

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003–04 to CY 2005 batches only)

MANAGEMENT FUNCTIONS AND BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. What are the three types of managerial skills?
2. Explain the goals of MBO.
3. What are the contents of organisational culture?
4. Is management grid a leadership theory? Explain.
5. Explain organisation chart.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the process of management.
7. What are the techniques of decision making?
8. How do organisations tackle resistances to change?
9. Define communication and give an example for each of the four types of flows.
10. List and explain the various types of conflicts.

11. Explain Fielder's model of leadership.
12. What are the characteristics of an ideal control system?

MBA-302

MS-02

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003-04 to CY 2005 batches only)

MANAGING MEN

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

13. What is the need for HRD?
14. Explain the characteristics of personnel management.
15. What are the principles of learning?
16. What makes career planning a success?
17. What is job specification?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

18. Briefly illustrate the manpower planning process.
19. What are the important techniques to collect information for the job analysis process?
20. Elaborate the techniques of management development.

21. Point out some important statutory welfare provisions as per legislations.
22. Discuss the process of negotiation and the skills and preparations required for effective bargaining outcomes.
23. Review the scheme of workers participation in management in India and outline the precondition for their success.
24. Why has collective bargaining not made as much headway in India and some other countries? What steps will you suggest for its promotion in the light of the recommendation of the National Commission on Labour?

MBA-303

MS-03

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003-04 to CY 2005 batches only)

ECONOMIC AND SOCIAL ENVIRONMENT

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

25. What are the components of economic indicators of a country?
26. What are the companies grouped as Navarathnas?
27. What are the major guidelines traced in industrial policy?
28. What are the choices available for investment of foreign capital?
29. What are the measures prescribed under financial sector reforms?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

30. What are the politico-legal environmental prescriptions for establishing business in India?
31. Compare and contrast public sectors and private sectors in India.

32. Discuss about the policy guidelines for companies in the category of informational technology.
33. Draw the framework of India's balance of payment.
34. What are the measures taken in favour of small and tiny sectors under the recent industrial policy?
35. What are the policy guidelines provided for technology parks in various categories of business?
36. How does the economic reforms and social justice uphold the overall growth of nation?

MBA-304

MS-04

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003-04 to CY 2005 batches only)

ACCOUNTING AND FINANCE FOR MANAGERS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

37. What are the objectives of accounting?
38. Enumerate the important limitations of financial statements.
39. Briefly explain the managerial uses of funds flow statement.
40. State the characteristics of marginal costing.
41. Distinguish between 'forecast' and 'budget'.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

42. Explain the role of accounting concepts in the preparation of financial statements.

43. The operating results of a company for the period of two years are given below :

Year	Sales Rs.	Profit Rs.
2006	2,70,000	6,000
2007	3,00,000	15,000

You are required to calculate :

- (a) P/V ratio
- (b) Break-even point
- (c) Margin of safety at a profit of Rs. 24,000.

44. The expenses for budgeted production of 10,000 units in a factory are furnished below :

	Per unit Rs.
Material	70
Labour	25
Variable overheads	20
	Per unit Rs.
Fixed overheads (Rs. 1,00,000)	10
Variable expenses (Direct)	5
Selling expenses (10% fixed)	13
Distribution expenses (20% fixed)	7
Administration expenses (Rs. 50,000)	5
Total cost per unit	<u>155</u>

Prepare a budget for production of 6,000 units and 8,000 units.

45. Discuss the utility and limitations of ratio analysis.

46. Explain the concept of financial and operating leverage.

47. Explain the various methods of investment appraisal.

48. Describe the determinants of working capital in a business.

MBA-305

MS-05

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003-04 to CY 2005 batches only)

MANAGEMENT OF MACHINES AND MATERIALS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

49. What do you mean by 'Time Study'?
50. What is the objective of location analysis?
51. Describe the importance of materials management.
52. What are the functional elements of a maintenance programme?
53. What is value engineering?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

54. Briefly, analyze the objectives of production planning and control.
55. Discuss the factors that affect location of a plant.
56. Distinguish between work design and job design.
57. Critically assess the work-study and its association on productivity.
58. What are the factors that have to be borne in our mind before selecting a material handling equipment?
59. What are the attributes of ideal store location?

60. Classify the different types of maintenance programmes in a heavy engineering industry.

MBA-306

MS-06

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003–04 to CY 2005 batches only)

MARKETING FOR MANAGERS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

61. Define Marketing and explain the four basic elements of Marketing mix.
62. What are characteristics of services?
63. What is matrix organisation?
64. Write a short note on the terms
 - (a) Product differentiation
 - (b) Product positioning.
65. What are advantages of Branding for Buyers?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

66. Explain briefly the product life cycle concept in marketing management.
67. Explain the functions of packaging.
68. Explain the promotion mix components briefly.
69. Highlight briefly the methods of sales forecasting.

70. What kind of distribution channel would you recommend for each of these products and why?

- (a) Personal computer
- (b) Textile machinery
- (c) Branded Dhal.

71. Explain the salient features of Salesmen's report.

72. Discuss the parameters that marketers should consider and take into account while deciding to sell their offerings on the net?

MBA-307

MS-07

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003-04 to CY 2005 batches only)

INFORMATION MANAGEMENT AND COMPUTERS

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

Each question carries equal marks.

73. What is the scope of Information system?

74. Mention the activities of marketing information system.

75. What is meant by infeasibility?

76. Define artificial variable.

77. What is the need for controls?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

Each question carries equal marks.

78. Explain how built-in functions are useful in generating business reports in spreadsheets.

79. Explain computer integrated manufacturing system.

80. Find a graphical solution to the following Minimization problem.

$$\text{Minimize total cost} = 5P_1 + 8P_2$$

subject to the constraint

$$P_1 \leq 400$$

$$P_2 \geq 2000$$

$$P_1 + P_2 = 500$$

$$P_1, P_2 \geq 0.$$

81. Jack Evan owns several trucks used to haul crushed stone to road projects in the country. The road contractor has given Jack the schedule for next week.

Project	Requirement per week	Plant	Available per week
A	50	W	45
B	75	X	60
C	50	Y	60

Jack figures the cost from the crushing plant to each of the road projects which are given below :

Cost Information :

From	To Project A	To Project B	To Project C
Plant W	4	8	8
Plant X	6	8	9
Plant Y	8	8	5

Determine the optimum distribution for the projects to minimise the cost.

82. Explain the security and control measures to be considered in implementation stage.

83. Explain Arithmetic statements in COBOL.

84. Write short notes on :

(a) Accounting Information System

(b) MIS Plan

(c) REDEFINES clause.

MBA-308

MS-08

M.B.A. DEGREE EXAMINATION –
JUNE 2009.

(AY 2003–04 to CY 2005 batches only)

QUANTITATIVE ANALYSIS FOR MANAGERIAL APPLICATION

Time : 3 hours

Maximum marks : 75

PART A — $(3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

85. There are two families A and B. There are 2 men, 3 women and 1 child in family A and 1 man, 1 woman and 2 children in family B. The recommended daily allowance for calories is as given men : 2400, women : 1900, children : 1800 and for proteins is men : 55 gm, women : 45 gm, children : 33 gm. Calculate the total requirements of calories and proteins for each of the two families.

