Code: 22CE025T

M.B.A. II Semester Regular Examinations Aug/Sept 2023
Management Information System

Max. Marks: 60   Time: 3 Hours

Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)

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		Marks	CO	Blooms Level
	UNIT–I			
1.	Explain the importance of information system for managerial decisions.	12M	CO1	L2
	OR			
2.	Examine the components of information system.	12M	CO1	L3
	UNIT–II			
3.	Define knowledge work system and explain its advantages.	12M	CO2	L1, 2
	OR			
4.	Conclude group decision support system.	12M	CO2	L5
	UNIT–III			
5.	Explain in detail the various stages of System Development Life Cycle.	12M	CO3	L2
	OR			
6.	Evaluate computer aided software engineering and alternative system building approaches.	12M	CO3	L5
	UNIT–IV			
7.	Interpret strategic information system and benefits of strategic grid.	12M	CO4	L2
	OR			
8.	Integrate business intelligence system and computing system for strategic planning.	12M	CO4	L6
	UNIT–V			
9.	What is risk assessment? Why is there a need for information system control?	12M	CO5	L1
	OR			
10.	What is IS security and control? Explain the difference between security and control with examples.	12M	CO5	L1, 2

All the Best*

Code: 22CE023T

M.B.A. II Semester Regular Examinations Aug/Sept 2023
Marketing Management

Max. Marks: 60   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)
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		Marks	CO	BL

UNIT–I

1. Explain how internet has changed the way customers' buy and marketers market the products and services. — 12M CO1 L1

OR

2. Explain the importance and various sources of information to marketing managers from the following: information from internal databases, from marketing intelligence or from marketing research. — 12M CO1 L1

UNIT–II

3. You have been asked by a client company to segment the ice cream market. Use at least three different bases of segmentation and describe the segments that emerge. — 12M CO3 L6

OR

4. What is the difference between positioning and repositioning? Choose a brand that has been repositioned in the marketplace and describe both its old and new positioning. Is its repositioning strategy best described as image, product, intangible or tangible repositioning? — 12M CO2 L2

UNIT–III

5. Discuss the product attributes through which benefits are communicated and delivered to customers. — 12M CO2 L3

OR

6. Explain the differences between value-based pricing and cost-based pricing. Name and describe the two types of value-based pricing methods. — 12M CO2 L3

UNIT–IV

7. List and briefly describe the five major promotion mix tools. — 12M CO4 L2

OR

8. List the steps in developing effective marketing communications. — 12M CO4 L2

UNIT–V

9. Good ethics is the cornerstone of sustainable marketing. Explain what this means and discuss how companies practice good ethics, with suitable examples from Indian as well as foreign firms — 12M CO3 L6

OR

10. Explain the major social criticisms of marketing, focusing on consumerism and environmentalism. Describe the impact of the two on firms' marketing strategies. — 12M CO3 L5

END

Code: 22CE024T

M.B.A. II Semester Regular Examinations Aug/Sept 2023

Operations Management

Max. Marks: 60   Time: 3 Hours

Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)

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		Marks	CO	BL

UNIT–I

1.	Elaborate manufacturing and non-manufacturing operations and their classifications.	12M	CO4	L2

OR

2.	Demonstrate the elements of operations strategy.	12M	CO3	L2

UNIT–II

3.	What are the different types of layouts? How can an organization decide on the type of layout to choose?	12M	CO1	L2

OR

4.	What is the importance of location decision in operations management? What are the consequences of a bad location selection?	12M	CO1	L2

UNIT–III

5.	Describe the components of time series.	12M	CO4	L2

OR

6.	Elaborate the types of forecasting.	12M	CO3	L2

UNIT–IV

7.	Interpret Inventory basics and Inventory control techniques.	12M	CO2	L2

OR

8.	Explain EOQ, ABC, VED analysis and FNSD analysis of Inventory Management.	12M	CO6	L2

UNIT–V

9.	Discuss the relationship between work measurement, method study and time study. Which typically follows the other? Why?	12M	CO2	L2

OR

10.	Explain the tools for increasing productivity.	12M	CO2	L2

All the Best

R-22

Code: 22CE027T

M.B.A. II Semester Regular Examinations Aug/Sept 2023

Operations Research

Max. Marks: 60   Time: 3 Hours

Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)

