

**(DBUS21)(NR)**

**Total No. of Questions : 8]**

**[Total No. of Pages : 02**

**M.B.A. DEGREE EXAMINATION, DEC. - 2018**

**Second Year**

**FINANCIAL MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks : 70**

---

**Section - A**

**(3 x 5 = 15)**

**Answer any three questions**

- Q1)** a) Role of Financial Manager  
b) Inventory  
c) Equity shares  
d) Bonus shares  
e) E.P.S.  
f) Over capitalisation

**Section - B**

**(3 x 15 = 45)**

**Answer any three questions**

- Q2)** What are the various sources of raising finance?
- Q3)** Write a detailed note on leverage analysis.
- Q4)** Explain various investment appraisal methods.
- Q5)** Discuss the fund flow analysis in detail.
- Q6)** Write a detailed note on financial forecasting.
- Q7)** Write in detail about any one of the theories of capital structure.

**Section - C**

*(10)*

*(Compulsory)*

**Q8)** Case Study :

The company has 5 lakhs ordinary shares outstanding. The market price of the share is S 96, while the Book Value is S 65. The firm's carvings and dividends per share are S 10 and S 7 respectively. The company wants to issue 10 lakhs shares with a net proceeds of S 80 per share.

What is the cost capital of the new issue?



**(DBUS22)**

Total No. of Questions : 8]

[Total No. of Pages : 02

**M.B.A. DEGREE EXAMINATION, DECEMBER - 2018**

**Second Year**

**OPERATIONS MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks : 70**

---

**Section - A**

**(3 x 5 = 15)**

**Answer any three of the following**

- Q1)** a) Barcode
- b) Batch production
- c) Inventory
- d) Standardisation
- e) Store selection
- f) Plant layout

**Section - B**

**(3 x 15 = 45)**

**Answer any three of the following**

- Q2)** Discuss the significance of operations management.
- Q3)** Explain the criteria for process selection.
- Q4)** Discuss in detail the concept of material planning.
- Q5)** What is the significance of batch production?
- Q6)** Explain the process of quality assurance.

**Q7)** Explain about purchase system and procedures.

**Section - C**

**(10)**

**(Compulsory)**

**Q8)** Case study :

Case let (Compulsory)

A company uses 1,200 units per month of an electronic component each costing Rs. 2/- Placing each order costs Rs. 50/- and carrying cost is 6% per year of the average inventory.

- a) Find EOQ
- b) If the company gets 5% discount if it places single order, should they accept discount offer?
- c) Find breakeven discount percentage which matches EOQ ordering.



**(DBUS23)**

Total No. of Questions : 8]

[Total No. of Pages : 02

**M.B.A. DEGREE EXAMINATION, DECEMBER - 2018**

**Second Year**

**MARKETING MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks : 70**

---

**Section - A**

**(3 x 5 = 15)**

**Answer any three of the following**

- Q1)** a) Market segmentation.  
b) Product design  
c) Services Marketing  
d) Green Marketing  
e) Forecasting of sales  
f) Pricing objectives

**Section - B**

**(3 x 15 = 45)**

**Answer any three of the following**

- Q2)** Discuss the role of marketing in a developing economy.  
**Q3)** Explain the concept of marketing mix in detail.  
**Q4)** Write a note on Indian consumer behaviour.  
**Q5)** What is branding? Explain its significance.

**Q6)** Discuss the significance of pricing policies.

**Q7)** What is the role of distribution channels?

### **Section - C**

**(10)**

***(Compulsory)***

**Q8)** Case Study :

Rajeev Singh, a young chemical engineer, developed a new detergent during his M.Tech. course. Upon passing out, he invested a small capital to start manufacturing and selling the detergent under the brand name Hippo. Coming from a middle class family, Rajeev decided to price his detergent much lower than the other detergents available in the market at that time. His pricing strategy paid rich dividends and Hippo became an instant success. Using his newly acquired financial strength, Rajeev developed a premium quality bathing soap with a unique colour and perfume. Although the cost price of this soap was high, Rajeev priced it substantially lower, maintaining a low profit margin, to be a comfortable product in the market.

Questions :

- a) Suggest an appropriate marketing plan of Rajeev Singh.
- b) Do you feel Rajeev committed a pricing mistake in the case of the bathing soap?



