

(DBUS21(NR))

M.B.A. DEGREE EXAMINATION, MAY – 2017

Second Year

Financial Management

Time : 3 Hours

Maximum Marks: 70

SECTION-A

(3 × 5 = 15)

Answer Three questions

- Q1)** a) Longterm finance.
b) Financial leverage.
c) Funds flow statement.
d) Cash budget.
e) Cost of equity.
f) EOQ.

SECTION-B

(3 × 15 = 45)

Answer Three questions.

- Q2)** What are various sources of raising short term finance?
- Q3)** Define ratio. Give its classification.
- Q4)** State the benefits and limitations of budgetary control.
- Q5)** Describe the preparation of flexible budget.
- Q6)** What are the requirements of cost of capital?
- Q7)** Explain the nature and scope of financial management.

SECTION-C

(10)

Compulsory

Q8) Case study (Problem)

Prepare funds flow statement from the following data:

Comparative Balance Sheets

Liabilities & Capital	Amount (in '000)		Assets	Amount (in '000)	
	2010	2011		2010	2011
Share capital	1,400	1,740	Land	960	800
Reserves & surplus	600	780	Plant	600	680
Debentures	880	880	Patents	40	36
Discount on Debentures	(80)	(72)	Closing stock	600	688
Sundry creditors	1,200	1,280	Debtors	400	740
Provision for Depreciation	200	112	Cash	1,600	1,776
	4,200	4,720		4,200	4,720

Other information:

- a) Net profit for the year Rs. 4,00,000.
- b) Dividend paid Rs. 80,000.
- c) Shares issued for cash Rs. 2,00,000 and for bonus Rs. 1,40,000.
- d) Depreciation charged for the year Rs. 32,000.
- e) A buildings as sold for Rs. 56,000 its cost and book-value being Rs. 1,60,000 and Rs. 40,000.

(DBUS22)

M.B.A. DEGREE EXAMINATION, MAY – 2017

Second Year

OPERATIONS MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

SECTION – A

(3 × 5 = 15)

Answer any three questions

- Q1)** a) Capacity planning
b) Mass production
c) Value engineering
d) Codification
e) Stores management
f) FIFO

SECTION – B

(3 × 5 = 15)

Answer any three questions

- Q2)** What is waste management? Explain its objectives.
- Q3)** Discuss in detail about techniques of inventory control.
- Q4)** Write a note on quality assurance of products.
- Q5)** Enumerate the steps in planning of projects.
- Q6)** Briefly explain about material handling methods.
- Q7)** Explain the concept and significance of operations management.

SECTION – C

(10)

(Compulsory)

Q8) Case Study.

A firm's annual requirement of inventory is 30,000 units. The acquisition cost amount to Rs. 150 per order. The carrying costs are likely to be Rs. 1.20 per unit per year.

Assume the following orders sizes :

- a) 30,000 units
- b) 15,000 units
- c) 6,000 units
- d) 3,000 units
- e) 1,500 units
- f) 750 units

Determine :

- i) Order cost
- ii) Carrying cost
- iii) Average inventory
- iv) Economic order quantity



(DBUS23(NR))

MBA DEGREE EXAMINATION, MAY – 2017

Second Year

Marketing Management

Time : 3 Hours

Maximum Marks : 70

SECTION – A

(3 × 5 = 15)

Answer any three questions

- Q1)** a) Services marketing
b) Marketing research
c) Consumer Behaviour
d) Need for packing
e) Personal selling
f) Sales forecasting

SECTION – B

(3 × 5 = 15)

Answer any three questions

- Q2)** Define marketing. Explain its present scenario in developing economics.
- Q3)** Describe the steps in marketing planning.
- Q4)** What are the determinants of consumer behavior?
- Q5)** Explain the phases in product life cycle.
- Q6)** Discuss about different methods of pricing.
- Q7)** Examine the need for and benefits of sales forecasting.