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	Marks	CO	BL

UNIT–I

1. Discuss the Origin, Nature and Development of Operations Research with a suitable Classification. — 12M 1 L1

OR

2. Solve the following LP Problem using Simplex Method.

   Maximize $Z = 10 X_1 + 15 X_2 + 20 X_3$

   Subject to $2X_1 + 4 X_2 + 6 X_3 \quad 24$

   $3X_1 + 9X_2 + 6 X_3 \quad 30$

   X_1, X_2 and $X_3 \quad 0$ — 12M 1 L4

UNIT–II

3. What is meant by Degeneracy in Transportation Problem? How is Degeneracy resolved in Transportation Problem? — 12M 2 L2

OR

4. Determine an Initial Basic Feasible Solution to the following Transportation Problem using (a) North West Corner Method and (b) Vogle's Approximation Method (VAM).

		Destination					
		A_1	B_1	C_1	D_1	E_1	**Supply**
Original	A	2	11	10	3	7	4
	B	1	4	7	2	1	8
	C	3	9	4	8	12	9
Demand		3	3	4	5	6	

12M 2 L3

UNIT–III

5. Explain the Nature of Travelling Salesman Problem and give its Mathematical Formulation. — 12M 3 L2

OR

6. Suggest Optimum Assignments of 4 Workers of 4 Jobs the time taken by different Workers in completing the different Jobs is given below. Also indicate the total time taken in completing the Job.

		Jobs			
		I	II	III	IV
Workers	A	8	10	12	16
	B	11	11	15	8
	C	98	6	5	14
	D	15	4	9	7

12M 3 L4

UNIT–IV

7. What is Game Theory? What are the Properties of a Game? Explain the best strategy on the basis of Minimax Criterion of Optimally.

12M 4 L2

OR

8. Solve the following 3 x 5 Game using Dominance Property.

		Player B				
		1	2	3	4	5
Player A	1	6	15	30	21	6
	2	3	3	6	6	4
	3	12	12	24	36	3

12M 4 L3

UNIT–V

9. Write a short note on the following:
   a) Critical Path b)EST, EFT, LST, LFT c) Float d) Slack
   e) Expected Time   f) Cost Slope

12M 5 L2

OR

10. A small engineering project consists of 6 activities namely ABCDE & F with duration of 4, 6, 5, 4, 3 and 3 days respectively. Draw the Network Diagram and calculate EST, LST, EFT, LFT and Floats. Mark the Critical Path and find Total Project Duration.

Activity	A	B	C	D	E	F
Preceding Activity	-	A	B	A	D	C, E
Duration	4	6	5	4	3	3

12M 5 L4

All the Best

Code: 22CE026T

M.B.A. II Semester Regular Examinations Aug/Sept 2023

Research Methodology

Max. Marks: 60   Time: 3 Hours

Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)

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	Marks	CO	BL

UNIT–I

1. Describe the different types of research, clearly pointing out the difference between an experiment and a survey.   **12M**   1   L2

OR

2. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer   **12M**   1   L3

UNIT–II

3. A certain population is divided into five strata so that N1 = 2000, N2 = 2000, N3 = 1800, N4 = 1700, and N5 = 2500. Respective standard deviations are:

$$\sigma_1 = 1.6\,,\ \sigma_2 = 2.0\,,\ \sigma_3 = 4.4\,,\ \sigma_4 = 4.8\,,\ \sigma_5 = 6.0$$

and further the expected sampling cost in the first two strata is Rs 4 per interview and in the remaining three strata the sampling cost is Rs 6 per interview. How should a sample of size n = 226 be allocated to five strata if we adopt proportionate sampling design; if we adopt disproportionate sampling design considering (i) only the differences in stratum variability (ii) differences in stratum variability as well as the differences in stratum sampling costs.   **12M**   2   L4

OR

4. "A systematic bias results from errors in the sampling procedures". What do you mean by such a systematic bias? Describe the important causes responsible for such a bias.   **12M**   2   L4

UNIT–III

5. Discuss the relative merits and demerits of:
    (a) Rating vs. Ranking scales.
    (b) Summated vs. Cumulative scales.
    (c) Scalogram analysis vs. Factor analysis.   **12M**   3   L3

OR

6. Are the following nominal, ordinal, interval or ratio data? Explain your answers.

    (a) Temperatures measured on the Kelvin scale.

    (b) Military ranks.

    (c) Social security numbers.