**(DBUS24)**

Total No. of Questions : 08]

[Total No. of Pages : 02

**M.B.A. DEGREE EXAMINATION, DEC. - 2018**

**Second Year**

**Human Resource Management**

**Time : 3 Hours**

**Maximum Marks : 70**

---

**Section - A**

**(3 x 5 = 15)**

**Answer any three questions**

- Q1)** a) Panel interview  
b) M.B.O.  
c) 360 Degree performance appraisal.  
d) Outsourcing  
e) On – the job - training  
f) Job specification

**Section - B**

**(3 x 15 = 45)**

**Answer any three of the following**

- Q2)** Describe the nature and scope of H.R.M.
- Q3)** Write an explanatory note on psychological tests.
- Q4)** What are the characteristics of counselling?
- Q5)** Explain the factors influencing compensation.
- Q6)** Write a detailed note on employees grivence redressal mechanism.

**Q7)** Describe the various types of collective bargaining.

**Section - C**

**(10)**

***(Compulsory)***

**Q8)** Case study

Conducting an effective appraisal is always important. However, an appraisal can have life – and – death implications when you're dealing with unstable employees, particularly those who must be dismissed. An employee of a U.S. Postal Service station was recently terminated. The employee came back and shot and killed several managers who had been instrumental in the former employee's dismissal. It turned out this person had a history as a troublemaker and that many clues regarding his unstable nature over many years had been ignored.





**(DBUS25)**

Total No. of Questions : 8]

[Total No. of Pages : 02

**M.B.A. DEGREE EXAMINATION, DECEMBER - 2018**

**Second Year**

**RESEARCH METHODOLOGY FOR MANAGEMENT  
DECISIONS**

**Time : 3 Hours**

**Maximum Marks : 70**

---

**Section - A**

**(3 x 5 = 15)**

**Answer any three questions**

- Q1)** a) Questionnaire  
b) Interval scale  
c) Exploratory research  
d) Brain storming  
e) Census  
f) Quota sampling

**Section - B**

**(3 x 15 = 45)**

**Answer any three questions**

- Q2)** What is the significance of research in decision making?  
**Q3)** Describe the criteria of defining research problem.  
**Q4)** What are the limitations of descriptive research?  
**Q5)** Write a detailed note on non – parametric tests.  
**Q6)** Explain the advantages of tabulation.

**Q7)** What are the sources of data collection?

**Section - C**

**(10)**

**(Compulsory)**

**Q8)** Case study:

Government of India would like to conduct the survey to know the consumption pattern of middle income people in India. Suppose the job of conducting the survey is assigned to you and the questionnaire is supplied to you. You are asked to plan for the statistical survey.

Questions :

- a) What are the steps you take to organize the survey?
- b) What kind of research design you adopt?
- c) What is sampling method suitable for the survey?



**(DBUS26)**

Total No. of Questions : 8]

[Total No. of Pages : 03

**M.B.A. DEGREE EXAMINATION, DEC. - 2018**

**Second Year**

**BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks : 70**

---

**Section - A**

**(3 x 5 = 15)**

**Answer any three questions**

- Q1)** a) Retrenchment strategy  
b) Cost leadership  
c) Strategic analysis  
d) Core competencies  
e) Resource allocation  
f) Cost analysis

**Section - B**

**(3 x 15 = 45)**

**Answer any three questions**

- Q2)** Write a detailed note on corporate strategies in Indian Companies.
- Q3)** Explain the significance of corporate planning.
- Q4)** Discuss in detail, the role of Board of directors in corporate management.
- Q5)** Discuss about environmental analysis in Business policy framework.
- Q6)** Explain about differences between mergers and acquisitions.

Q7) Discuss the procedure for implementation of strategy.

### **Section - C**

(10)

*(Compulsory)*

Q8) Case Study :

Read the case and answer the questions:

#### **Entry Strategies and Organizational Structures - Australia**

Australia is the smallest continent but the sixth-largest country in the world. It lies between the Indian and Pacific oceans in the Southern hemisphere and has a landmass of almost 3 million square miles (around 85 percent the size of the United States). Referred to as being “down under” because it lies entirely within the Southern Hemisphere, it is a dry, thinly populated land.

