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Reg. No. :

Name :

II Semester M.B.A. Degree (Reg./Supple.) Examination, July 2019 (2014 Admission Onwards) MBA 2C14 : RESEARCH METHODOLOGY

Time: 3 Hours

SECTION - A

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

 $(2 \times 13 = 26)$

1. a) 'Research reports, long or short, have a set of identifiable components'. Explain the above statement and elaborate on the substances of reports.

OR

- b) Explain the importance and types of Research Design.
- 2. a) Explain the research process in detail.

OR

b) A certain drug is claimed to be effective in curing colds. In an experiment on 500 persons with cold, half of them were given the drug and half of them were given sugar pills. The patients reaction to the treatment are recorded in the following table.

Treatment	Helped	Reaction	No effect	Total
Drug	150	30	70	250
Sugar pills	130	40	80	250
Total	280	70	150	500

On the basis of the data, can it be concluded that there is a significant difference in the effect of the drug and sugar pills ?

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Max, Marks: 80

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). (6×9=54)

- 3. a) What is prewriting ?
 - b) How is a sample size determined ?
 - c) Rajeev Mulchandani has decided to become a freelance financial advisor and advice his clients on share options and insurance schemes. What would be the nature of information that would asset him in the task ? How would secondary data sources help him here ?
- 4. a) What is a depth interview ?
 - b) Explain cluster analysis.
 - c) State the importance of research in managerial decision making.
- 5. a) What are expected frequencies ?
 - b) Distinguish between laboratory and field experiment.
 - c) Discuss the use of statistical software packages in research.
- 6. a) What are closed ended questions ?
 - b) Explain a chi square as a test of goodness of fit.
 - c) Elucidate the characteristics of a good measurement.
- 7. a) What is purposive sampling ?
 - b) State two advantages of sampling.
 - c) To determine the effectiveness of the advertising company for a new DVD player, the management would like to know what percentage of the households is aware of the new brand. The advertising agenecy thinks that this figure is as high as 70%. The management would like a 95 percent confidence interval and a margin of error not greater than plus or minus 2 percent. What sample size should be used for this study?
- 8. a) What is descriptive statistics?
 - b) Give an example of a dichotomous question.
 - c) Explain the significance of data collection techniques.
- 9. a) Expand SPSS.
 - b) What is factor analysis?
 - c) Differentiate between parametric and non-parametric tests.

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Reg. No. :

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Second Semester M.B.A. Degree (Regular/Supple.) Examination, July 2019 (2014 Admn. 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 in detail the elements of Production Planning and control.

OR

- b) Discuss different types of production systems with suitable examples.
- 2. a) Discuss the significance of Resource Requirement Planning in the efficient and effective production operations.

OR

 b) Explain the use of break-even analysis for plant location decision with suitable examples. (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 production function.
 - b) What are the characteristics of modern production function ?
 - c) Give a brief account of the different operational strategies.

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- 4. a) What is process design ?
 - b) Give the classification of manufacturing processes.
 - c) Explain the procedure involved in process design.
- 5. a) What do you understand by plant location ?
 - b) Enumerate the steps in plant location.
 - c) Critically evaluate on of the theories of plant location.
- 6. a) What is fixed position layout ?
 - b) State the advantages of fixed position layout.
 - c) Explain the features of good layout.
- 7. a) Define production control.
 - b) What are the different techniques of production control ?
 - c) Explain the role of PPC in operations management.
- 8. a) What is material handling ?
 - b) What are the various material handling equipments ?
 - c) Explain the principles of material handlings.
- 9. a) What are the benefits of TQM?
 - b) How do you classify quality control techniques ?
 - c) Explain the scope of TQM.

(6×9=54)

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Reg. No. :

Name :

Il Semester M.B.A. Degree (Regular/Supple.) Examination, July 2019 (2014 Admission 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) Elucidate steps in the decision theory approach with suitable example.