86. Explain various methods of collecting secondary data.

87. Explain multiplication rule of probability and illustrate with an example.

88. What is meant by standard error? Give formulae for S.E. of different statistics for random samples.

89. State the usefulness of correlation analysis.

PART B — $(4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

90. Describe briefly the questionnaire method of collecting primary data. How will you measure the validity of a questionnaire?

91. Explain decision making under uncertainty.

92. A company has two plants to manufacture scooters. Plant I manufactures 70% of the scooters and plant II manufactures 30%. At plant I, 80% of scooters are rated standard

quality and at plant II, 90% of the scooters are rated standard quality. A scooter is picked up at random and is found to be of standard quality.

- (a) What is the chance that it has come from plant I?
- (b) What is the chance that it has come from Plant II?

93. Explain different methods of sampling. Illustrate each method with an example.

94. In a survey of 200 boys, of which 75 were intelligent, 40 has skilled fathers, while 85 of the unintelligent boys and unskilled fathers. Do this data support the hypothesis that skilled fathers have intelligent boys? Use χ^2 for 1 degree of freedom at 5% level as 3.84.

95. Using the following data obtain the two regression equations :

X	14	19	24	21	26	22	15	20	19
Y	31	36	48	37	50	45	33	41	39

96. If the consumption function is given by $C=2+\sqrt{I}$, determine the marginal propensity to save when $I=16$, I being the income.

MBA-309

MS-09

M.B.A. DEGREE EXAMINATION –
JUNE 2009.

(AY 2003-04 to CY 2005 batches only)

MANAGERIAL ECONOMICS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

- 97. Write short notes on Equi-marginal concept.
- 98. What are isoquant curve and isocost curve?
- 99. Explain the criteria for a good demand forecasting technique.
- 100. Distinguish between market price and normal price.

101. Explain the merits and demerits of NPV method of capital budgeting.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

102. Analyze the relationship between managerial economics and decision making.

103. “The concept of elasticity is a versatile tool of economic analysis”—Discuss.

104. Critically evaluate the internal and external economies of production.

105. Analyze the behavioral theory of Cyert and March with its criticism.

106. Expedite the factors hampering cost control in India.

107. What are the different factors involved in determining pricing policy?

108. Compare and contrast monopoly equilibrium with equilibrium under perfect competition.

MBA-310

MS-10

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003–04 to CY 2005 batches only)

ORGANISATIONAL DESIGN, DEVELOPMENT AND CHANGE

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

109. Discuss the characteristics of organisational development.

110. Explain the various approaches to job design.

111. What is job enlargement?

112. Explain interview as a diagnostic tool.

113. What are the steps involved in job analysis?

PART B — $(4 \times 15 = 60 \text{ marks})$

Answer any FOUR questions.

All questions carry equal marks.

114. State the objectives and values of organisational development.

115. How can changes that originate from sources outside an organisation be handled most effectively?

116. How do training programs fit in with organisational development programs?

117. Explain any five activities which build support for organisational change.

118. Explain the importance of Quality in work life.

119. What economic factors make employees to resist change?

120. List out some basic organisation design and restructuring strategies.

MBA-313

MS-21

M.B.A. DEGREE EXAMINATION –
JUNE 2009.

(AY 2003-04 to CY 2005 batches only)

SOCIAL PROCESSES AND BEHAVIOURAL ISSUES

Time : 3 hours

Maximum marks : 75

PART A — $(3 \times 5 = 15 \text{ marks})$

Answer any THREE questions.

All questions carry equal marks.

121. “Human behaviour is generally predictable”. Do you agree or disagree? Why?

122. Define the term 'Learning'. List down the various theories of learning.
123. What is meant by 'Interpersonal Role'? Explain in organisational context.
124. Why do people join in groups?
125. Differentiate power from authority.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

126. Discuss briefly the managerial values and work ethics of organisations in Indian context.
127. What is Perception? Explain the factors influencing perception in an organisation.
128. Define 'Stress'. Explain the potential sources of stress at work place.
129. Define communication. Explain the various barriers of communication. Also suggest methods to eliminate barriers in communication.
130. "High cohesiveness in a group leads to higher group productivity". Do you agree? Substantiate your answer.
131. Define Politics. Can it be eliminated from work place?
132. What is organisational climate? What are its main characteristic features?

MBA-314

MS-22

M.B.A. DEGREE EXAMINATION –
JUNE 2009.

(AY 2003–04 to CY 2005 batches only)

HUMAN RESOURCE DEVELOPMENT (HRD)

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

133. Distinguish between personnel management and HRD.
134. Define and explain the concept of performance appraisal.
135. What do you know about “off the job training”?
136. What are different stages in an individual’s career?
137. Explain TQM in your own words.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

138. Discuss the role of KRA concept in evaluating employee performance.
139. Explain the concept of employee counselling. Why employee counselling is an important HRD function?
140. Define training and discuss importance of training.
141. Outline the emerging concepts of HRD.
142. Expedite the career planning process.
143. Define organizational culture and explain its various components.
144. What strategies should be adopted by progressive organization to support career development in an organization?

MBA-315

MS-23

M.B.A. DEGREE EXAMINATION –
JUNE 2009.

(AY 2003-04 and CY 2005 batches only)

HUMAN RESOURCE PLANNING

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

145. Define Human Resource Planning.

146. What is Job evaluation?

147. What is meant by internal mobility?

148. What is meant by recruitment?

149. What is meant by H.R. Audit?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

150. Explain in detail, the method and techniques in demand forecasting for Human Resource Planning.

151. Write short notes on :

- (a) Job analysis.
- (b) Job description.
- (c) Job enlargement.

152. Explain briefly, the various types of performance appraisal.

153. Explain briefly, the factors affecting the recruitment and selection process.

154. Explain in detail about HR accounting.

155. Explain briefly about the training procedures and induction program for an employee.

156. Explain in detail about HR information system.

**M.B.A. DEGREE EXAMINATION –
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(AY 2003–04 to CY 2005 batches only)

UNION MANAGEMENT RELATIONS

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

157. Write a note on unitary perspective.

158. What is the role of state in union-management relations.

159. What is Globalisation?

160. What are welfare activities conducted by trade unions?

161. What are the aims and objects of EO's?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

162. Describe the theories of trade unionism.

163. Explain the types of conflict.

164. How would collective bargaining be managed?

165. What are the characteristic features of W.P.M.?

166. Explain the issues in participation?

167. Explain Weak Tripod ; A trophied Tripartism.

168. Write a short note on :

(a) Retrenchment

(b) Lay off

(c) Strike.

MBA-317

MS-25

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003-04 to CY 2005 batches only)

MANAGING CHANGE IN ORGANIZATION

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

169. What is Organizational change programme?

170. Explain work redesign model.

171. List down qualitative diagnostic methods.

172. Who does evaluation? Explain.

173. Explain internal resource development.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

174. Explain any two models of organizational change.

175. Explain OD and its importance in our NGO.

176. Explain in detail how will you manage the resistance to change.

177. What is intervention? Explain different types of intervention.
178. Describe the process of operationalising evaluation.
179. Explain how OD has to deal with voluntary organizations.
180. Examine the process of Consultant Client Compatibility.

