



**K20P 0225**

Reg. No. : .....

Name : .....

**II Semester M.B.A. Degree (Reg./Supple.) Examination, April 2020  
(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. **(2×13=26)**

1. a) Elaborate on the types of reports and the format of a good report.

OR

b) Explain the significance of defining the research problem.

2. a) What are the essential differences among nominal, ordinal, interval and ratio scales ? How do these differences affect the statistical analysis techniques we can use ?

OR

b) Two hundred randomly selected adults were asked whether TV shows as a whole are primarily entertaining, educational or a waste of time. (Only one answer could be chosen). The respondents were categorised by gender. Their responses are given in the following table.

Gender	Opinion			Total
	Entertaining	Educational	Waste of Time	
Female	52	28	30	110
Male	28	12	50	90
<b>Total</b>	<b>80</b>	<b>40</b>	<b>80</b>	<b>200</b>

Is this evidence convincing that there is a relationship between gender and opinion in the population interest ?

P.T.O.



## 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 bibliography ?  
b) What is inferential statistics ?  
c) Explain the essential ideas of multivariate analysis of data.
4. a) What is a dependent variable ?  
b) What is Research design ?  
c) 'A quality presentation of research findings can have an inordinate effect on a reader'. Explain.
5. a) What is null hypothesis ?  
b) What is the significance of literature review ?  
c) The following table gives the number of aircraft accidents that occurred during the various days of the week. Find whether the accidents are uniformly distributed over the week.

Days	Sun	Mon	Tue	Wed	Thu	Fri	Sat
No. of accidents	14	16	8	20	11	9	14

6. a) What is halo effect ?  
b) Differentiate between Univariate and Bivariate analysis.  
c) Elaborate the research process.
7. a) What is Quota sampling ?  
b) Explain the benefits of secondary data.  
c) Differentiate between parametric and nonparametric tests.



8. a) What are open ended questions ?
- b) What are measurement scales ?
- c) Past experience with employees in a certain industry indicates the mean time required to undertake a job is approximately normally distributed with SD of 2 hours. A random sample of 35 employees indicated the mean time required to complete the job was 6.5 hours. Develop 95% and 85% confidence interval for population mean.
9. a) What is a management report ?
- b) Explain one tailed and two tailed tests.
- c) Discuss the use of statistical software packages in research.
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K20P 0224

Reg. No. : .....

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**II Semester M.B.A. Degree (Reg./Supple.) Examination, April 2020  
(2014 Admission Onwards)  
MBA2C13 : 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** marks.

1. a) Explain the factors to be considered at product design stage. Give suitable examples.

OR

- b) Explain the factors affecting the plant layout.

2. a) Discuss the importance of plant location and the factors affecting plant location.

OR

- b) Discuss the role of materials handling systems in improving the productivity of a company. (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 operations management.  
b) What are the objectives of operations management ?  
c) Explain the various activities involved in production and operations management.
4. a) Define production function.  
b) What are the characteristics of production function ?  
c) Explain the scope of production and operations management.

P.T.O.



5. a) What is product layout ?  
b) Differentiate between product and process layout.  
c) Enumerate the objectives of a good layout.
6. a) Distinguish between product design and process design.  
b) What are the factors affecting process design ?  
c) Explain the process design procedure.
7. a) What do you understand by strategic operations management ?  
b) What is process planning ?  
c) Explain the steps in process planning.
8. a) What are the elements of control ?  
b) What is a Gantt chart ? Give a list of symbols used in Gantt charts.  
c) Explain the concept of quality circle.
9. a) What is corrective maintenance ?  
b) What are the objectives of total productive maintenance ?  
c) Explain the features of maintenance policy.

**(6×9=54)**

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**K20P 0220**

Reg. No. : .....

Name : .....

