



K21P 1676

Reg. No. :

Name :

**III Semester M.B.A. Degree (CBSS – Reg./Supple.) Examination, October 2021
(2018 Admission Onwards)
MBA 3E33 : HEALTH CARE MANAGEMENT (Elective)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. a) Explain the internal environment forces relevant to the health care segment.

OR

- b) What are the major departments in a health care institution ?

2. a) Elaborate the rural and urban medical care available in India.

OR

- b) Explain the salient features of the Drug policy of India.

SECTION – B

Answer **any six** questions. **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 IMA ?

- b) What is the role of WHO ?

- c) Explain the international health care regulations.

4. a) Define analytical epidemiology.

- b) Describe the aims and principles of experimental epidemiology.

- c) Explain the methods used in descriptive epidemiology.

5. a) Define external environment in the context of hospitals.

- b) What is the impact of socio-cultural environment on a health care institution ?

- c) Is the environmental influence same for different types of health care institutions ?
Justify your answer.

P.T.O.



6.
 - a) What do you mean by hospital laboratory services ?
 - b) Explain the institutional settings in the context of Dental services
 - c) What are the institutional settings required for the Paediatric services ?
 7.
 - a) What do you mean by curative care ?
 - b) What do you mean by general and specialist hospitals ? Explain.
 - c) Comment on the health care sector in India.
 8.
 - a) What do you mean by nursing staff ?
 - b) What is the relevance of a health policy ? Explain.
 - c) Describe the population policy of India.
 9.
 - a) Define health care regulation.
 - b) Explain the role of State Medical Council Bodies.
 - c) Explain the different health care delivery systems in India.
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K21P 1664

Reg. No. :

Name :

Third Semester M.B.A. Degree (CBSS – Reg./Supple.)
Examination, October 2021
(2018 Admission Onwards)
MBA3E01 : CONSUMER BEHAVIOUR
Elective : Marketing

Time : 3 Hours

Max. Marks : 80

Instruction : Answer *all* Sections.

SECTION – A

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

1. a) Explain the determinants of buyer behaviour with a neat diagram.
OR
b) What are the fundamental principles of learning and how are they involved in influencing buyer behaviour ?
2. a) Explain three ways in which social class can affect consumption.
OR
b) Do husbands or wives have the most influence on buying decisions ?
Explain with examples.

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) Differentiate between Customer and Consumer.
b) Are perceptions of value important to consumers ? Why or why not ?
c) Explain the steps in Consumer Decision Making Process.
4. a) What is affective learning ?
b) Write a short note on Message credibility.
c) Examine why understanding consumer behaviour is important for an organization.

P.T.O.



5.
 - a) Define Culture.
 - b) Why is it important for marketers to segment the markets ?
 - c) What are the rational and emotional behaviors a consumer has when purchasing a new home ?
 6.
 - a) Define Group.
 - b) Write a short note on Cross-cultural consumer analysis.
 - c) Why is an opinion leader a more credible source of product information than an advertisement for the same product ?
 7.
 - a) Define Family.
 - b) Write in detail the family life cycle characteristics.
 - c) List out various consumer related reference groups and explain briefly.
 8.
 - a) What is post-purchase dissonance ?
 - b) Explain the Consumer Complaint Behaviour.
 - c) Explain the perceptual mapping with examples.
 9.
 - a) What do you mean by Consumer Protection ?
 - b) Why is it important for consumers to know their rights ?
 - c) Critically examine the targeting strategies used in consumer behaviour.
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K21P 1673

Reg. No. :

Name :

**III Semester M.B.A. Degree (CBSS – Reg./Supple.) Examination, October 2021
(2018 Admission Onwards)**

Elective : HUMAN RESOURCES

MBA 3E18 : Training and Development : Systems and Practice

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What do you understand by 'training evaluation' ? Explain in detail the various methods of training evaluation.

OR

Compare and contrast the three components and six components Needs Analysis.