MBA-318

MS-41

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003–04 to CY 2005 batches only)

WORKING CAPITAL MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

181. Explain the ‘Operating Cycle’ concept and its relevance in working capital management.
182. Describe the important uses of ratio analysis.
183. Outline the main features of Indian money market.
184. Explain the steps to be taken to improve the cash management.
185. Write short notes on ‘Hardcore working capital’.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

186. Discuss the utility and limitations of cash flow analysis.

187. Discuss the recent trends in bank financing policy towards Corporates' needs for working capital.

188. How would you assess the working capital requirement of your company?

189. Describe the important components of a programme for inventory planning and control.

190. What are the four C's of credit? How are these applied for the credit evaluation of the credit applicant?

191. What do you understand by Receivables Management? Explain the factors which influence the size of receivables.

192. XYZ Co. wishes to arrange overdraft facility with its bankers during the period April to June 2006. Prepare a cash budget for the above period from the following data :

(a)

	2006	Sales	Purchases	Wages
		Rs.	Rs.	Rs.
	February	1,80,000	1,24,800	12,000
	March	1,92,000	1,44,000	14,000
	April	1,08,000	2,43,000	11,000
	May	1,74,000	2,46,000	10,000
	June	1,26,000	2,68,000	15,000

(b) 50 per cent of credit sales are realised in the month following sales and the remaining 50 per cent in the second month following. Creditors are paid in the month following the month of purchase.

(c) Cash at Bank on 1.4.2006 (estimated)
Rs. 25,000

MBA-319

MS-42

M.B.A. DEGREE EXAMINATION –
JUNE 2009.

(AY 2003–04 to CY 2005 batches only)

CAPITAL INVESTMENT AND FINANCING DECISIONS

Time : 3 hours

Maximum marks : 75

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

193. Briefly explain the concept capital structure.
194. Write a note on newer modes of finance available to the businessmen in the modern era.
195. What do you know about NPV method?
196. Explain the nature and concept of capital budgeting.
197. Outline the important areas of financial decisions.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

198. Discuss the non-financial aspects to be considered while evaluating a project.
199. Give a critical appraisal of the traditional approach and the Modigliani and Millers approach to the problem of capital structure.
200. Draw a comparative evaluation of the various methods that are open to meet the financial requirements of a business.
201. Discuss the various forms of dividends.
202. Briefly discuss the techniques of risk analysis.
203. What do you mean by a financial plan? What are its objectives?
204. “The finance manager should take into consideration of the time value of money in order to take correct financial decisions” — Comment.

MBA-320

MS-43

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003-04 to CY 2005 batches only)

MANAGEMENT CONTROL SYSTEM

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

205. Define Management control system.

206. What do you mean by Transfer Pricing?

207. Define cash budget.

208. Write short note on MNC.

209. Define Non-profit organisation.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

210. What is an investment centre? Explain their features. What are the pros and cons?

211. Define Budgeting. What is a zero based budgeting? What are its characteristics?

212. Differentiate the features of Management Control System in profit oriented and non-profit oriented organisation.

213. Explain in detail performance evaluation as a control process.

214. Compare and contrast expense centres, investment centres.

215. Explain transfer pricing practices generally adopted by organisation.

216. Explain the importance of project planning and control.

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SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

217. What are the key differences between an investor, gambler and a speculator?
218. What are the key differences between open-ended schemes and closed ended schemes? What are the pros and cons of these schemes?
219. What are the strength and weakness of Markowitz Theory?
220. Critically examine the Elliot Wave Principal (EWP) on Stock Market Prediction.
221. Describe the industry life cycle. What are its implication for the investor.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

222. Explain the meaning of New Issue Market. How does it differ from the secondary market? Are they connected to each other?
223. The following are the return of share S and the Market M for the last six years

Year	Return (%)	
	Share (S)	Market (M)
19X1	18	15
19X2	9	7
19X3	20	16
19X4	-10	-13
19X5	5	4
19X6	12	7

- (a) Determine the beta coefficient for S.

(b) What is S's total risk? How much is systematic risk?

224. What are the basic Assumptions behind APT? What are the advantages and disadvantages of the APT over the CAPM.

225. Vardhaman Limited's earnings and dividends have been growing at a rate of 18% per annum. This growth rate is expected to continue for 4 years. After that the growth rate will fall to 12% for the next 4 years. Thereafter, the growth rate is expected to be 6% forever. If the last dividend per share was Rs. 2.00 and the investors' required rate of return on Vardhaman's equity is 15%, what is the intrinsic value per share?

226. How do you compare the following investments in terms of Return, Risk, Marketability, Tax Shelter and convenience?

- (a) Equity shares
- (b) Non-convertible debentures
- (c) Bank Deposit
- (d) Public Provident Fund
- (e) Life Insurance
- (f) Gold and Silver.

227. What is the optimum portfolio in choosing among the following securities and assuming the risk free return is equal to 8% and variance in the market index (σ_m^2) is equal to 12%?

Security i	Expected return R_i	Beta β_{im}	Security's unsystematic risk σ_{ei}^2
A	20	1.0	40
B	18	2.5	35
C	12	1.5	30
D	16	1.0	35
E	14	0.8	25
F	10	1.2	15
G	17	1.6	30
H	15	2.0	35

228. "Prices of stocks before stock splits show on an average consistently positive abnormal returns". Is this a violation of Efficient Market Hypothesis?

MBA-322

MS-45

**M.B.A. DEGREE EXAMINATION –
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(AY 2003-04 to CY 2005 batches only)

INTERNATIONAL FINANCIAL MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

229. What do you mean by reinvestment?

230. What is Letter of Credit?

231. Write short notes on interest rate parity theory.

232. What is transfer pricing?

233. Why do discrepancies arise in the balance of payment statement?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

234. Explain the issues related to mergers and acquisitions in international trade.

235. What is Multi National Corporation? Discuss its merits and demerits.

236. Write short notes on Euro bond and Euro currency.

237. Discuss the external exposure techniques for managing foreign exchange risk.

238. Elucidate the various techniques to optimize cash inflows.

239. What impact will an overvalued rupee have on India's trade balance? Will it affect the capital account at all?

240. What role does the International Monetary Fund play in determining the value of exchange rates?

MBA-323

MS-51

M.B.A. DEGREE EXAMINATION—
JUNE 2009.

(AY 2003–04 to CY 2005 batches only)

OPERATIONS RESEARCH

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

241. Define OR and state its limitations.

242. What are the different methods available to solve an assignment problem? Also give its merits and demerits.

243. Explain initial solution, feasible and optimal solution to any OR model.

244. Elucidate the meaning of (a) zero-sum game and (b) fair game.

245. Explain the various terms of DG Kendall's queuing notation {a/b/c} : {d/e}.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

246. Solve the following LPP

$$\text{Max. } Z = 40000x + 55000y$$

Subject to

$$x \leq 12$$

$$y \geq 5$$

$$x + 2y \leq 30$$

where x and $y \geq 0$.

247. Solve the following Transportation Problem :

	D1	D2	D3	D4	Supply
S1	5	3	6	4	30
S2	3	4	7	8	15
S3	9	6	5	8	15
Demand	10	25	18	7	60

248. A manufacturing company purchases 9000 parts of a machine for its annual requirements, and ordering one month's requirement at a time. Each part costs Rs. 20 and ordering costs Rs. 15 per order. Carrying cost is 15% of average annual inventory. You have to suggest a more economical purchasing policy to the company.

