



K18P 0009

Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS) (Regular/Supple.) Examination,  
January 2018  
(2014 Admn. Onwards)  
MBA3C16 : BUSINESS LAW**

Time : 3 Hours

Total Marks : 80

**SECTION – A**

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

1. a) Elaborate the various modes of discharge of a contract.

OR

- b) Define 'Endorsement'. Explain the essentials of a valid endorsement and kinds of endorsement.

2. a) Discuss in detail about district consumer forums, State Commission and National Commission under Consumer Protection Act, 1986.

OR

- b) Bring out in detail the procedure for winding up of a company under Companies Act, 2013.

**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 contract ?

- b) List out different types of contracts.

- c) Discuss the essential elements of valid contract.

4. a) What is Bailment ?

- b) Discuss the rights of a Bailer.

- c) Discuss the general principles of insurance contract.

K18P 0009



5. a) Define contract of sale.  
b) Distinguish between sale and agreement to sell.  
c) Discuss implied conditions and warranties.
  6. a) Define prospectus.  
b) State different kinds of companies.  
c) Explain the procedure to conduct different types of meetings.
  7. a) What is Free consent ?  
b) Explain legality of object.  
c) What are the implications of illegal agreements.
  8. a) Who is an unpaid seller ?  
b) What are the duties of a seller ?  
c) Explain the rights of an unpaid seller.
  9. a) What is irrevokable agency ?  
b) Distinguish consideration from motive.  
c) Explain the method of deciding minimum wages as per Minimum Wages Act, 1948.
-



K18P 0008

Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS) (Regular/Supple.)  
Examination, January 2018  
MBA3C15 : INDIAN MANAGEMENT ETHOS AND PRACTICE  
(2014 Admn. Onwards)**

Time : 3 Hours

Total Marks : 80

**SECTION – A**

Answer **two** questions in this Section. **Each** question carries 13 marks. **(2x13=26)**

1. Critically evaluate the relationship between law and ethics.

OR

Explain the role of organizational culture in ethics.

2. Describe Indian ethos for work life and work place.

OR

Elucidate the role of government in enforcing ethical behavior.

**SECTION – B**

Answer **any six** questions. **Each** question carries 1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c). **(6x9=54)**

3. a) Define business ethics.  
b) Write a note on code of ethics.  
c) Write the need of value based holism in management.
4. a) What is universalism ?  
b) Write the importance of character in management.  
c) Distinguish between CSR and business ethics.



5. a) What is value system ?  
b) Write a note on integration view.  
c) Write arguments against business ethics.
  6. a) What is corporate governance ?  
b) Write a note on corporate mission statement.  
c) Explain ethical issues related to transnational business.
  7. a) What is competition law ?  
b) Explain the concept of deontology.  
c) Write a note on man machine equation.
  8. a) What is quality management system ?  
b) Write a note on ethical dilemma.  
c) Explain quality of work life in Indian philosophy.
  9. a) What is wholeness ?  
b) Write a note on code of ethics.  
c) Explain Indian value for hierarchy and status.
-

Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS) (Regular/Supple.) Examination,  
January 2018**  
**Elective : HUMAN RESOURCES**  
**MBA3E19 : Performance Management**  
**(2014 Admn. Onwards)**

Time : 3 Hours

Total Marks : 80

**SECTION – A**

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

1. a) Explain the strategies and challenges in implementing performance management system.

OR

- b) "Some of the so-called modern industries still follow traditional techniques of performance appraisal". Do you agree ? If yes, defend your argument with reasoning.

2. a) Why has performance appraisal taken on increased significance in recent years ? Explain.

OR

- b) Explain the conceptual model of performance management process.

(2x13=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) Give the meaning of Performance Metrics.  
b) Differentiate between performance management and performance appraisal.  
c) Explain the pre-requisites of effective performance management.
4. a) What is performance management documentation ?  
b) Explain the characteristics of effective performance metrics.  
c) Explain the process of performance appraisal.