SECTION – C
(Compulsory)

(10)

Q8) Case study

Case : Sriram (P) Ltd. is the nation's largest fan manufacturer. Each fan division (Ceiling, Pedestal, Table, Exhaust) has a separate advertising budget, advertising staff and sales force. Advertisements are screened by Divisional Sales Managers, General Manager, the overall General Director of advertising. General promotion plans are received by the Sriram (P) Ltd., marketing policy group. There are also separate sales promotion budgets for dealer incentive contests, dealer announcement shows, posters, window displays and fan shows. Publicity is sought each time a new model or innovation is introduced. Sriram (P) Ltd., institutional advertising is handled by a public relations department. These advertisements stress the Company's commitment to building better products and holding down insurance costs.

Questions :

- a) Assess the promotion mix of Sriram(P) Ltd.
- b) Should Sriram (P) Ltd. use the same promotion – mix for each of its product line?



(DBUS24) (NR)

M.B.A. DEGREE EXAMINATION, MAY – 2017
(Second Year)
Human Resource Management

Time : 3 Hours

Maximum Marks : 70

SECTION – A

(3 × 5 = 15)

Answer three questions

- Q1)** a) Manpower planning
b) Staff development
c) Job evaluation
d) Employee welfare
e) Suspensions
f) Industrial democracy

SECTION – B

(3 × 15 = 45)

Answer three questions

- Q2)** List out the functions of personal office.
- Q3)** Discuss about employee training methods employed in an organization.
- Q4)** Describe the techniques of job analysis.
- Q5)** What are the various benefits and incentives available to employees?
- Q6)** Explain about laws that regulate the employee compensation.
- Q7)** Discuss about various forms of workers' participation in management.

SECTION – C

(10)

(Compulsory)

Q8) Case Study :

Effectiveness of Well-timed Training in Fostering Employee Competency

Modern Textiles is in the business of producing garments and has an average annual turnover of Rs. 3 billion. Since a large volume of its products is exported, the company has been very conscious of its quality commitment. It provides induction training to every new employee for two weeks and then on-the-job training by a supervisor for four months. This had been proving sufficient for the workers in meeting the clients' quality expectations even while maintaining the high volume of production.

As part of its ambitious expansion programme, the company recently imported ultramodern machinery to double its production capacity. After the machinery was installed, the production volumes increased as expected, but the reject rates too rose dramatically. Consequently, the cost of production increased and the export deadlines too became very tight. The management discussed the issue at the different levels of the organization and held the machine operators' inadequate knowledge and improper handling of the new machines as the primary reason for the unusual rejects. To remedy the situation, the HR department hurriedly organized the necessary training programmes for the employees' handling this machine and the reject rates situation started to improve.

Meanwhile, the production manager found the HR department at fault for the crisis and blamed it for not undertaking training-needs assessment among the production department employees. However, the HR department retorted by saying that barely three months before the arrival of the new machine, a routine training-needs assessment had been made among those employees but it had revealed no pressing training requirements. On their part, the HR personnel held the production manager responsible for failing to inform them about the imminent arrival of the new machine at the time of the assessment of the training necessities. The blame game continued.

Questions

- a) From your perception, who is responsible for the whole incident resulting in high reject rates and the other associated problems?
- b) If you were the HR manager, what would you do to avert this crisis?
- c) What should be the long - term strategy of this company in terms of the training policy and process?



(DBUS25)

M.B.A. DEGREE EXAMINATION, MAY – 2017

(Second Year)

RESEARCH METHODOLOGY FOR MANAGEMENT DECISIONS

Time : 3 Hours

Maximum Marks : 70

SECTION – A

(3 × 5 = 15)

Answer any three questions

- Q1)** a) Research problem
b) Secondary data
c) Sampling
d) Non – parametric tests.
e) Report writing
f) Hypothesis

SECTION – B

(3 × 15 = 45)

Answer any three questions

- Q2)** Describe the steps in formulating hypothesis.
- Q3)** Write a note on experimental research designs.
- Q4)** Briefly explain the techniques of data collection.
- Q5)** Compare and contrast between primary and secondary data.
- Q6)** Give an overview on multivariate analysis of data.
- Q7)** Discuss about the guidelines for presentation of reports.