249. A sales manager wishes to assign four salesmen to four sales territories and the expected sales revenues are given in the following table :

sales/territory	t1	t2	t3	t4
S1	22	40	32	60
S2	24	41	33	60
S3	20	41	34	62
S4	25	40	30	64

250. Telephone users arrive at a booth which follows Poisson distribution, with an average time of 5 minutes between one arrival and the next. The time taken for a tele-call is on an average three minutes and it follows an exponential distribution. What is the probability that the booth is busy? How many more booths should be established to reduce the waiting time to less than or equal to half of the present waiting time?

251. Solve the following 2×3 game

	b1	b2	b3
a1	-7	-3	6
a2	8	-4	-5

252. What do you mean by Simulation? Explain the areas of application.

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003-04 to CY 2005 batches only)

PROJECT MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

253. What do you mean by Demand and Supply Analysis?
254. What is Network Analysis? How do you apply Network Analysis to a project?
255. What are the advantages of computer scheduling?
256. How do you initiate a project?
257. What is Shadow Price? Illustrate.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

258. “Financial Analysis of the project is one of the acid tests in the process of scientific management, investment policy and decision making”—Explain.
259. Examine “Critical Path Analysis” as a method of Project Planning.
260. Explain the principles of resource scheduling with an illustration.
261. Describe the major bottlenecks in Project Implementation.
262. Explain the various methods of Investment Profitability Analysis.
263. “A good system of project Audit will go a long way in facilitating prompt and effective project implementation”—Comment.
264. Describe the contents of a Feasibility Report.

**M.B.A. DEGREE EXAMINATION—
JUNE 2009.**

(AY 2003–04 to CY 2005 batches only)

PRODUCTION/OPERATION MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

265. List the advantages for improving the productivity of an organization.

266. Mention quantitative methods of forecasting.

267. What is Job design?

268. What are the various steps involved in capacity planning?

269. What is re-order point system of controlling inventories?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

270. Explain the concept of product life cycle. As the product move through its life cycle, what changes can be expected in its profitability and competitive factors.

271. Explain the design principles to simplify product and processes.

272. Explain the factors which affect the facility location.

273. What are the assumptions made while deriving EOQ model?

274. What are the advantages and disadvantages of MRP system.

275. Explain Economic Order Quantity model.

276. Write short notes on the following :

(a) Delphi method

- (b) ERP
- (c) Principle of plant layout.

MBA-327

MS-58

**M.B.A. DEGREE EXAMINATION—
JUNE 2009.**

(AY 2003–04 to CY 2005 batches only)

MANAGEMENT OF R & D AND INNOVATION

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

277. What do you mean by technological innovation?

278. What do you mean by partnership in innovation?

279. Define Learning organisation.

280. Explain IPR.

281. Compare and contrast design and development.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

282. Explain how R & D contributes to the economic development.

283. Explain certain key HRM issues involved in R & D.

284. What is the role of consultants in R & D?

285. What are the sources of Innovation?

286. Explain R & D as a corporate function. Why is it important?
287. Discuss the main organisational characteristics that facilitates the innovation process.
288. Why do so many new products fail?

MBA-328

MS-61

**M.B.A. DEGREE EXAMINATION—
JUNE 2009.**

(AY 2003–04 to CY 2005 batches only)

CONSUMER BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

289. What are the application areas of consumer behaviour in the marketing context?

290. Explain the importance of motivation in understanding consumer behaviour.

291. How do marketers use the concept of stimulus generation and stimulus discrimination? Give examples.

292. What are cultural values? How do culture influence consumer behaviour?

293. What are the personality characteristics of early adopters?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

294. You are a marketing consultant. A new company is planning to introduce a line of precooked ready to eat items. How will you segment the market?

295. Do personality traits affect consumer behaviour? Explain how a definite relationship exists between consumers' personality and behaviour. Illustrate.

296. How do perceptions of both fragrances “for men” and “for women” differ between male and female consumers? Construct a perceptual map for each set of products.
297. “Attitude strategies can focus on any of the attitude components : thinking, feeling, behavioural or some combination of these components”. How do marketers use them?
298. “The purchase decision process in organisations is significantly influenced by the complexity and difficulty of given purchase situation” — Discuss.
299. What is post purchase dissonance? In what purchase situations post purchase dissonance is more likely?
300. What is relationship marketing? Suggest some relationship marketing strategies for a retail outlet.

MBA-329

MS-62

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003-04 to CY 2005 batches only)

SALES MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

301. What role does sales management play in the marketing function?
302. Describe sales information system as a communication process.
303. What are the purposes of establishing sales quotas?
304. What is the importance of motivating sales force?
305. How do you prepare job description for a sales representative?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

306. What are the various sales strategies and methods? Explain with suitable examples.
307. What are the various steps in personnel selling?

308. "The overall efficiency of selling operation largely depends upon the sales force training". Explain the process of sales force training.

309. What are the reasons for motivating sales persons? How do the theories of motivation help in determining method of motivating sales personnel?

310. Explain the term customer relationship. What are the techniques of customer relationship?

311. What qualities must be possessed by salesman engaged in international sales? What factors must be considered while preparing for international trade?

312. What kind of sales force compensation schemes would you recommend for the sales persons of

- (a) Computers
- (b) Consumer durables.

MBA-331

MS-64

**M.B.A. DEGREE EXAMINATION—
JUNE 2009.**

(AY 2003-04 to CY 2005 batches only)

INTERNATIONAL MARKETING

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

313. What are the objectives of IIFT?

314. What are important INCOTERMS?

315. What is deemed exports?

316. What do you know about FTA?

317. What are the key elements of a distribution strategy?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

318. Enumerate the elements that make up culture. Why is an understanding of different cultures important to an international marketing manager?

319. What are the important types of Bill of lading?

320. Write an essay on Standardization Vs Adaptation.

321. Explain the step by step procedure of realizing export proceeds.

322. How do environmental variables affect the design of advertising strategy?

323. Describe the principle sources of funds available to any exporter.

324. How do the media options available to advertisers vary in different part of the world? Discuss with suitable examples.

MBA-333

MS-91

**M.B.A. DEGREE EXAMINATION—
JUNE 2009.**

(AY 2003–04 to CY 2005 batches only)

STRATEGIC MANAGEMENT

Time : 3 hours

Maximum marks : 75

SECTION A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

325. List out the important elements of strategic management process.

326. What role do middle-level managers play in strategic management?

327. What do you know about social audit?

328. Interrelate unit level strategies with corporate level strategies.

329. Mention some important characteristics of the environment.

SECTION B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

330. Enumerate the distinctive phases of strategic management process.

331. Discuss the roles that major strategies play in strategic management.

332. Bring out the interface between technology and business strategy.

333. Describe the different aspects of environmental scanning necessary for identifying opportunities and threats.

334. Discuss the implication for structure if organizational growth is viewed in terms of stages of development.

335. Write a note on the importance of leadership style in strategy implementation.

336. Bring your inference on aligning social responsiveness to strategic management.

MBA-312

MS-95

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003–04 to CY 2005 batches only)

RESEARCH METHODOLOGY TO MANAGEMENT DECISIONS

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

337. What steps should be employed to carry out a basic research report.

338. What is 'Factor Analysis'?

339. When do you use ‘ANOVA’ as a statistical tool?

340. How do you develop a sampling frame?

341. Explain “Thurstone scale”.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

342. Describe the process of research with the help of various steps involved in it.

343. What do you understand by the term research design? What are different types of research design?

344. Explain the following questionnaire designs :

- (a) Structured disguised
- (b) Structured undisguised
- (c) Unstructured disguised
- (d) Unstructured undisguised.

