Code: 4P1201

M.B.A. II Semester Supplementary Examinations January 2016
Human Resource 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.   What are the chief objectives of HRM? Describe the nature and scope of HRM?

OR

2.   List out various competitive challenges of HRM in today's business world. Discuss on meeting competitive challenges through HRM.

UNIT-II

3.   Define Job analysis? Explain the methods to obtain the data for Job analysis.

OR

4.   What is selection? Explain the scientific selection process.

UNIT-III

5.   Define performance management? Describe various approaches of performance management.

OR

6.   What is Human Resource Development? Elucidate the significance of training in Human Resource Development.

UNIT-IV

7.   Write a short note on
     a) Industrial Relations
     b) Collective Bargaining

OR

8.   What is career planning? Explain the objectives of career planning.

UNIT-V

9.   What is meant by learning organization? Elucidate the role of leader in learning organizations.

OR

10. Define employee retention? Explain various strategies of employee retention.

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R14

Code: 4P1202

M.B.A. II Semester Supplementary Examinations January 2016
Financial 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. Discuss the role of the financial manager in a modern business organisation.   12M

OR

2. State why the Wealth maximization goal is superior to Profit maximization goal?   12M

UNIT-II

3. Explain the meaning and significance of capital budgeting in long-tem investment decision.   12M

OR

4. A company is considering two mutually exclusive projects. Both require an initial investment of Rs. 10,000 each and have a life of five years. The cost of capital of the company is 10% and tax- rate is 50%. The depreciation is charged on straight line method. The estimated cash inflow (before depreciation and tax) of the two projects are as follows :

Year	1	2	3	4	5
Project A	4000	4000	4000	4000	4000
Project B	5000	6000	5400	4000	5000

You are required to calculate Payback period and Net Present Value and suggest which project   should be accepted.   12M

UNIT-III

5. How do you compute the weighted average cost of capital of the firm?   12M

OR

6. From the under mentioned facts, determine the cost of equity shares of a company.

    i. Current market price of a share Rs. 120

    ii. Cost of flotation per share on new shares 2%

    iii. Dividend paid on the outstanding shares over the past five years.

Year	1	2	3	4	5
DPS (Rs.)	10	10.5	11.25	12.25	13.5

    iv. Expected dividend on the new shares at the end of the current year is

    Rs.14.75/-.   12M

UNIT-IV

7. Briefly discuss the different sources of finance. 12M

OR

8. The capital structure of Govind Ltd consists of ordinary share capital of Rs. 10,00,000 (shares of Rs. 100 par value) and Rs. 10,00,000 of 10% debentures. Sales increased by 20% from 1,00,000 units to Rs. 1,200,000 units, the selling price is Rs. 10 per unit, variable cost amounts to Rs. 6 per unit and fixed expenses amount to Rs. 2,00,000. The income tax rate is assumed to be 50 per cent. You are required to calculate the following :

   i. The percentage increase in earning per share;

   ii. The degree of operating leverage at 1,00,000 units and 1,20,000 units.

     iii. The degree of financial leverage at 1,00,000 units and 1,20,000 units; 12M

UNIT-V

9. Explain the determinants of dividend policy of a firm in practice. 12M

OR

10. The earnings per share of a company is Rs.8 and the rate of capitalization applicable is 10 per cent. The company has before it, an option of adopting (i) 50, (ii) 75 and (iii) 100 per cent dividend pay out ratio. Compute market price of the company's shares as per Walter's model, if it can earn a return of (a)15 and (b) 5 per cent on its retained earnings. 12M

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Code: 4P1203

M.B.A. II Semester Supplementary Examinations January 2016
Marketing 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. How various companies conducted marketing function based on alternative concepts? Discuss

OR

2. What are the components of customer value and customer cost?

UNIT-II

3. Discuss the ways in which environment analysis helps marketing?

OR

4. Discuss how forces affecting marketing in the microenvironment?

UNIT-III

5. Discuss how marketing segmentation, targeting and positioning interrelated? Give examples.

OR

6. Define market segmentation? What are the bases of segmenting consumer markets? Give examples.

UNIT-IV

7. The' marketing mix' is one of the major concepts in modern marketing. Justify the statement.

OR

8. Explain the two thoughts on marketing mix 4P's and 7P's?

UNIT-V

9. Discuss the normal pricing strategies used by companies?

OR

10. Discuss the pricing strategies of two organizations you are familiar with. It is recommended to include in your answer examples of the three major pricing strategies.

