

anything I can use on the job. Furthermore, in a working situation we are all dealing with adults and it seems to me this reward and punishment thing smacks of personal manipulation that just won't go over with people.

Question :

Analyse the case, find out the problem and suggest what types of motivations are useful for effective performance?

Reg. No. :

4040

Q.P. Code : [04 MB 01]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

First Semester

MANAGEMENT PRINCIPLES AND PRACTICE

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

All questions carry equal marks.

1. (a) What you understand by scientific approach to management?

Or

(b) What are the contributions of Chester Bernard?

2. (a) List the advantages of planning.

Or

(b) What is Global planning? Cite an example.

3. (a) Specify the reasons for line and staff conflict.

Or

(b) What are the benefits of sound organisation structure?

4. (a) Explain informal communication. Give an example.

Or

(b) What are the principles of coordination?

5. (a) Identify the five basic steps in the control process and provide an example of each step.

Or

(b) Give examples of how information technology has enhanced the control process.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

All questions carry equal marks.

6. Describe the salient features of Taylor's scheme of scientific management and discuss their validity today.

7. What are the different types of plans? Explain the various steps in the process of planning.

8. What is departmentation? How departments are organised?

9. What are the various styles of leadership? Which style would ideally suit to Indian condition?

10. What is feed forward control? Why is it important to managers? Why is real time information not good enough for effective control?

PART C — (1 × 15 = 15 marks)

Compulsory.

11. Case study :

As part of the company management development programme, a group of managers from various functional areas has devoted several class sessions to a study of motivation theory and the relevance of such knowledge to the manager's responsibility for directing and controlling the operations of the organization. One of the participants in the programme is Ashok Jain who has been a supervisor in the production department for about a year. During the discussion session, Jain made the observation, motivation theory makes sense in general, but there is really no opportunity for me to apply these concepts in my job situation. After all, our shop employees are unionized and have job security and wage scales that are negotiated and are not under my control. The study of motivation concepts has given me some ideas about how to get my children to do their chores and their home work but it has not given me

Reg. No. :

4041

Q.P. Code : [04 MB 02]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

First Semester

ORGANISATIONAL BEHAVIOUR

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Identify the relevance and importance of the study of OB in today's context.

Or

(b) What do you understand by Psycho-analytical theory? Explain.

2. (a) Examine the need of emotional intelligence in a managerial positions.

Or

(b) Explain briefly any three theories of learning.

3. (a) State the consequence of work stress.

Or

(b) Differentiate between groups and teams cite with suitable examples.

4. (a) Identify the need for organisational development.

Or

(b) What do you mean by impression management? Explain with appropriate examples.

5. (a) Highlight the factors which are influencing the organisational culture.

Or

(b) Elucidate the concept of 'cultural diversity'.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Explain any five personality traits that influence organisational behaviour.

7. What are the managerial implications of perception? How perceptual distortions could be resolved?

8. Describe the role of management in identifying and resolving conflicts.

9. What do you mean by organisational politics? Why do organisational politics emerge?

10. "Organisational Behaviour has to respond to Global challengers" – Elucidate your notions with relevant examples.

PART C — (1 × 15 = 15 marks)

Compulsory

11. Ravikumar is heading a direct selling team. His team is comprised of 12 highly motivated and enthusiastic youngsters. Their area of operation is large and the competition is stiff. So the team members have to put in long and laid hours of work to meet targets. While it is true that they are doing very well, Ravikumar has noticed some negative developments. Of late there are more labour turnover, absenteeisms interpersonal conflicts and reported physical weaknesses. Ravikumar suspects that this would be due to the influence of stress.

Help and assist Ravikumar to develop a stress coping strategy for his team members.

Reg. No. :

4042

Q.P. Code : [04 MB 03]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

First Semester

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Explain the role and responsibilities of a Managerial economist.

Or

(b) Explain the scope of Managerial Economics as tools of managerial decision making.

2. (a) Distinguish between

(i) Isoquant and Isocost,

(ii) Implicit and Explicit costs.

Or

(b) What are the factors influencing the supply?

3. (a) Explain the different methods of pricing.

Or

(b) Explain the effects of government intervention in price fixation.

4. (a) What is cost volume profit analysis? What are its uses?

Or

(b) What is profit planning? How does it differ from profit forecasting?

5. (a) State the major problems of India's fiscal policy.

Or

(b) Discuss the balance of payments crisis in India.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Discuss the factors that influencing a demand for a product.

7. Explain the functional forms of cost function giving illustration.

8. Discuss the general consideration to be kept in mind while formulating the price policy for a product.

9. Explain profit planning and forecasting. What are its managerial uses?

10. What are the basic objectives of fiscal policy? Analyze India's fiscal policy in the light of these objectives.

PART C — (1 × 15 = 15 marks)

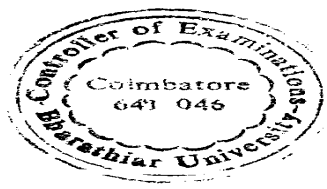
(Compulsory)

11. From the following information, show the effect of each of the following changes on profit and break even volume.

Sales	50,000 units	Rs. 5 per unit
Variable cost		Rs. 3 per unit
Fixed cost		Rs. 70,000

Changes :

- (a) Price changes by 20%
- (b) Volume decreases to 40,000 units
- (c) Variable cost increases to Rs. 3.50 per unit
- (d) Fixed cost decreases by 10%



For the candidates who are appearing for the

M.B.A. DEGREE EXAMINATION **APRIL 2019**

First Semester

TITLE: QUANTITATIVE METHODS FOR MANAGEMENT

Time: Three hours

Max. marks: 100 marks

PART A - IS 20 x 5 = 100 marks.
Answer ALL questions as per internal choice.
All questions carry equal marks.

- 1a. List and explain different types of matrix.
[OR]
- 1b. List and explain different types of set.
- 2a. Draw break-even chart and explain its components.
[OR]
- 2b. Distinguish between the principles of maxima and minima.
- 3a. Distinguish between regression and correlation.
[OR]
- 3b. List and explain the measures of central tendency.
- 4a. Give a brief account of probability distributions.
[OR]
- 4b. List and explain the approaches to probability.
- 5a. List and explain the types of index numbers.
[OR]
- 5b. What are the components of time series? Explain them in brief.

(P.T.O)

PART B - (15 X 10 = 150 MARKS)
 Answer any THREE questions
 All questions carry equal marks

8. List and explain different types of functions
9. Suppose a manufacturer can sell x items per week at a price of Rs. $50 - 0.006x$ rupees each when it costs $y = 2x + 1100$ rupees to produce x items. Determine the number of items he should produce per week for maximum profit.
10. The distribution of monthly income of customer in a locality is as shown below. Find the arithmetic mean of the income of the customers.

Income (Rs.) (in thousands)	Number of customers	Income (Rs.) (in thousands)	Number of customers
6-8	10	18-19	30
8-10	25	19-20	40
10-12	40	20-22	20
12-14	60	22-24	15
14-16	75	24-26	10

9. In a survey with a sample of 300 respondents, the monthly income of the respondents follows normal distribution with its mean and standard deviation as Rs.15,000 and Rs.3,000 respectively. Answer the following.
- What is the probability that the monthly income is less than Rs.12,000? Also, find the number of respondents having income less than Rs.12,000.
 - What is the probability that the monthly income is more than Rs.16,000? Also, find the number of respondents having income more than Rs.16,000.
 - What is the probability that the monthly income is in between Rs.10,000 and Rs.17,000? Also find the number of respondents having income in between Rs.10,000 and Rs.17,000.

10. ~~Explain~~ Explain the application of time series analysis with an example.

PART C - (15 MARKS)
 COMPULSORY

11. In a company, the workers are having at most three skills (X, Y and Z). The details of the skills are explained below. Find the total number of workers in the company.

Skill Combination	No. of workers
X	72
Y	43
Z	35
XY	17
YZ	19
XZ	14
XYZ	4

— X — X — X —

Sample No.	Number of defective units per sample
1	5
2	8
3	6
4	0
5	4
6	2
7	3
8	6
9	7
10	1

Construct a P chart. Using 3σ limits. State whether the process is within control.

10. Describe stop watch time study procedure.

PART C — (1 × 15 = 15 marks)
(Compulsory)

11. An engineering firm uses 48,000 bearings per year. The firm makes its own bearings at the rate of 800 units per day. Carrying costs are estimated at Rs. 10 per bearing per year. Set up cost for a production run is Rs. 450. The firm operates 240 days in a year. Determine :

- (a) Optimal run size.
- (b) Minimum total annual cost.
- (c) Cycle time for the optimal run size.

Reg. No. :

3019

Q.P. Code : [04 MB 05]

(For the candidates admitted during 2004 only)

M.B.A. DEGREE EXAMINATION **APR 2008** NOVEMBER 2008.

Second Semester

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer the following questions, choosing either (a) or (b).

1. (a) What are the measures to be taken to increase productivity?

Or

(b) Describe the salient features of continuous production system.

2. (a) What is ERP? How can ERP improve a company's business performance?

Or

(b) You have received an order for 40 units of a forging, which is to be delivered as the start week 7 of your schedule. From the following information, determine how many units of subassembly a to be

ordered and the timing of those orders, a must be ordered in multiples of 80. Assume that the components are used only this machinery.

