

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

(CUCSS)

M.B.A.

BUS 2C 16—BUSINESS RESEARCH METHODS FOR MANAGEMENT

(2016 Scheme).

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What do you mean by quota sampling ?
2. Write few differences between qualitative and quantitative research
3. Define ANOVA.
4. What is the significance of research report ?
5. What do you mean by Type II error ?
6. What is non probability sampling ?

(6 × 1 = 6 weightage)

Part B

Answer any four of the following.

Each question carries 3 weightage.

7. What are the steps involved in designing a questionnaire ?
8. Explain research process.
9. Write a note on research problem.
10. Differentiate between probability and non probability sampling.
11. Explain the types of hypothesis.
12. Which are the different types of sampling designs ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three of the following.

Each question carries 4 weightage.

13. Enumerate different types of data collection methods.
14. Distinguish between research method and research methodology.
15. What are the merits and demerits of interview method of data collection?
16. A population is divided into three strata so that $N_1 = 5000$, $N_2 = 2000$ and $N_3 = 3000$. Respective standard deviations are: $s_1 = 15$, $s_2 = 18$ and $s_3 = 5$. How should a sample of size $n = 84$ be allocated to the three strata, if we want optimum allocation using disproportionate sampling design.
17. The scores observed by candidate in a certain test are normally distributed with mean 1000 and standard deviation 200. What per cent of candidates receive scores : (i) Less than 800 ; and (ii) Between 800 and 1200. (The area under the curve between $Z = 0$ and $Z = 1$ is 0.34134).

(3 × 4 = 12 weightage)

Part D

Answer the compulsory question. 6 weightage.

18. Weight of 10 students is as follows :

S.No.	1	2	3	4	5	6	7	8	9	10
Weight (kg.) ...	38	40	45	53	47	43	55	48	52	49

Can we say that the variance of the distribution of weight of all students from which the above sample of 10 students was drawn is equal to 20 kgs. Test this at 5 per cent and 1 per cent level of significance.

(1 × 6 = 6 weightage)

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JULY 2022

(CUCSS)

M.B.A.

BUS 2C 15—MANAGEMENT INFORMATION SYSTEM

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. What is system concept ?
2. What are the operational elements of a system ?
3. What is ESS ?
4. Illustrate the idea of business data base.
5. What is transaction system ?
6. What is alpha test ?

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. Explain how MIS relates to other disciplines.
8. Describe the stages of system development life cycle.
9. Explain the difference between formal and informal information systems.
10. Identify the functions of the expert system.
11. What are the objectives of a system audit ?
12. List out the ethical dimensions of Information Technology.

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any three questions.
Each question carries 4 weightage.*

13. Describe how information helps managers in making decisions. Also examine the effects of information overload.
14. Explain the nature of a real time system.
15. What are the considerations in selecting an ERP package ?
16. Describe the stages in information system implementation.
17. Which network topology is advisable for a trading network system ? Why ?

(3 × 4 = 12 weightage)

Part D (Compulsory)

The question carries 6 weightage.

18. A company with the following details is planning to develop an information system.

It is a large manufacturing cum marketing company for electronics products. Headquarters in Delhi with branch offices in Kochi, Hyderabad, Jaipur, Kolkata and Bhopal. Manufacturing units are situated in Bangalore and Pune. Total staff strength 2500.

Required :

- (i) Explain the information requirements of the company.
- (ii) Develop the basic structure of an information system for the company.
- (iii) Identify the subsystems to be developed.

(6 weightage)

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JULY 2022

(CUCSS)

M.B.A.

BUS 2C 14—MANAGEMENT SCIENCE

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. What do you mean by sensitivity analysis ?
2. Identify the significance of game theory.
3. State the merits of CPM.
4. What is slack variable ?
5. What do you mean by an Initial basic feasible solution in a transportation problem ?
6. What do you mean by Expected Monetary Value ?

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. What do you mean by an assignment problem ? Explain how it is different from transportation problem.
8. Solve the game whose pay off matrix is given by :

	Player B		
Player A	15	2	3
	6	5	7
	-7	4	0

Turn over

9. A baking company must produce atleast 200 kgs of a mixture consisting of ingredients X1 and X2 daily. X1 costs Rs. 3 per kg and X2 Rs. 8 per kg. No more than 90 kg of X1 can be used and at least 60 kgs of X2 must be used. Formulate a mathematical model to the problem.
10. What is management science ? Discuss the various applications of management science.
11. Write down the dual of the following problem :

$$\text{Min } Z = 2x_1 + 3x_2$$

$$\text{S.t: } x_1 + x_2 \geq 10$$

$$2x_1 + 3x_2 \geq 24$$

$$x_1, x_2 \geq 0.$$

12. Explain the different methods for finding out Initial feasible solution in transportation problem.
(4 × 3 = 12 weightage)

Part C

*Answer any three questions.
Each question carries 4 weightage.*

13. Find the initial solution using Vogel's method to the following transportation problem :

	W1	W2	W3	Supply
X1	2	7	4	5
X2	3	3	1	8
X3	5	4	7	7
X4	1	6	2	14
Demand	7	9	18	

14. Explain the advantages of simulation compared to other models.
15. A project work consist of five major jobs for which five contractors have submitted tenders. The tender amounts quoted in lakhs of rupees are given in the matrix below :

		Job				
		L	M	N	O	P
Contractors	I	8	4	2	6	1
	II	0	9	5	5	4
	III	3	8	9	2	6
	IV	4	3	1	0	3
	V	9	5	8	9	5

Determine the optimum assignment schedule.

16. In bank customers arrive at a rate of 30 per day. Assuming that the inter-arrival time follows an exponential distribution and, the service time distribution is also exponential with an average 36 minutes. Calculate the following :
- Average length of non-empty queue.
 - The probability that the queue size exceeds 10.
17. Explain various criteria's used for decision making under uncertainty.

(3 × 4 = 12 weightage)

Part D (Compulsory)

It carries 6 weightage.

18. Assuming that the expected time are normally distributed. Find the critical path and project duration.

Activity	Days		
	<i>a</i>	<i>m</i>	<i>b</i>
1-2	2	5	14
1-3	9	12	15
2-4	5	14	17
3-4	2	5	8
3-5	8	17	20
4-5	6	9	12

(1 × 6 = 6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

(CUCSS)

M.B.A.