OR

b) Use the graphical method to solve the following LP problem. Minimize $Z = 20X_1 - 10X_2$

Subject to the constraints,

 $X_{1} + 2X_{2} \le 40$ $3X_{1} + X_{2} \ge 30$ $4X_{1} + 3X_{2} \ge 60$ And $X_{1}, X_{2} \ge 0$

2. a) Explain the general methods for solving OR modals.

OR

b) Solve the transportation problem for minimization.

		Destina	tions		
		1	2	3	Capacity
Sources	1	2	2	3	10
	2	4	1	2	15
	3	1	3	1	40
	Demand	20	15	30	65

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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 sensitivity analysis ?
 - b) Explain Dual of a linear programming model.
 - c) Explain the difference between a transportation problem and an assignment problem.
- 4. a) What is unbound solution ?
 - b) Explain goal programming.
 - c) A company manufactures two products A and B. These products are processed in the same machine. It takes 10 minutes to process one unit of product A and 2 minutes for each unit of product B and the machine operates for a maximum of 35 hours in a week. Product A requires 1 kg and B 0.5 kg of raw material per unit the supply of which is 600 kg per week. Market constraint on product B is known to be 800 units every week. Product A costs Rs. 5 per unit and sold at Rs. 10. Product B costs Rs. 6 per unit and can be sold in the market at a unit price of Rs. 8. Determine the number of units of A and B per week to maximize the profit.
- 5. a) What is non degenerate solution ?
 - b) Give the mathematical formulation of an assignment problem.
 - c) Obtain an initial feasible solution to the following TP using Matrix Minima Method.

	D ₁	D ₂	D ₃	D ₄	Supply
O ₁	1	2	3	4	6
02	4	3	2	0	8
O ₃	0	2	2	1	10
Demand	4	6	8	6	24

- 6. a) What is MODI method ?
 - b) Write a note on Monte Carlo simulation.
 - c) Solve the following assignment problem in order to minimize the total cost. The following cost matrix given, gives the assignment cost when different operators are assigned to various machines.

		Opera	ators			
		1		III	IV .	V
	Α	30	25	33	35	36
Machines	В	23	29	38	23	26
	С	30	27	22	22	22
	D	25	31	29	27	32
	Ε	27	29	30	24	32

- 7. a) What is decision tree ?
 - b) Give the algorithm of Hungarian assignment method.
 - c) The annual demand for an item is 4200 units. The unit cost is Rs. 7/- and inventory carrying charges 20% per annum. If the cost of one procurement is Rs. 200/-. Determine
 - a) Economic order quantity
 - b) The optimum total cost.
- 8. a) What are pay-off tables and regret tables ?
 - b) Explain minimax decision criteria.
 - c) A self-service firm employs one cashier at its counter. 9 customers arrive on an average every 5 mins while a cashier can serve 10 customers in 5 mins. Assuming Poisson distribution for the arrival and service, find the following :
 - a) The average number of customers in the queue
 - b) Average time a customer waits before being served.

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- 9. a) What is inventory control ?
 - b) Write a note on VAM method.
 - c) A firm owner is seriously considering drilling a farm well. In the past, only 70% of wells drilled were successful at 200 feet of depth in the area. Moreover, on finding no water at 200 ft., some persons drilled it further up to 250 feet but only 20% struck water at 250 ft. The prevailing cost of drilling is Rs. 50 per foot. The farm owner has estimated that in case he does not get his own wells, he will have to pay Rs. 15,000 over the next 10 years, in present value (PV) term, to buy water from the neighbor. The following decisions can be optimal :
 - i) Do not drill any well
 - ii) Drill up to 200 ft and
 - iii) If no water is found at 200 ft, drill further up to 250 ft.

Draw an appropriate decision tree and determine the farm owner's strategy Under EMV approach.

