

(DBUS21(NR))

Total No. of Questions : 08]

[Total No. of Pages : 02

M.B.A. DEGREE EXAMINATION, MAY – 2018

Second Year

FINANCIAL MANAGEMENT

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three questions.

(3 × 5 = 15)

- Q1)** a) Financial Manager
b) Flexible budget
c) Debt-equity ratio
d) NPV
e) Preference shares
f) Under capitalisation

SECTION - B

Answer any three questions.

(3 × 15 = 45)

- Q2)** Discuss the significance of financial management.
- Q3)** Write an overview of methods of raising finance.
- Q4)** Discuss budgetary control methods.
- Q5)** Write a detailed note on cash flow analysis.
- Q6)** What is profit analysis? Explain in detail.
- Q7)** Explain the concept of receivables management in detail.

SECTION - C
(Compulsory)

(10)

Q8) Case Study

The following information is available in respect of two firms P Ltd. and Q Ltd. :

	(` in lacs)	
	P Ltd.	Q Ltd.
Sales	500	1000
(-) Variable cost	<u>200</u>	<u>300</u>
Contribution	300	700
(-) Fixed cost	<u>150</u>	<u>400</u>
EBIT	150	300
(-) Interest	<u>50</u>	<u>100</u>
Profit before tax	100	200

You are required to calculate different leverages to both the firms and also comment on their relative risk position.



(DBUS22)

Total No. of Questions : 08]

[Total No. of Pages : 01

M.B.A. DEGREE EXAMINATION, MAY – 2018

Second Year

OPERATIONS MANAGEMENT

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three of the following questions. (3 × 5 = 15)

- Q1)** a) Deterministic model
b) Quality assurance
c) Advantages of batch production
d) Material handling
e) Purchase system
f) Product selection

SECTION - B

Answer any three of the following questions. (3 × 15 = 45)

- Q2)** Define operations management. What are its functions?
Q3) Discuss in detail about facilities layout.
Q4) Explain in detail the concept of mass production.
Q5) Write a detailed note on planning and control of project.
Q6) What is the significance of inventory management and control?
Q7) Write a detailed note waste management techniques.

SECTION - C

(Compulsory)

(10)

- Q8)** Case Analysis:

A company uses annually 50,000 units of an item costing at the rate of Rs.1.20 per unit. It operates 250 days in a year and procurement time is 10 days. Each order cost is Rs.45 and inventory carrying cost is 15% of the annual average inventory value. If the safety stock is 500 units. Find EOQ, re-order level, maximum and minimum inventory levels.



(DBUS23(NR))

Total No. of Questions : 08]

[Total No. of Pages : 02

M.B.A. DEGREE EXAMINATION, MAY – 2018

Second Year

Marketing Management

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three of the following questions. (3 × 5 = 15)

- Q1)** a) Packaging
b) Branding
c) Brand ambassador
d) Marketing research
e) Pricing policies
f) Distribution strategy

SECTION - B

Answer any three of the following questions. (3 × 15 = 45)

- Q2)** Discuss in detail the application of marketing.
- Q3)** Write a detailed note on market segmentation.
- Q4)** What are the determinants of consumer behaviour?
- Q5)** Explain product life cycle phases in detail.
- Q6)** Distinguish between advertising and publicity.
- Q7)** State the methods of sales forecasting.

SECTION - C
(Compulsory)

(10)

Q8) Case study

Sudha Home Appliances pays its sales people well. They are on expense account. Their promotional prospects are bright. They get an opportunity to travel to exotic places as a reward for their service. Many sales people draw five figure salaries.

Sudha Home Appliance has thought about an incentive plan to keep the sales people motivated. It has started to think of ways and means to compensate sales people without increasing their tax liability. It has thought of providing the sales people a catalogue of house hold items which can be obtained by redeeming the points earned by them on the basis of performance. It will provided good opportunity to sales people to point out to others with a great degree of pride what they have achieved by showing the house hold items and then explaining how they won it.

