Reg. No. :

Name :

Il Semester M.B.A. Degree (Regular/Supple/Improv.) Examination, July 2017 (2014 Admn. Onwards) MBA2C08 : FINANCIAL MANAGEMENT

Time : 3 Hours

Total Marks : 80

SECTION-A

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

1. a) Describe the factors determining capital structure of a company.

OR

- (b) A company has a cost of equity capital of 10 percent; the current market value of the firm is Rs. 20,00,000 (at Rs. 20 per share). Assume values for new investment, earnings and dividends at the end of the year are Rs. 6,80,000, Rs. 1,50,000 and Re. 1 per share respectively. Show that under MM approach the payment of dividend does not affect the value of the firm.
- 2. a) Elucidate the criteria used in finance decisions.

OR

b) A firm is considering the following projects :

		Cash Flows (Rs.)						
Projects	CO	C1	C2	C3	C4	C5		
A	-750000	150000	150000	250000	250000	200000		
B.	-750000	200000	200000	200000	200000	200000		
С	-750000	150000	250000	150000	250000	200000		

Rank the projects according to IRR and payback period. Which project should be accepted for investment? Why or why not? (2×13=26)

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) Differentiate between operating leverage and financial leverage.
 - b) What are the implications of leverage ?

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c) You are required to calculate the degree of operating leverage and comment on the position of the firms. If sales increase by 10 percent what shall be the impact on the profitability using the following data ?

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Sales (Rs. in Lakh)	2,000
Variable cost (Rs. in Lakh)	800
Fixed cost (Rs. in Lakh)	400
Interest (Rs. in Lakh)	200

- 4. a) What is weighted average cost of capital?
 - b) How to compute overall cost of capital?
 - $\varepsilon)\;$ Explain the significance of cost of capital in finance decisions.
- 5. a) What is the proposition of net income approach on capital structure ?
 - b) Bring out the assumptions of net income approach.
 - c) A company's EBIT is Rs. 60,000. The company has Rs. 2,40,000, 10 percent debentures. The equity capitalisation rate is 12.5 percent. Show the change in value of the firm, if the company decides to raise the amount of debentures by Rs. 1,20,000 and uses the proceeds to retire the equity shares.
- 6. a) What is net present value ?
 - b) Explain capital rationing.
 - c) Explain the discounted cash flow method of capital budgeting.
- 7. a) Define economic order quantity.
 - b) Explain the ABC analysis.
 - c) A manufacturing company has an expected usage of 100000 units of certain product during the next year. The cost of processing an order is Rs. 30 and the carrying cost per unit is Rs. 0.75 for one year. Lead time on an order is 10 days and the company will keep a reserve supply of 5 days usage. You are require to calculate economic order quantity and reorder point (Assume 250 days year).
 - 8. a) What do you mean by investing surplus cash?
 - b) Explain short term cash forecasting.
 - c) Explain the motives for holding cash.
 - 9. a) What is credit policy ?
 - b) Why do companies in India grant credit?

c) X company is desirous to purchase a business and has consulted you and one point on which you are asked to advise them is the average amount of working capital which will be required in the first year's working.

You are given the following estimates and are instructed to add 20 percent to your computed figure to allow for contingencies.

De	tails		Amount for the year (F	(s .)
a)	Average amount backed up Stocks of finished product Stocks of stores, material o	o for stocks etc.	5,000 8,000	
b)	Average credit given : Inland sales 6 weeks credi Export sales 1½ weeks cre	t edit	3,12,000 78,000	
c)	Average time lag-in payme Wages Stocks, materials etc. Rent, royaities etc. Clerical staff Manager Miscellaneous expenses	nt of wages and othe 1½ weeks 1½ months 6 months ½ month ½ month 1½ month 1½ months	r outgoings : 2,60,000 48,000 10,000 62,400 4,800 48,000	
d)	Payment in advance : Sundry expenses (paid qu Undrawn profits on the ave Prepare statement to dete	arterly in advance) erage throughout the rmine the net workin	8,000 year 11.000 ig capital for the firm.	(6×9=54)

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Reg. No. :

Name :

Il Semester M.B.A. Degree (Regular/Supple./Improv.) Examination, July 2017 (2014 Admn. Onwards) MBA2C10 : MARKETING MANAGEMENT

Time : 3 Hours

Total Marks : 80

Instruction : Answer all Sections.

SECTION-A

Answer two questions in this section. Each question carries 13.

