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R-19

Code: 9P1A23

M.B.A. II Semester Regular Examinations November 2020

Marketing Management

Max. Marks: 60

Time: 3 Hours

Answer any five questions from the following (5 x 12 = 60 Marks)

	Marks	CO	Blooms Level
1. What is marketing environment? Write about macro and micro environments in detail?	12M	CO1	L1
2. Discuss how market segmentation, target marketing and positioning are interrelated. Give examples.	12M	CO2	L2
3. The “marketing mix” is one of the major concepts in modern marketing. Justify the statement.	12M	CO2	L5
4. What is product hierarchy? Explain the concept using the example of coke.	12M	CO3	L2
5. What is meant by price discrimination? Discuss the different types of price discrimination.	12M	CO3	L2
6. Public relations are valuable promotion tools. Justify.	12M	CO4	L5
7. What is the need for marketing organization? What are the types of organizations?	12M	CO5	L1
8. In what way green marketing mix different from traditional mix?	12M	CO5	L6

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Code: 9P1A24

M.B.A. II Semester Regular Examinations November 2020

Operations Management

Max. Marks: 60

Time: 3 Hours

Answer any five questions from the following (5 x 12 = 60 Marks)

	Marks	CO	Blooms Level
1. Discuss in brief about the Evolution, Scope and different Development Stages of Operations Management.	12M	CO1	L2
2. What are the 5P's of Operations Management? Outline their Role in Decision Making.	12M	CO1	L4
3. Determine the Criteria you should evaluate while choosing a suitable Facilities Location for your new business.	12M	CO2	L3
4. What is Forecasting? Explain different types of Forecasting.	12M	CO1	L1
5. Write a short notes on the following :			
a) Scheduling of Operations	6M	CO2	L5
b) Assembly Line Balancing	6M	CO2	L3
6. What is Inventory Control? Analyze, why Inventory Management is important for any organization?	12M	CO5	L4
7. Describe the Principles of Materials Handling with suitable examples.	12M	CO4	L2
8. Define Work-Study and also discuss various methods of Work-Study.	12M	CO1	L1

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R-19

Code: 9P1A27

M.B.A. II Semester Regular Examinations November 2020

Operations Research

Max. Marks: 60

Time: 3 Hours

Answer any five questions from the following (5 x 12 = 60 Marks)

- | | | | |
|---|-------|----|--------------|
| | Marks | CO | Blooms Level |
| 1. a) Write the main characteristics of Operations research. | 6M | | |
| b) Solve the following L.P.P by Simplex method:
$\text{Maximize } Z = 6x_1 + 8x_2$ $\text{subject to } 5x_1 + 10x_2 \leq 60$ $4x_1 + 4x_2 \leq 40$ $x_1 \text{ and } x_2 \geq 0$ | 6M | | |

2. Find the initial basic feasible solution of the given transportation problem using Northwest corner cell method, Least cost cell method and VAM method.

	Warehouses				Supply
	1	2	3	4	
1	3	1	7	4	300
2	2	6	5	9	400
3	8	3	3	2	500
Demand	250	350	400	200	

- | | | | |
|--|----|--|--|
| 3. a) Illustrate the MODI method to determine the optimum solution. | 6M | | |
| b) Convert the following transportation problem into a balanced transportation problem and obtain the initial feasible solution by the method of VAM | | | |

	1	2	3	4	Supply
1	5	12	6	10	300
2	7	8	10	3	400
3	9	4	9	2	300
Demand	200	300	450	250	

- | | | | |
|---|----|--|--|
| 4. a) Explain Hungarian method. | 4M | | |
| b) Explain Assignment problem and hence Solve the following problem to maximize the profit. | | | |

	1	2	3	4
1	10	22	12	14
2	16	18	22	10
3	24	20	12	18
4	16	14	24	20

5. A salesman is planning to tour cities B, C, D and E starting from his home city A. The inter-city distances are shown in the following table:

city	A	B	C	D	E
A	∞	103	188	136	38
B	103	∞	262	176	52
C	188	262	∞	85	275
D	136	176	85	∞	162
E	38	52	275	162	∞

How should he plan his tour so that (i) he visits each of the cities only once, and (ii) travels the minimum distance?