5. a) What is job description ?  
b) Explain the importance of competency mapping.  
c) Explain the objectives of effective performance management.
6. a) What is e-Appraisal ?  
b) Explain about appraisal errors.  
c) Explain the role of HR professionals in Performance Management.
7. a) What is 720 degree appraisal ?  
b) Distinguish performance appraisal from potential appraisal.  
c) How to develop job description ? Explain.
8. a) What is Human Resource Accounting ?  
b) Differentiate between coaching and mentoring.  
c) How to improve the quality of performance ratings ?
9. a) What is performance management audit ?  
b) Explain the importance of performance monitoring.  
c) Explain the significance of selecting a measurement approach to performance.
10. a) What is Balanced scorecard ?  
b) Write a short on performance review discussion.  
c) Explain the characteristics of effective appraisals.

(6×9=54)



Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS) (Regular/Supple.)**  
**Examination, January 2018**  
**(2014 Admn. Onwards)**  
**Elective : FINANCE**  
**MBA3E12 : Cost Systems and Control**

Time : 3 Hours

Total Marks : 80

**SECTION – A**

Answer **any two** questions in this Section. **Each** question carries **13** marks :  
**(2x13=26)**

1. Elucidate the tools and techniques of cost reduction.

OR

The following are the budgeted expenses for the production of 10000 electrical automatic irons.

	Per Unit
Direct Materials	Rs. 60
Direct Labour	30
Variable Overheads	25
Fixed Overheads (Rs. 1,50,000)	15
Variable Expenses (direct)	5
Selling Expenses (10% fixed)	15
Administrative Expenses (Rs. 50,000 rigid for all levels of production)	5
Distribution expenses (20% fixed)	5
Total cost of sale per unit	160

Prepare a budget for production of 6000, 7000 and 8000 irons, showing marginal cost and total cost.



2. Explain the prerequisites to the establishment of standard costs.

OR

Raj Corporation Ltd. has prepared the following budget estimates for the year 2016-2017 :

Sales Unites	15000
Fixed Expenses	Rs. 34,000
Sales Values	Rs. 1,50,000
Variable costs	Rs. 6 per unit

You are required to find P/V ratio, breakeven point and margin of safety.

Calculate the revised P/V ratio, breakeven point and margin of safety for the following cases :

- i) Decrease of 10 percent in selling price
- ii) Increase of 10 percent in variable costs.

#### 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)) :  $(6 \times 9 = 54)$

3. a) What do you mean by cost systems ?  
b) What are the features of job costing ?  
c) Explain the prerequisites of a good costing system.
  4. a) What is abnormal loss ?  
b) Explain the computation of abnormal loss.  
c) In process A 100 units of raw materials were introduced at a cost of Rs. 1,000. The other expenditure incurred by the process was Rs. 602. Of the units introduced 10 percent are normally lost in the course of manufacture and they possess a scrap value of Rs. 3 each. The output of process A was only 75 units.
- Prepare process A account.
5. a) What is flexible budgeting ?  
b) Bring out the elements of successful budgeting plan.  
c) Explain the limitations of budgeting.



6. a) What is cost control ?  
b) Bring out the advantages of value analysis.  
c) Differentiate between cost reduction and cost control.
7. a) What is material cost variance ?  
b) What are the causes for material usage variance ?  
c) From the following particulars, find out the following variances :  
Material price-variance, material usage variance and material cost variance.  
Quantity of material purchased : 3000 units  
Value of material purchased : Rs. 9,000  
Standard quantity of material required per tonne of finished product is 25 units.  
Standard rate of material : Rs. 2 per units  
Opening stock of material : Nil  
Closing stock of material : 500 units  
Finished production during the year : 80 tonnes.
8. a) What is zero base budgeting ?  
b) Differentiate between fixed and flexible budgeting.  
c) Bring out and explain the advantages of zero base budgeting.
9. a) What do you mean by CVP relationship ?  
b) What are the assumptions underling break even charts ?  
c) The following figures relates to one years working at 100 percent capacity level in a manufacturing business :  

Fixed Overhead	Rs. 1,20,000
Variable Overhead	Rs. 2,00,000
Direct wages	Rs. 1,50,000
Direct materials	Rs. 4,10,000
Sales	Rs. 10,00,000

  
Represent the above values on a breakeven chart and determine the breakeven point from the chart.



Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS) (Regular/Supple.)  
Examination, January 2018  
(2014 Admn. Onwards)  
Elective : FINANCE  
MBA3E10 : Financial Markets and Institutions**

Time : 3 Hours

Total. Marks : 80

**SECTION – A**

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

**(2x13=26)**

1. Bring out and explain the transformation function of a financial system.

OR

- Explain the process of credit rating.

2. Examine the role of RBI in light of changing trends in Indian economy.

OR

- Elucidate the recent trends in Indian capital market.

**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)).

**(6x9=54)**

3. a) Define a financial system.

- b) Differentiate between primary and secondary market.

- c) Explain different capital market instrument.

4. a) What is book building ?

- b) Explain private placement.

- c) Explain book building process.



5. a) What do you mean by consortium of loaning ?  
b) Bring out the advantages of consortium of loaning.  
c) Explain the importance of financial market.
  6. a) Define disinvestment.  
b) What is a capital adequacy norm ?  
c) Explain the capital adequacy norms in India.
  7. a) What is closed ended mutual funds ?  
b) Explain interest rate analysis.  
c) Explain the causes for disinvestments.
  8. a) Who regulate the mutual fund market ?  
b) Bring out the vision statement of SEBI.  
c) Explain the powers ad functions of SEBI.
  9. a) Define factoring.  
b) Differentiate between leasing and hire purchase.  
c) Elucidate different types of factoring.
-



Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS) (Regular/Supple.)  
Examination, January 2018  
(2014 Admn. Onwards)  
Elective : Marketing  
MBA3E01 : CONSUMER BEHAVIOUR**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2x13=26)**

1. a) Critically evaluate Engell Kollat-Black well model of consumer decision making.

OR

- b) Describe various theories of personality and discuss how do these theories help in understanding consumer behaviour.

2. a) Explain cognitive dissonance theory. How can marketers reduce dissonance experienced by consumer ?

OR

- b) Explain the reasons for the slow growth of consumer movement in 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). **(6x9=54)**

3. a) Who is an opinion leader ?
- b) What is the scope of consumer behaviour ?
- c) Discuss the profile of consumer innovator.



4. a) Define values.  
b) Discuss the different aspects of perception.  
c) How to determine consumer expectations ? Explain.
  5. a) What is instrumental conditioning ?  
b) Differentiate between consumer behaviour and consumption behaviour.  
c) Explain how consumer complaints can be a useful asset to a company.
  6. a) Define customer satisfaction.  
b) Explain need recognition process.  
c) Explain the requirements of effective marketing.
  7. a) What is cross culture ?  
b) What are the factors influencing consumer behaviour ?  
c) How do culture, subculture and cross culture affect consumer behaviour ?  
Explain.
  8. a) What is impulse buying ?  
b) Discuss the influence of reference group on consumer behaviour.  
c) Explain the on-line purchase decision process. What are the challenges ?  
Explain.
  9. a) What is consumer life style ?  
b) Explain consumption analysis.  
c) Elaborate Government policy and consumer protection.
-



K18P 0012

Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS) (Regular/Supple.)  
Examination, January 2018  
Elective : MARKETING  
MBA3E02 : Sales and Distribution Management  
(2014 Admn. Onwards)**

Time : 3 Hours

Total Marks : 80

**SECTION – A**

Answer **two** questions in this Section. **Each** question carries 13 marks. **(2x13=26)**

1. Describe the procedure for evaluating and controlling the performance of sales force.

OR

"Compensation works as a motivational tool for the sales force." Discuss various factors which salesman looks for in a compensation plan.

2. What are the major reasons of channel conflicts ? Explain the techniques of handling channel conflicts.

OR

Critically evaluate qualitative sales forecasting methods.

**SECTION – B**

Answer **any six** questions. **Each** question carries 1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c). **(6x9=54)**

3. a) What is personal selling ?
- b) Write a note on objection handling.
- c) Explain the necessity of sales territory design.