BUS 2C 13—HUMAN RESOURCE MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. Define Human Resource Management.
2. What do you mean by Recruitment ?
3. What is Job Enlargement ?
4. Define Placement.
5. What is Performance Appraisal ?
6. Define Wage.

(6 × 1 = 6 weightage)

Part B

Answer any four of the following.

Each question carries 3 weightage.

7. Briefly explain the objectives of HRM.
8. Bring out the sources of Recruitment.
9. Discuss the significance of Performance Appraisal.
10. Bring out the objectives of Compensation.
11. Mention the procedure of Grievance Redress System.
12. Write the significance of participation in management.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three of the following.

Each question carries 4 weightage.

13. Bring out the difference between HRM and HRD.
14. Briefly explain the selection process.
15. What is training ? Discuss the kinds of training.
16. Bring out the performance appraisal methods.
17. "Flexible work arrangements enhances employee productivity". Discuss with justification

(3 × 4 = 12 weightage)

Part D

Answer the following compulsory question.

This question carries 6 weightage.

18. The world-renowned British theoretical physicist Stephen Hawking, known for his contributions to the fields of cosmology, general relativity and quantum gravity especially in the context of black holes, says that "Artificial Intelligence will never kill human brain". Taking a cue from Mr. Hawking's comment, can you say that human beings can never be replaced by artificial intelligence and robots in the workplaces? Substantiate your point of view on this issue.

(1 × 6 = 6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

(CUCSS)

M.B.A.

BUS 2C 12—OPERATION MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer all the questions.
1 weightage to each.*

1. What is aggregate planning ?
2. Explain three main components of quality management.
3. Define work study.
4. Why is Material Handling important ?
5. Define capacity planning.
6. A probabilistic estimate of project completion plays a vital role during project management. Give reasons.

(6 × 1 = 6 weightage)

Part B

*Answer any four questions from the below questions.
3 weightage to each.*

7. Explain the steps in process planning.
8. What are the advantages of JIT purchasing ?
9. Write short notes on work place design.
10. "Profitability of a company depends to a large extent on the effectiveness of its purchase function". Explain.
11. Explain speculative risk with examples.
12. What is crashing of CPM networks ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any **three** from the following questions.
4 weightage to each.

13. Describe in detail about any two qualitative type of forecasting with their advantages and disadvantages.
14. Enumerate the basic types of maintenance.
15. A material department has to keep in touch with various departments of a firm to ensure its smooth working. Discuss.
16. Explain the scope of production/operations management.
17. Discuss the objectives and various functions of purchasing.

(3 × 4 = 12 weightage)

Part D

Answer the question below.
6 weightage.

18.

<i>Activity Code</i>	<i>Activity</i>	<i>Immediate predecessor</i>	<i>Activity Duration in days</i>
A	Design the project	-	20
B	Build prototype unit	A	10
C	Perform test on Prototype	B	8
D	Estimate material cost	A	11
E	Refine project design	C,D	7
F	Demonstrate project to customer	E	6
G	Estimate labor cost	D	12
H	Prepare technical proposal	E	13
I	Deliver proposal to customer	G, H, F	5

- (a) Draw a Network Diagram for the project.
- (b) Identify critical path, critical activity and compute project duration.
- (c) Compute slack for each activity.

(1 × 6 = 6 weightage)

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JULY 2022

(CUCSS)

M.B.A.

BUS 2C 11—FINANCIAL MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. Explain the concept of Time value of money.
2. Differentiate the hard and soft capital rationing.
3. What is NPV ? State the merits of NPV.
4. Mention the objectives of inventory management.
5. Distinguish between over capitalisation and under capitalisation.
6. Briefly explain the concept of financial engineering.

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. Explain the role of finance manager in modern age.
8. X Ltd, presents the following capital structure data :

Source	Rs.
Ordinary shares (1000 shares)	50,000
10% Preference shares	20,000
12% Debentures	15,000
Total	85,000

The dividend payment of the company is @ of 5%. Further the company raises additional funds for replacement of assets of 14% debenture amounting 10,000. You are asked to find out weighted average cost of capital of existing as well as new capital structure.

Turn over

9. What are the practical considerations to be kept in mind at the time of shaping dividend policy ?
10. A new firm is considering choice between the following alternative projects. As a financial manager, which project would you prefer and why ?

	Project 1	Project 2
	Rs.	Rs.
Down payment (Cash outflow)	4,00,000	1,60,000
Present value of expected future	8,00,000	4,00,000
Cash Inflows		
Profitability Index	2.0	2.5

11. Both excess working capital and insufficient working capital are not good for a business house. Discuss.
12. Illustrate traditional approach of capital structure using the following information :
- EBIT - 4,00,000
- Equity capitalisation Rate :
- 10% - When employs no debt
- 11% - When employs 8,00,000 5% debentures
- 13% - When employs 12,00,000 6% debentures.

(4 × 3 = 12 weightage)

Part C

Answer any three questions.

Each question carries 4 weightage.

13. Compare and contrast NI Approach and NOI Approach:
14. A pro forma cost sheet of a company provides the following particulars :

Elements of cost :

Raw materials	-	40%
Wages	-	10%
Overheads	-	30%

The following further particulars are available :

- (1) Raw materials are to remain in stores on an average - 5 weeks
- (2) Finished goods are expected to be in stock on an average - 10 weeks
- (3) Processing time - 4 weeks
- (4) Credit period allowed to debtors - 8 weeks
- (5) Credit period allowed by creditors - 6 weeks
- (6) Lag in payment of wages - 2 weeks
- (7) Level of production - 1,09,200 units
- (8) Selling price per unit - 60

Prepare an estimate of working capital requirements assuming 10% margin for contingencies.

15. What is capital budgeting ? Explain various techniques of capital budgeting.
16. Navaratnam Ltd belongs to a risk class of which the capitalisation rate is 10%. It currently has 1,00,000 shares selling at 100 each. The company is thinking of declaring 6 per share as dividend at the end of the current year which has just begun. On the basis of MM model, answer to the following questions :
 - (a) What will be the price of the shares at the end of the year if a dividend is not declared ?
 - (b) What will be the price if dividend is declared ?
 - (c) Assuming that the firm pays dividend, has net income of 10 lakh and makes new investments of 20 lakh during the period, how many new shares must be issued ?
17. The average rate of dividend paid by X Ltd. for the last five years is 21%. The earnings of the company have recorded a growth rate of 3% per annum. The market value of the equity shares is estimated to be 105. Find out :
 - a) The cost of equity share capital.
 - b) Determine the estimated market price of the equity shares if the anticipated growth rate of the firm rises to 5%.
 - c) If the company's cost of capital is 20% and the anticipated growth rate is 5%, determine the market price of the share, assuming the same dividend per share.

