M.B.A. III Semester Regular Examinations Jan / Feb 2024
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	BL

UNIT–I

1. Define the concept of accounting. Distinguish among financial accounting, cost accounting, and management accounting. — 12M 1 1

OR

2. List the major types of cost classification and then discuss each one in detail with an example. — 12M 1 1

UNIT–II

3. What are inter-process profits? What is the purpose of inter-process profit? How is inter-process profit determined? illustrate with an example, — 12M 2 2

OR

4. Two byproducts, "X" and "Y," are also produced while the primary product is being made, at rates of 200 and 80 units, respectively.

At the split-off point, these products have a saleable value of Rs. 100 and Rs. 250 per unit, respectively. If these two products undergo further processing, their sellable values are Rs. 280 and Rs. 390 per unit after the split-off point for enhancing their quality at a cost of Rs. 25000 and Rs. 14000, respectively. Indicate whether you think the management should continue processing or sell after the split-off phase is over. Show your calculation. — 12M 5 5

UNIT–III

5. What is international transfer pricing? Why do multinational companies engage in transfer pricing? Explain the factors affecting international transfer pricing. — 12M 2 2

OR

6. Discuss the three main approaches to setting transfer prices. Explain the most preferred methods of transfer pricing and justify them. — 12M 3 3

UNIT–IV

7. Northwest India Company sells several products. Information of average revenue and costs are as follows:

Selling price per unit	₹ 20.00
Variable costs per unit:	
Direct materials	₹ 4.00
Direct manufacturing labor	₹ 1.60
Manufacturing overhead	₹ 0.40
Selling costs	₹ 2.00
Annual fixed costs	₹ 96,000

You are required to find
  a) The contribution margin per unit.
  b) The number of units the company must sell each year to break even.
  c) The number of units the company must sell to yield a profit of ₹15,44,000. — 12M 5 5

OR

8. Define 'margin of safety', What determines the margin of safety? What happens when the margin of safety increases? Explain with an example. Discuss the advantages of it to an investor? — 12M 1 1

UNIT–V

9. Define any four of the following:
  a) Zero-base budget   b) Cash budget   c) Performance budget
  d) Capital Expenditure Budget   e) Master budget — 12M 2 2

OR

10. What is flexible budget? How is it prepared? What are the advantages in managerial decision making? Elucidate with an example. — 12M 2 2

END

Q.P.Code: 22CE037AT

M.B.A. III Semester Regular Examinations Jan / Feb 2024
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	BL
	UNIT–I			
1.	Discuss the role of HR professionals in performance management.	12M	CO1	L3
	OR			
2.	Elucidate the benefits of performance management in the context of Talent Management.	12M	CO1	L3
	UNIT–II			
3.	List out the benefits of performance reviews for both employees and managers.	12M	CO2	L3
	OR			
4.	Discuss about the performance review meetings with suitable examples.	12M	CO2	L3
	UNIT–III			
5.	Discuss the relevance for coaching and counseling in enhancing the employee performance.	12M	CO3	L4
	OR			
6.	Describe the characteristics of an effective performance coach. Explain the role of a coach in improving the effectiveness of performance management.	12M	CO3	L3
	UNIT–IV			
7.	Evaluate the utility of Assessment Centre and MBO in performance appraisal process.	12M	CO4	L3
	OR			
8.	Describe the essential components of 360 Degree appraisal method and their relevance in effective performance appraisal.	12M	CO4	L3
	UNIT–V			
9.	Suggest a competitive compensation design plan for a typical organization in IT sector.	12M	CO5	L4
	OR			
10.	Discuss the statutory issues relating to the retirement benefits in detail.	12M	CO5	L3

END

R-22

Q.P.Code: 22CE036CT

M.B.A. lll Semester Regular Examinations Jan / Feb 2024
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)
****

			Marks	CO	BL

UNIT–I

1.		Describe the stages of evolution of Green Marketing.	12M	CO2	L1

OR

2.	a)	Tabulate the difference between sustainable marketing vs Green Marketing.	6M	CO1	L1
	b)	Explain the Green Washing process with examples?	6M	CO1	L3

UNIT–II

3.		What are the Green Marketing strategies that will be helpful in achieving organizational goals?	12M	CO1	L4

OR

4.		Discuss the structure of Green Marketing plan in detail?	12M	CO3	L3

UNIT–III

5.		Elaborate the Objectives and Principles of Green Marketing Mix?	12M	CO3	L1

OR

6.		How do you balance premium pricing with consumer demand on Green Products?	12M	CO5	L4

UNIT–IV

7.		Identify the Supply cycles along with the benefits of sustainable supply cycles.	12M	CO1	L2

OR

8.	a)	Sustainable logistics varies while distributing through retailers and direct channels-justify.	4M	CO1	L1
	b)	Illustrate the green product development process.	8M	CO2	L1

