

Hall Ticket Number :

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**R-15 / R-14**

**Code: 5P1A21 / 4P1201**

*M.B.A. II Semester Regular & Supplementary Examinations June 2016*

## **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 are the challenges of human resource management in a globalised economic era? Discuss the effectiveness of current HRM practices to meet the challenges facing 21st century HR managers.

**OR**

2. Describe specific operative functions of HRM. What are the characteristics of an effective HR manager in the present business scenario?

### **UNIT-II**

3. What is the importance of employee orientation? Describe the systematic process of new employee orientation.

**OR**

4. What are types of out sourcing? What are their advantages and disadvantages?

### **UNIT-III**

5. What are various levels of participative management? Describe the techniques of participative management.

**OR**

6. What are the criteria for good performance measures? Briefly explain modern techniques of performance measurement for employees.

### **UNIT-IV**

7. Briefly explain the concept of collective bargaining? What are the essential conditions for the success of collective bargaining?

**OR**

8. What is 3P compensation system? Discuss recent developments in compensation management in Indian business organizations.

### **UNIT-V**

9. What are employee retention issues in the workplace? Briefly explain effective employee retention strategies.

**OR**

10. What is learning organization? What are the characteristics of a learning organization?

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Hall Ticket Number :

**R-15 / R-14**

**Code: 5P1A22 / 4P1202**

*M.B.A. II Semester Regular & Supplementary Examinations June 2016*

**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. What is Financial management and explain its goals?

**OR**

2. Discuss the concept of time value of money.

**UNIT-II**

3. Explain the advantages and limitations of payback period and ARR.

**OR**

4. A limited company is considering investing in a project requiring a capital outlay of Rs. 2,00,000. Forecast for annual income after depreciation but before tax is as follows:

Year	Rs.
1	1,00,000
2.	1,00,000
3.	80,000
4.	80,000
5.	40,000

Depreciation may be taken as 20% on original cost and taxation at 50% of net income. You are required to evaluate the project according to each of the following methods.

- a. Pay-back method.
- b. Rate of return on average investment method.

**UNIT-III**

5. Discuss the procedure for calculating specific cost of capital for different sources.

**OR**

6. Reliance manufacturing company has the following capital structure.

	Rs.
200000 Equity Shares	20,00,000
Reserves	10,00,000
15% Debentures	20,00,000
14% Long-term loans	10,00,000
	60,00,000

Compute WACC based on existing capital structure. The market price of the companies share is Rs.60. The company is to pay a dividend of Rs.5 per share next year and the dividend will grow at 7% per year. The tax rate is 50%.

**UNIT-IV**

7. What are the different sources of finance in capital structure?

**OR**

8. A company has sales of Rs. 1 lakh. The variable costs are 40% of the sales, while the fixed operating costs amount to Rs. 30,000. The amount of interest on long - term debt is Rs. 10,000. You are required to calculate the combined leverage and illustrate its impact if sales increase by 5%.

**UNIT-V**

9. Discuss briefly Modigliani and miller approach relating to dividends.

**OR**

10. Z company earns Rs.5 per share, is capitalized at a rate of 10 per cent and has rate of return on investment of 18 per cent. According to Walter's model, what should be the price per share at 25 per cent dividend payout ratio? Is this the optimum payout ratio according to Walter?

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**R-15 / R-14**

**Code: 5P1A25 / 4P1205**

*M.B.A. II Semester Regular & Supplementary Examinations June 2016*

## **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. Define Management information system and explain its importance in the present changing global scenario

**OR**

2. Define system. Explain the importance of human resource information system in the changing industrial scenario.

### **UNIT-II**

3. What is artificial intelligence? Is artificial intelligence good or bad? Explain with suitable examples.

**OR**

4. What is GDSS? How it works on the decision making of the management?

### **UNIT-III**

5. Define system. Explain its features and types.

**OR**

6. Explain the different phases of System Development Life Cycle.

### **UNIT-IV**

7. Explain various components of Strategic Information Planning.

**OR**

8. Define value chain and explain its application to management.

### **UNIT-V**

9. What is vulnerability? Briefly explain the classification and consequences of vulnerabilities.

**OR**

10. Give a brief description on
  - a) Firewall
  - b) Systems audit

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<b>R-15 / R-14</b>
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**Code: 5P1A23 / 4P1203**

*M.B.A. II Semester Regular & Supplementary Examinations June 2016*

**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. Explain the differences between selling and marketing. Write about holistic marketing? 12M