**II Semester M.B.A. Degree (Reg./Supple.) Examination, April 2020  
(2014 Admission Onwards)  
MBA2C09 : OPERATIONS RESEARCH**

Time : 3 Hours

Max. Marks : 80

**Instruction :** Answer to *all* the Sections.

**SECTION – A**

Answer **two** questions in this section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Define operation research and explain its application in detail.

OR

b) Using artificial variable technique, solve the LPP :

$$\text{Max. } Z = 4x_1 + 5x_2 - 3x_3$$

$$\text{Subject to } x_1 + x_2 + x_3 = 10$$

$$x_1 - x_2 \geq 1$$

$$2x_1 + 3x_2 + x_3 \leq 40; x_1, x_2, x_3 \geq 0$$

2. a) Explain the basic concepts of sensitivity analysis. What are the different factors affecting the given solutions and how do we resolve them ? Give a brief comment on each of them.

OR

b) Using Hungarian method, solve the following assignment problem to minimize the total cost represented as elements in the matrix (cost in thousand rupees)

	<b>Contractor</b>			
<b>Building</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>A</b>	48	48	50	44
<b>B</b>	56	60	60	68
<b>C</b>	96	94	90	85
<b>D</b>	42	44	54	46

P.T.O.



## 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 impossible assignment ?  
 b) State the assumptions of queuing system.  
 c) A firm manufactures two types of products A and B. They sell them at a profit of '.2 on type A, '.3 on type B. Each product is processed on two machines  $M_1, M_2$ . Type A requires 1 minute on  $M_1$ , 2 minutes on  $M_2$ . Type B requires 1 minutes on  $M_1$ , 1 minutes on  $M_2$ . Machine  $M_1$  is available for not more than 400 minutes,  $M_2$  is available for 10 hours. Formulate LPP.
4. a) What is simulation ?  
 b) What are the applications of Monte Carlo simulation ?  
 c) Find the initial basic feasible solution to the following transportation problem by North West corner method

Plant	Market				Availability
	W1	W2	W3	W4	
F1	11	20	7	8	50
F2	21	16	10	12	40
F3	8	12	18	9	70
Requirement	30	25	35	40	

5. a) What is learner programming ?  
 b) Write a note on decision criteria.  
 c) At a public telephone booth in a Post Office, arrivals are considered to be Poisson with an average inter-arrival time of 12 minutes. The length of the phone call may be assumed to be distributed exponentially with an average of 4 minutes. Calculate the following :
- What is the probability that a fresh arrival will not have to wait for the phone ?
  - What is the probability that an arrival will have to wait more than 10 minutes before the phone is free ?



- 6. a) What is artificial variable ?
- b) Explain the features of enumeration method.
- c) The cost of shipping 1 gallon of petrol from each refinery to each depot is given below. The requirements of the depots and the available petrol at the refineries are also given. Find the minimum cost of shipping after obtaining an initial solution by Vogel's approximation method.

Refinery	Depot				Available
	A	B	C	D	
P	10	12	15	8	130
Q	14	11	9	10	150
R	20	5	7	18	170
Required	90	100	140	120	

- 7. a) What is simplex method ?
  - b) Bring out the relationship between Primal and Dual LPP.
  - c) Find the maximum value of  
 $Z = 5x_1 + 3x_2$ , Subject to the constraints  
 $3x_1 + 5x_2 \leq 15$ ;  $5x_1 + 2x_2 \leq 10$ ;  $X_1, X_2 \geq 0$ .
- 8. a) What is non degenerate solution ?
  - b) Give the mathematical formulation of an assignment problem.
  - c) A firm is planning to develop and market a new drug. The cost of extensive research to develop the drug has been estimated at Rs. 1,00,000. The manager of the research programme has found that there is a 60% chance that the drug will be developed successfully. The market potential has been assessed as follows :





Market condition	Prob.	Present value of profit (Rs.)
Large market potential	0.1	50,000
Moderate Market potential	0.6	25,000
Low market potential	0.3	10,000

The present value figures do not include the cost of research. While the firm is considering this proposal, a second proposal almost similar comes up for consideration. The second one also requires an investment of Rs. 1,00,000 but the present value of all profits is Rs. 12,000. The return on investment in the second proposal is certain.