UNIT–V

9.		Compare different Green Business Standards that promote business.	12M	CO5	L2

OR

10.		Demonstrate how organizations guidelines ensure accurate and transparent reporting of economic value, environmental value and social value.	12M	CO3	L3

End

R-22

Q.P.Code: 22CE036BT

M.B.A. III Semester Regular Examinations Jan / Feb 2024
Investment 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	BL

UNIT–I

1.	Define Investment? What are the sources of Investment information?	12M	1	L2

OR

2.	Define a portfolio? Explain portfolio management process?	12M	1	L2

UNIT–II

3.	Differentiate Fundamental and Technical analysis? Write short notes on Efficient Market Hypothesis	12M	2	L3

OR

4.	What is company analysis? Explain how financial ratios can used to determine Strengths and weakness of company.	12M	2	L2

UNIT–III

5.	A bond pays interest annually and sells for Rs.835/-. It has six years left to maturity and a par value of Rs.1,000/-. What is its coupon rate if its promised YTM (yield to maturity) is 12%?	12M	3	L4

OR

6.	Differentiate between common stock and debt? Mention any two approaches of stock valuation?	12M	3	L2

UNIT–IV

7. The estimated rates of return, beta coefficients and standard deviations of some securities are as given below:

Security	Estimated return (%)	Beta	Standard deviation (%)
A	35	1.6	50
B	28	1.4	40
C	21	1.1	30
D	18	0.9	25
E	15	0.75	20
F	12	0.60	18

	The risk free rate of return is 18%. The market return is expected to be 20%. Determine which of the above securities are overpriced and which are underpriced?	12M	4	L4

OR

8.	a)	Distinguish between systematic and unsystematic risk.	6M	4	L2
	b)	Discuss about the methods of measuring expected risk and return?	6M	4	L3

UNIT–V

9.	"CAPM can be used to evaluate the pricing of securities", Discuss	12M	5	L3

OR

10.	Explain about Harry Markowitz's portfolio theory? List the limitations of Markowitz model of portfolio selection?	12M	5	L2

End

R-22

Code: 22CE031T

M.B.A. III Semester Regular Examinations Jan / Feb 2024

Logistics 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	BL

UNIT–I

1.	Define Logistics. Explain Customer Accommodation in Logistics?	12M	1	L1

OR

2.	Discuss about Logistical Operations and Arrangements?	12M	1	L2

UNIT–II

3.	Elucidate the evolution of SCM	12M	2	L3

OR

4.	Explain about decision phases in SC	12M	2	L1

UNIT–III

5.	Illustrate Transportation Regulation in SC	12M	3	L4

OR

6.	Evaluate the Procurement process for a D-mart like retail store	12M	3	L5

UNIT–IV

7.	How the Total Cost Integration can be achieved in a SC?	12M	4	L3

OR

8.	Explain Logistics Design and Operational planning	12M	4	L2

UNIT–V

9.	How do you create the Information Technology Framework?	12M	5	L2

OR

10.	Discuss the role of Sustainability in SC	12M	5	L2

****END***

R-22

Q.P.Code: 22CE035AT

M.B.A. III Semester Regular Examinations Jan / Feb 2024
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)
****

