Reg. No. : ....

Name : ....

II Semester M.B.A. Degree (CBSS – Reg./Supple.) Examination, April 2021
(2014 Admission Onwards)
MBA2C14 : RESEARCH METHODOLOGY

Time : 3 Hours   Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) Elucidate the research process in detail.

   OR

   b) Explain the probabilistic sampling techniques.

2. a) Bringout and explain the layout of research report.

   OR

   b) The following data represent the sales turned out by 4 different salesmen in four different regions.

Salesman	Region			
	R_1	R_2	R_3	R_4
S_1	50	44	53	42
S_2	52	46	58	49
S_3	40	42	50	38
S_4	49	44	52	39

Test whether the mean sales is same for the different salesmans. Use five percent level of significance to test the results.

P.T.O.

SECTION – B

Answer **six** questions in this Section. **Each** question carries **9** marks. (**1** mark for Part (**a**), **3** marks for Part (**b**) and **5** marks for Part (**c**)).

3. a) What do you mean by accuracy check of information ?

   b) Bringout the classification of external data source.

   c) Explain the research applications of secondary data.

4. a) What is research design ?

   b) Explain exploratory research design.

   c) Describe the factors affecting internal validity of experiment.

5. a) Define measurement.

   b) Explain nominal scale.

   c) Explain the criteria for good measurement.

6. a) What do you mean by field work in research ?

   b) Explain testing of hypothesis.

   c) Discuss the steps in hypothesis testing.

7. a) What do you mean by level of significance ?

   b) Explain chi square as a test of independence.

   c) An educator has the opinion that the grades of high school students make depends on the amount of time spent on study per week. To test this theory he has randomly given 400 students a questionnaire. The data from the survey are in the following table. Using five percent level of significance test whether grades and time spent on study are independent or dependent.

Hours spent to study	Average Grade				
	A	B	C	D	E
<5	13	10	11	16	5
5–10	20	27	27	19	2
11 – 20	9	27	71	16	32
>20	8	11	41	24	11

8. a) What is alternative hypothesis ?

   b) Explain type I and type II error.

   c) On a typing test a random sample of 36 graduates of a secretarial school averaged 73.60 words with a standard deviation of 8.10 words per minute. Test an employer's claim that the school's graduates average less than 75.00 words per minute using the 5 percent level of significance.

9. a) What is appendices ?

   b) How can be oral presentation be made effective ?

   c) Explain the steps involved in report formulation.

———————

K21P 0405

Reg. No. : ....

Name : ....

II Semester M.B.A. Degree (C.B.S.S. – Reg./Supple.) Examination, April 2021
(2014 Admission Onwards)
MBA 2C13 : PRODUCTION AND OPERATIONS MANAGEMENT

Time : 3 Hours

Max. Marks : 80

*Instruction : Answer **all** Sections.*

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13**.

1. a) Explain the production/operations planning and control process. How can it be made more effective ?

OR

   b) Explain the different types of manufacturing processes with suitable examples.

2. a) Explain in detail the significance of Resource Requirement Planning in the efficient production operations.

OR

   b) Discuss in detail the steps in product design. (2×13=26)

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **1** mark for Part **a**, **3** marks for Part **b** and **5** marks for Part **c**.

3. a) What is production ?
   b) State the limitations of PPC.
   c) Mention the functions of production management.

4. a) What is product layout ?
   b) State the advantages of product layout.
   c) Distinguish between product and process layout.

P.T.O.

5. a) What is product design ?
   b) Distinguish between product and process design.
   c) Explain the functions of product design.

6. a) What is process planning ?
   b) Mention the steps in process planning.
   c) Briefly explain the process planning design.

7. a) What is SQC ?
   b) How do you classify quality control techniques ?
   c) Explain the characteristics for the successful working of TQM.

8. a) What is materials handling ?
   b) What are the principles of material handling ?
   c) Explain the scope of material handling.

9. a) What is plant maintenance ?
   b) State the objectives of maintenance management.
   c) Explain the importance of maintenance policy in maintenance management.

$$(6\times9=54)$$

_____

Reg. No. : ....

Name : ....

II Semester M.B.A. Degree (CBSS – Reg./Supple.) Examination, April 2021
(2014 Admission Onwards)
MBA2C12 : HUMAN RESOURCE MANAGEMENT

Time : 3 Hours   Max. Marks : 80

Instruction : *Answer* **all** *questions.*

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) What are the various sources of recruitment ? How can an organisation evaluate the worth of these sources ?