Item forging machinery	Lead time (weeks)	On hand	Components
	2	10	B, G, C (3)
B	2	6	E, F
C	1	20	G(2), H
E	1	5	—
F	2	6	—
G	2	14	—
H	2	8	—

3. (a) Explain the importance of perpetual inventory control.

Or

(b) List out the characteristics of JIT production.

4. (a) Describe the elements of TQM.

Or

(b) Discuss various types of acceptance sampling plane.

5. (a) Briefly discuss the importance of ergonomics.

Or

2

3019

(b) In a time study, observed time is found out to be 20 minutes for a job, which has manual and machine elements in the ratio of 3 : 2. The rating factor is 1.1. Allowance are estimated at 8% of normal time.

Determine standard time for the job.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Describe the scope of operations management.

7. Explain the functions of production planning and control.

8. An electrical goods making unit requires 81600 units of switchboards per annum. The cost of placing an order is Rs. 120. The inventory carrying cost is estimated to be Rs. 40 per unit - per year. The supplier is offering the following quotation.

Order range (units)	Price (Rs.)
1 to 499	20
500 to 799	18
800 to 999	17
1000 or more	16

Determine the optimal order quantities, that minimises the total cost.

9. 10 samples of 100 automotive components each are taken for quality inspection. Following results are obtained.

3

3019

The following further particulars are available :

- (a) Raw materials are to remain in stores on an average – 6 weeks.
- (b) Processing time – 4 weeks.
- (c) Finished goods are required to be in stock on an average period – 8 weeks.
- (d) Credit period allowed to debtors on average – 10 weeks.
- (e) Lag in payment of wages – 2 weeks.
- (f) Credit period allowed by creditors – 4 weeks.
- (g) Selling price – Rs. 60 per unit.

Add 10% for contingencies for a level of activity of 1,30,000 units of production.

Reg. No. :

4005

Q.P. Code : [04 MB 07]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Second Semester

FINANCIAL MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) What is financial management? What are its objectives?

Or

(b) What are the basic financial decisions? How do they involve risk return trade off?

2. (a) Make a comparison between Net present value and Internal rate of return methods of capital budgeting.

Or

(b) What is pay-back period? Explain the utility of the pay back period in determining the internal rate of return.

3. (a) Explain the EBIT-EPs analysis of capital structure with examples.

Or

(b) Discuss the different approaches to the computation of cost of equity capital.

4. (a) Define Capital structure. Explain the factor that affects the capital structure.

Or

(b) Explain the different types of dividend declared by companies.

5. (a) What do you understand by cash management? Discuss various factors affecting cash balances.

Or

(b) What are the factors that determine the working capital requirement of a firm?

PART B — (3 × 10 = 30 marks)

Answer any **THREE** questions.

6. Briefly explain the different sources of long-term financing in India.

7. What is risk adjusted discount rate? Explain its merits and demerits.

8. Explain MM model dividend policy and its implications.

9. State the advantages of holding an inventory and discuss the effects of holding

(a) a low stock and

(b) a high stock.

10. From the following information with respect to A and B Companies calculate operating leverage, financial leverage and total leverage of both companies.

	A Co.	B Co.
Sales	Rs. 8,00,000	Rs. 7,00,000
Variable cost	40% of sales	40% of sales
Fixed cost	Rs. 50,000	Rs. 60,000
Interest	Rs. 2,80,000	Rs. 1,60,000

PART C — (1 × 15 = 15 marks)

(Compulsory)

11. From the following particulars, calculate working capital requirements :

Elements of cost :	Raw materials – 40%
	Labour – 10%
	Overheads – 20%

9. Analyse the present scenario of global Information Technology Management.

10. Explain the various functions of feasibility control and procedural control in Management Information System.

PART C — (1 × 15 = 15 marks)

(Compulsory)

11. Analyse the Ethical and Social issues arises in the Information Management. How to create a Security Management System for a Information Management.

Reg. No. :

4043

Q.P. Code : [04 MB 10]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Third Semester

MANAGEMENT INFORMATION SYSTEM

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Explain the need and importance of the Information System in a Organization.

Or

(b) Identify the types of Information System used in Business Organization.

2. (a) What are the Marketing Information are expected to be collected in Marketing Information System?

Or

(b) How to design a Information Report System?
What are the components are essential in it?

3. (a) Explain the Decision Support System (DSS) Model.

Or

(b) Write a short note on "Optimising Analysis".

4. (a) Identify the recent technology usage in managing the Information.

Or

(b) What is EDI? What are its advantages?

2

4043

5. (a) What are the security issues arises in Information Management?

Or

(b) Write short note on "Denial of Service and Spoofing".

PART B — (3 × 10 = 30 marks)

Answer any THREE questions

6. Explain the MIS scope and its challenges in the present scenario of Technology World.

7. Discuss the function of Transaction processing systems by the Information Management System.

8. Critically examine "the effectiveness of Decision Making Process has improved by the Information System".

3

4043

Reg. No. :

4044

Q.P. Code : [04 MB 11]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Third Semester

Elective — CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Describe the uses of consumer research.

Or

(b) Why consumers try to reduce dissonance?

2. (a) Explain the principles of instrumental conditioning theory.

Or

(b) How do consumers store information?

3. (a) Why attitude has a pervasive impact on consumer behaviour?

Or

(b) Explain the theory of consumption.

4. (a) Explain the importance of sub cultural segmentation.

Or

(b) What is cross-cultural consumer analysis?

5. (a) What is the motivation behind opinion leadership?

Or

(b) What factors affect the diffusion of innovation?

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. What are the major motivational influences identified by MC Guire?

7. Discuss the various attributes of personality.

8. What is an attitude? State the characteristics and components of an attitude.

9. What are the social and cultural forces that affect the marketing environment of a company?

10. Explain the difference between high involvement and 10 W involvement in consumer decision making. What are the implications for marketers?

PART C — (1 × 15 = 15 marks)

(Compulsory)

11. A company that owns and operates health clubs across the country is opening a health club in your town. The company has retained you as its marketing research consultant and has asked you to identify opinion leaders for its service. Which of the following identification methods would you recommend : the self-designating method, the sociometric method, the key informant method, or the objective method? Explain your selection. In your selection, be sure to discuss the advantages and disadvantages of the four techniques as they relate to the marketing situation described above.

Reg. No. :

4045

Q.P. Code : [04 MB 12]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Third Semester

Elective — RURAL MARKETING

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) What are the factors hindering consumer education in rural areas?

Or

(b) Give advantages of seasonality of income in the rural markets for consumer durable marketers.

2. (a) What are the problems encountered in marketing of services in rural areas?

Or

(b) What are the factors influencing rural markets?

Reg. No. :

4045

Q.P. Code : [04 MB 12]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Third Semester

Elective — RURAL MARKETING

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) What are the factors hindering consumer education in rural areas?

Or

(b) Give advantages of seasonality of income in the rural markets for consumer durable marketers.

2. (a) What are the problems encountered in marketing of services in rural areas?

Or

(b) What are the factors influencing rural markets?

3. (a) Suggest suitable distribution channels for marketing of FMCG in rural markets.

Or

(b) "Rural segment is usually regarded as inferior to urban sector" Is it a myth or a reality? Justify your answer.

4. (a) What is the role of branding in rural markets?

Or

(b) Pricing is an issue more sensitive in rural areas than urban market. Comment.

5. (a) What are the various types of promotional pricing techniques used in the rural markets?

Or

(b) Can the concept of multilevel marketing be used in rural marketing : If so, how?

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Critically examine the role of government and NGO's in rural marketing.

7. What do you understand by the term rural markets? Discuss with the help of examples the marketing challenges presented by rural markets.

8. Elaborate the role of retailer and POP on the buyer's decision making process for FMCG (shampoo) product for a rural consumer.

9. Discuss the specific packaging adoptions that are required to be made when consumer products are specifically targeted for the rural markets.

10. Highlight the role of celebrity advertising for rural markets. Justify your answer with appropriate examples.

PART C — (1 × 15 = 15 marks)

Compulsory

11. Sudesh Alagh is the Marketing Manager of the company 'MFL-fabrics division', a part of the MFL group of companies. The company was doing well and had earned a name in selling reasonable variety and good quality of readymade garments for children and adults. Sudesh received instructions from the Managing

Director of the company, to identify target market and work out marketing plans for selling garments in the rural market having a population of minimum 5000 and above. A pre market survey indicated certain new realities :

- More than seven out of ten rural households possess watches.
- One in fifty households have a colour television set.
- Seven out of every hundred households own an electric iron.
- 70 per cent of the sales of radios, bicycles and cigarettes are from the rural market.
- Rural people are very particular when it comes to attitudes and aspirations.
- Rural consumers are more particular about quality and value than their urban counterparts.
- Rural consumers are more brands loyal than the urban consumers.
- And social mores and norms impact the rural consumer in ways very different from their urban counterparts, especially in case of reference group influences and opinion.

Since the survey indicated tremendous rural market potential waiting to be tapped, "MFL" company decided to enter the rural market with a new brand of readymade garments tailored to suit the needs of the rural market. The company also decided to advertise the products on radio and TV. to ensure knowledge about the company and its readymade garments. This was to be supported with sales promotion programmes including wall posters, organisation of melas, mobile vans with loudspeakers and offers of small freebies.