(3 × 4 = 12 weightage)

Turn over

Part D (Compulsory)*It carries 6 weightage.*

18. Grund corporation's capital structure consists of the following :

	Rs.
Equity share of 100 each	10,00,000
Retained earnings	5,00,000
9% preference shares	6,00,000
7% debentures	4,00,000
Total	25,00,000

The company earns 12% on its capital. The company is in 50% tax bracket. The company requires 12,50,000 for the expansion programme for which the following three alternatives are available.

- (i) Issue of 10,000 equity shares at a premium of 25/share.
- (ii) Issue of 10% preference shares.
- (iii) Issue of 8% debentures.

Which of the three financing alternative would you recommend ? Why ?

(1 × 6 = 6 weightage)

SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022

M.B.A. (CUCSS)

BUS 2C 10—MARKETING MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer the following questions.
Each question carries 1 weightage.*

1. Define Marketing.
2. What is meant by market segmentation ?
3. What do you mean by physical distribution ?
4. Define product mix.
5. Explain marketing control.
6. Define price skimming.

(6 × 1 = 6 weightage)

Part B

*Answer any four of the following question.
Each question carries 3 weightage.*

7. Highlight the importance of consumer behaviour.
8. Mention the tools of promotional mix. Explain any two.
9. Differentiate selling concept and marketing concept.
10. What are the methods of data collection ?
11. Discuss Four P's of marketing mix.
12. How does customer react to a purchase dis-satisfaction ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any **three** of the following question.

Each question carries 4 weightage.

13. Some of the environmental factors are controllable where as others are beyond the control of firm. Discuss.
14. Explain the stages in consumer buying decision.
15. What is meant breadth, depth and consistency of product mix ? Explain by giving suitable examples.
16. What is a new product ? How is it developed ?
17. What are the factors which influence consumer behaviour in the purchase of a Product ?

(3 × 4 = 12 weightage)

Part D

18. Answer the *compulsory question* (6 weightage) case study -[*compulsory*] :

Marketing and distribution of Mushroom

Krishanth and Thanush are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of Mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Krishanth and Thanush fund raising was a serious handicap for mass production. However the First trial batch of Mushrooms that they produced was bought by star Hotel in Bangalore.

Now Mushroom Industry is run by small entrepreneurs like Krishanth and Thanush. Another big player M/s Gagan Mushrooms, equipped with cold storage facility was more interested in export market.

Krishanth and Thanush have set their sights high. They aim to sell Mushrooms in a very big way all over India. Mushrooms have great market potential and are a perishable food.

Questions :—

- a) How will you advice Krishnath and Thanush, as how to increase the consumer awareness about this new food.
- b) What would be your suggestions for distribution channel for Mushroom ?

(2 × 3 = 6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (CUCSS)

BUS 2C 09—SOFT SKILL DEVELOPMENT

(2016 Scheme)

Time : One Hour and Half

Maximum : 18 Weightage

Answer all the parts.

Part A

Answer all the questions.

Each question carries 1 weightage.

1. Define stress.
2. Who is a leader ?
3. Define ethics.
4. State the components of attitude.
5. What are the different phases of Group Discussion ?
6. What is meant by Personality Analysis ?

(6 × 1 = 6 weightage)

Part B

Answer any four of the following.

Each question carries 3 weightage.

7. What are the essential qualities of a successful leader ?
8. Explain the three components of Freudian Analysis of Personality Development.
9. Define attitude. What are the benefits of positive attitude ?
10. What are the emotions displayed by Body Language ?
11. Define ethics and list the sources of ethical norms.
12. What is time management ? Explain the general principle of time management.

(4 × 3 = 12 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (Health Care Management)

BUS HCM 16—HEALTH EDUCATION AND MANAGEMENT INFORMATION SYSTEM

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What is Health Education ?
2. What is the aim of Health Promotion ?
3. Define Health Status.
4. What is System Design ?
5. Define MIS.
6. What is Private Information System ?

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Briefly explain the importance of Panchayat Raj institutions in Health Promotion
8. Explain different methods of health education
9. Explain Community Organization Model.
10. What are the types of feedback ? Explain briefly.
11. Briefly explain formal and Informal information system.
12. Write a note on Transaction Processing Systems.

(4 × 3 = 12 weightage)

Part C

*Answer any **three** questions.*

Each Question carries 4 weightage.

13. Explain Rogers Model with Diagram.
14. Explain the key elements of health promotion.
15. Explain the characteristics and types of information.
16. Write a note on Waterfall Model.
17. Explain Synthesis of an MIS structure.

(3 × 4 = 12 weightage)

Part D

Compulsory question carries 6 weightage.

18. Explain Systems Development Life Cycle (SDLC) approach with examples.

(1 × 6 = 6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (Health Care Management)

BUS HCM 15—RESEARCH METHODOLOGY FOR HEALTH CARE MANAGEMENT
(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What is Snow-ball sampling ?
2. Give two examples for Parametric test
3. What is meant by Sample in statistics ?
4. Name any three Demographic data profile you would consider for preparing a questionnaire.
5. Define Reliability.
6. Differentiate between Parametric and Non-parametric test.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. What are the steps in formulation of a research problem ?
8. Illustrate the disadvantages of sampling technique.
9. Briefly explain the different types of research.
10. Explain different types of scales used in research.
11. Write a short note on Type I error and Type II error.
12. Explain the importance of Report writing.

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any three questions.
Each question carries 4 weightage.*

13. Explain the role of literature review in formulation of problem.
14. What is sample ? Briefly explain the non-random/non-probability sampling.
15. The marketing manager of a hospital wants to increase by studying the causal relationship between sales and promotion strategies. Explain various types of experimental research design available for the sales manager.
16. Illustrate Business Research process with the help of flow chart.
17. Briefly explain the format of Research report

(3 × 4 = 12 weightage)

Part D

Compulsory question carries 6 weightage.

18. Harvard Multi-specialty is the leading hospital in Mumbai for many years. The main attraction of the hospital is the service they provide to the patient. The hospital has captured about 10 % of the market share in cardio-thoracic segment, which is there is main specialty in the hospital.