OR

   b) Explain the methods of performance appraisal.

2. a) Explain the methods of training.

OR

   b) Describe the functions of Human Resource Management.   (2×13=26)

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **9** marks (1 mark for Part **a)**, **3** marks for Part **b)** and **5** marks for Part **c**).

3. a) What do you mean by Strategic Human Resource Management ?
   b) What are the roles of HR specialists ?
   c) Explain the roles and responsibilities of HR Managers.

4. a) What is Human Resource Accounting ?
   b) What are the objectives of Human Resource Planning ?
   c) Explain the need for fringe benefits.

5. a) What is Ergonomics ?

   b) What are the features of Job Evaluation ?

   c) Describe the various approaches to job design.

6. a) What is Labour turnover ?

   b) How can diversity be managed ?

   c) Explain the process of career development.

7. a) What is Job Evaluation ?

   b) State the importance of Green HRM.

   c) Describe various work scheduling techniques.

8. a) What is Human Resource Audit ?

   b) Differentiate between performance appraisal and performance management.

   c) Explain the different stages of career.

9. a) Give the meaning of Employee Empowerment.

   b) Differentiate between Domestic HRM and International HRM.

   c) Why have benefits grown in strategic importance to employees ?   (6×9=54)

_____

Reg. No. : ....

Name : ....

II Semester M.B.A. Degree (C.B.S.S. – Reg./Supple.) Examination, April 2021
(2014 Admission Onwards)
MBA2C11 : ORGANIZATIONAL BEHAVIOUR

Time : 3 Hours   Max. Marks : 80

Instruction : *Answer all Sections.*

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) 'Human behaviour is more complex than what people believe'. Analyse the factors that add complexity in human behaviour.

    OR

   b) How can the field of organizational behaviour contribute to both effective functioning of organisation and to the wellbeing of individuals ? Comment.

2. a) How does the study of personality help in understanding organisational behaviour ? Discuss.

    OR

   b) Critically evaluate Maslow's theory of need hierarchy.   **(2×13=26)**

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **1** mark for
Part **a**, **3** marks for Part **b**, and **5** marks for Part **c**.

3. a) Define organisational behaviour ?

   b) How organisational behviour is an inter-disciplinary subject ?

   c) Explain the different approaches to the study of organisational behaviour.

4. a) Define learning.

   b) What are the principles of learning ?

   c) Explain the components of learning process.

5. a) Define perception.

   b) What are the major implications of perception to management ?

   c) How does management affect perception of people in the organisation ? Elucidate.

6. a) Define the term 'group'.

   b) What is group dynamics ?

   c) Why is group dynamics important for understanding organisational behaviour ?

7. a) Why do conflict arise in the organisation ?

   b) What are inter-group conflict ?

   c) Explain the consequences of inter-group conflicts.

8. a) Define communication.

   b) Mention the barriers to communication.

   c) How communication can be made effective in the organisation ?

9. a) What is job satisfaction ?

   b) State the factors contributing to job satisfaction.

   c) Explain the relationship between job satisfaction and productivity.   **(6×9=54)**

_____

K21P 0402

Reg. No. : ....

Name : ....

II Semester M.B.A. Degree (CBSS – Reg./Supple.) Examination, April 2021
(2014 Admission Onwards)
MBA2C10 : MARKETING MANAGEMENT

Time : 3 Hours   Max. Marks : 80

Instruction : Answer **all** Sections.

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) "Market segmentation and product positioning are the basis for marketing planning and strategy". Comment on this statement.

OR

   b) Describe the various internal and external forces that influence the pricing strategy of a firm.

2. a) Explain the various stages of the product life cycle and the strategies often used during different stages of product life cycle.

OR

   b) Explain the significance and importance of Green Marketing.   (2×13=26)

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **1** mark for Part **a)**, **3** marks for Part **b)** and **5** marks for Part **c)**.

3. a) What are the different approaches to marketing ?

   b) State the objectives of Marketing Management.

   c) Explain the marketing management process.

4. a) What is demand forecasting ?

   b) Mention the different quantitative methods of forecasting.

   c) Critically evaluate least square method of forecasting.

5. a) Define segmentation.

   b) Differentiate between market segmentation and target marketing.

   c) What are the essential requisites of an effective market segmentation.