345. Highlight various merits and demerits associated with observation of data collection.

346. What is sampling? How is it different from census method? Give advantages of sampling over census.

347. What are different types of tests available? Highlight the procedure of developing a good hypothesis.

348. What are the problems that are faced in writing the report of a research?

MBA-334

MS-97

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2003-04 to CY 2005 batches only)

INTERNATIONAL BUSINESS

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

349. Explain various dimensions of international business.

350. Write a short note on transnational organization.

351. What are the four types of strategic alliances?

352. How nationality of an MNE does affects its planning?

353. What is a multi-focal strategy?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

354. Discuss the evolutionary patterns in the organization structure of international business.

355. Critically examine the Heckscher-Ohlson trade model. In what ways it differ from the earlier trade doctrines?

356. What are the determinants of international investment decision? What different strategies could a firm follow?

357. In what ways national cultural traits influence the control system? Explain with examples.

358. Explain why it is necessary for an international organization to have both, an ongoing monitory system and ad hoc performance evaluation exercises.

359. Identify the areas in which an MNC and the host country interact.

360. Elaborate the progress made in SAARC so far and the scope for future economic cooperation.

MBA-390

MSH-10

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

First Semester

Hospital Administration

INTRODUCTION TO HEALTH SYSTEMS

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

Write short notes on THREE of the following :

361. Age pyramid.
362. National Demographic Goals.
363. Epidemiological Triad.
364. Web of causation.
365. Universal Immunization Programme.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

366. Explain the demographic trends in India with reference to Sex ratio.
 367. List down the National Demographic Goals.
 368. Write down the epidemiological methods.
 369. List down the uses of Epidemiology.
 370. Explain in detail Vision 2020 : The Right to Sight.
 371. What are the components of population growth and how will you derive the population of the people using them?
 372. Discuss the functioning of a few National Health Programmes.
-

**M.B.A. DEGREE EXAMINATION —
JULY, 2009.**

First Semester

Hospital Administration

HEALTH CARE AND HOSPITAL ADMINISTRATION

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

Write short notes

373. Modern Management.

374. Planning.

375. Types of care.

376. Nursing Administration.

377. Disaster Management.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

378. What are the different schools of management thought? Explain with reference to healthcare arena.

379. How can a healthcare administrator be a better organizer? Explain in detail.

380. What do you understand by Pyramidal Structure of Health Services?

381. Explain the role of middle level managers in hospital and their responsibilities.

382. What is the impact of Tele health in health care? Comment your views on tele health.

383. Explain the role of “Health Insurance” in Healthcare.

384. Share your understanding on

- (a) Indicators of Health
 - (b) Types of Care.
-

MBA-392

MSH-12

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

First Semester

Hospital Administration

HEALTH PROGRAMME MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

Write short notes on THREE of the following :

385. Linear Programming.

386. Needs Analysis.

387. Project Sustainability.

388. Managing Risk.

389. Programme Evaluation and Review Technique (PERT).

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

390. Explain Project, Tasks, Subtasks for Health Programme.

391. What are the roles of Project Manager?

392. Explain the process of developing objectives in Project Planning.

393. Describe the usage of planning tools/techniques for developing a project.
394. Describe the Planning Cycle.
395. Write down the importance of Project Tracking.
396. Describe the Project Framework in health care program.

MBA-393

MSH-13

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

First Semester

Hospital Administration

HUMAN ANATOMY, PHYSIOLOGY AND MEDICAL TERMINOLOGY

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Write short notes on any THREE of the following.

All questions carry equal marks.

397. Synapse.
398. Physiological variation of blood pressure.
399. Micro structure of striated muscle.
400. Structure of organ of corti.
401. Hypersensitivity.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

402. Describe the functions of hypothalamus.
403. Describe in detail the mechanism of contraction of skeletal muscle.

404. Describe the middle ear in detail.
405. Describe the stomach in detail.
406. List out the common root words and combining form.
407. Describe in detail the sterilization and aseptic techniques.
408. Describe in detail the degeneration process.

MBA-394

MSH-14

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

First Semester

Hospital Administration

HEALTH ECONOMICS

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

Write short notes on THREE of the following :

409. Statement of alternatives in economic appraisal.
410. Measurement of costs and benefits.
411. Common decision indices.
412. The importance of marginal analysis.
413. Allowance for the risk and uncertainty in costs and benefits.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

414. How useful is economic appraisal in Healthcare?
415. What are the allowance for the differential timing of costs and benefits?
416. State in detail the criteria for economic efficiency.
417. Enumerate the relevance of costs and benefits.
418. State the importance of marginal analysis.
419. Explain the cost benefit approach.
420. What is economic appraisal in healthcare?

MBA-335

MSP-10

M.B.A. DEGREE/P.G.D.I.T./D.I.M. EXAMINATION – JUNE 2009.

(AY 2005-06 batch onwards)

First Year

MANAGEMENT FUNCTIONS AND BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

421. Explain the nature and purpose of management.
422. Distinguish between power and authority.
423. Explain the need for training.
424. Write a short note on sales budget.
425. What are the types of Attitude?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

426. Explain the steps in selection process.
427. Explain the nature and importance of Decentralisation.
428. Critically analyse the scientific theory of management.
429. Describe Vroom's expectancy model.
430. Describe the managerial grid.
431. Explain the characteristics and various dimensions of culture.
432. Describe how change is implemented in organisation.

MBA-337

MSP-12

M.B.A. DEGREE EXAMINATION –
JUNE 2009.

(AY 2005-06 batch onwards)

First Year

FINANCIAL AND MANAGEMENT ACCOUNTING

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

433. Define Accounting. State its functions.
434. What is financial statement analysis? Explain about the common size financial statements.
435. State the method of preparing adjusted profit and loss a/c.
436. Calculate B.E.P. in units and sales value from the following :
Production : 9,000 units
Total fixed cost : Rs. 1,40,000

Variable cost : Rs. 42 per unit

Selling price : Rs. 70 per unit.

437. Calculate labour rate variance for actual output of 4000 units.

Particulars	Standard	Actual
Number of labour hours per unit	5	5.5
Wage rate per hour (Rs.)	20	22

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

438. State briefly the important managerial decisions which can be taken through marginal costing technique.

439. Explain the advantages and limitations of budgetary control.

440. Define standard costing. Distinguish between historical costing and standard costing.

441. Prepare Trading and Profit and Loss account from the following :

442. KMW Ltd. is providing the following information related to the month of December 2006.

	Product X per unit Rs.	Product Y per unit Rs.
Direct material	55	45
Direct wages	30	20
Selling price	150	145

Variable overhead is 50% of direct wages. Total fixed cost for manufacturing the two products is Rs. 50,000. Different sales mixes :

- (a) 1200 units of product 'X' and 1800 units of product 'Y'
 - (b) 1800 units of product 'X' and 1200 units of product 'Y'
 - (c) 1500 units of product 'X' and 1500 units of product 'Y'.

