R-19

Code: 9P1A34C

M.B.A. lll Semester Regular Examinations February 2021
Consumer Behaviour

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.	Define Consumer Behaviour and describe its significance	12M	CO1	L1

OR

| 2. | List out the importance of Marketing ethics and social responsibility in strengthening the customer base | 12M | CO1 | L1 |

UNIT–II

| 3. | Explain the role played by family in influencing purchase decision | 12M | CO2 | L2 |

OR

| 4. | "Sub-Culture have major influence on consumer decision making" – Discuss | 12M | CO2 | L2 |

UNIT–III

| 5. | Examine various steps involved in Consumer decision process | 12M | CO3 | L3 |

OR

| 6. | Illustrate the importance of Consumer Learning in the light of Globalisation | 12M | CO3 | L4 |

UNIT–IV

| 7. | Evaluate the Engel Kellat and Blackwell model in the light of technological developments and changes in buying process | 12M | CO4 | L5 |

OR

| 8. | Summerize the importance of Sheth Industrial buying behavior model and assess how it differs from other models | 12M | CO4 | L5 |

UNIT–V

| 9. | "Right for safety and Right to be Informed are the fundamental concerns of Consumerism"- Analyse | 12M | CO5 | L4 |

OR

| 10. | Justify the role of National Consumer disputes redressal commission in solving consumer disputes in India | 12M | CO5 | L5 |

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R-19

Code: 9P1A34B

M.B.A. III Semester Regular Examinations February 2021
Corporate Finance
Max. Marks: 60   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)
****

		Marks	CO	Blooms Level

UNIT–I

1. Explain the advantages and disadvantages and cost of various sources of finance.   12M

OR

2. Discuss the role of commercial banks in financing for rehabilitation of sick units.   12M

UNIT–II

3. Explain the concepts of working capital and state the need for operating cycle.   12M

OR

4. Discuss the approach adopted by commercial banks in estimating working capital requirements.   12M

UNIT–III

5. Explain the uses of risk adjusted discount rate method in evaluation of Risk.   12M

OR

6. A company is considering a proposal to buy one of the two machines to manufacture a new commodity. Each of the machines requires investments of Rs.50,000 and is expected to provide benefits over a period of 10 years. The firm has made 'pessimistic, most likely and optimistic' estimates of the returns associated with each of these alternatives. These estimates are as follows:

Particulars	Machine A (Rs.)	Machine B (Rs.)
Investment	50,000	50,000
Cash Flow estimates:		
Pessimistic	10,000	0
Most likely	12,000	10,000
Optimistic	14,000	18,000

Assuming 10% cost of capital, which project do you consider more risky and why? The present value of an annuity of Re.1 at 10% is 6.145.   12M

UNIT–IV

7. State the reasons for cash inadequacy and insolvency.   12M

OR

8. Explain financing decision in the context of option pricing model and agency costs.   12M

UNIT–V

9. Discuss the various ethics of stakeholders in corporate business   12M

OR

10. Answer the following :
    a) Corporate social responsibility
    b) Ethics of managers   12M

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M.B.A. lll Semester Regular Examinations February 2021
Cost and Management Accounting

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.	a)	Discuss the importance of 'Machine Hour' as a basis for the absorption of factory overhead.	7M	1	L2
	b)	Describe the main features of activity based costing.	5M	1	L2

OR

2.	Distinguish between allocation, apportionment and absorption of overhead.	12M	1	L2

UNIT–II

3.	What are the main features of job costing? Describe briefly the procedure of recording costs under job order costing.	12M	2	L2

OR

4. The product of a company passes through three distinct process to completion. These processes are known as A,B,C. from past experience, it is ascertained that wastages is incurred in each process as under:

Process A 2%, process B 5% and process C 10%. In each case the percentage of wastage is computed on the number of units entering the process concerned. The scrap value of wastages is process A and B Rs. 5 per 100 units and that process of C Rs. 20 per 100 units. The following information obtained.