2. "Training is meant for enriching knowledge, improving skills and for attitudinal change" – Discuss.

OR

Elucidate the steps in career development model.

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 man power planning ?
b) Explain matrix as a model of training.
c) Explain the concept of Sensory Stimulation Theory.
4. a) What is cadre career ?
b) Write a note on symposia.
c) What is business workflow analysis ? Explain.

P.T.O.



5. a) What is formative evaluation ?
b) Explain reward system as a facilitation of transfer.
c) Explain the challenges in career management.
 6. a) What is a training design ?
b) Write the criteria for the selection of trainers.
c) Explain the importance of training need analysis for small business.
 7. a) What is a snapshot of training practices ?
b) Write a note on pre training communication.
c) Explain the future aspects of training and development.
 8. a) What is plateauing ?
b) Write a note on Job Instructional Technique.
c) Explain companies strategies to provide development.
 9. a) What is programme design ?
b) Write the importance of employee development.
c) Explain the forces influencing learning.
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K21P 1667

Reg. No. :

Name :

Third Semester M.B.A. Degree (CBSS-Reg./Supple.) Examination, October 2021

Elective : Marketing

MBA3E04 : INTERNATIONAL MARKETING

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

Instruction : Answer all Sections.

SECTION – A

Note : Answer **two** questions in the Section. **Each** question carries **13** marks.

1. a) In an attempt to market the products abroad, what kind of marketing strategy a firm should choose ? Explain with examples.

OR

- b) Suggest ways in which global brands and global advertising campaigns might benefit a company. Provide suitable examples.

2. a) "A product that is successful in the home market needs adaptation for success in a foreign market." Discuss the factors that influence such adaptation for consumer as well as industrial products.

OR

- b) Explain briefly the main channels of distribution used in export markets. Which one would you recommend for the product of a small manufacturer ? Why ?

(2×13=26)

SECTION – B

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

3. a) Define International marketing.
b) How does Export Promotion Councils help in conducting market research for international business ?
c) Analyse the recent trends in India's exports. What would be your suggestions to restore the growth of India's exports ?

P.T.O.



4. a) What is the importance of international marketing ?
b) Differentiate between domestic and international marketing.
c) Critically examine the role of technology in global marketing.
 5. a) What do you mean by "Think Global Act Local" ?
b) Explain the Cross-country segmentation.
c) Discuss the similarities and differences between the international marketing of services versus the international marketing of products.
 6. a) Define International logistics.
b) Explain the different types of International business.
c) Evaluate the factors influencing the channel selection.
 7. a) What is GATT ?
b) What is E-marketing ? What are the benefits of E-marketing ?
c) Briefly explain the various barriers to services marketing internationally.
 8. a) State the objectives of International marketing.
b) List the important steps through which an export transaction passes.
c) Examine the Controllable and Uncontrollable factors in International marketing.
 9. a) What is the purpose of foreign market survey ?
b) Explain the role of export promotion organizations.
c) You are to participate in an International trade fair. Outline the steps that you would take before, during and after the trade fair. **(6×9=54)**
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K21P 1669

Reg. No. :

Name :

**III Semester M.B.A. Degree (CBSS – Reg./Supple.) Examination, October 2021
(2018 Admission Onwards)**

Elective : Finance

MBA 3E 10 : FINANCIAL MARKETS AND INSTITUTIONS

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Describe the major components of a financial system.

OR

Explain the methodology of credit rating in India.

2. Describe the book building process.

OR

Elucidate the functions of reserve bank of India.

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 do you mean by intermediaries ?

b) Bring out the need for intermediaries.

c) Explain the role of intermediaries.

4. a) What are treasury bills ?

b) Differentiate between commercial papers and commercial deposits.

c) Write a note on Indian secondary market.

5. a) Define securitisation.

b) Explain the need for consortium of loaning.

c) Explain the significance of money market.

P.T.O.



