[Total No. of Pages : 2

M.B.A. DEGREE EXAMINATION, JULY/AUGUST - 2024

SECOND SEMESTER

PAPER -207 -MANAGEMENT INFORMATION SYSTEMS

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

(Common paper to University and Affiliated Colleges)

Time : 3 Hours **Max. Marks : 100**

PART-A

(Descriptive/Numerical type questions)

Answer any FIVE Questions, each question carries 14 marks **(5×14 =70)**

1. What is MIS? Analyze the importance of MIS business decision making.

2. Discuss the hierarchy of information systems.

3. Explain in detail about the various approaches of MIS design.

4. Discuss in detail about the MIS Growth Model.

5. Write a short note on:
   i) Data Ware housing
   ii) OLAP
   iii) Expert System

6. Explain in detail about the types and components of data mining.

7. What are the benefits of financial and human resource information systems? Discuss.

8. Explain in detail about the characteristics of marketing and manufacturing information system.

9. Discuss in detail about the concept of cyber security.

10. *What is the importance of systems security and control in the organizations?*

PART -B
(Case Analysis)

(30)

11. A waiter takes an order at a table and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot -item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check -listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three -carbon -copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up -to -the - minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales.

This helps management plan menus according to customer's tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

Questions:

a) In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control. What information would you require to make such decisions?

b) What would make the system a more complete MIS rather than just doing transaction process?

c) Explain the probable effects that making the system more formal would have on the customers and the management.