1. a) Discuss the scope and importance of marketing.

OR

- b) Discuss in detail the various promotional tools used by business organizations to boost the sales and explain any four methods of sales promotion.
- 2. a) Explain the significance of product planning. What is the role of product planning in the modern age?

OR

 b) Why has marketing concept acquired so much importance in modern day marketing ? Elucidate. (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 buyer behaviour?
 - b) Mention the stages in the organisational buying behaviour.
 - c) Explain the factors influencing organisational buyer behaviour.

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- 4. a) What is marketing environment?
 - b) Why do you think environmental scanning and analysis of information so important ?
 - c) Explain the controllable and uncontrollable marketing environment.
- 5. a) Why should a company segment a market?
 - b) What is the basis for market segmentation?
 - c) Explain the factors to be considered for effective market segmentation.
- 6. a) Define advertising.
 - b) Distinguish between advertising and personal selling.
 - c) Briefly explain the criticism against advertising.
- 7. a) What is zero level of distribution ?
 - b) Mention the functions of distribution channels.
 - c) Explain the various factors to be considered in choosing a channel for distribution for consumer durables.

8. a) What is a brand?

- b) What are it's advantages?
- c) What is the importance of branding?

9. a) What is social marketing?

- b) State the benefits of social marketing.
- c) Why social marketing is gaining importance?

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Reg. No. :

Name :

Il Semester M.B.A. Degree (Regular/Supple./Improv.) Examination, July 2017 (2014 Admn. Onwards) MBA2C12 : HUMAN RESOURCE MANAGEMENT

Time : 3 Hours

Total Marks : 80

SECTION-A

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

1. a) Why has the HRM function increased in stature and influenced in many organisations?

OR

- b) Explain the techniques of forecasting the demand and supply of manpower.
- 2. a) Describe the various types of fringe benefits offered to employees in India.

OR

b) 'Empowered people believe that they are competent and valued, that their jobs have meaning and impact and that they have opportunities to use their talents'. Do you agree or disagree ? Why ?
(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 is recruitment?
 - b) What is Moonlighting phenomenon?
 - c) Describe in detail the process of performance appraisal.

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- 4. a) State the meaning of Green HRM.
 - b) Differentiate between Training and Development.
 - c) Describe briefly the various steps that are involved in hiring human resources in an organisation.
- 5. a) Give the meaning of Human Resource Audit.
 - b) What are the roles of HR Generalists ?
 - c) Explain the roles and responsibilities of HR managers.
- 6. a) What is performance appraisal?
 - b) What are the objectives of HR planning?
 - c) Explain the components of compensation.
- 7. a) What is Human Resource Information System?
 - b) Outline the major characteristics of diversity.
 - c) Explain the process of Job evaluation.
- 8. a) What is Ergonomics?
 - b) State the importance of HRM.
 - c) Explain the techniques for designing jobs.
- 9. a) What do you mean by 'Fringe Benefits' ?
 - b) State the objectives of International Human Resource Management.
 - c) Describe various work scheduling techniques.

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Reg. No. : Name :

II Semester M.B.A. Degree (Regular/Supple./Improv.) Examination, July 2017 (2014 Admn. Onwards) MBA2C11 : ORGANISATIONAL BEHAVIOUR

Time : 3 Hours

Total Marks: 80

Instruction : Answer all Sections.

SECTION-A

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

1. a) 'Organisational development involves the development of the organization in the light of its future expansion plan'. Discuss.

OR

- b) Analyse the role of learning theories for understanding human behaviour.
- 2. a) Critically analyse the situational theories of leadership.

OR

b) "People influence organizations and organizations influence people'. Comment.

(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 organisational behaviour?
 - b) What are the contributing disciplines to organisational behaviour?
 - c) Briefly explain the scope of organisational behaviour.

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- 4. a) Define personality.
 - b) What are the determinants of personality?
 - c) Briefly explain the factors that affect personality development of an individual.
- 5. a) What is the concept of motivation?
 - b) How does motivation affect behaviour?
 - c) What happens when a person is not able to satisfy his needs ? Explain.
- 6. a) What is communication network?
 - b) Distinguish between formal and informal communication.
 - c) What measures can be taken to make formal communication more effective ?
- 7. a) Define organisational conflict.
 - b) Why do intra-personal conflicts arise in the organisation?
 - c) Analyse the pros. and cons. of alternative approaches to the management of conflicts in an organisation.
- 8. a) Define productivity.
 - b) How does group cohesiveness affect productivity?
 - c) Explain the relationship between motivation and productivity.
- 9. a) What is Transactional Analysis?
 - b) How are attitudes formed?
 - c) How does the understanding of attitudes be useful for the study of organisational behaviour?

