

Total No. of Questions : 8]

DBUS21(NR)

M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Second Year)

FINANCIAL MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 x 5 = 15)

Answer any three questions

- Q1)** a) Scope of financial management
b) Cash budget
c) Earning per share
d) Cash from operations
e) Concept of cost of capital
f) Cost - Volume - Profit analysis

SECTION - B (3 x 15 = 45)

Answer any three questions

- Q2)** Explain briefly the methods of raising finance.
Q3) What are the objectives, advantages and limitations of budgetary control?
Q4) Explain the importance and limitations of Funds flow statement.
Q5) What are the requirements for the implementation of budgetary control in an organisation?
Q6) Briefly explain the theories of capital structure.
Q7) Explain the concept of inventory management and techniques of inventory management.

SECTION - C

(10)

(Compulsory)

Q8) Case Study:

From the operating data, determine the degree of operating leverage. Which company has greater amount of business risk? Why?

	A Ltd. (Rs.)	B Ltd. (Rs.)
Sales	2,50,000	3,00,000
Fixed Costs	75,000	1,50,000
Variable Cost (% of Sales)	50	25

Total No. of Questions : 9]

DBUS22

M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Second Year)

OPERATIONS MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 x 5 = 15)

Answer any three questions

- Q1)** a) Capacity Planning.
b) Value Engineering.
c) Batch Production.
d) ABC Analysis.
e) Facilities Layout.
f) Waste Management.

SECTION - B (3 x 15 = 45)

Answer any three questions

- Q2)** Explain the Concept and significance of Operations Management.
- Q3)** Enumerate various factors determining plant location.
- Q4)** What is the importance of waste management? Explain different methods of it.
- Q5)** Explain the deterministic and probabilistic models in brief .
- Q6)** Explain the process of planning and control of projects.
- Q7)** Describe about material Handling and it's importance.

Q8) Briefly 'Explain' about 'Quality' assurance and its role in the success of an organisation.

SECTION - C **(10 Marks)**
(Compulsory)

Q9) Case Study:

A Firm's annual requirement of inventory is 40,000 units. The acquisition Cost amount to Rs.200 per order. The carrying Costs are likely to be Rs.1.50 per unit per year. Assume the following orders sizes.

- a) 60,000 Units
- b) 30,000 Units
- c) 10,000 Units

Determine:

- i) EOQ
- ii) Order Cost
- iii) Carrying Cost



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DBUS23(NR)

M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Second Year)

MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 x 5 = 15)

Answer any three questions

- Q1)** a) Marketing vs Selling.
b) Concept of Marketing.
c) Branding.
d) Cost plus Pricing.
e) Need for Packing.
f) Distribution Strategy.

SECTION - B (3 x 15 = 45)

Answer any three questions

- Q2)** What is services marketing? What are its objectives?
Q3) Define market research and explain the steps involved in market research.
Q4) What is DOGMAR approach to advertising? How do you measure the effectiveness of Advertising Effort.
Q5) Outline the different phases of Product Life Cycle.
Q6) What are the different sales promotion strategies adopted by FMCG Companies.
Q7) Draw the advantages and disadvantages of various distribution channels.

SECTION - C

(10)

(Compulsory)

- Q8)** Case Study:

The lift elevator market in India is around Rs.500 crores. Maruti India is the market leader with a market share of about 70%. TATA, Mitsubishi and Hyundai are competitive brands Maruti has a network of nearly 70 centers. The Company launched a chip-driven elevators model. Maruti 300F priced between Rs.20 lakhs and Rs.30 lakhs. Hotel industry forms an important Segment in this category as lifts are Considered Essential to Consumers. The Microprocessor Model takes an optimal combination of destinations ensuring a quick landing at respective destinations (Specific floor). The product is also likely to save energy costs significantly. Which is an additional USP. Maruti 300F has to target new buildings as old buildings will not have the infrastructure to take on the new model. Maruti also has

other models for a huge replacement market which may be integrated in new lifts. It may be noted that grill type of lifts have been banned and this market may be integrated into a 'no grill' lift at the lower end of the product line.

- a) What are the marketing Segments that you identify for Maruti lifts?
- b) What should be your target market strategies in the above indentified segment?



Total No. of Questions : 8]

DBUS24(NR)

M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Second Year)

HUMAN RESOURCE MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 x 5 = 15)

Answer any three questions

- Q1)** a) Role of Personnel Manager
b) HRP
c) E-recruitment
d) Job Evaluation
e) Halsey Premium Plan
f) Industrial Conflicts

SECTION - B (3 x 15 = 45)

Answer any three questions

- Q2)** Explain briefly the objectives and functions of Human Resource Management.
Q3) Explain different types of tests in the selection process.
Q4) What is the role of training in the organisation? Write various methods of training in brief.
Q5) Discuss the main dynamics of industrial relations in India.
Q6) What are the approaches of industrial relations? Explain in brief.
Q7) State the importance of collective bargaining.

SECTION - C

(10)

(Compulsory)

- Q8)** Case Study:

Karthik is an Employee whose performance was more than satisfactory for over two years this work assignments were completed on time and accurately done. However, for the last three months. Karthik's work has been consistently late and incomplete. His work also contained an increasing number of mistakes. He does not seem to be concentrating on his work very well and often gives vague and incomplete answers when his manager needs information from him.