		Marks	CO	BL

UNIT–I

1.	Explain the significance of Personnel management and its nature and objectives.	12M	CO1	L2

OR

2.	Who is personnel manager? What are the challenges?	12M	CO1	L1

UNIT–II

3.	Define Personnel Policy. Write about its scope and objectives.	12M	CO2	L1

OR

4.	Write a note on optimum Personnel Department structure.	12M	CO2	L6

UNIT–III

5.	Write a note on General communication required areas in a Personnel Department.	12M	CO3	L6

OR

6.	Write a note on: (a) Appreciation Letter (b) Notices and circulars	12M	CO3	L1

UNIT–IV

7.	Write a note on Wage and Salary Administration in a Personnel Department.	12M	CO4	L1

OR

8.	What is Statutory return? Explain about TDS & Form 16(A).	12M	CO4	L1

UNIT–V

9.	What are the points to be observed in drafting of suspension order?	12M	CO5	L2

OR

10.	What is Gratuity? Explain about the steps involved in calculation of gratuity	12M	CO5	L1

END

Code: 22CE032T

M.B.A. III Semester Regular Examinations Jan / Feb 2024

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	BL
		UNIT–I			
1.	a)	Illustrate the historical developments of Retailing In India.	6M	CO1	L4
	b)	Discuss the responsibilities of Retail Managers	6M	CO1	L2
		OR			
2.	a)	Present the contemporary issues in Retailing.	6M	CO1	L5
	b)	List out the overview of Retail as a career.	6M	CO1	L1
		UNIT–II			
3.	a)	Write about the Competitive Advantage.	6M	CO2	L3
	b)	Outline the various Retail Locations.	6M	CO2	L4
		OR			
4.	a)	Debate the various elements in selecting the retail location	6M	CO2	L2
	b)	Brief about the merits of Town Location.	6M	CO2	L2
		UNIT–III			
5.	a)	Differentiate between Retail Pricing and Pricing.	6M	CO3	L2
	b)	Present the steps in Retail Communication	6M	CO3	L5
		OR			
6.	a)	Explain Retail Marketing Mix.	6M	CO3	L2
	b)	Outline the various factors affecting the Retail Communication.	6M	CO3	L4
		UNIT–IV			
7.	a)	Discuss the importance of Human Resource Management in Retailing.	6M	CO4	L2
	b)	Write about the various compensation structures.	6M	CO4	L3
		OR			
8.	a)	Differentiate between Store Design and Store Layout.	6M	CO4	L2
	b)	Enumerate the Retail Atmospherics	6M	CO4	L2
		UNIT–V			
9.	a)	Illustrate the Customer Relationship Management	6M	CO5	L4
	b)	How to meet the service standards?	6M	CO5	L1
		OR			
10.	a)	Present the ways to communicate the Service Problem	6M	CO5	L5
	b)	Explain the Service Recovery.	6M	CO5	L2

End

R-22

Q.P.Code: **22CE035CT**

M.B.A. III Semester Regular Examinations Jan / Feb 2024
Services Marketing

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. Examine the role of services in the Indian economy. Trace out the evolution of the services sector, and what impact it has on the overall economic landscape of India. — 12M CO1 L2

OR

2. Elaborate on the concept of services strategy. Discuss how it differs from product-based strategies, and what considerations are essential when developing a services-focused marketing plan. — 12M CO1 L2

UNIT–II

3. Explore the methods and techniques used in creating and maintaining valued relationships with customers. Discuss how businesses can build strong connections with their target audience. — 12M CO2 L1

OR

4. Examine real-world examples of successful customer loyalty programs. Enumerate the elements that make these programs effective, and how they contribute to the overall success of businesses in various industries. — 12M CO2 L2

UNIT–III

5. Discuss the importance of value addition to service products. Explain how businesses can enhance the perceived value of their services to attract and retain customers. — 12M CO3 L2

OR

6. Analyze the role of branding in services marketing. Discuss how a strong brand can contribute to the success of a service. — 12M CO3 L3

UNIT–IV

7. Evaluate the effectiveness of the GAP Model in identifying and addressing service quality gaps. Provide examples to illustrate your assessment. — 12M CO4 L2

OR

8. Propose a step-by-step approach for conducting a Service Quality Audit for a service-oriented business. — 12M CO4 L4

UNIT–V

9. Explore the significance of interactive marketing in building strong customer relationships. — 12M CO5 L1

OR

10. Analyze the various consumer grievance recovery strategies that businesses employ to regain customer trust after a service failure. — 12M CO5 L3

End

R-22

Q.P.Code: 22CE037CT

M.B.A. lll Semester Regular Examinations Jan / Feb 2024

Brand 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	BL

UNIT–I

1. Define a brand. Discuss the different types of brands with examples.	12M	CO1	L2

OR

2. Enumerate the roles, responsibilities, and interfaces of a brand manager.	12M	CO1	L3

UNIT–II

3. a) Define customer-based brand equity.	2M	CO2	L4
b) Outline the sources and outcomes of customer-based brand equity.	10M	CO2	

OR

4. State the objectives of building a strong brand. Explain various steps in the process of building a strong brand.	12M	CO3	L2

UNIT–III

5. Define brand element. Explain the criteria for choosing brand elements.	12M	CO3	L1

OR

6. Summarize the advantages and disadvantages of cobranding and ingredient branding.	12M	CO3	L2

UNIT–IV

7. Describe how to design, conduct, and interpret a brand tracking study.	12M	CO3	L2

OR

8. Pick a brand of your choice and conduct a brand audit using a two-step process of brand inventory and brand exploratory.	12M	CO4	L5