6. a) What do you mean by capital adequacy norms ?
b) Bring out the norms of capital adequacy norms.
c) Write a note on Narasimham Committee Report.
 7. a) Bring out the mission statement of SEBI.
b) Explain the objectives of SEBI.
c) Explain the need for regulators in a financial market.
 8. a) What are NBFCs ?
b) Bring out the activities of NBFCs.
c) Explain the role of NBFCs in a financial system.
 9. a) Define hire purchase.
b) Differentiate between venture capital and merchant banking.
c) Explain the need for housing finance.
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K21P 1663

Reg. No. :

Name :

III Semester M.B.A. Degree (CBSS – Reg./Supple.)
Examination, October 2021
(2018 Admission Onwards)
MBA3C17 : MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. a) Elucidate the systems approach to problem solving in business.

OR

- b) Is artificial intelligence the future of information technology ? Discuss.

2. a) What is role of information systems in business ? Explain.

OR

- b) Elucidate the nature of computer crime and measures to control it.

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) Define Information System.
b) Bring out the components of Information System.
c) Explain the overview of Information System.
4. a) What is an Operation Support System ?
b) Differentiate between Operation Support System and Management Support System.
c) Write a note on recent trends in Information Technology.
5. a) What are Business Information System ?
b) What do Business Information System include ?
c) Explain the transaction Information System.

P.T.O.



6.
 - a) What is Management Information ?
 - b) What is Expert System ?
 - c) Explain Executive Information System.
 7.
 - a) Define business process reengineering.
 - b) Explain the creation of virtual companies.
 - c) Explain the significance of business process reengineering.
 8.
 - a) What do you mean by Information Resource Management ?
 - b) What are computer aided planning tools ?
 - c) Describe the need for computer aided planning tools.
 9.
 - a) What is hacking ?
 - b) Bring out the privacy issues in MIS.
 - c) Write a short note on Procedural control.
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K21P 1674

Reg. No. :

Name :

III Semester M.B.A. Degree (CBSS - Reg./Supple.)
Examination, October 2021
(2018 Admission Onwards)
Elective : HUMAN RESOURCES
MBA 3E 19 : Performance Management

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. a) Management by objectives is not a technique of performance appraisal, but it denotes a systematic process of performance appraisal. Elucidate.

OR

- b) Evaluate the significance of performance appraisal in an educational institution. How would you make it more effective ?

2. a) Elaborate any five methods of appraisal. Which method would you prefer as an employee and as a manager ? Why ?

OR

- b) What are the factors to be considered in implementing performance management system in organisations ? Explain the role of HR professionals in performance Management.

SECTION – B

Answer **any six** questions. **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 paired comparison ?
- b) To what extent can performance appraisal problems be minimised through computerisation ?
- c) Why is training of appraisers so important to an effective performance appraisal system ?

P.T.O.



4. a) What are assessment centres ?
b) Write a note on BARS.
c) Discuss the pro's and cons of using different potential raters to appraise a person's performance.
 5. a) What is organisational structure ?
b) Who can be appraisers ?
c) Distinguish performance appraisal from potential appraisal.
 6. a) What are critical incidents ?
b) What is human resource accounting ?
c) Suppose you are a supervisor what errors might you make when doing an employee performance appraisal ?
 7. a) What are standards ?
b) Differentiate between halo effect and horn effect.
c) 'Performance appraisal is not merely for appraisal but is for accomplishment and improvement of performance.' Discuss.
 8. a) Who are consultants ?
b) Write a note on Performance Management Audit.
c) Explain the role of coaching, counseling and maintaining in performance appraisal and management.
 9. a) What is competency mapping ?
b) List the challenges in performance management.
c) Comment on the performance management documentation.
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**K21P 1668****Reg. No. :****Name :**

**III Semester M.B.A. Degree (CBSS – Reg./Supple.) Examination, October 2021
(2018 Admission Onwards)**

Elective : FINANCE

MBA3E09 : Security Analysis and Portfolio Management

Time : 3 Hours**Max. Marks : 80**

SECTION – A

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

1. a) Describe the functions of an organized security market.