Since last year, the hospital is facing a stiff competition from another hospital which has come up recently. This is reflected in the hospital monthly sale. The Harvard hospital is concerned over this development and would like to regain its hold in the cardio-thoracic segment. At a recent meeting in the board of directors, a decision was taken in favor of systematic research to be conducted by the researcher.

As a researcher, how would you answer the following questions ?

- a) Write the research objective for the given problem.
- b) What kind of research approach would you adopt and why ?
- c) Which method of data collection would you adopt and why ?

(1 × 6 = 6 weightages)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (Health Care Management)

BUS HCM 14—HOSPITAL PROJECT AND MEDICAL FACILITIES MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. Define Project Life cycle ?
2. What is Project management ?
3. What is PERT ?
4. Define CPM.
5. What is Feasibility study ?
6. What is Change management ?

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage

7. What are the advantages of PERT.
8. What is the advantage of using CPM in project management ?
9. Explain the role of team leader in a team.
10. What are the functions of a Project Manager ?
11. Which are the control techniques in project management ?
12. What is Work Breakdown Structure ? How important it is in project management ?

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any **three** questions.
Each question carries 4 weightage*

13. Explain Gantt chart.
14. What are the essential qualities of a good leader ?
15. What are the environmental considerations in the planning of a hospital ?
16. What is construction cost ? Is it important to estimate the cost in project management ?
17. Explain different Project Control Techniques.

(3 × 4 = 12 weightage)

Part D (Compulsory Question)

18. A multinational company is planning to construct a 1,000 bedded hospital in a tier II city in India. If you are appointed as the project manager for the same, explain your role.

(6 weightage)

SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022

M.B.A. (Health Care Management)

BUS HCM 13—MANAGEMENT SCIENCE

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. Define Simulation.
2. What are the limitations of Queuing theory ?
3. Define Linear Programming Problem.
4. What are Shadow prices ?
5. What is Decision tree ? Explain.
6. Define CPM.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Find graphical solution to the following L.P.P. :

$$\begin{aligned} &\text{Maximize } Z = 10X_1 + 8X_2 \\ &\text{subject to } 2X_1 + X_2 \leq 20 \\ &X_1 + 3X_2 \leq 30 \\ &X_1 - 2X_2 \geq -15 \\ &X_1, X_2 \geq 0. \end{aligned}$$

Turn over

8. A company is spending Rs. 1,200 on transportation of its units from three plants to four distribution centres. The supply and demand of units with unit cost of transportation in rupees are given below. Compute any *two* initial basic feasible solution and comment on findings :

Plants	Distribution centres				Supply
	D ₁	D ₂	D ₃	D ₄	
P ₁	20	30	50	17	7
P ₂	70	35	40	60	10
P ₃	40	12	60	25	18
Demand	5	8	7	15	

9. Solve the following assignment problem by Hungarian method :

Worker	Time (in minutes)		
	Job 1	Job 2	Job 3
A	4	2	7
B	8	5	3
C	4	5	6

10. Write the dual of the following L.P.P. :

$$\begin{aligned} \text{Minimize } Z &= 10X_1 + 20X_2 \\ \text{subject to } & 3X_1 + 2X_2 \geq 18 \\ & X_1 + 3X_2 \geq 8 \\ & 2X_1 - X_2 \leq 6 \\ & X_1, X_2 \geq 0. \end{aligned}$$

11. At a certain petrol pump, customers arrive in a Poisson process with an average time of 5 minutes between successive arrivals. The time taken at the petrol pump to serve customers follow exponential distribution with an average of 2 minutes. You are required to obtain the following :
- The utilization parameter.
 - Expected queue length.
12. Discuss in detail the decision-making under risk.

(4 × 3 = 12 weightage)

Part C

Answer any **three** questions.

Each question carries 4 weightage.

13. Solve the LPP by simplex method :

$$\begin{aligned} &\text{Maximize } Z = 5X_1 + 2X_2 \\ &\text{subject to } 4X_1 + 2X_2 \leq 16 \\ &\quad 3X_1 + X_2 \leq 9 \\ &\quad 3X_1 - X_2 \leq 9 \\ &\quad X_1, X_2 \geq 0. \end{aligned}$$

14. Given the following sales matrix, find the optimal assignment plan :

Salesman	Zone			
	I	II	III	IV
A	200	150	170	220
B	160	120	150	140
C	190	195	190	200
D	180	175	160	190

15. A steel company has 3 open-hearth furnaces and 5 rolling mills. Transportation of Steel from furnaces to rolling mills (in Rupees per quintal) are shown in the following table. Obtain the optimum allocation :

Furnace	Rolling mill					Supply
	M1	M2	M3	M4	M5	
F1	4	2	3	2	6	8
F2	5	4	5	2	1	12
F3	6	5	4	7	7	14
Demand	4	4	6	8	8	

Turn over

16. On a national highway, automobiles arrive for toll tax payment at an average rate of 3 in 5 minutes, according to the Poisson probability law. The attendant receives the tax in an average time of 1 minute per customer. The service (collection of tax) time is exponentially distributed. You are required to determine :
- The percentage of time the attendant at the toll gate shall be idle.
 - The average time that the attendant is free in his 8-hour duty time.
 - The expected number of customers in the system.
17. The research department of Hindustan Lever has recommended the marketing department to launch a Shampoo of three different types. The marketing manager has to decide one of the types of Shampoo to be launched under the following estimated pay-offs (in million of rupees) for various levels of sales :

Type of Shampoo	Estimated level of sale (units)		
	15000	10000	5000
Egg shampoo	30	10	10
Clinic shampoo	40	15	5
Deluxe shampoo	55	20	3

What will be the marketing manager's decision if (i) Maximin ; (ii) Maximax ; (iii) Laplace ; and (iv) Regret criterion is applied ?

(3 × 4 = 12 weightage)

Part D

Compulsory question carries 6 weightage.

18. A small project consists of seven activities for which the relevant data are given below :

Activity	Preceding activities	Activity duration (days)
A	—	4
B	—	7
C	—	6
D	A, B	5
E	A, B	7
F	C, D, E	6
G	C, D, E	5

Construct PERT network and compute critical path and its duration.