Particulars	Process		
	A	B	C
Materials	4000	2000	1000
Direct wages	6000	4000	3000
Manufacturing Expenses	1000	1000	1500
Output in units	19000	18000	16000

20,000 units have been issued to process A at a cost of Rs. 8,000. Prepare process accounts.   12M   2   L4

UNIT–III

5.	State the relationship between management accounting and cost accounting.	12M	3	L2

OR

6.	Briefly explain features and various types of responsibility centres, and steps for its proper implementation in the organisation.	12M	3	L2

UNIT–IV

7.	"Marginal costs are primarily used in guiding decisions yet to be made." Explain the statement giving examples.	12M	4	L2

OR

8. Ryne limited manufactures and sells four types of products under the brand names A, B, C, and D. The sales mix in value comprises 30%, 40%, 20%, and 10% of A, B, C, and D respectively. The total budgeted sales are Rs. 60, 000 per month. The operating costs are:

    Product A - 60% of selling price

    Product B - 70% of selling price

    Product C - 80% of selling price

    Product D - 70% of selling price

    Fixed cost Rs. 12, 000 per month. Calculate the break-even point and percentage of margin of safety for the product on overall basis.   12M   4   L5

UNIT–V

9. What are the objectives of budgetary control? Explain the different types of budgets according to their nature.   12M   5   L2

OR

10. The information regarding budgeted and actual sales of two products has been given as follows:

	Budgeted		Actuals	
	Quantity (Units)	Sales Price (Rs.)	Quantity (Units)	Sales Price (Rs.)
Product - A	800	10	1000	12
Product - B	1200	6	1400	5

Find out the sales value variance, sales price variance, sales volume variance and sales mix variance.   12M   5   L5

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R-19

Code: 9P1A37A

M.B.A. III Semester Regular Examinations February 2021

Employee Performance 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	Blooms Level
	UNIT–I			
1.	Briefly explain the role and concept of performance management in organizational development.	12M	CO1	L1
	OR			
2.	Describe and explain the key features of an ideal performance management system.	12M	CO1	L1
	UNIT–II			
3.	List the six recommended steps for conducting productive performance reviews.	12M	CO2	L2
	OR			
4.	Discuss in detail the function of counseling and the steps involved in counseling process.	12M	CO2	L2
	UNIT–III			
5.	You are a supervisor at a manufacturing company and you are coaching one of the veteran employees of the company. Describe the behavior required to perform this function.	12M	CO3	L5
	OR			
6.	Briefly discuss the effective steps for counseling process.	12M	CO3	L1
	UNIT–IV			
7.	Explain the process and different approaches of Appraisal System Design. List out the various Appraisal Methods.	12M	CO4	L2
	OR			
8.	Explain the features and applications of balanced score card.	12M	CO4	L2
	UNIT–V			
9.	There are several ways an organization can ensure actions intended to be rewards are actually seen as rewards. Please list and describe five of the eight recommendations.	12M	CO5	L5
	OR			
10.	Discuss the objectives and influencing factors for designing the Fringe benefits.	12M	CO5	L2

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M.B.A. III Semester Regular Examinations February 2021
Financial Markets and Services
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 significance of money market in India.	12M	CO1	
	OR			
2.	Discuss the regulatory framework of financial services.	12M	CO4	

UNIT–II

3.	Discuss various functions of Stock Exchange.	12M	CO1	
	OR			
4.	Discuss the challenges of NBFC's.	12M	CO5	

UNIT–III

5.	Explain the legal framework for leasing and Hire Purchase in India.	12M	CO2	
	OR			
6.	Explain in detail the financing pattern under venture capital.	12M	CO5	

UNIT–IV

7.	Explain the clearing and settlement procedure at NSE.	12M	CO2	
	OR			
8.	Discuss the credibility aspect of credit rating agencies in India.	12M	CO3	

UNIT–V

9.	Explain the importance of micro finance for boosting Indian economy.	12M	CO3	
	OR			
10.	Write a brief note on Infrastructure financing and credit syndication.	12M	CO3	

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R-19

Code: 9P1A36C

M.B.A. III Semester Regular Examinations February 2021
Green 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	Blooms Level

UNIT–I

1.	Define Green Marketing. Write its Characteristics along with the benefits to the Organization and Society.	12M	CO1	L1

OR

| 2. | Focus on opportunities and challenges of Green Marketing in present scenario. | 12M | CO1 | L2 |