Draw a decision tree indicating all events and choices of the firm.

9. a) What is unbound solution ?
- b) Write the steps in decision theory approach.
- 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.

(6×9=54)

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**K20P 0222**

Reg. No. : .....

Name : .....

**II Semester M.B.A. Degree (Reg./Supple.) Examination, April 2020  
(2014 Admission Onwards)**

**MBA2C11 : ORGANISATIONAL BEHAVIOUR**

Time : 3 Hours

Max. Marks : 80

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

**SECTION – A**

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

1. a) How can the field of OB contribute to both the effective functioning of organisations and the well being of individuals ? Is there any inconsistency among the goals ?

OR

- b) Personality is an organised whole, without which an individual would have no meaning, Comment on this statement.

2. a) Some people believe that understanding human behaviour at work is the single most important requirement for managerial success. What is your view ? Explain.

OR

- b) Compare and contrast hierarchy of needs theory with ERG theory and two factor theory.

**(2×13=26)**

**SECTION – B**

Answer **any six** questions from 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 Transactional Analysis ?  
b) Explain the principles of learning.  
c) Define group cohesiveness. What are the sources of cohesiveness ?
4. a) What is synergy ?  
b) What is a coalition ? When is it likely to develop ?  
c) Why Organisational Behaviour is called as an interdisciplinary subject ?

P.T.O.



5. a) What do you mean by Attribution ?  
b) Contrast virtual and face-to-face teams.  
c) "Behaviour is generally predicable". Do you agree or disagree ? Discuss.
6. a) What is Transformational leadership ?  
b) What is power ? How does it differ from authority ?  
c) Give some examples of the external factors that affect perceptual selectivity.
7. a) What is Anthropology ?  
b) What do you understand by the terms 'locus of control', 'internals' and 'externals' ?  
c) Define political behaviour. Why is politics a fact of life in organisations ?
8. a) What is cognitive dissonance ?  
b) How leadership is different from managership ? Explain.  
c) Discuss the change and its effect on employees and organisations.
9. a) What is latent conflict ?  
b) Explain the components of an attitude.  
c) Explain the styles of conflict management.

**(6×9=54)**

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**K20P 0219**

**Reg. No. :** .....

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**II Semester M.B.A. Degree (Reg./Supple.) Examination, April 2020  
(2014 Admission Onwards)  
MBA 2C08 : FINANCIAL MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

1. Elucidate the financing decisions which affects the SWM.

**OR**

A companies EBIT is Rs. 50,000. The company has Rs. 2,00,000, 10 percent debentures. The equity capitalisation rate of the company is 12.5 percent. Now the firm has decided to raise the amount of debenture by Rs. 1,00,000 and uses the proceeds to retire the equity shares. Alternatively the amount of debt has been reduced by Rs. 1,00,000 to Rs. 1,00,000 and a fresh issue of equity shares is made to retire the debentures. Compute the value of the firm and cost of capital according to Net income approach.

2. Describe different capital budgeting techniques.

**OR**

A company belongs to s risk class for which the appropriate capitalisation rate is 10 percent. It currently has outstanding 25000 shares selling at Rs. 100 each. The firm is contemplating the declaration of a dividend of Rs. 5 per share at the end of the current financial year. The company expects to have a net income of Rs. 2,50,000 and has a proposal for making new investments of Rs. 5,00,000. Show that under the MM assumptions, the payment of dividend does not affect the value of the firm.

**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**)). **(9×6=54)**

3. a) What is acceptance rule ?

b) Bring out the steps involved in investment decision.

**P.T.O.**



c) Project P has the following cash flows:

Cash flows (Rs.)		
$C_0$	$C_1$	$C_2$
- 800	1,200	400

Calculate the projects IRRs. If the required rate of return is 25 percent, would you accept the project ? Why ?