12M

6. a) Solve the following 4×4 game played by players A and B optimally.

		Player-A			
		1	2	3	4
Player-B	1	6	2	4	8
	2	2	-1	1	12
	3	2	3	3	9
	4	5	2	6	10

6M

b) Solve the following 2×2 game graphically.

		Player-A			
		B_1	B_2	B_3	B_4
Player-B	A_1	2	1	0	-2
	A_2	1	0	3	2

6M

7. Construct a network diagram for a project consisting of the following activities and has the following activity times:

Activity	Immediate Predecessors	Time (Days)
A	-	3
B	-	4
C	A,B	5
D	B	6
E	D	7
F	C,E	8
G	D	9

- i) Find the critical path.
- ii) What is the project completion time?
- iii) Compute the total floats and free floats for all the activities.

12M

8. The following table lists the data for a PERT network with their time estimates

Activity [i-j]	Duration (Weeks)		
	Optimistic	Most likely	Pessimistic
1-2	5	8	10
1-3	18	20	22
1-4	26	33	40
2-5	16	18	20
2-6	15	20	25
3-6	6	9	12
4-7	7	9	12
5-7	7	8	9
6-7	3	4	5

- i) Draw the project network.
- ii) Calculate the length and variance of the critical path.
- iii) What is the probability that the project will be completed in 41.5 weeks?

Given $P(0 < z < 0.26) = 0.1026$

12M

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Code: 9P1A26

M.B.A. II Semester Regular Examinations November 2020

Research Methodology

Max. Marks: 60

Time: 3 Hours

Answer any five questions from the following (5 x 12 = 60 Marks)

	Marks	CO	Blooms Level
1. a) Explain different types of research with examples.	6M	CO1	L2
b) Illustrate the differences between null hypothesis and alternative hypothesis.	6M	CO1	L3
2. a) Illustrate various steps in the research process.	6M	CO1	L3
b) Describe different types of variables in conducting a research.	6M	CO1	L2
3. "Research design in exploratory studies must be flexible but in descriptive studies, it must minimise bias and maximise reliability." Discuss.	12M	CO2	L2
4. Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample? Explain by means of an example.	12M	CO2	L2
5. a) Describe and illustrate, with examples, the differences between a nominal and an ordinal scale.	7M	CO3	L2
b) List the precautions a researcher should consider while wording the questions.	5M	CO3	L1
6. a) List and describe the main types of syndicated sources of secondary data.	6M	CO4	L1
b) Explain your understanding on survey method of data collection and when is it used in business research.	6M	CO4	L2
7. a) Analyse the role of briefing, supervising, and debriefing in conducting fieldwork programme.	6M	CO4	L4
b) Discuss the important considerations while performing data analysis.	6M	CO4	L2
8. Illustrate any four basic and commonly used methods of presenting data in graphs and charts	12M	CO5	L4

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Code: 9P1A22

M.B.A. II Semester Regular Examinations November 2020

Financial Management

Max. Marks: 60

Time: 3 Hours

Answer any five questions from the following (5 x 12 = 60 Marks)