Reg. No. :

Name :

Il Semester M.B.A. Degree (Regular/Supple./Improv.) Examination, July 2017 (2014 Admn. Onwards) MBA2C09 : OPERATIONS RESEARCH

Time : 3 Hours

Total Marks : 80

SECTION - A

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

1. a) Discuss the Monte Carlo method of solving a problem, illustrating it by outlining a procedure to solve a specified problem of your choice.

OR

b) Solve the transportation problem when the unit transportation problem when the transportation costs, demands and supplies has given below.

Destination							
Origin		D,	D ₂	D ₃	D₄	Supply	
	0,	6	1	9	3	70	
	0 ₂	11	5	2	8	55	
	O ₃	10	12	4	7	70	
	Demand	85	35	50	45		

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

OR

b) Use big M method to solve the LP problem. Min $Z = 3x_1 - x_2$ Subject to $2x_1 + x_2 \ge 2$ $x_1 + 3x_2 \le 3$

$$x_2 \ge 4$$

 $x_1, x_2 \ge 0.$

(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).

- a) What is operation research ?
 - b) Why operations research methods have been valuable in aiding executive decision ?
 - c) Explain the methodology of OR (Operation Research).
- 4. a) Define feasible region.
 - b) What do you mean by general LPP?
 - c) Use simplex method of solve following LP problem. Maximize $Z = 3x_1 + 2x_2 + x_3$ Subject to constraints 1) $2x_1 + 5x_2 + x_3 = 12$ 2) $3x_1 + 4x_2 = 11$ and $x_2 x_3 \ge 0$ x_1 unrestricted.
- 5. a) What is non-degenerate solution of TP (Transportation Problem)?
 - b) Determine the initial basic feasible solution for following TP, using least cost method.

	D,	D ₂	D ₃	D ₄	Supply
0,	6	4	1	5	14
0,	8	9	2	7	16
0,	4	3	6	2	5
Demand	6	10	15	4	35

c) Obtain the initial solution for the following TP using (i) NWCR, (ii) Least Cost Method, (iii) VAM.

		Destination				
		Α	В	С	Supply	
	1	2	7	4	5	
Source	2	3	3	1	8	
	3	5	4	7	7	
	4	1	6	2	14	
	Demand	7	9	18	34	

- 6. a) What is unbalanced assignment problem ?
 - b) State the difference between transportation problem and assignment problem.
 - c) A company has 5 jobs to be done on five machines. Any job can be done on any machine. The cost of doing the job on different machines are given below. Assign the jobs for different machines so as to minimize the total cost.

Jobs	Machines						
	А	В	С	D	E		
1	13	8	16	18	19		
2	9	15	24	9	12		
3	12	9	4	4	4		
4	6	12	10	8	13		
5	15	17	18	12	20		

- 7. a) Define utility in decision theory.
 - b) Discuss the difference between decision-making under certainty, under uncertainty and under risk.
 - c) XYZ Company manufactures parts for passenger cars and sells them in lots of 10000 parts each. The company has a policy of inspecting each lot before it is actually shipped to the retailer. Five inspection categories established for quality control, represent the percentage of defective items contain in each lot. These are given in the following table. The daily inspection chart for past 100 inspection shows the following rating or breakdown inspection : Due to this the management is considering two possible courses of action.
 - i) S₁ : Shutdown the entire operation plant and thoroughly inspect each machine.

Rating	Proportion of Defective Items	Frequency
Excellent (A)	0.02	25
Good (B)	0.05	30
Acceptable (C)	0.10	20
Fair (D)	0.15	20
Poor (E)	0.20	05
	Total	100

ii) S₂: Continue production as it now exists but offer the customer a refund for defective items that are discovered and subsequently returned.

The first alternative will cost Rs. 600, while the second Rs. 1 for each defective item that is returned. What is optimum decision for the company ? Find Expected Value of Perfect Information (EVPI).