OR

b) From the following data rank the portfolios using Sharpe's and Treynor's measures. Find out the portfolio that are well diversified. The risk free rate of return is 8 percent.

Portfolio	Return (%)	Standard deviation (%)	Beta
A	15	24.70	1.19
B	17	20.25	0.96
C	19	15.70	0.82
D	17	16.40	1.15
E	15	18.20	1.02

2. a) Discuss how security markets are regulated by SEBI.

OR

P.T.O.



- b) The estimated rates of return of seven securities 1 to 7 and their respective Beta coefficients are as follows :

Security	Estimated Rate of Return (%)	Beta
1	14.00	1.20
2	15.00	1.19
3	20.00	1.50
4	25.00	1.80
5	22.00	1.14
6	21.00	1.13
7	25.00	1.25

The risk free rate of return is 8 percent and the expected market return is 20 percent. Using CAPM, identify the securities that are correctly priced, overpriced and underpriced. Comment on the result.

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 do you mean by secondary market ?
b) Bring out the features of secondary market.
c) Explain the role of secondary market in an economy.
4. a) What is the security market ?
b) Explain the characteristics of equity shares.
c) Explain the structure of Indian security.
5. a) What is intrinsic value ?
b) Differentiate between intrinsic value and market value.
c) A company has current dividend of per share of Rs. 5, which has been growing at an annual rate of 5 percent for the next three years. The company is expecting significant technical improvement and cost reduction in its operations, which would increase growth rate to 10 percent after third year. 10th year onwards it will grow at 6 percent forever. An investor's capitalisation rate is 15 percent, you are required to calculate the value of the share and comment on it.



6. a) Define market efficiency.
b) Differentiate between weak form and strong form of market efficiency.
c) Write a note on weak form of market efficiency.
7. a) Define risk.
b) Explain risk return relationship.
c) An asset has the following possible returns with associated probabilities :

Possible Returns	20%	18%	8%	0	-6%
Probability	0.10	0.45	0.30	0.05	0.10

Calculate the expected rate of return and the standard deviation of the rate of return.

8. a) What is an option premium ?
b) Distinguish between call option and put option.
c) Explain in-the-money option with an example.
9. a) What is portfolio selection ?
b) Explain the need for portfolio selection.
c) How to select a portfolio ? Explain.
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K21P 1679

Reg. No. :

Name :

III Semester M.B.A. Degree (CBSS – Reg./Supple.) Examination, October 2021
(2018 Admission Onwards)
Elective : Health Care Management
MBA 3E36 – HOSPITAL ADMINISTRATION

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. a) Describe the role of a hospital administrator. Enumerate the challenges faced by them in today's world.

OR

- b) What are the different types of ownership in hospitals ? Elaborate the pros and cons of each type.

2. a) Describe the hospital organisation structures.

OR

- b) What do you mean by systems approach to hospital administration ? Explain.

SECTION – B

Answer **any six** questions. **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 employee welfare ?
b) Describe the public relations activities carried out in the hospital.
c) Describe the training and development activities conducted in a hospital.
4. a) Define stress management.
b) Explain the role of a counsellor in a hospital.
c) Explain the occupational safety measures used in hospitals.

P.T.O.