The outback is famous for its bright sunshine, enormous numbers of sheep and cattle, and unusual wildlife, such as kangaroos koalas, platypuses and wombats. Over 19 million people live in this former British colony, and 20 million are projected within the next couple of years. Although many British customs are retained, Australians have developed their own unique way of life. One of the world’s most developed countries, Australia operates under a democratic form of government somewhat similar to that of Great Britain. Gross domestic product is over \$525 billion, with the largest economic sectors being services (71 percent), trade and manufacturing.

A large financial-service MNC in the United States has been examining the demographic and economic data of Australia. This, MNC has concluded that there will be increased demand for financial services in Australia during the next few years. As a result, the company is setting up an operation in the capital, Canberra, which is slightly inland from Sydney and Melbourne the two largest cities.

This financial-services firm began in Chicago and now has offices in seven countries. Many of these foreign operations are closely controlled by the Chicago office. The overseas personnel are charged with carefully following instructions from headquarters and implementing centralized decisions. However, the Australian operation will be run differently. Because the country is so large and the population spread along the coast and to Perth in the west and because of the “free spirit” cultural values of the Aussies, the home office feels compelled to give the manager of Australian operations full control over decision making. This manager will have a small number of senior-level managers brought from the United States, but the rest of the personnel will be hired locally. The office will be given sales and profit goals, but specific implementation of strategy will be left to the manager and his or her key subordinates on site.

The home office believes that in addition to providing direct banking and credit card services, the Australian operation should seek to gain a strong foothold in insurance and investment services. As the country continues to grow economically, this sector of the industry should increase relatively fast. Moreover, few multinational firms are trying to

tap this market in Australia, and those that are doing so are from British Commonwealth countries. The CEO believes that the experience of the people being sent to Australia (the U.S. expatriates) will be particularly helpful in developing this market. He recently noted, “We know that the needs of the Australian market are not as sophisticated or complex as those in the United States, but we also know that they are moving in the same direction as we are. So we intend to tap our experience and knowledge and use it to garner a commanding share of this expanding market”.

Questions:

- a) What are some current issues facing Australia? What is the climate for doing business in Australia today?
- b) What type of organizational structure arrangement is the MNC going to use in setting up its Australian operation?
- c) Can this MNC benefit from any of the new organizational arrangements, such as a joint venture, the Japanese concept of keiretsu or electronic networks?
- d) Will this operation be basically centralized or decentralized?



**(DBUS27)**

Total No. of Questions : 8]

[Total No. of Pages : 02

**M.B.A. DEGREE EXAMINATION, DEC. - 2018**

**Second Year**

**Management of Information Systems**

**Time : 3 Hours**

**Maximum Marks : 70**

---

**Section - A**

**(3 x 5 = 15)**

**Answer any three questions**

- Q1)** a) ICT
- b) Data Communication Network
- c) Data warehouse
- d) Big data analytics
- e) Scheduling
- f) C.P.M.

**Section - B**

**(3 x 15 = 45)**

**Answer any three questions**

- Q2)** Discuss the significance of information systems in management.
- Q3)** Explain in detail the concept of systems analysis and design.
- Q4)** What are the methods to control project? Explain.
- Q5)** Write a detailed note on computer networks.
- Q6)** Discuss the significance of DBMS.
- Q7)** What is relational DBMS? Explain.

## **Section - C**

(10)

### **Case Study(*Compulsory*)**

**Q8)** Case Analysis.

Sri Muradhar Akadala is the Vice President of information services at M/S Life Care Insurance India Ltd., one of the largest insurers based in Mumbai. Recently Sri Muradhar helped design a sales force automation and marketing management information systems that he hopes will save a lot of money, create new business and transform the business process, not only for the company's 10,000 salespeople, but also for the nearly 10 million customers they serve.

Ten years ago the company had 150 local offices that served as home offices for its salespeople. Currently, each salesperson goes to the local office at least twice a week to attend meetings, turn in collections and pick up forms. Even if each salesperson had to drive an average of daily 10 kilometers to reach the office, two visits per week per salesperson could cost the company as much as Rs. 5 crore a year in automobile reimbursements alone.

But rather than scrapping the system entirely, Sri Muradhar came up with a plan – a mini – computer, customized application software and an ever – growing company intranet.