(1 × 6 = 6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (Health Care Management)

BUS HCM 12—HEALTHCARE HUMAN RESOURCES MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What are the four integral components of 360 Degree Appraisal ?
2. Define Human Resource Management.
3. What is the scope of workers' participation ?
4. What are the steps involved in employee grievance procedure ?
5. What are the principles governing code of discipline ?
6. Mention the changing roles of the HR manager in Healthcare services.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. What are the various functions of Human Resource Management (HRM) ? Illustrate the HRM responsibilities of line and staff Managers.
8. "A well thought-out orientation program is essential for all new employees, whether they have experience or not". Explain.
9. Explain the process of job analysis. How are the products of job analysis useful for recruitment ?
10. Enlist the steps involved in the selection process.
11. Explain process of HR planning in detail. What are the limitations of HRP ?
12. Discuss the various internal and external sources of recruitment.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage.

13. What is an Employer's role in career development process ? Explain in detail the various stages of career development.
14. Describe the steps involved in establishing pay-rates.
15. How can you assess the training needs ? Explain the process of conducting a training program.
16. Discuss the importance of internal mobility. What according to you should the promotion of an employee be based on, "merit or seniority ?" Justify.
17. Explain the various errors committed by Raters while performance appraisal. Identify the measures to overcome rating errors.

(3 × 4 = 12 weightage)

Part D

Compulsory question carries 6 weightage.

18. Management of men is a challenging job. Explain.

(6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (Health Care Management)

BUS HCM 11—HEALTHCARE OPERATIONS MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What is inventory replenishment ?
2. What is the responsibility of the Operations Management Team in a hospital ?
3. What do you understand by Health Care operations ?
4. What is the goal of operations Management ?
5. What are the 3 parts of Operation Management ?
6. What is the difference between ICU and HDU.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Explain Operation Management in Organizational Chart.
8. Why is calibration of Hospital equipment important ?
9. What are the constituent of the blood bank records ?
10. What is the effect of Computers on work patterns in healthcare ?
11. How are the different blood groups classified ?
12. Name the equipments generally found in a Hospital system.

(4 × 3 = 12 weightage)

Part C

Answer any three questions.

Each question carries 4 weightage.

13. "Time estimate is done by breaking down the project" - Discuss.
14. Explain how Optical scanning useful to medical records.
15. Draw a process flow chart of nursing services in hospital.
16. What is performance management ? How could it be applied in health care industry ?
17. "Quality is a new competitive weapon"- Discuss.

(3 × 4 = 12 weightage)

Part D

Compulsory *question carries 6 weightage.*

18. Enumerate the various stages of project formulation while implementing a super specialty hospital project with a diagram.

(6 × 1 = 6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (HEALTH CARE MANAGEMENT)

BUS HCM 10—FINANCIAL MANAGEMENT IN HEALTH CARE

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What is Time Value of Money ?
2. What is Over Capitalization ?
3. Define NPV.
4. What is Factoring ?
5. Expand WACC.
6. What are Receivables ?

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. List the factors affecting Working Capital of a Surgical equipment company.
8. What are the cash management tools ? List the optimal cash models.
9. State the assumptions of Gordon Model on Dividend.
10. Discuss the objectives of Financial Management.
11. You want to buy a house after 5 years. Then the expected cost is Rs. 20,00,000. How much you have to save annually if your savings earn return of 12 % per annum.

Turn over

12. The following data relates to two companies :

<i>Particulars</i>	P Ltd. (Rs. in Lakhs)	Q. Ltd. (Rs. in Lakhs)
Sales	500	1000
Variable cost	200	300
Contribution	300	700
Fixed costs	150	400
EBIT	150	300
Interest	50	100
Profit Before Tax	100	200

Calculate Operating, Financial and combined leverages for the two companies.

(4 × 3 = 12 weightage)

Part C

Answer any three questions.

Each question carries 4 weightage.

13. Explain the different capital structure theories.
14. Explain the Inventory Management techniques.
15. The following data is available for Newton Limited:

Earnings per share = Rs. 6.00.
 Rate of return = 18 percent.
 Cost of capital = 15 percent.

If Walter's valuation formula holds, what will be the price per share when the dividend payout ratio is 30 percent ? 40 percent ?

If Gordon's basic valuation formula holds, what will be the price per share when the dividend payout is 30 percent, 40 percent ?

16. Explain the Capital Budgeting techniques used in any financial investment decision.

17. Servex Pharma has the following capital structure on 31st March 2019 :

<i>Particulars</i>	<i>Amount</i>
Equity capital 2,00,000 shares	40,00,000.
10 % Preference shares	10,00,000
14 % Debentures	30,00,000
Total	80,00,000

The equity share of the company sells at Rs. 20. The company is expected to pay Rs. 2 per share as dividend in the next year, which will grow at 7 % for ever. Assume 35 % tax rate. You are required to compute WACC based on existing capital structure.

(3 × 4 = 12 weightage)

Part D

Compulsory question carries 6 weightage.

18. Estimate the working capital required from the following information. Add 20 % contingencies :

<i>Particulars</i>	<i>Amount</i>
<i>Amount blocked up in stock :</i>	
Stock of finished goods	12,000
Stock of stores materials	20,000
<i>Average Credit sales :</i>	
Inland Sales - 8 weeks credit	6,00,000
Export Sales - 2 weeks credit	1,60,000
<i>Lag in Payment of wages and other outgoings :</i>	
Wages -2 weeks	5,00,000
Stock of materials - 2 months	1,00,000
Rent and Royalties - 6 months	20,000
Clerical Staff - 1 month	10,000
Miscellaneous expenses - 2 months	1,00,000
<i>Payment in advances :</i>	
Sundry Expenses (paid quarterly)	20,000

(6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (Health Care Management)

BUS HCM 09—MARKETING FOR HEALTH CARE SERVICES

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. Explain Global marketing.
2. What is Brand equity ?
3. Define Penetration pricing
4. What is Product line ?
5. Outline the types of Wholesalers.
6. Identify the functions of Labelling.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. What do you understand by term Marketing ? Explain the core concepts of Marketing.
8. Discuss the marketing strategies that may be used at the introductory and maturity stages of product life cycle.
9. Explain the importance of social media marketing in today's era.
10. What is targeting, explain the types of market segmentation with suitable examples ?
11. What do you understand by pricing decisions ? Explain the different factors affecting pricing decision of a product.
12. Define packaging. What are the objectives and functions of packaging ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage.