Calculate the effective mix of X and Y

443. W.D. Ltd. has to decide whether to invest in a project costing Rs. 1,50,000. The project is expected to yield for 7 years as follows :

Year : 1 2 3 4

Cash in flow Rs. : 2,00,000 4,00,000 3,50,000 4,20,000

Year : 5 6 7

Cash in flow Rs. : 3,90,000 3,50,000 3,70,000

The present value factor for 7 years @ 14% interest are stated as follows :

Year : 1 2 3 4

Discount factors. : 0.877 0.769 0.675 0.592

Year : 5 6 7

Discount factors. : 0.519 0.456 0.399

Find out whether it is advisable to invest in the project.

444. Write short note on the following :

- (a) Responsibility accounting
- (b) Transfer price
- (c) Profit centre
- (d) Flexible budgeting
- (e) Zero base budgeting.

MBA-338

MSP-13

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2005–06 batch onwards)

First Year

QUANTITATIVE TECHNIQUES

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

445. If $A = \begin{bmatrix} 1 & 2 & 3 \\ 4 & 5 & 6 \end{bmatrix}$ and $B = \begin{bmatrix} 1 & 2 \\ 3 & 4 \\ 5 & 6 \end{bmatrix}$ find AB and BA .

446. What are the assumptions made in break-even analysis?

447. What is conditional probability? Give an example.

448. If $u = x^3 + x^2 + x + 1$, $v = x^3 + x^2$, find $\frac{dv}{du}$.

449. What are index numbers?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

450. Solve the following set of equations using matrix inverse method

$$x + y + z = 6$$

$$2x + 3y + 4z = 24$$

$$x + 2y + 3z = 12.$$

451. Explain the Bayes theorem with an example.

452. Derive the formulae for economic order quantity.

453. Discuss the application of index numbers in business.

454. The total sales figure is given by the relation $y = 10,00,000 - (x - 1000)^2$ where x is the number of units sold. Find the number of units that maximises total revenue. What is the amount of total revenue?

455. The following data pertains to length of service in years and annual income for a sample of 12 employees

Length of service (x) :	6 8 9 10 11 12
-----------------------------	-------------------------------

Annual income (y) in thousands	14 17 15 18 20 23
------------------------------------	----------------------------------

Length of service (x) :	13 14 15 18 20 22
-----------------------------	----------------------------------

Annual income (y) in thousands	24 25 28 30 32 34
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Compute the correlation coefficient between x and y .

456. Given below is the data of production of a company in lakhs of units :

Year	2001	2002	2003	2004	2005	2006	2007
------	------	------	------	------	------	------	------

Production	15	14	18	16	20	22	24
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Compute the linear trend by the method of least squares.

MBA-339

MSP-14

M.B.A. DEGREE / P.G.D.I.T./ D.I.M. EXAMINATION – JUNE 2009.

First Year

(AY 2005-06 batch onwards)

MANAGEMENT INFORMATION SYSTEM

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

457. What are the components of an Information System?

458. Mention major types of databases.

459. Explain expert system.

460. Explain components of a business model.

461. Explain hacking.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

462. What characteristics of an Information System make it management information system?

463. Explain the importance of implementing data resources management processes and technologies in an organisation.

464. What is the goal of Human Resource Management? What are the information requirements to achieve this goal?

465. Discuss the role of planning and business models in the development of business / IT strategic architecture and application.

466. Identify the activities involved in the implementation of the information system.
467. Identify several types of security management strategies and explain how they can be used to ensure the security of business application of information technology.
468. Identify components of information technology management and use examples to illustrate how they might be implemented in a business.

MBA-340

MSP-15

M.B.A. DEGREE/D.I.M. EXAMINATION – JUNE 2009.

(AY 2005–06 batch onwards)

First Year

MARKETING MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

469. How and why to segment a market?

470. What are the objectives of the Marketing Research?

471. How to manage product life cycle? Cite one example.

472. Discuss the factors governing the media selection.

473. Give an account by citing an example to the Marketing of shipping.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

474. Examine the ways in which the Marketing information system facilitate the Marketing functions of an organization.

475. Explain the role of psychological factors in buying behaviour decisions.

476. The success of the product depends on the branding and packaging processes. Do you agree why or why not?

477. Critically examine the various methods of pricing and their significance in marketing of products.

478. Discuss the role and relevance of logistics and supply chain management in the process of marketing of products to a bigger geographical place.

479. Critically evaluate any three significant sales promotional tools.

480. What is relationship marketing? How it would affect the marketing of services? Cite two examples.

MBA-341

MSP-16

M.B.A. DEGREE/D.I.M. EXAMINATION – JUNE 2009.

(AY 2005-06 batch onwards)

First Year

FINANCIAL MANAGEMENT

Time : 3 hours

Maximum marks : 75

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

481. What is the scope of finance function?

482. What is ZBB?

483. What do you mean by ‘concentration banking’?

484. What is the significance of financial leverage?

485. What is gilt funds?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

486. What are the determinants of working capital?

487. How to evaluate the financial integrity of an individual?

488. A company proposes to issue preference shares of Rs. 1000 at a discount of 5%. The issue expenses amount to 2% towards underwriting commission besides Rs. 5,000 towards legal expenses. The share carry a dividend of 10% and they are redeemable preference shares after 10 years. Compute the cost of preference share.

489. How will you calculate the cost of equity and what are the different approaches?

490. Explain the various sources of short term finance.

491. Wealth maximisation Vs. Profit maximisation.

492. What are the factors that affect the dividend decision of a company?

MBA-342

MSP-17

M.B.A. DEGREE/D.I.M. EXAMINATION – JUNE 2009.

(AY 2005–06 batch onwards)

First Year

HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

493. Discuss the nature of organisational relationship between Human Resource Department and other line departments.

494. What are man power planning activities?

495. Explain Aptitude test.

496. Why do employees join Trade Unions?

497. What are the steps in Job Analysis?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

498. "India has given only lip service to QWL", How will you explain it?

499. Outline the impact of political-legal, economic cultural and technological factors on Human resource function.

500. What is the relationship between selection, recruitment and job analysis?

501. Bring out the barriers to effective training. How do you overcome them?

502. List out the salient features of the incentive schemes followed in Indian industries.

503. Evaluate the 360 degree feedback as a technique of appraisal.

504. Describe the various methods for achieving employee participation. Suggest a suitable method for application to Indian conditions.

MBA-343

MSP-18

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2005-06 batch onwards)

First Year

OPERATIONS RESEARCH

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

505. Define OR and explain its characteristics.

506. Write the algorithm for solving transportation problem using North West Corner rule method.

507. Write a short note on 'dummy'.

508. What is degeneracy in transportation problem?

509. What are the rules for determining saddle point?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

510. ‘Operations research is a tool of modern management’. Discuss.

511. Solve the following LPP using simplex method.

$$\text{Maximize } z = 3x + 9y$$

subject to the constraints

$$x + 4y \leq 8$$

$$x + 2y \leq 4$$

$$x, y \geq 0.$$

512. Find the optimum solution to the following transportation problem. Use least cost method to find initial basic feasible solution.