Karthik's performance problems started about the time a new computer system was introduced in the company. His manager has provided regular feedback and counselling to Karthik on the problems with his assignments. During one of the Counselling sessions,

Karthik mentioned Problem using then new software. Karthik and his manager jointly agreed that he should take advantage of the two day training session offered. After the training session. The trainer informed the manager that Karthik barely participated in the training session and that he acted very nonchlant during the entire two days.

Karthik's performance is still not improving. He has a backlog of work, which means his assignments are often late and is impacting the work of others. The manager has asked other employees to step in and help to complete the backlog. In addition the manager is spending a lot of time reviewing his submissions and has found three serious errors in the pass two weeks. The manager is now seriously thinking of counselling Karthik in the next three to four weeks time.

Questions:

- a) Does this situation meet the criteria for counselling?
- b) Is Karthik's performance an example of poor or managerial performance?



Total No. of Questions : 8]

DBUS25

**M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019
(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) Hypothesis
b) Likert Scale
c) Convenience Sampling
d) Multivariate Analysis
e) Research Types
f) Significance of Research

SECTION - B (3 x 15 = 45)

Answer any three questions

- Q2)** Explain the various steps in the process of research.
Q3) Explain the procedure for testing of hypothesis.
Q4) What is sampling? Explain different methods of sampling.
Q5) Explain the significance of non-parametric test that can be used for data analysis.
Q6) Discuss the role and importance of tabulation of data in management research.
Q7) What is a report? Write about the basic requirements for report presentation.

**SECTION - C
(Compulsory)**

(10)

- Q8)** Case Study:

A sample of 800 persons's selected at random from a large city gives the result that males are 58%. Is there reason to doubt the hypothesis that males and females are in equal numbers in the city? Use 1% level of significance.



Total No. of Questions : 8]

DBUS26

M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(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) Concept of corporate strategy.
b) Top management skills.
c) Display matrices.
d) Acquisitions.
e) Turn around management.
f) Core Competancy.

SECTION - B (3 x 15 = 45)

Answer any three questions

- Q2)** Explain the corporate policy and planning in India.
Q3) How do you establish strategic control to overcome reluctance? Explain
Q4) Discuss the financial plans involved in strategy implementation.
Q5) Elucidate the role of SWOT analysis in short listing strategic alternatives at the corporate level.
Q6) What are the functions of Board of Directors?
Q7) Enumerate the approaches that can be followed to appraise implementation of strategies.

SECTION - C

(10)

(Compulsory)

- Q8)** Case Study: (Separate Sheet enclosed)

Chocolate Makers 'Hershey's Inc. USA and 'Ferrero SpA, Italy are considering a joint bid to buy out' Cadbury Plc, which could help the British confectioner fend off a hostile take over by Kraft. Foods Inc, USA this move is the strongest sign of a possible real bid to Kraft's \$ 16.7 Billion offer which Cadbury rejected and said was "derisory".

Parallely Ferrero could join financial investors and private equity players considered friendly to Cadbury, for a possible alliance. With this proposal, the advantage for Cadbury shareholders is that they would continue to hold shares in a high growth confectionery group having UK listing rather than being paid around 50% equity in a low growth US listed conglomerate having a turn over of \$ 11.7 billion a year. Ferrero, has an annual sale of \$ 9.3 billion with 18 factories and 21600 employees worldwide. It is also known for its Kinder 'Chocolates and' 'Tic - Tic' candy.

Questions:

- a) Explain 'intensive' and 'integrated growth strategies' adopted by these conglomerates.
- b) Explain the five types of competitive advantages pursued by Hershey's and Ferrero, while formulating their strategic plans; and
- c) Why do companies resort to hostile bidding?



Total No. of Questions : 8]

DBUS27

**M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019
(Second Year)**

MANAGEMENT OF INFORMATION

SYSTEMS

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 x 5 = 15)

Answer any three questions

- Q1)** a) DBMS.
b) Types of Information System.
c) System Analysis.
d) Computer Networks.
e) Software.
f) Query Language.

SECTION - B (3 x 15 = 45)

Answer any three questions

- Q2)** Write about the role and importance of management information system.
- Q3)** Explain the stages in system development and life cycle.
- Q4)** How can information technology contribute to unstructured decisions? Explain.
- Q5)** What is DBMS? Write about DBMS Implementation.
- Q6)** Write about different types of Data Communication Concepts.
- Q7)** What is the role of information resource management?

SECTION - C (10)

(Compulsory)

Q8) Case Analysis:

The federal government is held back by entrenched bureaucracies so improvements and progress come rather slowly. A number of problems plague the IS departments of federal agencies. Federal IS projects are often out of date by the time they are completed. The bidding process for projects is too long and complicated. For example, companies that are not awarded a contract may appeal the decision to a number of groups and the contract specifications have been become obsolete. Finally good IS personnel are hard to find. Loss salaries and a high turnover rate cause talented people to seek non-government jobs.

What are some information resource management policies that might help to streamline the government's IS functions?