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Code: 4P1204

M.B.A. II Semester Supplementary Examinations January 2016
Production and Operations 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 types of manufacturing system.   12M

OR

2. Explain the role of production and operations manager.   12M

UNIT-II

3. Explain about aggregate planning in PPC.   12M

OR

4. Write about the industrial safety in manufacturing industry.   12M

UNIT-III

5. Write about the models used in layout designs.   12M

OR

6. Explain about the factors affecting facilities location.   12M

UNIT-IV

7. Explain about the job design and process flow charts.   12M

OR

8. Explain about method study procedure.   12M

UNIT-V

9. Explain about economic order quantity and ABC analysis.   12M

OR

10. Explain about the control charts for variables.   12M

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Code: 4P1205

M.B.A. II Semester Supplementary Examinations January 2016
Management Information System

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. What is the role of information systems in enhancing the performance of business organizations?   12M

OR

2. What are the functions and objectives of information systems?   12M

UNIT-II

3. "Decision Support System enhances the quality of decision making" Comment. 12M

OR

4. Discuss about various aspects of Office Automation and distinguish Data workers and Knowledge workers.   12M

UNIT-III

5. Explain structured methodologies of system development with suitable example. 12M

OR

6. Define System. Explain the characteristics and types of systems with appropriate examples.   12M

UNIT-IV

7. Explain how Strategic Information System helps the firm to achieve competitive advantage?   12M

OR

8. Explain the Value Chain model of information systems in business organizations. 12M

UNIT-V

9. How does Firewalls act as a system security?   12M

OR

10. Explain the following
     a. Computer Virus   6M
     b. Systems Audit   6M

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R14

Code: 4P1207

M.B.A. II Semester Supplementary Examinations January 2016
Operations Research

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

UNIT-I

1. Discuss the Scope and Managerial Applications of Operations Research

OR

2. Explain the Models in Operations Research and write the advantages of each of the Models

UNIT-II

3. Define Linear Programming Problem. Explain Simplex Method in detail.

OR

4. A and B are two Products to be manufactured. Unit Profits are Rs. 40 and Rs. 35 respectively. Max. Material available is 60 Kgs and Labour 96 man hours. Each unit of A needs 2 kg of material and 3 man-hours, whereas each unit of B needs 4 kg of material and 3 man-hours. Find optimal level of A and B to be manufactured. Obtain Graphical Solution for the data.

UNIT-III

5. Define Assignment Problem. Explain Hungarian method in detail.

OR

6. Find the Optimum solution for the following Transportation Problem.

		To					Availability
		1	**2**	**3**	**4**	**5**	
From	**1**	3	4	6	8	9	20
	2	2	10	1	5	8	30
	3	7	11	20	40	3	15
	4	2	1	9	14	16	15
	Demand	40	6	8	18	6	

UNIT-IV

7. Explain Graphical method of solving 2 X n and m X 2 Games

OR

8. Consider the following 4 X 4 (pay off matrix) game played by Player A and B. and solve it optimally.

		Player B			
		1	**2**	**3**	**4**
Player A	**1**	6	2	4	8
	2	2	-1	1	12
	3	2	3	3	9
	4	5	2	6	10

9. Define Network. Discus the guidelines for constructing a Project network.

OR

10. Consider the following data of a Project.

Activity	Predecessor	Duration (in weeks)		
		a	m	B
A	-	3	5	8
B	-	6	7	9
C	A	4	5	9
D	B	3	5	8
E	A	4	6	9
F	C, D	5	8	11
G	C, D, E	3	6	9
H	F	1	2	9

a) Construct the Project Network.
b) Find the Expected duration and Variance of each activity.
c) Find the critical path and expected project completion time.
d) What is the probability of completing the project on or before 30 weeks?

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Code: 4P1206

M.B.A. II Semester Supplementary Examinations January 2016
Research Methodology

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. What is a research problem? Explain various sources in selecting a problem for social science research

OR

2. Define hypothesis. What are various types of hypotheses and explain how to formulate them.

UNIT-II

3. What is sample design? Explain the steps involved in it.

OR

4. Define exploratory, descriptive and experimental research designs. Briefly outline their limitations.

UNIT-III

5. List out different sources of collecting primary data and explain the problems in framing the questions and collecting data through questionnaire.

OR

6. Discuss interview method as an effective tool for research and also describe its relative advantages and limitations.

UNIT-IV

7. What is means by measurement of scale and also explain the characteristics of good measurement?

OR

8. Describe and compare the scaling techniques of rank order and paired comparison?

UNIT-V

9. What is research report? Explain in detail the qualities of a good research report.

OR

10. Explain various types of graphs used for presenting a frequency distribution.

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