6. a) Define buyer behaviour.

   b) What are the types of decision making approaches that consumers use ?

   c) Discuss the impact of attitudes on consumer behaviour, with examples.

7. a) What is marketing mix ?

   b) Mention the stages in the new product development.

   c) Explain the new product development process.

8. a) Define consumerism.

   b) What are buying motives ?

   c) Mention the factors affecting Buyer Behavior.

9. a) Define personal selling.

   b) What are the functions of advertising ?

   c) What are the benefits and drawbacks of sales promotion ?   (6×9=54)

_____

Reg. No. : ....

Name : ....

II Semester M.B.A. Degree (CBSS – Reg./Supple.) Examination, April 2021
(2014 Admission Onwards)
MBA 2C09 : OPERATIONS RESEARCH

Time : 3 Hours

Max. Marks : 80

Instruction : *Answer all questions.*

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) What are the advantages and disadvantages of operation research in model ? Why is it necessary to test models and how would you go about testing a model ?

OR

   b) Solve graphically the following LPP.

   Max $Z = 20x_1 + 10x_2$

   Subject to $\quad x_1 + 2x_2 \le 12$

   $\qquad\qquad x_1 + x_2 \ge 30$

   $\qquad\qquad 4x_1 + 3x_2 \ge 60$ and

   $\qquad\qquad x_1, x_2 \ge 0$

2. a) Explain the following briefly with examples :
   i) North-West Corner Rule
   ii) Least Cost Method
   iii) Vogel's Approximation Method.

OR

   b) Explain the general method for solving OR models.

$(2 \times 13 = 26)$

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **9** marks (**1** mark for Part (**a**), **3** marks for Part (**b**) and **5** marks for Part (**c**).

3. a) Define Operation Research.

   b) Why operations research methods have been valuable in aiding executive decision ?

   c) Explain the methodology of OR (Operation Research).

4. a) What is the purpose of MODI method ?

   b) Solve the following TP where the cell entries denote the unit transportation costs (using Least Cost Method).

		Destination				
		A	**B**	**C**	**D**	**Supply**
Origin	**P**	5	4	2	6	20
	Q	8	3	5	7	30
	R	5	9	4	6	50
	Demand	10	40	20	30	100

   c) Solve the following TP to maximize the profit.

		Destination				
		A	**B**	**C**	**D**	**Supply**
Source	**1**	40	25	22	33	100
	2	44	35	30	30	30
	3	38	38	28	30	70
	Demand	40	20	60	30	

5. a) What are the two forms of LPP ?

   b) A paper mill produces two grades of paper viz., X and Y. Because of raw material restrictions, it cannot produce more than 400 ton of grade X paper and 300 tons of grade Y paper in a week. There are 160 production hours in a week. It requires 0.20 and 0.40 hours to produce a ton of grade X and Y papers. The mill earns a profit of Rs. 200 and Rs. 500 per ton of grade X and Y paper respectively. Formulate this as LP model.

   c) Discuss and describe the role of linear programming in managerial decision-making bringing out limitations.

6. a) What is name of the method used in getting optimum assignment ?

   b) What is assignment problem ? Give two application.

   c) There are 5 batsmen and 5 bating positions. The average scores of each batsman at each batting position are given in the following matrix.

Batting Position

	P_1	P_2	P_3	P_4	P_5
B_1	30	37	40	28	40
B_2	40	24	27	21	36
B_3	40	32	33	30	35
B_4	25	38	40	36	36
B_5	29	62	41	34	39

(Batsman)

   i) Find the optimum assignment of batsman to batting position to maximize the total average score.

   ii) If a sixth batsman B_6 is available whose average scores are 32, 62, 38, 30 and 20 at positions P_1, P_2, P_3, P_4 and P_5 respectively. Is it wise to replace batsman B_5 by B_6 ?

7. a) What are the classification of decision ?

   b) Define Decision tree.

   c) A retailer purchases cherries every morning at Rs. 50 a case and sells them for Rs. 80 a case. Any case that remains unsold at the end of the day can be disposed of the next day at a salvage value of Rs. 20 per case (thereafter they have no value). Past sales have ranged from 15 to 18 cases per day. The following records for sales for the past 120 days.

Cases sold	15	16	17	18
Number of Days	12	24	48	36

   Find out how many cases should retailor purchase per day in order to maximize his profit.