For distribution, the company decided to see that the products were available at the local cloth shops with arrangements to have an understanding with the local tailors, who would be trained to make alterations to the ready-to-stitch-and-wear garments in various sizes, patterns and designs for rural customers interested in going for readymade garments. It was also decided to price the products reasonably to take care of the competition from the unorganized sector.

However, since social sanction plays an important role in rural consumer behaviour, the Marketing Manager, Sudesh Alagh was keen to identify the reference group like the village mukhiya or panchayat head or local bank manager, whose opinion carried a lot of weight among the rural public. The views and facts expressed by such persons can act as a positive word-of-mouth advertising for the company.

Questions :

(a) Do you agree with the decision of the company to enter the rural market? Why or why not?

(b) Evaluate the marketing plan of the company for the rural markets and suggest improvements in the marketing plan, if any.

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Questions :

(a) Do you agree with the decision of the company to enter the rural market? Why or why not?

(b) Evaluate the marketing plan of the company for the rural markets and suggest improvements in the marketing plan, if any.

(d) The Company's effective tax rate is 40% and the after tax cost of capital is 90%.

(e) The computer will be sold for Rs. 1,700 at the end of the 5th year. The Commission on such sales is 9% on the sale value and the same will be paid.

You are required to compute the annual lease rentals payable by Beta Ltd. which will result in indifference to the loan option.

The relevant discount factors as follows:

Year:	1	2	3	4	5
Discount factor:	0.92	0.84	0.77	0.71	0.65

Reg. No. :

4046

Q.P. Code : [04 MB 13]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Third Semester

Elective — FINANCIAL SERVICES

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Explain the functions of merchant bankers.

Or

(b) Briefly explain the different types of NBFCs.

2. (a) Explain the two distinct factors in hire purchase transaction.

Or

(b) Distinguish between Financial lease and operating lease.

3. (a) What are offshore mutual funds?

Or

- (b) What are the rights of mutual fund holder?

4. (a) List out any three major recommendations of Mr. Kalyanesundaram committee.

Or

- (b) Write a short note on "CRISIL".

5. (a) Explain the dubious reasons for merger.

Or

- (b) Explain the five sins of acquisitions.

SECTION B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Comment on the development and trends in merchant banking in India.
7. Give an account of the various schemes of mutual fund.

8. What critical factors are required for the success of the venture capital industry in India?

9. Describe the SEBI guidelines for regulating substantial acquisition of shares and takeovers.

10. Explain the mechanism involved in the assets securitization process.

SECTION C — (1 × 15 = 15 marks)

Compulsory.

11. Beta limited is considering the acquisition of a personal computer costing Rs. 50,000. The effective life of the computer is expected to be five years. The company plans to acquire the same either by borrowing Rs. 50,000 from its bankers at 15% interest per annum or by lease. The company wishes to know the lease rentals to be paid annually which will match the loan option. The following further information is provided to you:

(a) The principal amount of the loan will be paid in five annual equal instalments.

(b) Interest, lease rentals and principal repayment are to be paid on the last day of each year.

(c) The full cost of the computer will be written off over the effective life of computer in a straight-line basis and the same will be allowed for tax purpose.

Reg. No. :

4086

Q.P. Code : [04 MB 14]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Third/Fourth Semester

Elective — INTERNATIONAL FINANCIAL
MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL the questions.

1. (a) What do you mean by Foreign exchange market? Discuss the role played by the participants in this market.

Or

(b) What techniques may be adapted to forecast exchange rates?

2. (a) Discuss the techniques available for currency risk management.

Or

(b) What is the basic purpose of economic exposure management?

3. (a) Why is international cash management necessary?

Or

(b) Discuss briefly the euro currency debt market.

4. (a) Why are China and India emerging as attractive centers for foreign direct investment in recent years?

Or

(b) Explain the methods of evaluating international investment decisions.

5. (a) How does the depository receipts methods of raising funds operate?

Or

(b) Write a brief note on American Depository Receipts.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Critically examine Interest rate Parity Theory with the help of suitable examples.

7. What do you understand by foreign exchange risk? What are the different external exposure management techniques which are used by importers and exporters?

8. What are the main motives behind FDI by MNCs? How do exchange controls, exchange rate fluctuations and country risk in the host country affect such investment decisions?

9. What are the problems arise in international cash management in the absence of a common currency throughout the world? How to overcome these problems?

10. 'The changing international financial system poses new challenge for financial managers in developing countries.' Discuss.

PART C — (1 × 15 = 15 marks)

(Compulsory)

11. ABC Company a US based firm plans to use a currency market hedge to hedge its payment of 30 lakhs of dollar for Australian goods in one year. The US interest rate is 7% p.a. while the Australian interest rate is 12% p.a. The spot rate of Australian dollar is 0.85 US \$. Determine the amount of US \$ needed in one year, if a currency market hedge is used?

Questions :

(a) How would you assess the training requirement of the employees?

(b) Discuss the methods of training you think suitable to Software Company's employees.

(c) What are the techniques you will adopt to measure the efficiency of employees before and after training programme?

Reg. No. :

4047

Q.P. Code : [04 MB 15]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Third Semester

Elective — HUMAN RESOURCE DEVELOPMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Explain the meaning and scope of HRD.

Or

(b) Explain the difference between traditional personnel management and Human Resource Development.

2. (a) What are the basic considerations in performance appraisal?

Or

(b) What are the objectives of performance appraisal?

3. (a) Explain career plateau and why people hit career plateau?

Or

(b) Explain the role of career guidance cells.

4. (a) Explain the important techniques of training.

Or

(b) How do you Evaluate and follow up the training?

5. (a) What are the issues in human resource system designing?

Or

(b) Analyse how a desired work culture could transplanted in India?

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. "HRD Policies and principles contribute to the effectiveness, continuity and stability of the organisation". Give your viewpoint.

2

4047

7. Evaluate the 360 – degree feedback as a technique of appraisal.

8. Integrate the cycles of Self development and family development with that of career development.

9. Training programme are frequently the first items eliminated when management wants to cut costs. Why is it so? Explain.

10. What are the intervention strategies used in organisational development? Explain.

PART C — (1 × 15 = 15 marks)

Compulsory.

11. You have been appointed as the Executive incharge of Training and Development of a Software Company. The Company has around 300 employees. The Company is of recently established one and it handle both national and International Projects. The Company operates under highly competitive environment.

3

4047

Sajnth's boss complained to his superior about Sanjith on his insubordination. Sanjith received a counseling from the concerned authority who asked him to be flexible with his boss and maintain cordial relationship. Sanjith was disappointed and strongly considered resigning from the job.

- (a) What went wrong between Sanjith and his boss? (5)
- (b) Do you agree with Sanjith (or) his boss's behaviour and why? (5)
- (c) If you are a HR Executive, what should you do to hold Sanjith from resigning from his job and help him maintain cordial relationship with his boss? (5)

Reg. No. :

4048

Q.P. Code : [04 MB 16]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Third Semester

Elective — MANAGING INTER PERSONAL EFFECTIVENESS

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Compare and contrast self knowledge and self awareness.

Or

(b) How do employees utilize self presentation strategies to develop themselves?

2. (a) Briefly elucidate the significance of language in today's business communication.

Or

(b) Briefly explain the merits and demerits of Grapevine in present Business Scenario.

3. (a) Compare and Contrast Association and Aggression.

Or

(b) Briefly explain the tools of expressing assertiveness.

4. (a) Briefly enumerate the different types of transactions.

Or

(b) How do you react to people have parent and child behaviour?

5. (a) How does counselling could be used as an employee retention technique?

Or

(b) Develop a checklist for stress counseling.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. "Impression Management may not work for long term in present business world" – Comment.

7. "Body language is a good servant, but a bad master" – Elucidate this statement with suitable examples.

8. "Assertive employees are most wanted in present business scenario" – Discuss.

9. Define TA. "TA helps achieving emotional intelligence" – Express your views.

10. Develop a detailed Counseling plan for an employee who lost believe in materials world.

PART C — (1 × 15 = 15 marks)

(Compulsory)

11. Sanjith was a very worried man at the moment as he strained his relationship with his boss who disliked his approach. Sanjith recently graduated for the top b-school of the country and 2 months old in the company. Sanjith was a topper in this class, very intelligent, assertive and outspoken. Sanjith always remembered his professor's words of being critical and analytical in approaching problems and should have courage to express one own views. Sanjith's boss, was a 30 years Veteran in the company and who has old school of thoughts. His views an employees ought to follow the orders and ought not to ask questions. Sanjith was not used to this style of functioning and found difficult to cope with his boss. He liked to analyse the problem before takeup and disliked coming out orders which infuriated his boss.

Reg. No. :

4006

Q.P. Code : [04 MB 17]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Third Semester

Elective — EVENTS MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL the questions.

1. (a) Define Events and its nature.

Or

- (b) Explain – Designing of events.

2. (a) What is event infrastructure?

Or

- (b) Define segmentation and targeting of the market events.

3. (a) Write a short note on the concept of event property.

Or

(b) List down the various methods of pricing the events.

4. (a) What is strategic market planning?

Or

(b) Write a short note on assessment of market plan.

5. (a) What is strategic alternatives?

Or

(b) How to evaluate the event performance?