    (d) Number of passengers on buses from Delhi to Mumbai.

    (e) Code numbers given to the religion of persons attempting suicide.   12M   3   L3

UNIT–IV

7. "Processing of data implies editing, coding, classification and tabulation". Describe in brief these four operations pointing out the significance of each in context of research study.   12M   4   L4

OR

8. Write short notes on the following:

    (i) Discriminant analysis;   (ii) Multicollinearity;

    (iii) Partial association between two attributes   12M   4   L2

UNIT–V

9. Write short notes on the following:

    (a) The techniques of writing report;

    (b) Characteristics of a good research report;

    (c) Bibliography and its importance in context of research report;

    (d) Rewriting and polishing of report.   12M   5   L2

OR

10. "We can teach methods of analysis, yet any extensive research requires something equally important:

    An organization or synthesis which provides the essential structure into which the pieces of analysis fit."

    Examine this statement and show how a good research report may be prepared.   12M   5   L5

*****All the Best*****

M.B.A. II Semester Regular Examinations Aug/Sept 2023
Financial Management

Max. Marks: 60   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)
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		Marks	CO	BL

UNIT–I

1. What is financial management? Discuss various financial management decisions — 12M CO1 L1

OR

2. Explain the role of a financial manager in a joint stock company — 12M CO1 L2

UNIT–II

3. Asman Ltd. has currently under examination of a project which will yield the following returns over the life of the project.

Year	1	2	3	4	5
Gross Yield (Rs.)	80,000	80,000	90,000	90,000	83,000
DCF @ 11%	0.901	0.812	0.731	0.659	0.593

Cost of machine to be installed amounts to Rs.2,00,000 and the machine is to be depreciated at 20% p.a. WDV basis. Income tax rate is 50%. The salvage value of machine is zero. If the average cost of raising capital is 11%. Would you recommend accepting the project under the IRR method? — 12M CO2 L3

OR

4. What is NPV? How is it different from IRR? — 12M CO2 L4

UNIT–III

5. Explain the need, types and factor determine the working capital. — 12M CO3 L2

OR

6. Write short notes on
   a) Hedging & Conservative approach of inventory management — 6M — L1
   b) Baumol's model of cash management — 6M CO3 L2

UNIT–IV

7. The following information is available for Avinash Metals.

   Net Operating Income   Rs.40 million
   Interest on debt   Rs.10 million
   Cost of equity   18%
   Cost of debt   12%

   i. What is the average cost of capital of Avinash?
   ii. What happens to the average cost of capital of Avinash, if it employs Rs.100 million of debt to finance a project which earns an operating income of Rs.20 million? Assume that the NI method applies and there are no taxes. — 12M CO4 L3

OR

8. Explain the theories of capital structure. — 12M CO4 L1

UNIT–V

9. What are the determinants of dividend policy? Explain in brief. — 12M CO5 L4

OR

10. Write short notes on
    a) Outline MM theory of dividend decision — 6M — L2
    b) Distinguish between bonus share and stock-split — 6M CO5 L2

All the Best

Code: 22CE021T

M.B.A. II Semester Regular Examinations Aug/Sept 2023
Human Resource Management
Max. Marks: 60   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)
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		Marks	CO	BL

	UNIT–I			
1.	Identify and discuss the managerial and operative functions of Human Resource Management.	12M	1	2
	OR			
2.	"Human Resource Managers' position in the company does not determine his/her voice in the policy-making on HR matters." Discuss.	12M	1	3
	UNIT–II			
3.	What is the process of Human Resource Planning before a factory is commissioned and for an ongoing enterprise? Examine different approaches for manpower control and review.	12M	2	2
	OR			
4.	You are required to hire five sales representatives to your company. Describe appropriate recruitment and selection methods you would use.	12M	2	6
	UNIT–III			
5.	Evaluate the significance of performance appraisal in a Cement Industry. How would you make it more effective?	12M	3	3
	OR			
6.	Distinguish between Training and Employee Development.	12M	3	2
	UNIT–IV			
7.	What are the benefits and problems of career development?	12M	4	2
	OR			
8.	"Rapid industrialization in India is heavily dependent on harmonious industrial relations." Discuss.	12M	4	5
	UNIT–V			
9.	Discuss various strategies of employee retention.	12M	5	2
	OR			
10.	Discuss about compensation management.	12M	5	2

All the Best