13. What are the advantages and disadvantages of sales promotion ? Briefly explain price and non-price promotion available to the marketers.
14. Discuss the external environment factors for Hospital.
15. What is service marketing mix ? Explain the recent trends and advancement in health care service marketing.
16. What is Consumerism ? Discuss various ethical issues associated with marketing.
17. What is Marketing audit ? Explain various stages in new product development.

(3 × 4 = 12 weightage)

Part D

Compulsory question.

18. You are a manager of a highly sold brand of eyewear that offers a complete range of highly priced but good quality spectacles. Describe how an understanding of consumer behaviour would be useful in deciding on your :
 - Segmentation strategy.
 - Targeting strategy.
 - Promotion strategy.

What aspect of consumer behaviour would be most relevant for you to study and why ?

(6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (International Finance)

BUS IF S2 16—BUSINESS RESEARCH METHODS FOR MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer all questions.

Each question carries 1 weightage.

1. A hypothesis is a _____ about the predicted relationships among events or variables.
 - a) Statement.
 - b) Conclusion.
 - c) Prediction.
 - d) None of these.
2. _____ research deals with practical problems.
 - a) Basic.
 - b) Exploratory.
 - c) Applied.
 - d) Experimental.
3. _____ research is mainly concerned with generalizations and with the formulation of a theory.
 - a) Basic.
 - b) Exploratory.
 - c) Applied.
 - d) Experimental.
4. _____ research is a preliminary study of a new problem about which the researcher has little or no knowledge.
 - a) Basic.
 - b) Exploratory.
 - c) Applied.
 - d) Experimental.
5. The _____ research leads to discovery of new theories and development of existing theories.
 - a) Pure.
 - b) Exploratory.
 - c) Applied.
 - d) Experimental.

Turn over

Section C

Answer any three questions.

Each question carries 4 weightage.

16. What is review of literature ? Explain its purpose in research.
17. What is sampling design ? Explain its steps in brief.
18. Design a questionnaire to study the scope of Online Education in India.
19. Discuss the steps followed in Data processing.
20. Explain what the format of research report is in brief.

(3 × 4 = 12 weightage)

Section D

Compulsory question for 6 weightage.

21. Case study :

Mr. Akash wanted to start a new business in the area of Ready to eat products, mainly in food sector. Before that he want to know the consumer behavior towards ready to eat foods. Being an MBA students help him in the following areas.

- 1 Develop a research plan.
- 2 Suggest suitable research design for above Research topic and justify your answer.

(2 × 3 = 6 weightage)

SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022

M.B.A. (International Finance)

BUS IF S2 15—ACCOUNTANT IN BUSINESS

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer all questions.

Each question carries 1 weightage.

1. Which type of organizational structure is characterized by departments dealing with specialized task ?
 - (a) Matrix.
 - (b) Divisional.
 - (c) Hierarchical.
 - (d) Functional.
2. Indian Economy is an example of _____.
 - (a) Capitalist economy.
 - (b) Closed economy.
 - (c) Mixed Economy.
 - (d) None of these.
3. The transfer of asset from public sector to the Private sector is referred to as
 - (a) Privatization.
 - (b) De regulation.
 - (c) Nationalization.
 - (d) Individualization.
4. What is triple bottom line audit ?
 - (a) A social, economic and environmental audit.
 - (b) An audit of the three major financial project of a business.
 - (c) An audit by the Physical Health of Employees.
 - (d) An audit of all the Sporting resources of the enterprise.
5. Administrative control contains _____.
 - (a) Industrial Policy.
 - (b) Economic planning.
 - (c) GNP.
 - (d) GDP.

Turn over

6. EPZ stands for :
- (a) Export Processing Zone. (b) Export Promotion Zone.
(c) External Promotion zone. (d) None of these.
7. _____ refers to the external forces which have a bearing on the functioning of the business.
- (a) Environment. (b) Culture.
(c) System. (d) None of these.
8. Which of the following statements about data security is not true ?
- (a) Loss or corruption of data is almost always non-deliberate.
(b) New staff in particular pose a threat.
(c) It is impossible to prevent all threats cost-effectively.
(d) Smoke detectors are a form of data protection.
9. Secondary stakeholders is another term for which group of stakeholders ?
- (a) Internal stakeholders. (b) Connected stakeholders.
(c) External stakeholders. (d) Contractual stakeholders.
10. _____ is the role at the interface between the operational core (non-managerial workers) and management.
- (a) Middle line. (b) Junior management.
(c) Employee communications. (d) Supervision.

(10 × 1 = 10 weightage)

Section B

*Answer any four questions.
Each question carries 2 weightage.*

11. What is PEST Analysis ?
12. What is 360 degree performance appraisal ?
13. How does corporate social responsibility affect stakeholders ?
14. What do you mean by corporate code of conduct ?
15. What are the basic principles of CSR ?

(4 × 2 = 8 weightage)

Section C

Answer any three questions.

Each question carries 4 weightage.

16. Discuss Advantages of Line and Staff Organization.
17. What are some of the ethical issues of selecting accounting principles for a company ?
18. Discuss the structure of ethics management.
19. Explain basic Parts of an Accounting Information System.

(3 × 4 = 12 weightage)

Section D

Compulsory question for 6 weightage.

20. Case study (compulsory question)

Peter is a vice president in a large corporation. As part of his duties, he supervises fifteen managers; fourteen of these managers are men. Only one of the managers is a black man, and one is a white female.

Peter is replacing one of the white, male managers. He has advertised the position both in house and outside, as required by his company's hiring policies. After reviewing all of the applications, he believes that Steve, an employee of the company for 12 years, is the most qualified applicant. However, in the pool of applicants there are three qualified women and two qualified black men. Morally what should Peter do ?

Questions :

1. Is it fair to hire Steve, even though this will still mean that the managers will have definite gender and race inequity ?
2. Is it fair to Steve to hire someone less qualified to agree with Affirmative Action ?

(6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (International Finance)

BUS IF S2 14—MANAGEMENT SCIENCE

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer all questions.

Each question carries 1 weightage.

1. A feasible solution to a linear programming problem _____.
 - a) Must satisfy all the constraints of the problem simultaneously.
 - b) Need not satisfy all of the constraints, only some of them.
 - c) Must be a corner point of the feasible region.
 - d) Must optimize the value of the objective function.
2. If any value in XB column of final simplex table is negative, then the solution is _____.
 - a) Infeasible.
 - b) Infeasible.
 - c) Bounded.
 - d) No solution.
3. The difference between total float and head event slack is _____.
 - a) Free float.
 - b) Independent float.
 - c) Interference float.
 - d) Linear float.
4. What do we apply in order to determine the optimum solution ?
 - a) LPP.
 - b) VAM.
 - c) MODI Method.
 - d) None of the above.