SECTION – C

(10)

(Compulsory)

Q8) Case Study :

A survey of 320 families with 5 children each revealed the following distribution

No. of boys	:	5	4	3	2	1	0
No. of girls	:	0	1	2	3	4	5
No. of families	:	14	56	110	88	40	12

Is the result consistent with the hypothesis that male and female births are equally probable?



(DBUS26)

M.B.A. DEGREE EXAMINATION, MAY – 2017

Second Year

Business Policy and Strategic Management

Time : 3 Hours

Maximum Marks : 70

SECTION - A

(3 × 5 = 15)

Answer any three questions

- Q1)** a) Concept of corporate planning
- b) Top level management
- c) SWOT analysis
- d) Portfolio analysis
- e) Diversifications
- f) Turn – around management

SECTION - B

(3 × 5 = 15)

Answer any three questions

- Q2)** Discuss in detail about the 7 - S framework of corporate strategies.
- Q3)** Bringout the functions of Board of Directors.
- Q4)** Explain about internal corporate analysis.
- Q5)** Examine the role of cost analysis in strategic management.
- Q6)** State the uses of mergers and acquisitions.
- Q7)** Describe the pre – conditions for implementation of strategies.

SECTION – C

(10)

(Compulsory)

Q8) Case study

Fedrick, manager of his Company's Mid-Cities Plant, had just had a discussion with a group of local citizens. The group called the Mid- Cities Council for Environmental Action and demanded an immediate reduction of the pollutants thrown into the air by the plant's operation. Mr. Fedrick had explained the company's policy of gradually reducing the pollutants, but promised to study the matter further. The group asked for another meeting with Fedrick in a week. Fedrick reluctantly agreed.

Shortly after the group left, Mr. Fedrick went to New York to talk to Charles Young, Vice President of production, Charles said to Fedrick "this local group is very strong on getting the pollutants stopped immediately. They represent a lot of people and are threatening to take legal action if we don't do something right away".

"Look, Fedrick", said Young, "We are reducing the pollutants. But if we were to do it the way they want us to, it would mean a massive overnight investment in new equipment. That would mean scrapping a lot of current equipment that's still good. I don't think the president or the board of directors would go along with it. We're already in a profit pinch this year. If the group takes legal action against us, we might even have to shut down the Med - Counties plant, and a lot of people would lose their jobs. I'll talk to the President about it, but I don't think he'll move on this one. Try to explain this to the local group".

"I'll try", said Fedrick "but I'm not sure they'll go along with us"

Question:

What course of action need to be taken to satisfy the local group or otherwise formulate a strategy to tackle the situation



(DBUS27)

M.B.A. DEGREE EXAMINATION, MAY - 2017

(Second Year)

MANAGEMENT OF INFORMATION SYSTEMS

Time : 3 Hours

Maximum Marks : 70

SECTION - A

(3 × 5 = 15)

Answer three questions

- Q1)** a) System development life cycle.
b) Project controlling
c) Software
d) Queries
e) DBMS
f) Concept of Information system

SECTION - B

(3 × 15 = 45)

Answer three questions

- Q2)** What is meant by Information Resource Management? What are its sources?
- Q3)** How to design online distributed environment? Explain.
- Q4)** State the benefits of system analysis.
- Q5)** Give an overview on recent trends in Information technology.
- Q6)** Discuss in detail about management of corporate database.
- Q7)** Explain the role of DBMS in policy making.

SECTION - C
(Compulsory)

(10)

Q8) Case Study :

ABC academic institute invites different companies for conducting recruitment for placement to its students of different courses. The visiting companies fix eligibility criteria as per their requirement. Hence ABC wants to maintain a database of all its students to make the recruitment process easier.

- a) What are the different data fields would you store?
- b) Which application software would you prefer for the purpose and why?
- c) What are the limitations of the software used?
- d) What are your views regarding online recruitment?