UNIT–II

| 3. | How will you integrate Objectives, Mission and Vision of the organization with tactics and strategies in Green Marketing? | 12M | CO2 | L3 |

OR

| 4. | Explain the Structure of a Green Marketing Plan. | 12M | CO2 | L2 |

UNIT–III

| 5. | Write in Detail about Green Marketing Mix. | 12M | CO3 | L1 |

OR

| 6. | Describe the Green Product development process with Example. | 12M | CO3 | L2 |

UNIT–IV

| 7. | What are the different Green Promotional Strategies that help the organizations to promote itself as sustainable? | 12M | CO4 | L3 |

OR

| 8. | Analyze Distribution of Green Products through Retailers and direct channels. | 12M | CO4 | L4 |

UNIT–V

| 9. | Assess the importance of different sustainability certifications needed by Green Enterprise. | 12M | CO4 | L5 |

OR

| 10. | Integrate the purpose of sustainable reports that benefit the Environment and Society. | 12M | CO4 | L6 |

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M.B.A. III Semester Regular Examinations February 2021
GST & Customs Law
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.	What is GST? List out the objectives and salient features of GST.	12M	1	1
	OR			
2.	Describe various positive and negative aspects of GST in India.	12M	2	6
	UNIT–II			
3.	What is IGST Mode? Explain the structure of GST council, appointments and powers of SGST and GST.	12M	1	2
	OR			
4.	Write a note on :			
	a) Casual Taxable Person	6M		
	b) Input Service Distributor	6M	2	2
	UNIT–III			
5.	Differentiate Persons liable for registration Vs. Persons not liable for registration.	12M	3	2
	OR			
6.	Richmond Traders had made supplies of Rs. 5,50,000 to Mythri Enterprises. Industrial Authorities of Andhra Pradesh on such supplies levied the tax @ 10% of Rs. 55,000. CGST and SGST chargeable on the supply was of Rs.66,000. Packing charges not included in the price of Rs. 5,50,000 amounted to Rs. 15,000. Subsidy of Rs. 25,000 was received from an NGO on the sale of such goods and the price of Rs. 5,50,000 is after taking in to account the amount of subsidy so received. Discount offered is @ 2% which was mentioned on the invoice. Determine the value of supply?	12M	3	5
	UNIT–IV			
7.	Explain about the distribution of credit by input service distributor (ISD).	12M	2	2
	OR			
8.	Furnish the details of			
	a) Outward supplies and inward supplies.	6M		
	b) Annual Return and Final Return	6M	2	2
	UNIT–V			
9.	Illustrate the Impact of GST on customs duty in detail.	12M	3	4
	OR			
10.	Explain the rules, regulations and notifications of customs act 1962.	12M	1	2

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M.B.A. III Semester Regular Examinations February 2021

Logistic and Supply Chain 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	Blooms Level

UNIT–I

		Marks	CO	Blooms Level
1.	Discuss the concept of Work of Logistics. Identify the objectives of business logistics.	12M	C1	L2
	OR			
2.	Define Logistics. Explain Customer Accommodation in Logistics?	12M	C1	L6

UNIT–II

		Marks	CO	Blooms Level
3.	Discuss objectives and significance of Supply Chain	12M	C2	L2
	OR			
4.	How would you explain the classification of supply chain network design decisions?	12M	C2	L3

UNIT–III

		Marks	CO	Blooms Level
5.	Discuss the role of warehouse in logistics. What is meant by Virtual Warehouse? Describe with example.	12M	C3	L1
	OR			
6.	Discuss about the important Packaging & design considerations, material and cost of it	12M	C3	L2

UNIT–IV

		Marks	CO	Blooms Level
7.	Explain Logistics design and operational planning?	12M	C4	L4
	OR			
8.	Plan the general design of Logistics information system for manufacturing company.	12M	C4	L3

UNIT–V

		Marks	CO	Blooms Level
9.	How do you describe the framework for IT adoption in logistics and supply chain in detail?	12M	C5	L1
	OR			
10.	"Use of new technologies will help in effective asset utilization in logistics supply chain"-Discuss	12M	C5	L3