Turn over

5. In marking assignments, which of the following should be preferred :
- Only row having single zero.
 - Only column having single zero.
 - Only row/column having single zero.
 - Column having more than one zero.
6. Activities A, B, and C are the immediate predecessors for Y activity. If the earliest finish times for the three activities are 12, 15, and 10, then the earliest start time for Y will be :
- 10.
 - 15.
 - 12.
 - 14.
7. Which theory concerns making sound decisions under conditions of certainty, risk and uncertainty ?
- Game Theory.
 - Network Analysis.
 - Decision Theory.
 - None of the above.
8. The operations Research technique which helps in minimizing total waiting and service costs is :
- Queuing Theory.
 - Decision Theory.
 - Both (a) and (b).
 - None of the above.
9. Assignment problem helps to find a maximum weight identical in nature in a weighted _____.
- Tripartite graph.
 - Bipartite graph.
 - Partite graph.
 - None of the above.
10. If the feasible region of a LPP is empty, the solution is _____.
- Infeasible.
 - Unbounded.
 - Alternative.
 - None of the above.

(10 × 1 = 10 weightage)

Section B

Answer any **four** questions.

Each question carries 2 weightage.

11. Explain various methods to solve L.P.P. ?
12. Customers arrive at a one-man barber shop according to a Poisson process with mean inter-arrival time of 12 minute. Customers spend an average of 10 min in the barber's chair. What is the expected number of customers in the barber shop and in the queue? How much time can a customer expect to spend in the barber's shop ?

13. Solve the following L.P.P. by two-phase method :

$$\begin{aligned} \text{Minimize } z &= 3x_1 + 5x_2 \\ \text{subject to } x_1 + 2x_2 &= 8 \\ 3x_1 + 2x_2 &= 12 \\ 5x_1 + 6x_2 &= 60 \\ x_1 ; x_2 &= 0 : \end{aligned}$$

14. Distinguish Between PERT and CPM ?
15. What is the objective of transportation problem ?

(4 × 2 = 8 weightage)

Section C

Answer any **three** questions.

Each question carries 4 weightage.

16. The following table gives the activities of a construction project and other relevant information :

Activities (i-j)	Normal duration (days)	Crash duration (days)	Crashing cost (Rs. Per day)
1-2	9	6	20
1-3	8	5	25
1-4	15	10	30
2-4	5	3	10
3-5	10	6	15
4-5	2	1	40

- A) What is the normal project length and minimum project length ?
B) Determine the minimum crashing costs of schedule ranging from length down to and the minimum length schedule.
17. Use two-phase simplex method to solve the L.P.P. :

$$\begin{aligned} \text{Minimize } z &= 4x_1 + x_2 \\ \text{subject to } x_1 + 2x_2 &= 3 \\ 4x_1 + 3x_2 &= 6 \\ 3x_1 + x_2 &= 3 \\ x_1 ; x_2 &= 0 : \end{aligned}$$

Turn over

18. A company is involved in the production of two items (X and Y). The resources need to produce X and Y are twofold, namely machine time for automatic processing and craftsman time for hand finishing. The table below gives the number of minutes required for each item :

	Machine time	Craftsman time
Item X	13	20
Y	19	29

The company has 40 hours of machine time available in the next working week but only 35 hours of craftsman time. Machine time is costed at £10 per hour worked and craftsman time is costed at £2 per hour worked. Both machine and craftsman idle times incur no costs. The revenue received for each item produced (all production is sold) is £20 for X and £30 for Y. The company has a specific contract to produce 10 items of X per week for a particular customer.

- Formulate the problem of deciding how much to produce per week as a linear program.
 - Solve this linear program graphically.
19. What is Queuing theory ? Explain its assumptions.

(3 × 4 = 12 weightage)

Section D

Compulsory question for 6 weightage.

20. Case study (compulsory question) :

The time estimates (in hours) for the activities of a PERT network are given below :

Activity	t_0	t_m	t_p
1-2	1	1	7
1-3	1	4	7
1-4	2	2	8
2-5	1	1	1
3-5	2	5	14
4-6	2	5	8
5-6	3	6	15

Where t_0 is the optimistic time t_p is the pessimistic time and t_m is most likely time.

- Draw the project network.
- Identify all paths through it and write critical path.

(6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (International Finance)

BUS IF S2 13—MANAGING HUMAN RESOURCES

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Section A

*Answer all questions.
Each question carries 1 weightage.*

1. _____ management consists of formulation and implementation of policies and Programs related to wages, salary, and other forms of employees compensation.
 - (a) Compensation.
 - (b) Wages.
 - (c) Salary.
 - (d) None of these.
2. Under this system, worker is paid on the basis of time spent by him on the job :
 - (a) Incentive.
 - (b) Time wage.
 - (c) Piece wage.
 - (d) None of these.
3. _____ plan is a simple combination of time and piece rate system.
 - (a) Rowan.
 - (b) Emerson.
 - (c) Halsey.
 - (d) Bedeaux.
4. Job analysis involves :
 - (a) Identifying the job.
 - (b) Requirement.
 - (c) Business.
 - (d) Management
5. Job analysis includes :
 - (a) Task analysis.
 - (b) Training.
 - (c) Need.
 - (d) Plan.

Turn over

6. HRM includes :
- (a) Judgement.
 - (b) Job description.
 - (c) Cost.
 - (d) Action.
7. The _____ is choosing a few from those who applied.
- (a) Morale.
 - (b) Man.
 - (c) Selection.
 - (d) Plan.
8. The selection process includes :
- (a) Initial screening interview.
 - (b) Package.
 - (c) Brand.
 - (d) All of these.
9. Wage is calculated by :
- (a) Time X Rate.
 - (b) Plan.
 - (c) Task.
 - (d) Incentive.
10. Which is a wage plan ?
- (a) Time wage.
 - (b) Option.
 - (c) Benefit.
 - (d) Task.

(10 × 1 = 10 weightage)

Section B

Answer any four questions.

Each question carries 2 weightage.

- 11. Define grievance.
- 12. What is Performance appraisal ?
- 13. What is Vestibule Training ?
- 14. What is hot stove rule ?
- 15. What is vestibule training ?