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Explain the advantages and disadvantages of events.

7. Discuss the various elements of events in detail.

8. How you will position your events and explain the event as product?

2

4006

9. Discuss the tasks in strategic market planning.

10. What are the various parameters to be considered for measuring performance of events and how to correct the deviations?

PART C — (1 × 15 = 15 marks)

(Compulsory)

11. You are going to organise a Trade show for engineering goods. How you will go ahead in this task?

3

4006

Reg. No. :

4007

Q.P. Code : [04 MB 18]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Third Semester

Elective — ELECTRONIC COMMERCE

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL the questions.

1. (a) Discuss the emerging paradigms of telecom networks.

Or

(b) Enumerate, with examples, the limitations of e-commerce.

2. (a) Using example, discuss the steps in creating a web page.

Or

(b) Discuss the development on the Internet over the period of time. Give example.

3. (a) Describe the working of EDI in a bank.

Or

(b) Highlight the adoption level of e-commerce in service industry.

4. (a) "Adoption of Algorithm will result in security breach" – Comment.

Or

(b) Discuss various strategies to encounter the Encryption issues.

5. (a) Compare and contrast B 2 B and B 2 C. Give examples.

Or

(b) Discuss the impact of networking on SCM. Illustrate.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Describe the elements and functioning of LAN. Compare its' application with that of WAN.

7. Explain the TCP/IP protocol. Discuss their inter linkages.

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4007

8. Discuss, using examples, the electronic payment systems. Highlight the requirements for internet based payments.

9. Illustrate how the internet security protocols and standards ensures customers authenticity and trust.

10. Describe the scope, functions' and business application of Internet, Intranet and Extranet.

PART C — (1 × 15 = 15 marks)

Compulsory

11. "Legal and Ethical issues differ from country to country ; hence it is difficult to implement e-commerce across the globe" – Critically examine and address the following.

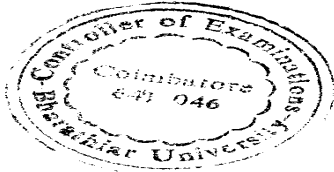
(a) Criteria for selecting the type of network to do business throughout the world?

(b) Security protection and recovery issues in ensuring the business across the borders.

(c) Steps in launching business as the internet and issues connected with that.

3

4007



Q.P. Code: [04 MB 19]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION APRIL 2009
Third Semester

Elective – SYSTEM ANALYSIS AND DESIGN

Time: Three hours

Maximum: 75 marks

PART-A

(5 × 6 = 30 Marks)

Answer **ALL** questions

1. a) Explain the deterministic and probabilistic system with examples.
(OR)
b) What is a system? What are its characteristics?
2. a) What is the purpose of system study? Whom should it involve?
(OR)
b) Discuss the role of system analyst in system development.
3. a) What is Data flow diagram? Explain the basic rules for drawing data flow diagrams.
(OR)
b) Define decision tree. In what ways a decision tree and structured English related?
4. a) Why is normalization of database done? Discuss synthesis and decomposition approach of normalization with an example.
(OR)
b) Explain the criteria for form design and report design.
5. a) Describe major phases in hardware and software selection.
(OR)
b) Describe the purpose and contents of a conversion plan.

PART-B

(3 × 10 = 30 Marks)

Answer any **THREE** questions

6. Briefly describe the phases of a system development life cycle through a diagram.
7. Elaborate on the technical and communication skills required of system analyst.
8. Discuss the features and merits of data flow diagram, data dictionary, decision trees and decision tables with examples.
9. Explain the steps of logical design with an example.
10. Briefly explain the various methods of conversion from an existing system to the new system.

PTO ...

PART-C
(Compulsory)

(1 × 15 = 15 Marks)

11. Consider the following requirements of a staff management system of an organisation:

- The basic information that needs to be stored about the staff includes staff-id, name, address, date of birth, date of employment, post held.
- It keeps dependent information of employees. An employee can have many dependents.
- Pay details of the employees are also kept.
- It also keeps track of the various departments and employees of those departments.

Draw the E-R diagram for the organisation. Make suitable assumptions, if any.

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Reg. No. :

4049

Q.P. Code : [05 MB 20]

(For the candidates admitted from 2005 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

First Semester

FINANCIAL AND MANAGEMENT ACCOUNTING

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) What do you understand by basic accounting concepts and conventions?

Or

(b) Explain the need and significance of depreciation.

2. (a) What do you understand by analysis and interpretation of financial statements?

Or

(b) State the main objectives of ratio analysis.

3. (a) What are the advantages of cash flow statements?

Or

(b) What is the meaning of schedule of changes in working capital?

4. (a) State the limitations of budgetary control in an organisation.

Or

(b) What factors would you consider when preparing a purchase budget?

5. (a) How is "Prime cost" differ from "Marginal cost"?

Or

(b) What do you understand by break-even analysis?

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. "Management accounting is the best tool for the management to achieve higher profits and efficient operations" – Discuss.

7. Discuss briefly nature and conditions applicable of ratio analysis for inter-firm and intra firm comparison.

8. From the following balances draw up a trading and profit and loss account and balance sheet.

Particulars	Amount
	Rs.
Surendar's capital	20,000
Bank over draft	5,000
Machinery	13,400
Cash in hand	1,000
Fixtures and fittings	5,500
Opening stock	45,000
Bills payable	7,000
Creditors	40,000
Debtors	63,000
Bills receivable	5,000
Purchases	50,000
Sales	1,29,000
Returns from customers	1,000
Returns to creditors	1,100

Particulars	Amount
	Rs.
Salaries	9,000
Manufacturing wages	4,000
Commission and T.A.	5,500
Trade expenses	1,500
Discount (Cr.)	4,000
Rent	2,200

The closing stock amounted to Rs. 52,000.

9. Prepare a cash budget for the three months ending 30th June from the following information :

Month	Sales	Material	Wages	Overhead
	Rs.	Rs.	Rs.	Rs.
February	14,000	9,600	3,000	1,700
March	15,000	9,000	3,000	1,900
April	16,000	9,200	3,200	2,000
May	17,000	10,000	3,600	2,200
June	18,000	10,400	4,000	2,300

4

4049

Additional information :

(a) Credit terms are :

Sales/debtors – 10% sales are on cash, 50% of the credit sales are collected next months and the balance in the following month.

(b) Creditors :

Material	2 months
Wages	1 month
Overheads	1 month

(c) Cash and bank balance on 1st April is expected to be Rs. 6,000.

10. The sales turnover and profit during two years were as follows :

Year	Sales	Profit
2006	1,50,000	20,000
2007	1,70,000	25,000

You are required to calculate :

- P/V ratio
- Break-even point
- The sales required to earn a profit of Rs. 40,000
- Profit when sales are Rs. 2,50,000
- Margin of safety at a profit of Rs. 50,000.

5

4049

PART C — (1 × 15 = 15 marks)

Compulsory

11. From the following Balance sheets of SJK Ltd., prepare fund flow statements

Balance sheets of SJK Ltd.,					
Liabilities	2002	2003	Assets	2002	2003
	Rs.	Rs.		Rs.	Rs.
Equity share capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
Redeemable preference share capital	1,50,000	1,00,000	Land and buildings	2,00,000	1,70,000
General reserve	40,000	70,000	Plant	80,000	2,00,000
Profit & Loss A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills receivable	20,000	30,000
Bills payable	20,000	16,000	Cash in hand	15,000	10,000
Provision for Taxation	40,000	50,000	Cash at Bank	10,000	8,000
	<u>6,77,000</u>	<u>8,17,000</u>		<u>6,77,000</u>	<u>8,17,000</u>

Additional Information :

(a) Deprecation of Rs. 10,000 and Rs. 20,000 have been charged on plant and land and buildings respectively in 2003.

(b) A dividend of Rs. 20,000 has been paid in 2003.

(c) Income tax of Rs. 35,000 has been paid during 2003.

10. Intelligence test of two groups of boys and girls gave the following results.

	Size	Means	S.D.
Girls	12	84	10
Boys	8	81	12

Examine if the difference of mean is significant.

PART C — (1 × 15 = 15 marks)

Compulsory

11. Explain the following
- (a) Binomial Distribution.
 - (b) Poisson Distribution.
 - (c) Normal Distribution.

Reg. No. :

Q.P. Code : [05 MB 21]

4050

(For the candidates admitted from 2005 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

First Semester

QUANTITATIVE METHODS FOR MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Describe the concept of trade off.

Or

- (b) Describe the optimisation concepts.

2. (a) Describe the properties of good measure of dispersion.

Or

- (b) Describe the merits and demerits of correlation method.

3. (a) The probability that a man fishing at a particular place will catch 1,2,3,4 fish are 0.4,0.3,0.2 and 0.1 respectively. What is expected number of fish caught?

Or

(b) If the probability of a defective bolt is 0.1. Find the mean and the standard deviation of defective bolts in total of 900.

4. (a) From the following data compute a Quantity Index

Commodity	Quantity		Price In
	1994	1995	1994
A	30	25	30
B	20	30	40
C	10	15	20

Or

(b) Explain the components of Time Series.

5. (a) Explain the Type I and Type II Error.