5.
 - a) What do you mean by hospital administration ?
 - b) What are the qualities required in a hospital administrator ?
 - c) What are the factors that influence hospital care ? Explain them.
 6.
 - a) Define hospital.
 - b) Trace the evolution of hospitals.
 - c) Explain the various types of hospitals.
 7.
 - a) How would you describe the profile of a hospital administrator ?
 - b) What is the classification of management in a hospital ?
 - c) Elaborate the educational activities carried out in a hospital.
 8.
 - a) What do you mean by systems approach ?
 - b) Explain the components of the systems theory in the context of a hospital.
 - c) Elaborate the advantages and disadvantages of systems approach in hospital administration.
 9.
 - a) Define training and development.
 - b) What are the challenges of training employees in a hospital ?
 - c) What are the different training methods that can be used to train the paramedical staff in hospitals ?
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K21P 1662

Reg. No. :

Name :

III Semester M.B.A. Degree (CBSS – Reg./Supple.)
Examination, October 2021
(2018 Admission Onwards)
MBA3C16 : BUSINESS LAW

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. a) “Acceptance of an offer is necessarily to create legal relationships”.
Explain.

OR

- b) Discuss the different ways in which a contract may be discharged by
Operation of Law.
2. a) “Condition are major terms and warranties are minor terms in contract of
sale”. Critically evaluate the statement.

OR

- b) Elaborate the circumstances under which the presentation of bill of
exchange for acceptance and payment is necessary.

SECTION – B

Answer **any six** questions. **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 a Promissory Note ?
b) State the essential condition for valid payment for honour.
c) Distinguish between General acceptance and Qualified acceptance.
4. a) Define the term Agency.
b) What are the legal rules for a valid agency ?
c) State briefly the duties and rights of an agent.

P.T.O.



5.
 - a) What do you mean by Breach of Contract ?
 - b) What are the different types of damages ?
 - c) Explain the remedies available in case of Breach of Contract.
 6.
 - a) Define the term 'Company'.
 - b) Distinguish between Private and Public Company.
 - c) Explain the legal provisions relating to the issue and registration of Prospectus.
 7.
 - a) What is Statutory Meeting ?
 - b) What is the procedure for holding Statutory Meeting ?
 - c) Enumerate the legal provisions regarding the board meetings.
 8.
 - a) What is the time limit to decide the case under the Consumer Protection Act ?
 - b) State the grounds justifying the need for separate consumer protective legislation.
 - c) Elaborate the major provisions of Consumer Protection Act, 1986.
 9.
 - a) Define the term 'Factory' as per Factories Act, 1948.
 - b) State the objectives of Workmen's Compensation Act.
 - c) Explain the functions of a Trade Union.
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K21P 1661

Reg. No. :

Name :

III Semester M.B.A. Degree (CBSS – Reg./Supple.)
Examination, October 2021
(2018 Admission Onwards)
MBA3C15 : INDIAN MANAGEMENT ETHOS AND PRACTICE

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. a) Explain the role of legislation and other bodies in enforcing Ethical Business behaviour.

OR

- b) Elaborate some management lessons that can be learned from ancient Indian books and Vedas.

2. a) Elaborate on the transnational value system in management in the era of globalisation.

OR

- b) What do you understand by work ethos ? Discuss basic Indian ethos for management that may help to improve work culture in organisations.

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) Write any two objectives of Ethics.
b) Write a note on Profit maximisation vs Ethics.
c) Explain Utilitarian theory of Ethics.
4. a) What is Dharma ?
b) What are the importances of value in Business ?
c) Explain the provisions of Competition Law in India.

P.T.O.



5.
 - a) What is CSR ?
 - b) What is the relationship between Ethics and Corporate Governance ?
 - c) What lessons can be drawn from Indian Ethos and Values with regard to TQM ?
 6.
 - a) Who is expressionist ?
 - b) Explain any two examples for the essence of Value Based Management in India.
 - c) Explain the factors affecting Business Ethics.
 7.
 - a) What is Universalism ?
 - b) Explain Indian Ethos for work life.
 - c) Explain the role of self discipline in Indian business.
 8.
 - a) What is living by Inner Truth ?
 - b) Write a note on Ethical dilemmas in Business.
 - c) Write a note on Code of Ethics.
 9.
 - a) What is Holistic Management ?
 - b) Explain Indian values for elders.
 - c) Explain the future of Indian business in the changing world.
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