	Factory	Warehouse				Capacity
		A	B	C	D	
	Madras	42	48	38	37	160
	Bombay	40	49	52	51	150
	Bangalore	39	38	40	43	190
	Demand	80	90	110	160	

513. A business man has three alternatives open to him each of which can be followed. The conditional pay offs (in Rs.) for each action event combinations are given below :

Alternative Payoffs conditional events

	A	B	C	D
X	8	0	-10	6
Y	-4	12	18	-2
Z	14	6	0	8

Determine which alternative should the business men choose. If he adopts

- (a) Maximin criterion
- (b) Maximax criterion
- (c) Minimax criterion.

514. The following table gives the activities and other relevant data for a project.

Activity	Normal time (days)	Crash time (days)	Normal cost (Rs.)	Crash cost (Rs.)
1–2	4	3	600	800
1–3	2	2	400	400

1–4	5	4	750	500
2–3	7	5	400	600
2–5	7	6	800	1,000
3–5	2	1	500	650
4–5	5	4	600	850

Indirect cost per day for the project is Rs. 200.

- (a) Draw the network of the project
- (b) Find the normal duration of the project
- (c) Find the optimum duration and cost of the project.

515. Solve the following assignment problem.

		Workers			
		A	B	C	D
Task	1	5	20	10	15
	2	10	30	5	10
	3	30	20	12	20
	4	10	2	4	32

516. A bank is considering opening ATM for customer service. Management estimates that customers arrive at the rate of 12 per hour. The service at the counter is 3 minutes for every customer. Assuming Poisson arrivals find

- (a) Utilization of ATM
- (b) Average number in the system
- (c) Average waiting time in the line
- (d) Average waiting time in the system.

(AY 2005–06 batch onwards)

RESEARCH METHODS

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

517. Explain the research process.

518. How to determine the sample size?

519. Why mail surveys often fail to produce the desired number of response rate?

520. What are the limitations of interview? How to overcome them?

521. What is the purpose and significance of oral presentation?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

522. What are the features of a good research design? Discuss the factors affecting the good research design.

523. What are the various types of measurement scales? Discuss the merits and pitfalls of each one of them.

524. Explain the various steps involved in the processing of data. In what way the tabulations would minimize the complexity in arranging the data?

525. Discuss the various types of primary data collection method. Evaluate each one of them.

526. What are the various assumptions about the parametric and non parametric statistical tests? Which one to be used and when?

527. Examine the problems in social science research and state steps to overcome them.

528. Discuss the mechanics of writing a technical research report? How and why lay out is given importance?

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2005-06 batch onwards)

Second Year

OPERATIONS MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

529. Describe the functions of Operations Management.

530. What is known as Aggregate Planning? How to plan it?

531. Write short note on Just in time.

532. Write short notes on Quality circle.

533. How to conduct the Job design?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

534. “Operations view management should be a system oriented view”—Comment on this statement, and explain how it can be achieved?

535. Explain the methods and scope of production planning controls. What are the advantages and disadvantages in each control?

536. What is known as capacity requirement planning? How the Material Manager is responsible for capacity planning?

537. Explain the types of Inventory. Evaluate the functions of each type.

538. Explain the concept of

(a) Six sigma. $(7\frac{1}{2})$

(b) Acceptance quality limit LTPD. $(7\frac{1}{2})$

539. Write short notes on :

- (a) Ergonomics. $(7\frac{1}{2})$
(b) Work study. $(7\frac{1}{2})$

540. What is known as Time study Analysis? How to carry out the Time Study Analysis?

MBA-346

MSP-21

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2005–06 batch onwards)

Second Year

ENTREPRENEURSHIP

Time : 3 hours

Maximum marks : 75

PART A — $(3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

541. List out the qualities of a Entrepreneur.

542. What are the ways and means by which promotional activities can be provided to promote a entrepreneur?

543. How the project is classified?

544. Explain the role of SIPCOT in entrepreneurial promotion.

545. What are the factors to be considered by the Entrepreneur to locate their industry?

PART B — $(4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

546. Explain the entrepreneurship role in economic development of India.

547. Discuss the role of consultancy organizations in promoting entrepreneurs.

548. Discuss the methods of Profit Analysis and B.E. Analysis. What is its significance in Project Management?

549. How to prepare a project report? How to present a project presentation? Develop a suitable model report.

550. Discuss the role of commercial banks in Entrepreneur development in India.

551. Explain the procedures and formalities involved in selling small scale industries.

552. "Entrepreneurs are an asset to the Nation. Government should support with a policies to promote the entrepreneurs". Comment on this statement.

MBA-347

MSP-22

**M.B.A. DEGREE EXAMINATION —
JUNE, 2009.**

(AY 2005–06 Batch onwards)

Second Year

BUSINESS LAW

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

553. Explain valid and voidable contract.

554. What are the duties of a partner?

555. Who are the Agent and principal?

556. State the implied conditions in a contract of sale.

557. What do you understand by earnest money?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

558. What are the essential elements of a valid contract?
559. What is a contract? Why must you, as a Manager, know as to what constitutes a contract?
560. Explain the rights of the consumer enshrined under the Consumer Protection Act 1986.
561. What are the essential requirements of the valid promissory note?
562. What are the conditions implied in a contract for the carriage of goods by sea?
563. Explain the objective of the FEMA 1999. What are the obligation of Export of Goods and Services out of India? Explain.
564. State the various important essential elements of a negotiable instrument.

MBA-348

MSP-23

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2005-06 batch onwards)

Second Year

STRATEGIC MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

565. Describe the advantages of strategic management.
566. What are the differences between strategic intent and strategic mission?
567. Write short notes on benchmarking.
568. Explain BCG matrix.

569. What does resource allocation deal with?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

570. What is the need for strategic management? Explain in brief the persons involved in strategic management.

571. Give an account of some of the critical ethical challenges to firms competing in a global economy.

572. What are the attributes of a good leader?

573. List out the sources of information for environmental scanning.

574. Explain elaborately the activities included in value chain analysis.

575. Discuss the need for identifying critical resources factors (CRF) and explain the steps involved in such identification.

576. What are the barriers faced in strategic evaluation?

MBA-349

MSP-24

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2005–06 batch onwards)

Second Year

INTERNATIONAL BUSINESS MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

577. Define the concept of International Business.

578. What are the International institutions?

579. Write short notes on :

- (a) SAARC
- (b) ASIAN.

580. What are the uses of Foreign direct investment?

581. What are the main objectives of WTO?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

582. Formulate some alternative views on the concept of 'business' based on your real world experience.

583. Identify the parameters of the international economic environment.

584. Discuss the role of WTO for the promotion of global trade.

585. What are the procedures for international attribution?

586. Assess the role of the MNCs in India and discuss its merits.

587. Discuss the UN conduct of transfer of technology.

588. How far has India benefited by becoming a member of WTO?

MBA-350

MSP-30

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2005-06 batch onwards)

Second Year

Finance Management

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

589. What do you mean by rights shares?

590. What is a stock exchange?

591. What do you understand by the term ‘derivatives’?

592. How portfolio is selected?

593. What is primary market?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

594. What are the various levels of equity analysis and what are the benefits to an investor?

595. Explain the services rendered by the Stock exchanges.

596. Enumerate the various securities that are traded in a stock exchange.

597. What are the procedure and limitations for technical analysis?

598. What are the SEBI guidelines on issue of shares?

599. Explain the term ‘insider trading’ and why is it prohibited?

600. What are the important functions of Indian Capital market?

MBA-351

MSP-31

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(A.Y. 2005–06 batch onwards)

Second Year

Finance Management
MANAGEMENT OF FINANCIAL SERVICES

Time : 3 hours

Maximum marks : 75

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

601. Who is a merchant banker?
602. What is cross border factor?
603. Who are the credit rating agencies in India?
604. What is leasing? Under what circumstances leasing is preferred?
605. What is the scope of NBFCs?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

606. Explain briefly the recent developments in capital markets of India.
607. Enumerate the various functions of a merchant banker.
608. Explain the SEBI guidelines for bonus shares.
609. How Leasing differ from that of Hire Purchases?
610. What is the modus operandi of credit rating by the agent?
611. How housing finance help the infrastructure of the country?
612. How bill discounting differ from that of factoring? Which one is more suitable to a trader?