Or

(b) Explain measuring the power of a hypothesis

Test.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Verify the correctness of the following statement: A batsman scored an average of 60 runs in an innings against Paksitan. The standard deviation of the run scored by him was 12. A year later against Australia, his average came down to 50 runs an innings and the standard deviation of the runs scored fell down to 9. Therefore, is it correct to say that his performance was worse against Australia and that there was lesser consistency in his batting against Australia?

7. Find the Karl Pearson's co-efficient of correlation between the values of X and Y given below. Assume 69 and 112 as a mean values for X and Y respectively.

X:	78	89	96	69	59	79	68	61
Y:	125	137	156	112	107	136	123	108

8. Fit a straight line trend by the method of least squares to the following data:

Year	1982	1983	1984	1985	1986	1987
Production (tonnes)	24	25	29	26	22	24

9. Suppose on an average 1 house in 1000 in a certain district has a fire during a year. If there are 2000 houses in that district, what is the probability that exactly 5 houses will have a fire during the year?

Reg. No. :

4051

Q.P. Code : [05 MB 22]

(For the candidates admitted from 2005 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

First Semester

EXECUTIVE COMMUNICATION

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Briefly explain the process of communication.

Or

- (b) Briefly explain the various media of communication.

2. (a) Explain the essentials of business letters.

Or

- (b) How will you write a memo, agenda and E-mail?

3. (a) Distinguish between formal and informal report.

Or

(b) What is analytical report?

4. (a) Give an account of non-verbal communication.

Or

(b) What are the merits of using technology in business communication?

5. (a) What are the ingredients of group discussion?

Or

(b) Describe the characteristics of a good oral report.

PART B — (3 × 10 = 30 marks)

Answer any **THREE** questions.

6. Explain in detail the communication process in organisation.

7. Draft a sales circular for promoting a new microwave oven.

8. Draft a detailed report on the emerging trends in communication market.

9. "Self-confidence is an essential interpersonal variable for effective communication" – Discuss.

10. Describe the steps involved in preparation for team meeting.

PART C — (1 × 15 = 15 marks)

Compulsory.

11. You have been asked to study the customers attitudes towards the recently introduced Fiama di wills shampoo in your area. Write a formal research proposal.

(c) How many pieces must be sold to realize a profit of Rs. 40,000?

(d) If 20,000 pieces are to be sold and a profit target of Rs. 50,000 is to be achieved, what would be the price per unit?

Reg. No. :

4008

Q.P. Code : [05 MB 28]

(For the candidates admitted from 2005 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Second Semester

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL the questions.

1. (a) Bring out the operations competitive dimensions.

Or

(b) Describe the characteristics of mass and flow production.

2. (a) Discuss the activities associated with the development of product design.

Or

(b) What is cellular layout? State its features.

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company names printed using a single colour. Pavizham changed the standard and introduced the concept of multi-coloured sack for branding rice. Soon, most competing brands soon followed suit with their own versions of branded rice. The company's next challenge was to ensure brand loyalty. The marketing team came up with a unique strategy and offered 100 gold coins as prize which could be won by using the scratch card inserted in the packet. For all those who did not win the gold, there was an assured cash discount on the next pack purchase. This ensured repeat sales, and discouraged casual customers from trying out other brands. The company also focused on improving distribution and also launched value added products like rice powder under the same Healthier Diet platform. All this effort has paid, and within 2 years of re-launch, pavizham has cornered a 30% market share in the Kerala branded rice segment.

Questions :

(a) Explain the reasons for the success of Pavizham Brand.

(b) Explain the marketing strategies to be followed in selling commodities.

Reg. No. :

4009

Q.P. Code : [05 MB 24]

(For the candidates admitted from 2005 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Second Semester

MARKETING MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Enumerate marketing tasks and explain.

Or

(b) Explain the scope of marketing in today's competitive global environment.

2. (a) Explain any two product related strategies with examples.

Or

(b) Discuss various internal and external factors influencing the pricing decisions.

3. (a) Point out major differences between the agents, wholesales and distributors.

Or

(b) How does information flow prevail in distribution network?

4. (a) Discuss the new strategies in sales promotion.

Or

(b) Should use a PUSH or PULL promotional strategy - Explain.

5. (a) How does data base management helps is marketing?

Or

(b) Picturise customerism in practice in India.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Highlight the marketing environment of the liberalised and globalised economy of India.

7. Describe product life cycle stages and suitable marketing strategies for each stage for its sustenance and growth.

8. Elaborate the growth and relevance of relating in India.

9. How do you measure the effectiveness of advertising and what are the difficulties in measuring effectiveness?

10. Suggest strategies to maintain good CRM. "Do you feel that acquiring is more difficult than retaining customers"- Discuss.

PART C — (1 × 15 = 15 marks)

Compulsory.

11. Pavizham branded rice is an interesting case on how to brand a standard essential commodity like rice. Housewives generally prefer branded rice to loose rice available in the market because branded rice is cleaned and sorted before packing, the gain will be free from dust, mud balls and other foreign materials. This translates to less effort for the housewife for cleaning the rice effort for the housewife for cleaning the rice and there is an assumed guarantee of better health when purchasing branded products. It was this in sight that led to the re-launch of the pavizham brand on the "Healthier Diet" that form in 2004. So how could one differentiate one rice brand from the other in the market place, especially since the product quality with standardised? To address that problems, pavizham took a good hard look at the packaging. The established practice was to use jute gunny bags for packing with the

Reg. No. :

4010

Q.P. Code : [05 MB 25]

(For the candidates admitted during 2005 and 2006)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Second Semester

QUANTITATIVE TECHNIQUES

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Describe the applications of operation research in business.

Or

(b) Describe the characteristics of operation research.

2. (a) Find the initial basic feasible solution for the given data with use of North-West corner rule.

	To	Supply
From	2 7 4	5
	3 3 1	8
	5 4 7	7
	1 6 2	14
Demand	7 9 18	

Or

2) A company has four machines on which to do three jobs. Each job can be assigned to one and only one machine. The cost of each job on each machine is given. What are the job assignments which will minimize the cost?

	Machine			
	W	X	Y	Z
A	18	24	28	32
Job B	8	13	17	19
C	10	15	19	22

3. (a) Describe the rules for constructing a project network.

Or

(b) People arrive at a theatre ticket booth in Poisson distributed arrival rate of 25 per hour service time is constant at 2 minutes. Calculate the mean waiting time and the utilisation factor.

4. (a) The annual demand for an item is 3200 units. The unit cost is Rs. 6 and inventory carrying charges 25% per annum. If the cost of procurement is Rs. 150. Find economic order quantity.

Or

(b) Two players A and B match coins. If the coins match then A wins one unit of value; If the coins do not match then B wins one unit of value. Determine optimum strategies and value of the game.

5. (a) When to use simulation? Describe.

Or

(b) Given the following pay off function for each act a_1 and a_2

$$Q_{a1} = -25 + 40x,$$

$$Q_{a2} = -80 + 29x$$

Find the break even value of x .

PART B — (3 × 10 = 30 marks)

Answer any **THREE** questions.

6. The projects *X, Y, Z* requires truck load of 45, 50 and 20 respectively per week. The availabilities in plants *A, B, C* are 40, 40 and 40 of truck loads respectively per week. The cost of transport per unit of truck load from plant to project is given below :

	Project		
	X	Y	Z
Plant A	5	20	5
B	10	30	8
C	10	20	12

Find an optimal solution by MODI method. The objective is to minimize the total cost of transportation.

7. The demand for an item in a company is 18000 units per year, and the company can produce the item at a rate of 3000 per month. The cost of one set up is Rs. 500 and the holding cost of one unit per month is 15 paise. The shortage cost of one unit is Rs. 20 per month. Determine optimum manufacturing quantity and the number of shortages.

8. $\text{Max } z = 4x_1 + 3x_2$

Subject to $2x_1 + x_2 \leq 1000$

$x_1 + x_2 \leq 800$

$x_1 \leq 400$

$x_2 \leq 700$

and $x_1, x_2 \geq 0$.

9. Four counters are being run on the frontier of a country to check the passports and necessary papers of the tourists. The tourists chooses counter at random. If the arrival at the frontier is Poisson at the rate of λ and the service time is exponential with parameter $\frac{\lambda}{2}$, what is the steady state average queue at each counter?

10. using the graphical method, solve the rectangular game whose pay-off matrix for player :

A	B				
	2	-1	5	-2	6
	-2	4	-3	1	0

PART C — (1 × 15 = 15 marks)

Compulsory

11. Three time estimates (in months) of all activities of a project are as given below.

Activity	a	m	b
1-2	0.8	1.0	1.2
2-3	3.7	5.6	9.9
2-4	6.2	6.6	15.4
3-4	2.1	2.7	6.1

Activity	a	m	b
4-5	0.8	3.4	3.6
5-6	0.9	1.0	1.1

Determine critical path, expected project length and expected variance of project length. Also find out the probability that the project will be completed two months later than expected.

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Reg. No. :

4011

Q.P. Code : [05 MB 26]

(For the candidates admitted from 2005 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Second Semester

RESEARCH METHODS FOR MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Discuss the characteristics of good research.

Or

- (b) What is the role of business research at strategic level of an organisation?

2. (a) What are the common requirements for qualitative research methods in general? Write some applications where qualitative methods are better than quantitative methods.

Or

- (b) What are the steps involved in identifying research problem?