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Reg. No. :

Name :

II Semester M.B.A. Degree (Reg./Supple.) Examination, July 2019 (2014 Admission Onwards) MBA2C08 : FINANCIAL MANAGEMENT

Time : 3 Hours

Max. Marks: 80

SECTION - A

Answer any two questions. Each question carries 13 marks. (2×13=26)

1. Bring out and explain the scope of financial management.

OR

Assume there are two firms L and U, which are identical in all respects except that firm L has 10 percent Rs. 5,00,000 debentures. The EBIT of both the firms are equal that is Rs. 1,00,000. The equity capitalisation rate of firm L and U are 16 percent and 12.5 percent respectively. Compute the value of the firm and cost of capital according to MM approach. According to MM do they represent equilibrium values ? If not explain the process by which equilibrium will be restored.

Discuss the factors affecting the working capital management of firm.

OR

A company is considering the following investment projects.

Projects	Cash flows (Rs.)					
	Co	C,	C ₂	C3		
A	- 10000	12000	•			
В	- 10000	7500	7500			
C	- 10000	4000	4000	12000		
D	- 10000	10000	4000	4000		

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Rank the project according to each of the following methods :

- i) Pay back,
- ii) ARR
- iii) NPV assuming a discount rate of 10.

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)). (6×9=54)

- 3. a) What is mutually exclusive investment?
 - b) Bring out the importance of investment decisions.
 - c) The following information is available in respect of the rate of return on investments, the capitalisation rate and pay-out ratios and EPS of a firm.

Return on investments : 12%, 10% and 8%

Pay-out ratios : 20%, 40%, 60% and 80%

Cost of equity : 10 percent

EPS Rs. 20

Determine the value of the firm according to Gordon's model and comment on the results.

- 4. a) Define combine leverage.
 - b) Differentiate between operating and financial leverage.
 - c) For X Ltd. The following data is available :

Details	Rs. in Lakh		
EBIT	200		
Contribution	400		
Interest	100		

It the company's sales are expected to decline by 5 percent, determine the percentage change in EPS.

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- 5. a) What is stock dividend ?
 - b) Explain bird in hand argument.
 - c) Explain the factors affecting dividend policy of a firm.
- 6. a) What is working capital ?
 - b) Differentiate between permanent and variable working capital.
 - c) Explain the dangers of excessive working capital.
- 7. a) What do you mean by investing surplus cash?
 - b) Explain the speculative motive.
 - c) Explain different types of short-term investment opportunities.
- 8. a) What is EOQ?
 - b) Explain lead time.
 - c) A manufacturing company has an expected usage of 50000 units of certain product during the next year. The cost of processing an order is Rs. 20 and the carrying cost per unit is Rs. 0.50 for one year. Lead time on an order is five days and the company will keep a reserve supply of two day's usage. You are required to calculate EOQ.
- 9. a) What is inventory control system?
 - b) What do you mean by investment in inventories ?
 - c) Explain steps involved in implementing ABC analysis.

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Reg. No. :

Name :

Second Semester M.B.A. Degree (Regular/Supple.) Examination, July 2019 (2014 Admn. 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.

1. a) Discuss the importance of promotion mix in marketing. Explain its components.

OR

- b) Explain the macro environmental factors that affects the marketing system of a modern organisation.
- 2. a) "Effective communication is the essence of promotion." Discus the statement in the light of the importance of promotion in marketing.

OR

b) Discuss how marketing strategies change during the product's life cycle. Give examples. (2×13=26)

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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 marketing mix ?
 - b) Distinguish between selling and marketing concept.
 - c) Explain the different levels of the product.
- 4. a) What is straight buy ?
 - b) State the factors influencing organisational buyers.
 - c) Explain the organisational buying process.
- 5. a) Define company's internal environment.
 - b) What are the factors affecting marketing in the microenvironment ?
 - c) How does macro environment forces provide opportunities and threats to a company ?
- 6. a) Define market segmentation.
 - b) What do you understand by undifferentiated Marketing strategy ?
 - c) Explain the relationship between market segmentation and target marketing.
- 7. a) What are the objectives of pricing ?
 - b) What are the factors affecting pricing decisions ?
 - c) Explain the importance of pricing in marketing.
- 8. a) What is a channel of distribution ?
 - b) What is the difference between retailing and wholesing ?
 - c) Discuss the importance of channels of distribution in the marketing of goods.
- 9. a) Define consumerism.
 - b) Why do consumers need protection ?
 - c) Briefly explain the salient features of the consumer protection Act.

