M.B.A. II Semester Regular Examinations June 2018
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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UNIT–I

1. Discuss in detail, the functions and objectives of financial management.   12M

OR

2. Discuss in detail, the tradeoff between profit maximization and wealth maximization.   12M

UNIT–II

3. Discuss in detail, the concept and process of capital budgeting.   12M

OR

4. A business firm is planning of choosing machines for their purpose after financial evaluation of the proposals. The initial cost and the net cash flow over 5 years to the business firm have been calculated for each machine and are as follows

Item		Machine X (in Rs)	Machine Y (in Rs)
Initial Cost		20,000	Rs 28,000
Net cash flow	1 year	8,000	10,000
	2 year	12,000	12,000
	3 year	9,000	12,000
	4 year	7,000	9,000
	5 year	6,000	9,000

Choose the machine based on a) Payback period method   b) ARR method   12M

UNIT–III

5. Discuss in detail the need and estimation of working capital requirements.   12M

OR

6. Write a detailed note on cash management.   12M

UNIT–IV

7. Write a detailed note on the traditional theories of capital structure.   12M

OR

8. Explain in detail, the concept of weighted average cost of capital.   12M

UNIT–V

9. Write a detailed note on the different types of dividends.   12M

OR

10 Write a detailed note on MM Hypothesis.   12M

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M.B.A. II Semester Regular Examinations June 2018
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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UNIT–I

1. What do you understand by human resource management? Explain the functions of human resource management.

OR

2. Critically evaluate the changing roles of human resource management to meet the competitive challenges.

UNIT–II

3. What is human resource planning? Explain the factors to be considered while planning human resources.

OR

4. Explain the two components of job analysis with an example.

UNIT–III

5. Elaborate different methods to evaluate the effectiveness of training and development program conducted in organization.

OR

6. Compare any two methods of performance evaluation and justify one appropriate method for evaluating school teachers.

UNIT–IV

7. Explain the five stages of career development process.

OR

8. Define the term industrial relations. Discuss in detail the importance and objectives of industrial relations.

UNIT–V

9. Elucidate different individual level factors and organizational factors affecting the work-life balance of employees.

OR

10. Talent management is a key challenge for employers. Discuss various human resource management practices followed in Information Technology sector to retain talented employees.

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Code: 7P1C27

M.B.A. II Semester Regular Examinations June 2018
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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UNIT–I

1. a) Discuss the phases of Operations Research   5M

   b) Solve Min $Z = 12 X_1 + 20 X_2$

          S.T. $6X_1 + 8 X_2$ 100

               $7X_1 + 12X_2$ 120

               X_1 0, X_2 0   by Big M Method.   7M

OR

2. a) Write short notes on 'General methods of solving OR models'.   5M

   b) Solving the following Linear programming problem

        Maximize $Z = 5 x_1 + 2 x_2$

        Subject to $2 x_1 + 7 x_2$ 100,

                       $3 x_1 + 8 x_2$ 135,

        and x_1, x_2 0.   7M

UNIT–II

3. a) Write steps for North-West Corner Method.   5M

   b)

	D1	D2	D3	D4	Supply
O1	1	2	1	4	30
O2	3	3	2	1	50
O3	4	2	5	9	20
Demand	20	40	30	10	

   Obtain the initial solution to above TP using Vogel's approximation method   7M

OR

4. a) What is the Travelling salesman problem?   3M

   b)

	A	B	C	D	Supply
I	1	5	3	3	34
II	3	3	1	2	15
III	0	2	2	3	12
IV	2	7	2	4	19
Demand	21	25	17	17	

   Obtain the initial solution to above TP using northwest corner method.   9M

UNIT–III

5. a) Write short note on the assignment problem and its applications.   3M

   b) A company has one surplus truck of each of the cities A, B, C, D and E and one deficit truck in each of the cities 1,2,3,4,5 and 6. The distance between the cities in kilometers is shown in the matrix below. Fine the assignment of trucks from cities in surplus to cities in deficit so that the total distance covered by vehicles is minimum

	1	2	3	4	5	6
A	12	10	15	22	18	8
B	10	18	25	15	16	12
C	11	10	3	8	5	9
D	6	14	10	13	13	12
E	8	12	11	7	13	10

      9M

OR

6. a) What is the unbalanced assignment problem? How is it solved by the Hungarian method? 4M

b) Solve the following salesman problem so as to minimize the cost per cycle

To City

		1	2	3	4	5
	1	∞	10	25	25	10
From	2	1	∞	10	15	2
City	3	8	9	∞	20	10
	4	14	10	24	∞	15
	5	10	8	25	27	∞

8M

UNIT–IV

7. a) Explain (i) Strategy (ii) Pay off Matrix (iii) Saddle point 3M

b) Use dominance property to reduce the game to 2X2 game and hence find optimal strategies.

Player B

		I	II	III	IV
	I	5	-10	9	0
Player A	II	6	7	8	1
	III	8	7	15	1
	IV	3	4	-1	4

9M

OR

8. Workers come to tool store room to receive special tools (required by them) for accomplishing a particular project assigned to them. The average time between two arrivals is 60 seconds and the arrivals are assumed to be in Poisson distribution. The average service time (of the tool room attendant) is 40 seconds. Determine

(a) average queue length

(b) average length of non-empty queues,

(c) average number of workers in system including the worker being attended.