**OR**

2. Define demand? What are the functions and four core concepts of marketing? 12M

**UNIT-II**

3. Describe PEST analysis in macro environment? 12M

**OR**

4. How do you analyze the need and trends in marketing? 12M

**UNIT-III**

5. Define market segmentation and explain the basis of industrial goods and services? 12M

**OR**

6. Explain about value proposition and USP? 12M

**UNIT-IV**

7. Explain about the marketing mix? 12M

**OR**

8. What is significance of marketing mix in the competitive environment? 12M

**UNIT-V**

9. Write about meaning and objectives of pricing? Describe about practical pricing policies? 12M

**OR**

10. Explain about promotional pricing and responding price changes? 12M

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**Code: 5P1A27 / 4P1207**

*M.B.A. II Semester Regular & Supplementary Examinations June 2016*

**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. What is OR? Explain the applications of OR in managerial decision-making.

**OR**

2. Explain the phases and models of OR?

**UNIT-II**

3. Write a note on simplex method

**OR**

4. Find the maximum of  $Z = 5x_1 + 7x_2$  subject to constraints

$$\begin{aligned} x_1 + x_2 &= 4 \\ 3x_1 + 8x_2 &= 24 \\ 10x_1 + 7x_2 &= 35 \end{aligned}$$

**UNIT-III**

5. Explain the method of solving a transportation problem by

- (a) Northwest corner cell method
- (b) Vogel's Approximation method

**OR**

6. Give practical applications of transportation model

**UNIT-IV**

7. Explain the following

- (a) saddle point
- (b) Dominance property
- (c) value of the game
- (d) minimax principle

**OR**

8. Solve the following 3 x 5 game using dominance property

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

**UNIT-V**

9. Distinguish between PERT and CPM

**OR**

10. The following table gives the activities in a construction project and other relevant information. A project schedule had following characteristics.

activity	Normal Time(days)	Crash Time(days)	Normal Cost(Rs)	Crash Cost(Rs)
1-2	20	17	600	720
1-3	25	25	200	200
2-3	10	8	300	440
2-4	12	6	400	700
3-4	5	2	300	420
4-5	10	5	300	600
4-6	5	3	600	900
5-7	10	5	500	800
6-7	8	3	400	700

- (a) Draw the activity network of the project
- (b) Using the above information crash the activity step by step until all paths are critical

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**R-15 / R14**

**Code: 5P1A11/4P1101**

*M.B.A. I Semester Supplementary Examinations June 2016*

**Principles of Management**

Max. Marks: 60

Time: 3 Hours

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

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**UNIT-I**

1. Explain the different Managerial skills required for an effective Manager

**OR**

2. "Management is an art as well as a science". Discuss

**UNIT-II**

3. Explain some of the reasons for planning? Discuss it's relationship with controlling. Discuss the stages involved in the process of planning.

**OR**

4. What are the characteristics of forecasting and discuss the stages involved in forecasting.

**UNIT-III**

5. What do you mean by organizational structure? Describe the factors affecting the organization structure.

**OR**

6. Discuss the important typologies of Organizations. How are organizations classified on the basis of prime beneficiary? Point out the problems which these organizations have to face.

**UNIT-IV**

7. Narrate the need and significance of directing as a managerial function.

**OR**

8. Describe various models of Directing.

**UNIT-V**

9. "Controlling ensures an efficient performance of other Managerial functions". Comment.

**OR**

10. What is Total Quality Management (TQM)? How TQM helps the Management as a tool of control.

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**R-15 / R-14**

**Code: 5P1A26 / 4P1206**

*M.B.A. II Semester Regular & Supplementary Examinations June 2016*

**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 Problem? Explain the various components of a sound research problem with suitable example. 12M

**OR**

2. What is hypothesis? Explain various types of hypothesis. 12M

**UNIT-II**

3. What do you mean by unstructured questionnaire? How do you organize the questions? 12M

**OR**

4. Explain in detail Probability and non-probability sampling methods. 12M

**UNIT-III**

5. What do you mean by scaling in research? Explain nominal and ordinal scales and rating scales, ranking scales. 12M

**OR**

6. Explain the major types of experimental research designs. 12M

**UNIT-IV**

7. Describe the major ethical issues relating to the business research. 12M

**OR**

8. What are the different sources of data? Discuss on primary sources of data and secondary sources of data. 12M

**UNIT-V**

9. "Advancement in technology is enhancing and facilitating researches in many ways" – discuss. 12M

**OR**

10. Define research report. Discuss the different components of research report. 12M

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