4. a) What is sales force management ?  
b) Write the advantages of prospecting.  
c) How sales performance evaluated ? Explain.
  5. a) What is sales quota ?  
b) Explain the methods of setting sales quota.  
c) Explain the role of IT in sales management.
  6. a) What is logistics planning ?  
b) Write a note on supply chain management.  
c) Explain the decision areas in physical distribution system.
  7. a) What is channel design ?  
b) Write the role of channel intermediaries for industrial goods.  
c) Explain the legal issues in sales and distribution management.
  8. a) What is retail structure ?  
b) Write a note on ethics in sales and distribution system.  
c) Explain the advantages of integration of sales and distribution strategy.
  9. a) What are the elements of distribution planning ?  
b) Write the functions of intermediaries.  
c) Write a note on sales force job description.
-



K18P 0010

Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS) (Regular/Supple.)  
Examination, January 2018  
MBA3C17 : MANAGEMENT INFORMATION SYSTEM  
(2014 Admn. Onwards)**

Time : 3 Hours

Total Marks : 80

**SECTION – A**

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

**(2x13=26)**

1. Elucidate the recent trends in technology and its business applications.

OR

Explain the characteristics and applications of decision support system.

2. Bring out and explain the challenges of strategic information system.

OR

Describe the critical success factors of information system.

**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)).

**(6x9=54)**

3. a) Define artificial intelligence.  
b) Bring out the importance of artificial intelligence.  
c) Explain the attributes of intelligent behaviour.
4. a) What is systems approach ?  
b) Bring out the framework for systems approach.  
c) Explain the steps involved systems approach to problem solving.



5. a) What do you mean by human resource information system ?  
b) Explain business information system.  
c) Explain the components of human resource information system.
  6. a) What is computer aided planning ?  
b) Explain information security.  
c) Explain the tools of computer aided planning.
  7. a) Define business process reengineering.  
b) What is business process reengineering life cycle ?  
c) Discuss the principles of business process reengineering.
  8. a) What is an expert system ?  
b) Bring out design of initial knowledge base.  
c) How to build an expert system ? Explain.
  9. a) What is hacking ?  
b) How to solve hacking ?  
c) What are the problems of hacking ? Discuss.
-



Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS) (Regular/Supple.)**

Examination, January 2018

(2014 Admn. Onwards)

**Elective : HUMAN RESOURCES****MBA 3E18 : Training and Development : Systems and Practices**

Total Marks : 80

Time : 3 Hours

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

1. a) What are the reasons for the growing usage of external training in present-day organisation ? Explain.

OR

- b) Explain the future of Training and Development.

2. a) Compare management development programmes with traditional training programmes.

OR

- b) Why training and development is crucial for an organisation ? What are the components of training and how can they foster development ? Explain.

(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 Sensitivity Training ?

- b) Differentiate between Training and Development.

- c) What are the principles that should be kept in mind while designing a sound employee training programme ? Explain.

P.T.O.



4. a) What is career management ?  
b) State the purpose of Management Development Programmes.  
c) Explain whether and how the effectiveness of training programmes can be evaluated.
5. a) Give the meaning of Protean Career.  
b) Explain the role of training in organisations.  
c) Explain the companies' strategies to Employee Development.
6. a) State the meaning of Plateuing.  
b) How do you manage Career Breaks ? Explain.  
c) How can organisational leverage the benefits accruing through transfer of training skills ?
7. a) What is Vestibule training ?  
b) Explain the importance of using training aids in the organisation.  
c) Explain the team work for conducting Training Need Analysis.
8. a) What is Refresher training ?  
b) How can trainers help in overcoming limitation and improve performance in the organisational context ?  
c) How will you determine the training needs of an industrial organisation ? Explain.
9. a) What is career development ?  
b) What are the advantages and disadvantages of off the job training ?  
c) Explain the models of training.
10. a) What is Reinforcement ?  
b) Explain the objectives of Training Need Assessment.  
c) Management training demands efficient and innovative methodology. What are the current trends ? Discuss.

(6x9=54)