- | | Marks | CO | Blooms Level | | | | | | | | | | | | |
|--|----------|------------|--------------|-------|-------|---|----------|-------|-------|-------|-------|-------|--|--|--|
| 1. Distinguish between profit maximization and wealth maximization. | 12M | CO1 | L2 | | | | | | | | | | | | |
| 2. Compare and contrast NPV and IRR | 12M | CO2 | L3 | | | | | | | | | | | | |
| 3. A company is interested to purchase an asset worth Rs. 500000. Its useful life is 5 years, salvage value is Rs.40000 and the tax rate is 30%. The estimated annual cash inflows before tax are given below:
I Year = Rs. 120000
II Year = Rs. 160000
III Year = Rs. 180000
IV Year = Rs. 200000
V Year = Rs. 240000 (excluding salvage value)
Cost of capital is 10% per annum. The table values are given below: | | | | | | | | | | | | | | | |
| <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Year</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> </tr> </thead> <tbody> <tr> <td>PVF @10%</td> <td style="text-align: center;">0.909</td> <td style="text-align: center;">0.826</td> <td style="text-align: center;">0.751</td> <td style="text-align: center;">0.683</td> <td style="text-align: center;">0.621</td> </tr> </tbody> </table> | Year | 1 | 2 | 3 | 4 | 5 | PVF @10% | 0.909 | 0.826 | 0.751 | 0.683 | 0.621 | | | |
| Year | 1 | 2 | 3 | 4 | 5 | | | | | | | | | | |
| PVF @10% | 0.909 | 0.826 | 0.751 | 0.683 | 0.621 | | | | | | | | | | |
| You are required to compute:
(a) Payback period (b) Accounting rate of return (c) Net present value @ 10%. | 12M | CO2 | L4 | | | | | | | | | | | | |
| 4. Explain the following
a) Pipeline theory
b) ABC analysis | 6M
6M | CO3
CO3 | L2
L2 | | | | | | | | | | | | |
| 5. Prepare an estimate of working capital requirement from the following data for a trading concern.
• Project annual sales 80000 units
• Selling price Rs.8 per unit
• Percentage of net profit as sales 20
• Average credit period allowed to customers- 10 weeks
• Average credit period allowed to suppliers – 8 weeks
• Average stock holding in terms of sales requirement – 10 weeks.
• Allow 20 per cent for contingencies. | 12M | CO3 | L5 | | | | | | | | | | | | |
| 6. Assuming the existence of the corporate taxes, describe the M-M's position on the issue of an optimum capital structure. | 12M | CO4 | L2 | | | | | | | | | | | | |
| 7. Write short notes on
a) Operating and financial leverages
b) EBIT-EPS analysis | 6M
6M | CO4
CO4 | L1
L1 | | | | | | | | | | | | |
| 8. Explain the factors influencing dividend policy | 12M | CO5 | L2 | | | | | | | | | | | | |

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Code: 9P1A21

M.B.A. II Semester Regular Examinations July 2020

Human Resource Management

Max. Marks: 60

Time: 3 Hours

Answer any five questions from the following (5 x 12 = 60 Marks)

	Marks	CO	Blooms Level
1. a) Nature and scope of HRM	6M	CO1	L1
b) Functions of HRM	6M	CO1	L1
2. a) Various Sources of Recruitment	6M	CO2	L2
b) Induction Vs Orientation	6M	CO2	L4
3. Define HRP. What are the various factors influencing HRP?	12M	CO2	L2
4. Critically examine the various Performance Management Approaches	12M	CO3	L5
5. a) Modern methods of Performance Appraisal	6M	CO3	L1
b) Training Vs Development	6M	CO3	L4
6. Define Career. Examine the stages in Career Development Process	12M	CO4	L1
7. 'Organization success depends on accepting the challenges in the field of HRM' Critically examine.	12M	CO5	L6
OR			
8. a) Learning Organizations	6M	CO5	L5
b) Employee Retention Strategies	6M	CO5	L3

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Code: 9P1A25

M.B.A. II Semester Regular Examinations November 2020

Management Information System

Max. Marks: 60

Time: 3 Hours

Answer any five questions from the following (5 x 12 = 60 Marks)

	Marks	CO	Blooms Level
1. a) Explain the scope and characteristics of MIS	6M	1	L2
b) Describe the components of Information System	6M	1	L2
2. a) Discuss about the functions of MIS	5M	1	L2
b) Explain MIS for operations of Marketing IS	7M	1	L2
3. a) Discuss about Decision Support System	6M	2	L2
b) Describe the Expert Systems	6M	2	L2
4. Explain in detail about the System Development Life Cycle	12M	3	L2
5. Explain Computer Aided Software Engineering (CASE)	12M	3	L2
6. a) Explain the benefits of SIS	5M	3	L2
b) Describe the components of Strategic Information Planning	7M	3	L2
7. Describe in detail about the Business Intelligence System	12M	3	L2
8. Explain the role of Auditing Technologies and Tools for Protecting Information resources	12M	3	L2