8. a) What is simulation ?

   b) Explain the Monte Carlo technique.

   c) A maintenance service facility has Poisson arrival rates, negative exponential service times and operates on a first-come, first-served queue discipline. Breakdowns occur on an average of three per day, with a range of zero to eight. The maintenance crew can service, on an average, six machines per day, with a range from zero to seven. Find the :

   i) Utilization factor of the service facility.

   ii) Mean waiting time in the system.

   iii) Mean number machines in the system.

   iv) Mean waiting time of machines in the queue.

   v) Probability of finding 2 machines in the system.

9. a) What is slack variable ?

   b) Discuss the advantage of operation research.

   c) Explain briefly the procedure adopted in assignment algorithm.

————————

Reg. No. : ....

Name : ....

II Semester M.B.A. Degree (CBSS-Reg./Supple.) Examination, April 2021
MBA2C08 : FINANCIAL MANAGEMENT
(2014 Admission Onwards)

Time : 3 Hours   Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) Describe the factors determining working capital determinants of a manufacturing company.

   OR

   b) Explain MM approach on capital structure with an example.

2. a) Describe the financial decisions and routine functions of financial management.

   OR

   b) A firm is considering the following project :

Projects	Cash Flows (Rs.)					
	C0	C1	C2	C3	C4	C5
A	– 750000	150000	150000	250000	250000	200000
B	– 750000	200000	200000	200000	200000	200000
C	– 750000	150000	250000	150000	250000	200000

   Calculate the NPV for the projects if the cost of capital is 10 percent and pay back period. Should the projects be accepted for investment ? Why or why not ?

SECTION – B

Answer **six** questions in this Section. **Each** question carries **9** marks.
(**1** mark for Part **(a)**, **3** marks for Part **(b)**, and **5** marks for Part **(c)**).

3. a) Define leverage.

   b) Explain the use of leverage.

c) Calculate percentage change in EPS if sales increase by 5 percent using the following information and interpret your result.

Fixed cost (Rs. in lakh)	600
Interest (Rs. in lakh)	800
PBT (Rs. in lakh)	400

4. a) What do you mean by optimum dividend policy ?

   b) Explain birds in hand argument.

   c) X company earns Rs. 5 per share, is capitalised at a rate of 10% and has a rate of return on investment of 18 percent. According to Walter, what should be the price per share at 25 percent payout ratio ? Is this the optimum payout ratio according to Walter ?

5. a) What is project cost of capital ?

   b) Explain significance of cost of capital.

   c) A company has the following capital structure :

Particular	Amount (Rs. 000)
Ordinary shares (200000 shares)	4000
10% preference shares	1000
14% debentures	3000
Total	8000

   The share of the company sells for Rs. 20. It is expected that company will pay next year a dividend of Rs. 2 per share, which will grow at 7 percent forever. Assume a tax rate of 50 percent. Compute a weighted average cost of capital.

6. a) What do you mean by investment decisions ?

   b) Differentiate between discounted cash flow method and non discounted cash flow method of capital budgeting techniques.

   c) Describe the non discounted cash flow method of capital budgeting techniques.

7. a) What is inventory management ?

   b) Bringout the objectives of inventory management.

   c) A company's requirements for 30 days are 18900 units. The ordering cost per order is Rs. 10 and the carrying cost per unit is Rs. 0.26. Determine the economic order quantity and explain its significance.

8. a) What is credit policy ?

   b) Explain credit terms.

   c) Why do company's grant credit ? Explain.

9. a) What is net working capital ?

   b) Explain permanent working capital.

   c) A proform cost sheet of a company provides the following information :

Details	Amount (per unit (Rs.))
Raw materials	100
Direct labours	35
Overheads	75
Total cost	210
Profit	50
Selling price	260

The following additional information are available :

a) Raw material in stock, on an average one month; materials in process, on an average half a month; finished goods in stock, on an average one month.

b) Credit allowed by the suppliers is one month; credit allowed to debtors is two months; lag in payment of wages is one and half weeks; lag in payment of overhead expenses is one month; one fourth of the output is sold against cash; cash in hand and at bank is expected to be Rs. 25,000.

You are required to prepare a statement showing working capital needed to finance a level of activity of 100000 units of production. You may assume that production is carried on evenly throughout the year and wages and overheads accrue similarly.

———————