3. (a) Explain sampling and non-sampling error?
How can we reduce these errors.

Or

(b) Explain snowball sampling with suitable examples.

4. (a) What are the advantages and disadvantages of non-parametric tests?

Or

(b) Explain one-tailed and two-tailed tests of hypothesis and give examples.

5. (a) Discuss the factors which are important for oral reporting and written report.

Or

(b) Differentiate between diagrams and graphs. Specify the general rules for constructing diagrams.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. What do you mean by constructs and how do you identify them and constructing an conceptual frame work?

7. Name various scaling techniques and explain its suitability with examples.

2

4011

8. Explain various methods of collecting primary data.

9. Give the meaning of multivariate tools and explain factor analysis and its propose.

10. Discuss various types of reports with its significance merits and demerits.

PART C — (15 marks)

Compulsory.

11. Write a research problem and its major objectives. To study the specified objectives give detail sampling design.

3

4011

Reg. No. :

4012

Q.P. Code : [04 MB 27]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Fourth Semester

STRATEGIC MANAGEMENT : INDIAN AND GLOBAL
CONTEXT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Explain the advantages of strategic planning.

Or

(b) Explain the importance of strategic management process in the globalisation era.

2. (a) Explain BCG matrix.

Or

(b) Illustrate the role of culture in strategy formulation.

3. (a) Explain the break though strategy with an example.

Or

(b) Explain the value chain approach with suitable examples.

4. (a) How does SWOT analysis helps industry analysis?

Or

(b) What is IA-BS matrix? Discuss its significance and limitations.

5. (a) How can strategic control help in resource allocation?

Or

(b) Discuss the initiations necessary for enhancing corporate image.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Define strategy. Why are generic strategic important? Discuss.

7. Discuss the most common market entry strategy for global expansion.

8. Prepare a TOWS matrix for a company in the infrastructure Industry in India.

9. Explain the role of corporate leader in strategy implementation.

10. "Environmental factors play an important role in the formulation of an effective business policy"- Discuss.

PART C — (1 × 15 = 15 marks)

11. Case study.

A company manufacturing small electric appliances (Irons, toasters and mixies) is planning to add room-air conditions to its product line by buying out another firm. The air-conditions would be made in a separate plant in a different city and sold by a sales force under a different brand name to the same ultimate customers in a retail chain stores, large departmental stores hardware and appliance whole-sales.

Questions :

(a) Does this seem a wise decision to the product line?

(b) What effect would such an addition have on the work of other unit?

(c) In a competitive market , how new additions would be evaluated before deciding on additions?

Reg. No. :

4013

Q.P. Code : [04 MB 28]

(For the candidates admitted from 2004 to 2006)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Fourth Semester

Elective — BRAND MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL the questions.

1. (a) How do you say brand is an asset?

Or

- (b) Do brands of a product line completely differ?

2. (a) Name two brands of two-wheeler. Explain their positioning strategy.

Or

- (b) How a consumer evaluate a brand?

3. (a) What are the roles of multipliers?

Or

(b) Write a note on brand loyalty.

4. (a) Relate brand identity and brand image.

Or

(b) Explain brand identity prism.

5. (a) What do you mean by umbrella branding?
Give examples.

Or

(b) Explain brand endorsement strategy with an example.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. What are the challenges before new brand developers? Suggest means to overcome such hurdles.

7. Discuss the procedure for naming a new brand.

8. Choose a brand of your choice and try to do an informal brand value chain analysis. Can you trace how the brand value is created and transferred?

9. How to evaluate and choose a brand positioning?

10. Discuss various methods used to evaluate a brand for buying or selling.

2

4013

PART C — (1 × 15 = 15 marks)

Compulsory.

11. Ashok Leyland is planning to go for product diversification. It is interested in entering into car segment as well as two-wheeler segment because of the increase in the market potential. The company is thinking to have the same brand name. As a marketing specialist how to approach and suggest the company in this regard.

3

4013

Reg. No. :

3037

Q.P. Code : [04 MB 30]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, ~~APRIL 2009~~ **APR 2009**

Fourth Semester

Elective — SOFTWARE PROJECT MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) What are the cost estimation factors in practice. What in thier significance in software quality?

Or

(b) Explain cost estimation procedure using cocomo model of cost estimation.

2. (a) Explain various activities of test plan.

Or

(b) Mention the ~~✱~~ design guidelines of a software project.

3. (a) Explain quality assurance of a software project.

Or

(b) Explain performances tests of a software project.

4. (a) Discuss the problems in standards of a software project.

Or

(b) Explain Delphi cost estimation.

5. (a) Explain managerial aspects of software maintenance.

Or

(b) Explain verification and validation techniques of a software product.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Explain the phased life-cycle model in planning a software project.

7. Explain software development time estimate. Explain how the project time can be shortened.

8. Mention assessment techniques during software development.

2

3037

9. Explain term project schedule.

10. Explain how software maintenance require combination of managerial control and technical expertise.

PART C — (1 × 15 = 15 marks)

(Compulsory)

11. Explain the steps in developing human resources management system of an organization.

3

3037

Reg. No. :

4087

Q.P. Code : [04 MB 31]

(For the candidates admitted from 2004 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Fourth Semester

Elective — DATA MINING

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Explain the concept of metadata with suitable examples.

Or

(b) What is data warehousing? Explain.

2. (a) What do you mean by data mining? Illustrate.

Or

(b) Write a brief note on over fitting.

3. (a) State the primary aims of data mining.

Or

(b) Explain the concept of business value.

4. (a) State the legal issues relating to data mining.

Or

- (b) Mention the principles to protect information privacy.

5. (a) What are the tasks of CRM?

Or

- (b) State the methods of optimization.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Write the simple structure of data warehouse system.
7. What are the various applications of data mining?
8. Explain the areas of data mining in promoting business value.
9. Discuss in detail the process involved in deploying data mining for customer relationship management.
10. State and explain data mining tools with illustration.

PART C — (1 × 15 = 15 marks)

(Compulsory)

11. Blue cross and Blue shield of North Carolina, a company that has excelled in the data warehouse governance. The data warehouse has resulted in many organisational benefits, including providing "a single version of the truth", better data analysis and time savings for users, reductions in head count, facilitation of the development of new applications, better data and support for customer. Focused business strategies. The structures and processes used by BCBSNC for data warehouse governance represent best practices for other companies to follow. For researchers, the experiences at BCBSNC support and add to the body of knowledge about IT governance, in general and data warehousing governance in particular. Analyse this case.

model and opened several showroom. At the end of the year, Mr. Raj, CEO of the company, saw that the sales of few franchises are very low.

Design a system to assess the performance of the franchises and also suggest the methods to motivate them to do more sales.

Reg. No. :

4088

Q.P. Code : [05 MB 33]

(For the candidates admitted from 2005 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Fourth Semester

Elective — DISTRIBUTION MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) What are the functions of retailing?

Or

(b) How will you motivate channel members?

2. (a) What strategies you would adopt to control distribution cost?

Or

(b) Discuss role of information system in physical distribution.

3. (a) Explain the different types of retail formats with their advantages and disadvantages.

Or

(b) "Telemarketing is one of the most ineffective ways of selling products" - Comment.

4. (a) What are precautionary measures need to be followed while handling merchandise?

Or

(b) How establishing a positive image for retail stores helps to attract more customers?

5. (a) Discuss about various types of warehouses.

Or

(b) How will you choose location of warehouses for a cement industry?

PART B — (3 × 10 = 30 marks)

Answer any **THREE** questions.

6. "Wholesalers are parasites and need to be eliminated" - Do you agree? Justify your answer with suitable arguments.

7. What factors affect channel policies? Suggest appropriate distribution channel for the following

(a) Branded vegetables / fruits

(b) Designer watches

(c) Weight reducing tablets.

8. Critically evaluate the trends in retailing industry in India.

9. Choose four retail chain stores. Analyse the image of each store and point out the pit falls in such images.

10. How will you decide the number of warehouses required to be built across the country for a firm producing pesticides? Also discuss about the factors used to finalise the warehouse size.

PART C — (15 marks)

(Compulsory).

11. 'Mobile shop' is a sister concern of a big industrial group, established in 2007. The company's main business is starting multibrand mobile showrooms throughout the state. They preferred to adopt franchise

Reg. No. :

4089

Q.P. Code : [05 MB 35]

(For the candidates admitted from 2005 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Fourth Semester

Elective — PRINCIPLES OF INSURANCE
MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) What are the principles of Valid Contract?

Or

(b) What are the advantages of an Insurance scheme?

2. (a) What are the three important elements in the computation of premiums?

Or

(b) Mention the questions commonly found in all proposal forms.

3. (a) What is "Moral Hazard"? How does insurer deal with it?

Or

(b) Why is physical condition of a proponent relevant in assessment?

4. (a) What are the fundamentals of Insurance pricing?

Or

(b) What is excess and deductible rating? Explain.

5. (a) Trace the historical development of re-insurance.

Or

(b) What are the bonds required for Contractors usually reinsured on a facultative basis.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. How do compulsory insurance regulations affect the demand for insurance? Explain.