They also want to introduce a travel plan, because a travel to beautiful locales home and abroad is an ultimate dream of many people. Travel plan scores over reward redemption scheme because a reward that is repeated does not have incentive value where as travel plan though repeated keeps up its incentive value. Travel plan is also a family affair.

Questions:

- a) What is the real issue in this case?
- b) Can you think of some more incentives for Sudha's sales people?



(DBUS24(NR))

Total No. of Questions : 08]

[Total No. of Pages : 02

M.B.A. DEGREE EXAMINATION, MAY – 2018

Second Year

HUMAN RESOURCE MANAGEMENT

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three questions.

(3 × 5 = 15)

- Q1)** a) Job design
b) Performance appraisal
c) Knowledge based pay
d) Rowan premium plan
e) B.A.R.S.
f) Simulation

SECTION - B

Answer any three questions.

(3 × 15 = 45)

- Q2)** Write a detailed note on personal management environment in India.
- Q3)** Explain the process of job analysis.
- Q4)** Describe how does motivation effect productivity.
- Q5)** Discuss in detail the laws and rules governing employee benefits and welfare.
- Q6)** Elaborate the principles of compensation.
- Q7)** Discuss the approaches of industrial relations.

SECTION - C
(Compulsory)

(10)

Q8) Case study:

A New York firm recently decided to install word processing equipment in order to increase electrical productivity. The new centralized center was staffed with six secretaries who learned to operate the processors from books and audio visual aids. The word processor manufacturer stated that the new generation of equipments is so much easier to use that companies can take someone with typing skills off the street and put them into word processing with a minimum of training.

One year after the installation of the new center, the output averaged only 370 lines a day from each operator. This is less than most people achieve hunting and pecking on a manual typewriter. In addition five of the original operators have resigned. One Division manager, who had lost his secretary to the new centre, stated, "just as in the case of introducing the computer, unless there is proper planning and training people will use word processors like very expensive typewriters. The tension between the operators in the center and the divisions served was great, the operators were miserable because they were being deluged with more work than they could handle, and division managers were unhappy because their work was not being done as quickly and as well as before.

Questions:

- c) What do you think went wrong here?
- d) Is this a training problem? An organizational problem? Why?
- e) What suggestions would you make to increase the productivity of the word processing center in meeting the requirements of the divisional executives.



(DBUS25)

Total No. of Questions : 08]

[Total No. of Pages : 02

M.B.A. DEGREE EXAMINATION, MAY – 2018

Second Year

RESEARCH METHODOLOGY FOR MANAGEMENT DECISIONS

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three questions.

(3 x 5 = 15)

- Q1)** a) Concept of research
b) True experimental research
c) Snowball sampling
d) Nominal scale
e) Likert scale
f) Graphic Representation

SECTION - B

Answer any three questions.

(3 × 15 = 45)

- Q2)** What is Hypothesis? How is it tested?
- Q3)** Explain the research designing process.
- Q4)** Describe the factors influencing sample size.
- Q5)** Write a detailed note on systematic sampling.
- Q6)** What are the various types of scales?
- Q7)** What are the principles in classification of data?

(DBUS25)

SECTION - C
(Compulsory)

(10)

Q8) Case study:

Study the following case and answer the questions given at the end:

You have a market research organization which does work for a lot of multinational companies. A new company, yet unknown in India, is entering the Indian market with its colour televisions and other latest audio-video products.

Your brief includes:

- Find out the total market for these products and how this market is growing.
- Find out what characteristics different types of people look at when buying these products.
- For this at least ten big and ten small cities are to be covered.
- At least 10,000 people from a cross-section of all types of employments and age groups should be covered (including housewives). Children may be excluded from this sample.

Questions:

- f) You are required to make a questionnaire to find out the target consumer which they should be targetting for their products.
- g) What process would you like to adopt for developing the research plan?
- h) How would you ensure that all the levels of people (both age and employmentwise) are well represented?



(DBUS26)

Total No. of Questions : 08]

[Total No. of Pages : 02

M.B.A. DEGREE EXAMINATION, MAY – 2018

Second Year

BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three questions.

(3 × 5 = 15)

- Q1)** a) SWOT
b) S.A.C.
c) Synergistic effects
d) Mergers
e) Mission
f) Vision

SECTION - B

Answer any three questions.