(d) mean waiting time of an arrival average waiting time of an arrival who waits. 12M

UNIT–V

9. a) Define terms: Activity, Event, Merge Event, Burst Event, Total float, Free float, Critical path, critical activity 6M

b) Draw network diagram from following details.

Activity	A	B	C	D	E	F	G	H
Predecessor Activity	-	A	A	B	B,C	E	D,F	G

6M

OR

10. a) Write similarities and differences between PERT and CPM. 4M

b) A project schedule has the following characteristics. Construct the network and find the critical path and time duration of the project.

Activity	1–2	1–4	1–7	2–3	3–6	4–5	4–8	5–6	6–9	7–8	8–9
Time	2	2	1	4	1	5	8	4	3	3	5

8M

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M.B.A. II Semester Regular Examinations June 2018
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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UNIT–I

1. List and describe the six reasons information systems are so important for business today. 12M

OR

2. Diagrammatically explain the components of information systems. 12M

UNIT–II

3. Describe how computers process data into useful information for problem solving and decision making. 12M

OR

4. List and explain are the major types of models used in decision support systems. 12M

UNIT–III

5. a) List different types of systems. 6M
   b) State the pitfalls in MIS development. 6M

OR

6. Describe various phases in the system development life cycle with examples. 12M

UNIT–IV

7. Explain how the value chain models help businesses identify opportunities for strategic information system applications? 12M

OR

8. Discuss the major issues in implementing business intelligence. 12M

UNIT–V

9. Discuss why information systems are vulnerable to destruction, error, and abuse. 12M

OR

10. Enumerate the most important tools and technologies for safeguarding information resources? 12M

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M.B.A. II Semester Regular Examinations June 2018
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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UNIT–I

1. Define Marketing. Explain core concepts of marketing?   12M

OR

2 Explain the components of modern marketing information system.   12M

UNIT–II

3. a) Write notes on Niche marketing.   6M
    b) Explain market targeting.   6M

OR

4. Describe the bases of segmentation for consumer markets.   12M

UNIT–III

5. Explain product line analysis.   12M

OR

6. What are objectives of pricing? Describe various ways in which pricing can be adopted.   12M

UNIT–IV

7. Describe various channel management decisions involved in distribution.   12M

OR

8. Write short notes on
    a) Advertising
    b) Sales promotion   12M

UNIT–V

9. What is marketing control? Briefly discuss any two types of marketing control methods.   12M

OR

10. Write notes on mobile and online marketing.   12M

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M.B.A. II Semester Regular Examinations June 2018
Production and 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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UNIT–I

1.   Explain the various types of manufacturing systems.   12M

OR

2.   Differentiate between manufacturing and services operations.   12M

UNIT–II

3.   Explain the various stages of Production Planning and Control.   12M

OR

4.   Explain the difference types of Maintenance.   12M

UNIT–III

5.   Explain various types of layout.   12M

OR

6.   Explain the various material handling principles.   12M

UNIT–IV

7.   Explain the process flow charts with suitable example.   12M

OR

8.   Explain method study and work measurement.   12M

UNIT–V

9.   Explain various methods in calculating MRP.   12M

OR

10.   In online inspection process, one litre milk glass bottles are selected at random. The number of air bubbles (defects) observed from those bottles is given in the table. [C= No.of air bubble (defects) in each bottle]. Draw a control chart for the below data.

Bottle Number (Sample Order)	Defects C	Bottle Number (Sample Order)	Defects C
1	4	11	3
2	5	12	5
3	7	13	4
4	3	14	3
5	3	15	4
6	5	16	5
7	6	17	3
8	2	18	7
9	4	19	6
10	8	20	13

12M

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M.B.A. II Semester Regular Examinations June 2018
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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UNIT–I

1. What is research? Explain various steps in the research process with examples.   12M

OR

2. Define literature review? Discuss the procedure of reviewing the literature in business research.   12M

UNIT–II

3. What is descriptive research design? What are the major purposes for which descriptive research is conducted?   12M

OR

4. What is the major difference between judge mental and convenience sampling? Give examples of where each of these techniques may be successfully applied.   12M

UNIT–III

5. a) Outline the differences between interview and schedule.   6M

    b) What are the issues involved in designing multiple choice questions?   6M

OR

6. Design a mystery shopper observation form to evaluate facility and signage aspects of a retail store environment.   12M

UNIT–IV

7. What do you mean by paired comparison scale and constant sum scale? Outline the differences between, advantages and disadvantages of both the scales?   12M

OR

8. Describe the semantic differential scale and the Likert scale. For what purposes are these scales used?   12M

UNIT–V

9. What is research report? Describe various components of a research report with illustrations.   12M

OR

10. a) What is a pie chart? What is a bar chart? When might one be preferable over the other?   6M

    b) What rules should be followed when preparing slides for computer-generated presentations?   6M

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