7. Why are the premium rates for non-participating policies lower than the corresponding participating policies?

8. What are the conditions that a group is expected to satisfy for getting the benefits of group underwriting.

9. What is possible rate classes? How do you identify and measure the statistical significance of possible classes?

10. Why is reinsurance necessary when a company has the privilege of selecting the risks that it will insure?

PART C — (1 × 15 = 15 marks)

Compulsory

11. (a) It is said that a Life Insurance Company could safely insure all the persons who walk past a certain corner without asking any questions and without any examination. Is this statement true? If so why do many companies require a medical examination before issuing a policy to a person?

(b) Mr. Madhu has been keeping his savings in Life Insurance, Saving Banks and Government Bonds. He now has an opportunity to buy a first mortgage on real estate. If he does so, what advice would you give him with respect to insurance?

purpose. It should have distinguished between commercial purpose; commercial organisation and commercial activity. Synco argued that it was trading in edible oil and oil cake, it was not involved in the production of power or the manufacture of plant and machinery. It emphasised that the electricity produced by the generator sets was not meant for product purposes not commercial purpose.

Questions :

(a) What do you feel about the legal aspects in this case?

(b) In what way we use the Consumer Protection Act?

Reg. No. :

4052

Q.P. Code : [06 MB 36]

(For the candidates admitted from 2006 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Third Semester

BUSINESS ENVIRONMENT AND ETHICS

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Is there any relationship between business and society? Discuss.

Or

(b) How the culture influences the business?

2. (a) Explain the organisational ethic theories and its sources.

Or

(b) What are the factors influencing the business ethics?

3. (a) Explain the political environment favouring MNCs.

Or

(b) How can organisations ensure environmental quality?

4. (a) Explain the problems in managing VAT.

Or

(b) Explain the direct and indirect tax structure.

5. (a) What are the salient feature of customs and Central Excise Act?

Or

(b) Explain the importance of Consumer Protection Act.

SECTION B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Explain the constituents of business environment.
7. What do you mean by ethics across cultures? How for it is influencing the business?
8. What are the major issues in MNCs entries to developing countries like India?

9. Explain the significance of new fiscal policy.
10. Explain the importance of competition law.

SECTION C — (1 × 15 = 15 marks)

Compulsory

11. Synco Textile private limited operates an oil mill to produce edible oils and oil cake from oil seeds. On August 19, 1986 it purchased from Greaves Cotton and Co., Ltd., three generator sets for Rs. 5,53,000 but they turned to be defective one of the engines had an undersized crankshaft. The rubber rings used in the three generating sets were of inferior quality; as a result water had entered into the engines. Synco corresponded with Greaves for the replacement of the defective crankshafts, rubber rings and other parts. However, the communication did not yield any result.

Synco approached the Rajasthan state commission with a claim for a recovery of the cost of the three engines; Rs. 10,000 incurred towards the repairing of the gensets and Rs. 4 lakhs towards losses for equipment having been kept idle for five months. The state commission dismissed the case as purchase has been for a commercial purpose and thus in its judgment Synco was not a consumer within the meaning of consumer protection Act.

Synco took the case appeal to the National consumer council. Synco argued that the commission had been mistaken in its interpretation of commercial

Reg. No. :

4033

Q.P. Code : [07 MB 37]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Second Semester

QUANTITATIVE TECHNIQUES

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

All questions carry equal marks.

1. (a) Describe the different phases of operation research.

Or

- (b) Solve graphically the following L.P.P.

$$\text{Maximize } Z = 5x_1 + 3x_2$$

Subject to constraints

$$3x_1 + 5x_2 \leq 15$$

$$5x_1 + 2x_2 \leq 10$$

$$\text{and } x_1, x_2 \geq 0.$$

2. (a) Find the minimum cost of transportation for the given data :

		Warehouses				
		D ₁	D ₂	D ₃	D ₄	Supply
Factory	F ₁	19	30	50	10	7
	F ₂	70	30	40	60	9
	F ₃	40	8	70	20	18
Demand		5	8	7	14	

Or

(b) Solve the assignment problem.

	A	B	C	D
1	1	4	6	3
2	9	7	10	9
3	4	5	11	7
4	8	7	8	5

3. (a) Construct the network for the project whose activities and their relationships are given as below :

Activities : A, D, E can start simultaneously

Activities : B, C > A; G, F > D, C; H > E, F

Or

2

4033

(b) In a public telephone booth the arrivals are on the average 15/hour. A call on the average takes 3 minutes. If there is just one phone, find expected number of callers in the booth at any time.

4. (a) A product is to be manufactured on a machine. The cost, production and demand etc. are as follows : Fixed cost per lot = Rs. 30; Variable cost/unit = Rs. 0.10; charges for insurance, taxes etc. = 50%; production rate = 1,00,000 units per year; demand rate = 10,000 units per year. Find EOQ.

Or

(b) If the demand for a certain product has a rectangular distribution between 4000 and 5000, find the optimal order quantity if storage cost is Rs. 1 per unit and shortage cost is Rs. 7 per unit.

5. (a) Customers arrive at a milk booth for the required service. Assume that inter arrival and service times are constants and given by 1.8 and 4 time units respectively. Simulate the system by hand computations for 14 time units. What is the waiting time per customer? (Assume that the system starts at $t = 0$).

Or

(b) Describe the advantages and limitations of Decision Tree Approach.

3

4033

PART B — (3 × 10 = 30 marks)

Answer any **THREE** questions.

All questions carry equal marks.

6. A farmer has 1000 acres of land on which he can grow corn, wheat or soyabean. Each acre of corn costs Rs. 100 for preparation, requires 7 man-days of work and yields a profit of Rs. 30. An acre of wheat costs Rs. 120 to prepare, requires 10 man-days of work and yields a profit of Rs. 40. An acre of soyabean cost Rs. 70 to prepare, require 8 man-days of work and yields a profit of Rs. 20. If the farmer has Rs. 1,00,000 for preparation and can count on 8000 man-days of work, determine how many acres should be allocated to each crop to maximize profits?

7. The marketing director of a multi-unit company is faced with a problem of assigning 5 senior manager to six zones. From past experience he knows that the efficiency percentage judged by sales, operating costs etc, depends on manager-zone combination. The efficiency of different manager is given; Find out which zone will be managed by a junior manager due to non-availability of a senior manager.

Zones

	I	II	III	IV	V	VI
A	73	91	87	82	78	80
B	81	85	69	76	74	85
Manager C	75	72	83	84	78	91
D	93	96	86	91	83	82
E	90	91	79	89	69	76

8. The following table list the jobs of a network along with their time estimates

Jobs :	1-2	1-3	2-4	3-4	4-5	3-5
Optimistic time :	2	9	5	2	6	8
Most likely time	5	12	14	5	6	17
Pessimistic time	14	15	17	8	12	20

Draw the network. Calculate the length and the variance of the critical path. And also find the probability that the project will be completed within 30 days.

9. The demand of an item is uniform at a rate of 25 units per month. The fixed cost is Rs. 15 each time a production run is made. The production cost per item is Re. 1 and the inventory carrying cost per month is Re. 0.30. If the shortage cost is Rs. 1.50 per item per month, determine frequency and size of production runs.

10. Explain the simulation method for queueing models.

PART C — (15 marks)

Compulsory.

11. The probability distribution of monthly sales of an item is as follows :

Monthly sales (units): 0 1 2 3 4 5 6

Probabilities : 0.01 0.06 0.25 0.30 0.22 0.10 0.06

The cost of carrying inventory (unsold during the month) is Rs. 30 per unit per month and cost of unit shortage is Rs. 70. Determine optimum stock to minimize expected cost.

Reg. No. :

4215

Q.P. Code : [07 MB 39]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Fourth Semester

Elective — BRAND MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Explain Brand Management Process.

Or

(b) What are the characteristic of a Good Brand Name?

2. (a) State the objectives of a Brand Plan.

Or

(b) Explain the various source of information about brand.

3. (a) Discuss the various types of brand extension.

Or

- (b) Explain the concept of Brand Image.

4. (a) What are the important elements of brand identity?

Or

- (b) How to measure brand personality?

5. (a) State the various types of positioning slots.

Or

- (b) How to formulate brand experience?

PART B — (3 × 10 = 30 marks)

Answer any **THREE** questions.

6. Enumerate the major advantages of Building a brand.

7. Elaborate the various types of brands.

8. Explain the various methods of protecting a brand.

9. Discuss Keller's approach to brand equity.

10. Explain the various important dimensions of Experiential Marketing.

PART C — (1 × 15 = 15 marks)

(Compulsory)

11. Case Analysis.

Super fit Pvt. Ltd. is a Chandigar based company engaged in the manufacturing of sports shoes, specifically focussing on cricket. Its brand, "SF" has become popular due to its quality. To generate more sales, the company has decided to enter into new product categories. The company wants to leverage its popular brand "SF", by using it in new categories.

Suggest 3 products for closely related, related and unrelated product category. Also, give reasons for your selection.

Reg. No. :

4216

Q.P. Code : [07 MB 41]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Fourth Semester

Elective — TOTAL QUALITY MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Briefly explain about the evaluation of quality approaches.

Or

(b) Discuss in detail about service quality Vs product quality.

2. (a) Explain the role of TQM leaders.

Or

(b) Write a plan to implement TQM in a community college.

3. (a) Explain in detail the strategic information system.

Or

(b) Describe the total quality models.