UNIT–V

9. Define brand architecture. Illustrate the steps in the development of a brand architecture strategy.	12M	CO4	L3

OR

10. Outline the key assumptions and success criteria for brand extensions.	12M	CO4	L4

****END****

Q.P.Code: 22CE034CT

M.B.A. III Semester Regular Examinations Jan / Feb 2024

Consumer Behaviour

Max. Marks: 60   Time: 3 Hours

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

****

			Marks	CO	BL

UNIT–I

1. The buying process starts long before the actual purchase and continues long after. Marketers focus on entire buying process rather than on just the purchase decision. Usually consumers pass through the five stages of Need recognition, Information search, Evaluation of alternatives, Purchase decision and Post-purchase behaviour. But consumers often skip or reverse some of these stages. Explain the five stages of buying process and specific context when consumers skip or reverse some stages. **12M** CO1 L1

OR

2. Define Consumer Behaviour. Write a note on the development of consumer behaviour. **12M** CO1 L2

UNIT–II

3. People usually choose products appropriate to their roles and status. Consider the various roles a working mother plays. Explain how marketers trying to influence her buying decisions in different roles of a career woman, wife and mother in context of events she participates in. **12M** CO2 L2

OR

4. Consumer Buyer behaviour is influenced by four key sets of buyer characteristics: cultural, social, personal and psychological. Describe each one of them stating suitable contexts. **12M** CO3 L2

UNIT–III

5. Considering the decision process which most consumers are to follow in their first purchase of a new product or brand in each of the following areas (a) Cosmetics (b) Computer (c) Edible oil (d) Air-conditioner, explain how to design marketing communication, for each one of them. **12M** CO3 L6

OR

6. The degree of consumer involvement has a lot of impact on search of information, information processing, and transmission of information. The various models of consumer involvement help marketers to study purchase behavior across product segments. Discuss the factors that affect the Consumer Involvement, citing suitable examples. How does processing of information affect consumer involvement?   12M   CO3   L4

UNIT–IV

7. Explain about Howard model of consumer behaviour.   12M   CO4   L1

OR

8. Discuss about EKB model of consumer behaviour.   12M   CO4   L2

UNIT–V

9. Consumerism, as in people purchasing goods or consuming materials in excess of their basic needs, is as old as the first civilizations. Since consumerism began, various individuals and groups have consciously sought an alternative lifestyle through simple living. Describe the factors accounting for consumerism and how alternative lifestyle seekers got influenced by consumerism.   12M   CO5   L1

OR

10. Consumer protection is government regulation to protect the interests of consumers. Consumer protection is linked to the idea of consumer rights. Explain the consumer issues of Antitrust, Class action, Competition policy, Competition regulator and Extended warranty in the light of the above statements.   12M   CO5   L2

End

M.B.A. III Semester Regular Examinations Jan / Feb 2024
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	BL

UNIT–I

| 1. | Discuss the various sources of finance from International markets | 12M | 1 | L2 |

OR

| 2. | What do you understand by Capital market? Explain its importance and functions in detail. | 12M | 1 | L2 |

UNIT–II

| 3. | Illustrate the different approaches adopted by commercial banks for estimation of working capital requirement. | 12M | 2 | L3 |

OR

| 4. | Explain the differences between Commercial Paper and Certificate of Deposits? | 12M | 2 | L2 |

UNIT–III

| 5. a) | Risk and uncertainty is quite inherent in capital budgeting. Comment. | 6M | 3 | L4 |
| b) | Describe the steps involved in decision tree construction. | 6M | 3 | L2 |

OR

6. Krishna ltd. is considering to take a new project. The management of the company use Certainty Equivalent (CE) approach to evaluate such type of projects. Following information is available for the project:

Year	1	2	3	4	5
CFAT(Rs.)	1,15,000	1,15,000	1,15,000	1,15,000	1,15,000
CE	0.90	0.85	0.75	0.70	0.65

Projects requires initial investment of Rs. 3,00,000. The Company's cost of capital is 12% and risk free borrowing rate is 7%. Advise the company whether it should take project or not?   12M   3   L4

UNIT–IV

| 7. | Discuss the different methods of corporate restructuring. | 12M | 4 | L2 |

OR

| 8. | What are the different types of mergers and also state the reasons for mergers. | 12M | 4 | L2 |

UNIT–V

| 9. | Explain the benefits of good Corporate Governance. | 12M | 5 | L2 |

OR

| 10. | "Finances would be impossible without Ethics"- Do you agree? Comment | 12M | 5 | L4 |

End