 $(6 \times 9 = 54)$

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Reg. No. :

Name :

II Semester M.B.A. Degree (Reg./Supple.) Examination, July 2019 (2014 Admission Onwards) MBA2C12 : HUMAN RESOURCE MANAGEMENT

Time : 3 Hours

Max. Marks: 80

SECTION - A

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

 $(2 \times 13 = 26)$

1. a) Explain in brief the selection procedure in general. Outline some selection techniques which are popularly used in India.

OR

- b) Write a note on international human resource management.
- 2. a) Explain the functions and objectives of Human Resource Management.

OR

b) "Performance appraisal is not merely for appraisal but is for accomplishment and improvement of performance". Discuss.

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)). (6×9=54)

- 3. a) Expand HRIS.
 - b) What is Green HRM ?
 - c) Explain the importance of Human Resource Accounting.

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- 4. a) What is a talent pool ?
 - b) Differentiate between training and development.
 - c) Explain few career development initiatives taken up by organisations for their employees.
- 5. a) Define Human Resource Management.
 - b) State few roles of HR managers.
 - c) Briefly explain the evolution of HRM.
- 6. a) What is turnover ?
 - b) State the significance of workforce planning.
 - c) Why is job analysis the foundation of many other HR activities ?
- 7. a) What is 360 degree feedback ?
 - b) What is an assessment center ?
 - c) Describe in detail the process of performance appraisal.
- 8. a) What is moonlighting ?
 - b) What are protean careers ?
 - c) How is workforce diversity a blessing to organisations ?
- 9. a) What is employee empowerment?
 - b) What is absenteeism?
 - c) What kind of characteristics are important in selecting an individual for an overseas assignment ?

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Reg. No. :

Name :

II Semester M.B.A. Degree (Regular/Supple.) Examination, July 2019 (2014 Admission Onwards) MBA2C11 : ORGANISATIONAL BEHAVIOUR

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

 a) "Learning theory can be used to explain behaviour and to control behaviour". Explain the validity of the statement.

OR

- b) "In our rapidly changing technological society, resistance to change is a normal result of psychological, economic or social factors or a combination of these three". Comment on this statement.
- a) Personality is an organised whole, without which an individual would have no meaning. Comment on this statement.

OR

 b) Examine the importance of organisational behaviour in the changing industrial scenario. (2×13=26)

SECTION – B

Answer **any six** questions from 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 sensitivity training?
 - b) Distinguish between functional and dysfunctional conflict.
 - c) "Any observable change in behaviour is prima facie evidence that learning has taken place". Discuss.

- 4. a) What do you mean by the term Social Loafing ?
 - b) Differentiate between a group and a team.
 - c) "Ineffective communication is the fault of the sender". Do you agree ? Comment.
- 5. a) What is legitimate power?
 - b) What are the basic types of groups in organisations ?
 - c) Explain the techniques of organisational development.
- 6. a) Define group cohesiveness.
 - b) How leadership is different from managership ? Explain.
 - c) What are the factors contributing to political behaviour ?
- 7. a) What is arbitration ?
 - b) Distinguish between perception and sensation.
 - c) Describe the stages of group development.
- 8. a) What is approach approach conflict?
 - b) State the difference between motivation and satisfaction.
 - c) Attitudes are evaluative statement-either favourable or unfavourable concerning objectives, people or events". Do you agree with the statement ?
- 9. a) What is free-rein leadership style?
 - b) Distinguish between power and authority.
 - c) Contrast the pros and cons of having diverse teams.

(6×9=54)