(3 × 15 = 45)

- Q2)** Write a note on 7-S framework.
- Q3)** What are the functions of top management?
- Q4)** Discuss in detail about internal corporate analysis.
- Q5)** Explain the significance of operating and financial analysis.
- Q6)** Discuss in detail the concept of diversification.
- Q7)** What are the characteristics of an effective strategic evaluation system?

SECTION - C
(Compulsory)

(10)

Q8) Case Study

Bharti Airtel Limited being in the forefront in offering 2G and 3G telecom services in India and by enhancing its market share across the country, became the largest mobile phone operator in India by 2009-10. However, with intensifying competition and the resulting decline in Average Revenue Per User (ARPU), the company was looking for opportunities to further consolidate its leadership position. In 2010, Airtel won spectrum for Broadband Wireless Access (BWA) through an auction for four telecom circles, but it could not win in two important circles of Mumbai and Delhi. In 2012, it bought a 49% stake in Wireless Business Services Pvt. Ltd. to gain access to wireless broadband spectrum in the two crucial circles in Delhi and Mumbai.

Reliance Industries Limited (RIL), the largest private company in India, had forayed into the Indian telecom industry in 2010. In the division of family businesses in 2005, RIL signed a non-compete agreement with ADAG. As per the pact, RIL could not enter telecommunications. The two parties scraped the agreement in 2010, paving way for RIL to enter into the telecommunications industry. RIL bought a 95% stake in Infotel Broadband Services (Infotel), which won spectrum in all the circles. RIL renamed Infotel as Reliance JioInfocomm in January 2013 and in July started work on rolling out 4G services telecom services in eight states of Northeast India by April 2014.

Subsequent to its acquisitions, Airtel became the first company to launch 4G services in India in late 2012 and early 2013. RIL's Reliance JioInfocomm followed hard on the heels of Airtel spicing up the competition between two giants.

Questions:

- i) Discuss the relevant strategies to be followed by the leader, Airtel and the challenger, RIL.
- j) Debate if RIL is in a position to negate the first mover's advantage of Airtel in offering 4G services.
- k) Deliberate the entry strategies of RIL.



(DBUS27)

Total No. of Questions : 08]

[Total No. of Pages : 02

M.B.A. DEGREE EXAMINATION, MAY – 2018

Second Year

MANAGEMENT OF INFORMATION SYSTEMS

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three questions.

(3 × 5 = 15)

- Q1)** a) Information system
b) System design
c) Network
d) Topology
e) SQL
f) PERT

SECTION - B

Answer any three questions.

(3 × 5 = 15)

- Q2)** Write a detailed note on information resource management.
- Q3)** Discuss in detail about system development life cycle.
- Q4)** Explain the concept of designing online & distributed environment.
- Q5)** Discuss the current trends in I.T.
- Q6)** Explain the concept of query language in detail.
- Q7)** Write a note on future trends of DBMS implementation.

(DBUS27)

SECTION - C
(Compulsory)

(10)

Q8) Case Analysis:

ABC Company manufactures 10 cosmetic products through its 24 sales offices throughout India with an average of 5 sales representatives per office. Every week sales reports in each office are tabulated by a clerk to sales representative, product, and customers. The reports are mailed to headquarters they are combined by clerks using calculating machines. The results are then typed and given to marketing research and to management. While top management is studying the reports, marketing research analyzes them and forecasts sales for the next six months. Unfortunately, by the time the management receives the reports, they are from three to six weeks old.

A new system has been devised in which daily sales by salesperson, product and customer are sent over a data communication line from each office to headquarters. A new computer is to be installed to compile and analyse the data and forecast sales. The computer will also handle payroll calculations and replace three clerks in payroll.

The detailed design has been approved by management. The company's system designer is now ready to detail plans for implementation. Nobody in the company has had any experience with computers or computer languages. About 2000 fee or floor space is available at present for the computer centre. The kind of data transmission equipment and computer has not yet been specified.

Provide the ABC Company with a thorough set of plans for implementing their new MIS.