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Code: 9P1A35A

M.B.A. III Semester Regular Examinations February 2021
Personal Administration, Policy and Procedure

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

		Marks	CO	Blooms Level
1.	Define personnel management? Explain the nature and objectives of personnel management.	12M	CO1	L1

OR

| 2. | List out the various challenge's faced by personal manger in modern days. | 12M | CO1 | L1 |

UNIT–II

| 3. | State the meaning of personal policy? Explain the process and scope of personal policies in organization. | 12M | CO2 | L2 |

OR

| 4. | List out the elements or contents of personal file and also explain the importance of personal file with respect to the employees. | 12M | CO2 | L1 |

UNIT–III

| 5. | State the procedure of drafting an appointment offer . | 12M | CO3 | L2 |

OR

| 6. | Write a short notes on
(a) Notices and Circulars
(b) Sample interview letter | 12M | CO3 | L1 |

UNIT–IV

| 7. | Explain the purpose and principles of wage and salary administration. Briefly discuss time rate and piece rate methods of wage payment. | 12M | CO4 | L2 |

OR

| 8. | Write a short note on
(a) Provident fund
(b) ESI | 12M | CO4 | L1 |

UNIT–V

| 9. | Explain disciplinary action and the procedure for punishment under disciplinary action? | 12M | CO5 | L2 |

OR

| 10. | Describe with one or two examples Under what circumstances charge sheet and memo will issue to the employees . | 12M | CO5 | L2 |

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Code: 9P1A32

M.B.A. III Semester Regular Examinations February 2021
Retail Management

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

			Marks	CO	Blooms Level

UNIT–I

1. "Retailing Environment in India is Becoming More Dynamic", Justify and Elaborate? — 12M CO1 L5

OR

2. a) Describe in detail about wheel theory of retailing? — 6M CO1 L1

   b) Differentiate the features of Hypermarket and Supermarket? — 6M CO1 L2

UNIT–II

3. Explain the various types of Growth strategies available to a retailer? — 12M CO2 L2

OR

4. Classify the key criteria's to be consider while selecting a store location with Necessary Examples? — 12M CO2 L4

UNIT–III

5. Explain the retail pricing strategies with suitable examples — 12M CO3 L2

OR

6. How to increase sales in retail store through creative ideas and promotions? Assume that you are the store manager and Develop a Creative Sales Promotion for your store — 12M CO3 L6

UNIT–IV

7. Considering supermarket as an example, explain how do store managers compensate their store employees — 12M CO4 L2

OR

8. Explain the factors effecting internal and external store design? — 12M CO4 L2

UNIT–V

9. Explain the various steps in implementation of CRM process? — 12M CO5 L2

OR

10. Describe the importance of CRM in retail Industry with Suitable Examples? — 12M CO5 L2

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R-19

Code: 9P1A36B

M.B.A. lll Semester Regular Examinations February 2021
Security Analysis and Portfolio Management
Max. Marks: 60   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)
****

			Marks	CO	Blooms Level

UNIT–I

1.		Define Investment? What are the sources of Investment information?	12M	CO1	I

OR

2.	a)	Differentiate between investment and speculation?	6M	CO1	II
	b)	Explain investment decision process in detail	6M	CO1	III

UNIT–II

3.		What is economic analysis? Explain key variables of micro economic analysis.	12M	CO2	I

OR

4.		Porter's five force model- Elaborate.	12M	CO2	II

UNIT–III

5.	a)	Differentiate between fundamental and technical analysis	6M	CO3	II
	b)	Short notes on Dow Theory	6M	CO3	I

OR

6. The returns on the share of Delite Industries and the Sensex for the past five years are given below. Calculate the average return on Delite's share and Sensex. What is Delite's beta?

Sensex(%)	Delite(%)
-12.5	-5.1
1.7	6.7
7.2	7.1
11.5	18.9
6.3	11.9

12M   CO3   V

UNIT–IV

7.		What is the meaning of risk? Explain in detail various risk measurement types?	12M	CO4	I

OR

8. Securities X and Y have the following characteristics. You are required to calculate (a) the expected return and standard deviation of return for each security (b) the expected return and standard deviation of the return for the portfolio of X and Y, combined with equal weights.