- 8. a) What do you mean by inventory?
 - b) Define simulation. Give one application are when this technique is used in practice.
 - c) People arrive at a theatre ticket center in a Poisson distributed arrival rate of 25 per hour. Service time is constraint at two minute. Calculate.
 - i) The mean number in the waiting line.
 - ii) The mean waiting time.
 - iii) Utilization factor.
- 9. a) Define unbounded solution.
 - b) What is the role of operation research in decision making?
 - c) The company has five jobs, V, W, X, Y and Z and five machine A, B, C, D and E. The given matrix shows the return in Rs. of assigning a job to a machine. Assign the jobs to machines so as to maximize the total returns.

Jobs	Α	В	Ċ	D	E
V	9	3	4	2	10
W	12	10	8	11	9
X	11	2	9	. 0	8
Y	8	0	10	3	7
Z	7	5	6	2	9

 $(6 \times 9 = 54)$

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Reg. No. :

Name :

II Semester M.B.A. Degree (Regular/Supple./Improv.) Examination, July 2017 (2014 Admn. Onwards) MBA2C13 : PRODUCTION AND OPERATIONS MANAGEMENT

Time : 3 Hours

Total Marks : 80

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Instruction : Answer all Sections.

SECTION - A

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

1. a) Discuss the role of production planning and control in production and operations management.

OR ·

- b) Discuss the role of materials handling systems in improving the productivity of a company.
- 2. a) Explain the different types of layout and discuss the advantages and disadvantages of each type.

OR

b) Explain the factors affection location decisions for domestic and international location. (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 objective of PPC?
 - b) State the importance of production function.
 - c) Briefly discuss the different manufacturing processes.
- 4. a) What is an strategic operations management ?
 - b) Distinguish between quality based and time based strategies.
 - c) Explain the elements of operations strategy.

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- 5. a) What is facility location ?
 - b) What is the importance of operations management ?
 - c) Enumerate the importance of location decisions.
- 6. a) Define services.
 - b) What are the attributes of services ?
 - c) Explain the importance of strategic operations management.
- 7. a) What do you understand by design for function ?
 - b) What is new product development?
 - c) What is commercialization in product design ?
- 8. a) What are control charts ?
 - b) What are the limitations of the charts ?
 - c) Give a brief explanation of the quality control techniques.
- 9. a) What is Plant maintenance ?
 - b) What are the various models for maintenance management ?
 - c) Explain the scope of plant maintenance.

(6×9=54)

Reg. No. :

Name :

II Semester M.B.A. Degree (Regular/Supple./Improv.) Examination, July 2017 (2014 Admn. Onwards) MBA2C14 : RESEARCH METHODOLOGY

Time: 3 Hours

Total Marks : 80

SECTION – A

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

1. a) Bring out and explain the stages in research problem formulation.

OR

- b) Describe different non probabilistic sampling techniques.
- 2. a) Explain the different research design.

OR

b) A housing financing company is concerned about how rising costs of materials are affecting the new housing starts. To explore this question, the company has gathered data on new housing starts during the past four quarters for five surrounding regions. This information is presented in the following table. At five percent level of significance, are there any differences in the number of new housing starts during the four quarters? (2×13=26)

	Region 1	Region 2	Region 3	Region 4	Region 5
Quarter 1	46	58	59	60	48
Quarter 2	50	56	53	48	44
Quarter 3	39	49	51	50	56
Quarter 4	44	53	48	52	51

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 evaluation of secondary data ?
 - b) Differentiate between primary and secondary data.
 - c) Explain the benefits of secondary data.
- 4. a) What is true experimental design?
 - b) Distinguish between laboratory and field experiment.
 - c) Describe the classification of experimental design.
- 5. a) What is ordinal scale?
 - b) Explain the applications of ordinal scale.
 - c) Explain the interval scale with an example.
- 6. a) What is discriminant analysis?
 - b) Explain the business uses of correlation and regression.
 - c) Discuss the use of statistical software packages in research.
- 7. a) What is expected frequencies?
 - b) Explain a chi-square as a test of goodness of fit.
 - c) An educator has the opinion that the grades 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					
	Α	в	С	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 null hypothesis?
 - b) Explain one tailed and two tailed tests.
 - c) A sample of 200 bulbs made by a company gives a lifetime mean of 1540 hours with a standard deviation of 42 hours. Is it likely that the sample has been drawn from a population with a mean lifetime of 1500 hours? You may use 5 percent level of significance.
- 9. a) What is a research report ?
 - b) Bring out the difference between a technical report and a business report.
 - c) Explain different types of research reports.