4. (a) Write in detail the four categories of quality cost.

Or

(b) Discuss about the different types of quality.

5. (a) Explain about the TQM in services.

Or

(b) What is quality audit? Explain with suitable example.

PART B — (3 × 10 = 30 marks)

Answer any **THREE** questions.

6. What are the basic elements of TQM? Explain in detail.

7. Explain about the various total quality approaches.

8. How to achieve total commitment to quality?

9. Explain about the tools of TQM.

10. Discuss about the norms of ISO 9000.

2

4216

PART C — (1 × 15 = 15 marks)

Compulsory

11. Jamna NHK is a joint venture of NHK spring Co, Hcl : Japan, Jamna Auto Industries Ltd., India; Alle vard Resorts Automobiles, France and Nirsho Iwai Corp., Japan. The organisation is committed towards customer satisfaction and received prestigious Maruti Quality Award 2002 and Honda certificate. The Company is QS 9000 compliance and is manufacturing stabiliser bar. The organisation focuses on following measures to obtain Quality products: They are leadership quality circle, kaizen, small group activities, heavy reliance on quality control methods, care towards environment, understanding customer requirements and to solve their complaints and employee satisfaction by providing better working environment by team work, motivation, training etc.

Question :

Which one of these factors is important for quality and why? Justify your answer.

3

4216

18. (a) What are the main project components?

Or

(b) Discuss the methods of project appraisal used to appraise a proposed proposal.

19. (a) What are the activities of DIC? Explain.

Or

(b) Discuss the role of Financial Institutions like :

(i) Industrial development Bank of India

(ii) Industrial Credit and investment corporation of India Ltd. (ICICI) in project finance.

20. (a) Write a note on institutional support for the promotion of small enterprises in India.

Or

(b) Discuss the various factors influencing location of a SSI.

Reg. No. :

4053

Q.P. Code : [07 MBPGD 01]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

First Semester

P.G. Diploma in Entrepreneur Development

ENTREPRENEUR DEVELOPMENT

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

Explain/define the following :

1. Fabian entrepreneur.
2. Entrepreneurial culture.
3. Sole proprietorship.
4. EDP.
5. Ratio analysis.
6. Project cost.

- 7. SIPCOT.
- 8. NSIC.
- 9. Sickness.
- 10. Rural entrepreneurship.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

- 11. (a) Explain the characteristics of a successful entrepreneur.

Or

- (b) How does an entrepreneur differ from manager?

- 12. (a) What are the different forms of business?

Or

- (b) Explain in detail the reason for the slow growth of entrepreneurial mobility in India.

- 13. (a) What are the different sources of project identification?

Or

- (b) What are the sources of business idea?

2

4053

- 14. (a) Discuss the functions of SIDCO.

Or

- (b) What are the techniques of credit appraisal?

- 15. (a) Discuss the functions performed by the women entrepreneurs.

Or

- (b) Briefly explain the techniques followed in modernization of SSI.

SECTION C — (5 × 8 = 40 marks)

Answer ALL questions.

- 16. (a) Explain the factors influencing entrepreneurship.

Or

- (b) "Entrepreneur is the catalyst in the process of economic development". In the light of this statement explain the role of entrepreneurship in economic development.

- 17. (a) Describe the motivational forces that cause entrepreneurial growth in a country.

Or

- (b) Describe the role of consultancy organisations.

3

4053

19. (a) Apprenticeship improves work skills and not innovating skills – Discuss.

Or

(b) Explain the advantages and disadvantages of partnership organization.

20. (a) Write an essay on evaluation of an innovative project.

Or

(b) Explain the ways and means of acquiring technology innovation.

Reg. No. :

4014

Q.P. Code : [07 MBPGD 02]

(For the candidates admitted from 2007 onwards)

P.G. DIPLOMA IN ENTREPRENEUR
DEVELOPMENT/M.B.A. DEGREE
EXAMINATION, APRIL 2009.

Second Semester

ENTREPRENEURSHIP AND INNOVATIONS

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

1. Define Creativity.
2. Define entrepreneurship.
3. What do you mean by Revenge Cycle?
4. Write a note on Speculative thinking.
5. Briefly explain Task analysis.
6. Describe Technology Watch.
7. What is Mentoring?
8. Who is an Intrepreneur?

9. State any two sources of idea generation.
10. What is the meaning of risk?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Write a short note on entrepreneurial culture.

Or

- (b) Write a short note on innovation quotient.

12. (a) Write a note on Intellectual Property.

Or

- (b) Describe the aspects of evaluation to identify the impact of a project.

13. (a) Absurd thinking may also lead to creativity – Discuss.

Or

- (b) Differentiate innovation and invention.

14. (a) Describe the obstacles to radical innovation.

Or

- (b) Write a short note on the levels of innovation.

2

4014

15. (a) Write a short note on the characteristics of project.

Or

- (b) Write a short note on technological innovation.

SECTION C — (5 × 8 = 40 marks)

Answer ALL questions.

16. (a) Explain the environmental conditions that helps innovation.

Or

- (b) All entrepreneurs are innovators – Discuss.

17. (a) Explain any two successful innovative entrepreneurial ventures.

Or

- (b) Explain the process of innovation.

18. (a) Explain the usages and limitations of planning.

Or

- (b) Innovation leads to successful marketing – Discuss.

3

4014

18. (a) What is the extent of the implied authority of a partner? What are the statutory restrictions on a partner's implied authority?

Or

(b) Can a new partner be introduced in a firm? Discuss the liability of a new partner.

19. (a) Distinguish between dissolution of firm and dissolution of partnership and discuss the grounds on which a partnership firm may be dissolved by the court.

Or

(b) State the roles governing settlement of accounts of the firm and sale of goodwill after dissolution.

20. (a) What are the various kinds of company meetings? State provisions of the companies act in relation to such meetings.

Or

(b) Discuss the circumstances in which a company may be wind up by the court.

Reg. No. :

4054

Q.P. Code : [07 MB PGD 03]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Third Semester

P.G. Diploma in Entrepreneur Development

LEGAL ASPECTS OF BUSINESS

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

1. What is government company?
2. What is organisation structure?
3. Define partnership.
4. State the types of partnership.
5. Who is a retiring partner?
6. Who is a transferee?
7. What is compulsory dissolution?

8. What is false particulars?
9. Define Memorandum of Association.
10. What is a negotiable instrument?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Distinguish between private and public sector enterprises.

Or

- (b) What are the advantages and disadvantages of committees?

12. (a) Distinguish partnership with joint Hindu family business.

Or

- (b) What is meant by "Partnership by estoppel"?

13. (a) How far can partner of a firm be considered as an agent of the other partners?

Or

- (b) What are the rights and duties of partners as between themselves?

2

4054

14. (a) What are the liabilities of a partner on dissolution?

Or

- (b) What are the different modes of dissolution of a firm?

15. (a) What are the circumstances under which the presentation of a bill of exchange for acceptance and payment is necessary?

Or

- (b) Discuss the essential elements of valid contract.

SECTION C — (5 × 8 = 40 marks)

Answer ALL questions.

16. (a) What are the various forms of state enterprises? Discuss its features merits and demerits.

Or

- (b) What are the different types of plans? Discuss their merits and demerits.

17. (a) Discuss in detail the law of partnership under the different schools.

Or

- (b) What is meant by partnership by holding out and what are the rights and liabilities flowing there from?

3

4054

18. (a) Describe the kinds of good entering the market for sale.

Or

(b) What are the components of business plan? Discuss.

19. (a) Highlight the various aspects underlying the exploratory research design. What are the advantages and disadvantages?

Or

(b) Highlight the importance and role of MR in today's marketing management operations in India.

20. (a) Discuss the definition and scope of manpower management.

Or

(b) What are the relative merits of increasing the working capital by :

- (i) Bank loans
- (ii) Share issue
- (iii) Debenture issue
- (iv) Public deposits?

Reg. No. :

4217

Q.P. Code : [07 MBPGD 04]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, APRIL 2009.

Fourth Semester

PG Diploma in Entrepreneur Development

BUSINESS PLAN

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

1. Define financial control.
2. What do you mean by anticipating change?
3. Write a short note on offline research resources.
4. Define market demand.
5. What is exit plan?
6. Explain strategic position.
7. What is mean by pannel research?

8. Write a short note on intensive investigation.
9. State the concept of financial circle.
10. What is an industrial estate?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the importance of capital management?

Or

- (b) What are the features of a good business plan?

12. (a) What is a survey? How is this technique adopted?

Or

- (b) Explain the benefits of market survey.

13. (a) What is social responsibility? Why is it expected from business?

Or

- (b) State the importance of sales strategy.

2

4217

14. (a) What do you mean by marketing research? Describe its scope and importance.

Or

- (b) What are the uses of reinsurance on manufacturing process?

15. (a) State the functions of manpower management.

Or

- (b) List out the importance of project cost estimation.

SECTION C — (5 × 8 = 40 marks)

Answer ALL questions.

16. (a) What are the consumers' expectation from modern business? Discuss.

Or

- (b) How is a project analysed? What considerations govern the reliability of input-output figures used in a project analysis?

17. (a) Write full note on :

- (i) Personal interview method
- (ii) Observation method
- (iii) Experimental method.

Or

- (b) Discuss the process of business plan.

3

4217