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2005-06 batch onwards)

Second Year

Finance Management

TAX MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

613. Define the terms :	(a) Assessment	Year
(b) Assessee.		

614. When an individual becomes resident?

615. Distinguish Annual value and Annual rental value.

616. What do you meant by Capital Assets? What are its types?

617. What is the treatment for the income received by an individual as a member of Hindu undivided family?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

618. Write short notes on :

- (a) Tax free securities.
- (b) Less tax securities.

619. Explain the characteristics of ‘Salary’.

620. Salary for the calculation of rent free accommodation of Mr. Arul is Rs. 1,20,000. Mr. Arul is provided with a rent free house at Mumbai. Its annual rental value is Rs. 1,00,000 and the house is furnished at a cost of Rs. 50,000. Find the value of rent free accommodation.

621. Explain the income tax provision relating to capital gains.
622. How will you assess the taxable income of an individual?
623. Explain the steps involved in computing the income from House property.
624. How would you compute the taxable income of a firm?

MBA-354

MSP-40

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2005-06 batch onwards)

Second Year

Marketing Management

MARKETING RESEARCH AND CONSUMER BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

625. Explain the scope of Marketing Research.
626. Identify the qualities and characteristics of a good Researcher.
627. Why to study the consumer behaviour?
628. Write short notes on “Cultural influences in Consumer Behaviour”.
629. What are the issues and challenges faced by the markets in recognizing the problem of consumers?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

630. Explain the Marketing Research design process. What are the difficulties faced by the Marketing Researcher?

631. Construct a questionnaire to study the consumer preferences in your city towards a toothpaste.

632. What is known as Sales Analysis Research? How to do the Sales Analysis Research?

633. Briefly explain the applications of consumer behaviour. What are the learning experiences we can gain from Consumer Research?

634. Explain the Howard Seth model of Buyer behaviour. What is its pitfalls in behaviour model?

635. Discuss the process of purchasing. Highlight the significance of Search process in purchase decision.

636. “Consumerism in India is a best tool for a promotion of a Market and Consumer utility of a product /service” – Discuss.

MBA-355

MSP-41

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2005–06 batch onwards)

Second Year

Marketing Management

ADVERTISING AND SALES PROMOTION

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

637. Write short notes on Internet Advertising.
638. What are the advantages of Advertising?
639. Explain the long-run impact of advertising on sale of a firm.
640. What are the advertising goals?
641. Explain Advertising Budget.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

642. Explain the Economic and Social implications of advertising.
643. ‘Advertising is salesmanship in print’. Elucidate the statement.
644. What are the different types of advertising agencies?
645. Explain the pre-testing methods of testing advertising effectiveness.
646. What are the features of an effective advertisement copy?
647. Write short notes on :
- (a) Non-financial incentives
 - (b) Salary, commission and bonus plan.
648. Explain the various techniques involved in sales promotion.

MBA-356

MSP-42

M.B.A. DEGREE EXAMINATION –
JUNE 2009.

(AY 2005-06 batch onwards)

Second Year

Marketing Management
SERVICE MARKETING

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

649. Give any five differences between Goods and Services.
650. What is meant by Segmentation?
651. Explain the employee role in service delivery.
652. What is retention? What are the steps to be taken to retain a valuable customer?
653. How do you manage the intangibility problem?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

654. Explain the characteristics of services.
655. Explain the 7P's of service marketing.
656. Write in detail the factors involved in Design and Development of service marketing system in an organisation.
657. How can the various gaps of service quality be closed?
658. Write a note on the marketing management of financial services.
659. What are the steps involved in preparing Blue Print?
660. Explain in detail the impact of technology in services.

MBA-357

MSP-43

M.B.A. DEGREE EXAMINATION –
JUNE 2009.

(AY 2005–06 batch onwards)

Second Year
Marketing Management
INTERNATIONAL MARKETING

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

661. Describe the objectives of international trade policy.
662. What is bill of exchange?
663. What do you know about EPCG scheme?
664. Write a short note on shipping bill.
665. What are the reasons for promoting international trade?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

666. Comment upon the role of service institutions in developing India's international trade.
667. What are the important issues in international branding?
668. What barriers make controlling international operations more complex than controlling domestic marketing activities?
669. What are the factors that influence international pricing decision?
670. What are the auxiliary documents? Describe them in detail.
671. Explain the types and functions of foreign intermediaries.
672. What are the elements of international advertising strategy?

M.B.A. DEGREE EXAMINATION –
JUNE 2009.

(AY 2005-06 batch onwards)

Second Year

Human Resource Management

HUMAN RESOURCE DEVELOPMENT

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

673. Discuss the outcomes of HRD.

674. Mention the objectives of training.

675. What is organisational development?

676. Explain OCTAPACE culture.

677. What are the drawbacks of performance appraisal?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

678. What is Human Resource Development? Describe its salient features in the Indian Context.

679. Discuss the nature of Executive development. What are the steps involved in this process?

680. Define potential appraisal. Discuss the problems related with Employee's performance appraisal.

681. Briefly discuss the benefits and process of management by objectives.

682. What are the limitations of career planning and development? Suggest measures to overcome them.

683. Discuss the behavioural intervention techniques of organisation development.

684. How can quality in work life be improved in an organisation?

MBA–359

MSP–51

**M.B.A. DEGREE EXAMINATION –
JUNE 2009.**

(AY 2005–06 batch onwards)

Second Year

Human Resource Management

LABOUR LEGISLATIONS

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

All questions carry equal marks.

685. What do you understand by the term ‘manufacturing process’ as per the Factories Act 1948?

686. Write notes on ‘lock out’ and ‘lay off’.

687. What are the privileges of a registered trade union?

688. When does an employee forfeit his rights to gratuity?

689. What is the object of the Minimum Wage Act 1948?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

690. Enumerate the principle welfare facilities to be provided in the factory under the Factories Act 1948.

691. How far is an employer liable for compensation to a workman injured by an accident arising out and in course of his employment?

692. State the provisions of the Payment of Wages Act 1936 regarding deduction from wages for absence of duty.

693. What is the power of appropriate government to make declaration under the Equal Remuneration Act 1976?

694. Enumerate the obligation of the employees under the Payment of Gratuity Act 1972.

695. What are the different types of benefits provided by the Employees' State Insurance Act 1948?

696. What are all the provisions relating to registration of plantations under the Plantations Act 1951?