Security X		Security Y	
Return	Probability	Return	Probability
30%	0.10	-20%	0.05
20%	0.20	10%	0.25
10%	0.40	20%	0.30
5%	0.20	30%	0.30
-10%	0.10	40%	0.10

12M   CO4   V

UNIT–V

9. "The single Index model results in substantial reduction of inputs required for portfolio analysis". Elucidate.

12M   CO5   IV

OR

10.		Explain about capital asset pricing model.	12M	CO5	III

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M.B.A. III Semester Regular Examinations February 2021
Services Marketing
Max. Marks: 60   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)
****

		Marks	CO	Blooms Level

UNIT–I

1.	What do you mean by service? Describe the importance and Characteristics of services.	12M	L-1

OR

2.	Evaluate the growth of services sector in India	12M	L-5

UNIT–II

3.	Illustrate the process of market segmentation	12M	L-3

OR

4.	How do you select the appropriate customer portfolio? Discuss	12M	L-4

UNIT–III

5.	Elucidate the value addition to the service product.	12M	L-2

OR

6.	Outline the planning and branding service products	12M	L-4

UNIT–IV

7.	Identify various gaps that can exist in the Service quality. Suggest suitable prescription to reduce such gaps	12M	L-5

OR

8.	Describe the methods of pricing of services.	12M	L-2

UNIT–V

9.	How will you design communication mix for promoting services?	12M	L-6

OR

10.	Discuss the importance of word of mouth communication for Health care services.	12M	L-2

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M.B.A. III Semester Regular Examinations February 2021
Wage and Compensation Management

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

		Marks	CO	Blooms Level

UNIT–I

| 1. | Explain in detail the principles and techniques of wage fixation | 12M | CO1 | 1.2 |

OR

2.	Write a brief note on			
	a) Basic Allowance	06M	CO1	1.2
	b) Dearness Allowance	06M	CO1	1.2

UNIT–II

| 3. | Discuss the application of economic theories in wage management | 12M | CO2 | 1.3 |

OR

| 4. | Explain the importance of wage boards and pay commission in wage and salary administration. | 12M | CO2 | 1.4 |

UNIT–III

| 5. | Explain all provisions relating to the payment of wages act,1936 | 12M | CO3 | 1.4 |

OR

| 6. | Discuss all the provisions relating to the payment of bonus act | 12M | CO3 | 1.3 |

UNIT–IV

| 7. | Narrate Inter and intra industry compensation differentials | 12M | CO4 | 1.4 |

OR

| 8. | Elaborate the economic theory related to compensation management | 12M | CO4 | 1.3 |

UNIT–V

| 9. | Discuss in detail the workmen's compensation act | 12M | CO5 | 1.4 |

OR

10.	Write a brief note on			
	a) VRS/Golden Hands Schemes	06M	CO5	1.2
	b) The executive compensation	06M	CO5	1.2

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Code: 9P1A37C

M.B.A. III Semester Regular Examinations February 2021
Brand 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	Blooms Level

UNIT–I

1.	Discuss the various phases in the history of brands and branding.	12M	CO1	L2
	OR			
2.	Explain different types of brands with examples.	12M	CO1	L2

UNIT–II

3.	Outline the sources and outcomes of customer-based brand equity.	12M	CO2	L4
	OR			
4.	Define the brand value chain. Identify the stages in the brand value chain.	12M	CO3	L1

UNIT–III

5.	Identify the different types of brand elements. Describe key tactics in choosing different brand elements.	12M	CO3	L1
	OR			
6.	Describe some of the key tactical issues in leveraging secondary associations from different entities.	12M	CO4	L1

UNIT–IV

7.	Define brand audit. Outline the two main steps in conducting a brand audit.	12M	CO3	L4
	OR			
8.	Explain the following brand valuation approaches: (i) Interbrand, (ii) BrandZ, (iii) Brand Finance	12M	CO2	L2

UNIT–V

9.	Outline the key steps in developing a brand architecture strategy.	12M	CO4	L4
	OR			
10.	Paraphrase the advantages, disadvantages and keys to successful brand extensions.	12M	CO3	L2

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