4. a) Define financial leverage.  
 b) Explain EBIT/EPS analysis.  
 c) Consider the following information for a firm:

Details	Rs. in Lakh
EBIT	1,120
PBT	320
Fixed Cost	700

Calculate percentage change in EPS if sales increased by 5 percent.

5. a) Define optimum capital structure.  
 b) Explain the financial flexibility.  
 c) Explain the factors affecting capital structure.
6. a) What is permanent working capital ?  
 b) Explain the variable working capital.  
 c) Explain the dangers of inadequate working capital.



7. a) What is optimum cash level ?  
b) Explain the precautionary motive.  
c) Explain cash management cycle.
8. a) What is reorder point ?  
b) Explain ABC analysis.  
c) A firm's estimated demand for a material during the next year is 2500 units. Acquisition costs are Rs. 400 per order and carrying cost is Rs. 50 per unit. The safety stock is set at 25 percent of the EOQ. The daily usage is 10 units and lead time is 10 days. Determine EOQ.
9. a) What is incremental analysis ?  
b) What is incremental investment ?  
c) Explain the steps involved in incremental analysis.
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**K20P 0221**

Reg. No. : .....

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**II Semester M.B.A. Degree (Reg./Supple.) Examination, April 2020  
(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) Explain the functions to be performed in the process of marketing.

OR

b) Explain the core marketing concepts and their linkage to one another.

2. a) Explain the controllable and noncontrollable marketing environments.

OR

b) The 'marketing mix' is one of the major concepts in modern marketing. Justify the statement.

**(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 product concept ?

b) Distinguish between marketing and selling.

c) Explain the functions of marketing management.

4. a) Define company's marketing environment.

b) What are the factors affecting marketing in the macro environment ?

c) Explain the components of organisational marketing environment.

P.T.O.



5. a) What is demand forecasting ?  
b) Mention the different methods of forecasting.  
c) Explain the prerequisites for forecasting the demand.
  6. a) Define geographic segmentation.  
b) What are the benefits of market segmentation ?  
c) Explain the major variables used to segment consumer markets.
  7. a) What is a new product ?  
b) What are the different stages in the product life cycle ?  
c) Explain the process in the new product development.
  8. a) What are the objectives of pricing ?  
b) What are the different methods of pricing ?  
c) Explain the internal factors influencing pricing decisions.
  9. a) What is direct marketing ?  
b) What is the difference between personal selling and social marketing ?  
c) Discuss the role and importance of channels of distribution. **(6×9=54)**
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**K20P 0223**

**Reg. No. :** .....

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**II Semester M.B.A. Degree (Reg./Supple.) Examination, April 2020  
(2014 Admission Onwards)**

**MBA 2C12 : HUMAN RESOURCE MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Describe briefly the various steps that are involved in using human resources in an organisation.

OR

Describe in detail the process of performance appraisal.

2. a) What is workforce diversity ? What are the major reasons that have made it a challenge for today's organisations ?

OR

Explain the functions and objectives of human resource management.

**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 Halo effect ?  
b) What are employee referrals ?  
c) Explain the importance of Human Resource information system.
4. a) What is Green HRM ?  
b) What is job evaluation ?  
c) Explain the methods of forecasting demand of manpower.

P.T.O.



- 5. a) What are incentives ?  
b) Why is selection called as a negative process ?  
c) Why is job analysis the foundation of many other HR activities ?
  - 6. a) What is moonlighting ?  
b) What is employee turnover ?  
c) Are people/employees always an organisations most valuable assets ? Why or why not ?
  - 7. a) What is 360 degree feedback ?  
b) What is employee empowerment ?  
c) State the importance of training and development.
  - 8. a) Define Human Resource Management.  
b) What is workforce planning ?  
c) Explain the roles and responsibilities of HR managers.
  - 9. a) What is ergonomics ?  
b) What are flexible work schedules ?  
c) Explain some career development initiatives taken up by organisations for their employees.
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