(4 × 2 = 8 weightage)

Section C

*Answer any **three** questions.*

Each question carries 4 weightage.

16. Differentiate between HR management and Personal management.
17. What is HRP? Explain its objectives.
18. What is job analysis? Explain its methods.
19. Discuss various methods of off the job training.
20. Discuss the importance of labor participation in management decisions.

(3 × 4 = 12 weightage)

Section D

Compulsory question for 6 weightage.

21. *Case study :*

Company XYZ is a Pepsi bottler in Delhi. The market for its products are seasonal. It dips in the winter resulting in excess of skilled bottling staff between Oct-Feb. If laid off, these employees will be difficult and costly to replace. Each employee receives three months of intensive training before being fully qualified. There is a huge demand for these employees as well as there is a shortage of bottlers.

A task force is a group of people who are temporarily assigned to work together to achieve a very specific and clearly defined objective.

Question :

As a member of the task force what ideas can you suggest so as to ensure that services of skilled employees are available when they are needed year after year and round the year ?

(6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (International Finance)

BUS IF S2 12—OPERATIONS MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer all questions.

Each question carries 1 weightage.

1. Objective of Work Study is to improve _____.
 - A) Cycle time.
 - B) Productivity.
 - C) Production.
 - D) All of the above.
2. Which of the following policies is advisable in case of low product variety and large volumes ?
 - A) Skilled labour, special purpose machines.
 - B) Low skilled labour, general purpose machine.
 - C) Low Skilled Labour, Special Purpose Machines.
 - D) Any of the above.
3. Capacity decisions have a direct influence on performance of production system in respect of _____.
 - A) Delivery performance.
 - B) Quality control.
 - C) Plant size.
 - D) All of the above.
4. Inputs in a production system includes :
 - A) Organization, output.
 - B) Process, procedure.
 - C) System, supply.
 - D) Men, materials.
5. _____ refers to the arrangement of machinery, equipment and other industrial facilities.
 - A) Plant lining.
 - B) Plant location.
 - C) Facility location.
 - D) Plant layout.

Turn over

6. In which type of production system the unit cost of production is low ?
- A) Combined production. B) Continuous production.
C) Intermittent production. D) Custom production.
7. _____ study is concerned with the determination of the amount of time required to perform a unit of work.
- A) Method. B) Motion.
C) Work. D) Time.
8. To ensure that the proportion of defective items in the manufactured product is not beyond certain limits is called _____.
- A) Process control. B) System control.
C) Product control. D) Systematic control.
9. Operations management is applicable _____.
- A) Mostly to the service sector.
B) To services exclusively.
C) Mostly to the manufacturing sector.
D) To manufacturing and service sectors.
10. In a minimization problem, a positive improvement index in a cell indicates that :
- A) The solution is optimal.
B) The total cost will increase if units are reallocated to that cell.
C) The total cost will decrease if units are reallocated to that cell.
D) There is degeneracy.

(10 × 1 = 10 weightage)

Section B

*Answer any four questions.
Each question carries 2 weightage.*

11. What is intermittent production ?
12. What are the main objectives of facility location ?
13. What are the decision areas of OM ?
14. What is JIT ?
15. What are Materials and capacity planning modules ?

(4 × 2 = 8 weightage)

Section C

*Answer any three questions.
Each question carries 4 weightage.*

16. Differentiate between Goods and services.
17. Discuss different types of production systems.
18. What is the need of ISO 9000 series ?
19. Explain various classifications of inventory control.

(3 × 4 = 12 weightage)

Section D

Compulsory question for 6 weightage.

20. Case Study :

A new phenomenon called 'Apparel on Demand' is slowly making its presence felt. It is an extension of JIT linking retailers and manufacturers for a just-in-time responsiveness. JayGO Clothing Inc., promoted by a young management graduate has recently ventured into the business of making reasonably priced custom jeans for women. It has partnered with many stores selling women garments. In the stores, women are electronically measured and information like color, fabric, style, etc.. are recorded. The information reaches the JayGO manufacturing facility at Alabang almost immediately through a state-of-the-art information system. JayGO guarantees delivery of the custom jeans within 10 days. With the growing acceptance of jeans among the women in the Philippines, especially in the urban areas, the market for women's jeans is growing at a fast pace. JayGO with its unique business model hopes to garner a significant share of this market. The promoter of JayGO along with her top executives is confident that their concept of JIT jeans would work.

- (a) Do you think JayGO's strategy would work ? Why or why not ? What is the importance of retailers in its business strategy ?
- (b) Will customers wait for 10 days to have the jeans delivered ? What can JayGO do to compete on customer service if delivery takes this much time ?
- (c) Comment on the necessity of a robust supply chain in the context of JayGO Clothing Inc.

(6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A.

International Finance

BUS IF S2 11—CORPORATE TAXATION

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer the following question by selecting the most appropriate answer from the options given.

Each question carries 1 weightage.

1. A firm consists of 3 partners X, Y and Z. Z retires from the firm on 15.10.2015. His capital balance and the profits till the date of retirement stood at Rs. 16 lakhs. The firm transferred its land to Z in settlement of his Account. The market value of the land as on that date was Rs. 30 lakhs. The land was acquired by the firm on 1.5.93 for Rs. 4 lakhs. Compute the Capital Gains in the hands of the firm.
 - (a) Rs. 19034000.
 - (b) Rs. 1234789.
 - (c) Rs. 1126734.
 - (d) Rs. 12,27,869.
2. An employer paid an amount of Rs. 50,000 as insurance premium on the health of his employees under a scheme framed in this behalf by GIC. Such payment was made by cash. The insurance amount was of Rs. 5,00,000. The amount of deduction available to employer :
 - (a) Rs. 50,000.
 - (b) Rs. 5,00,000.
 - (c) Rs. 4,50,000.
 - (d) Nil.
3. Miss Pal, an Indian citizen, left India for first time on 1st April, 2018 for joining job in Tokyo. She came to India on 11th October, 2018 for only 190 days. Determine her residential status for P.Y. 2018-19.
 - (a) Non-resident.
 - (b) Resident but not ordinarily resident in India.
 - (c) Resident and ordinarily resident in India.
 - (d) Resident in India.

Turn over

4. Taxable value of perquisite being sweat equity shares allotted by the employer is :
- (a) The fair market value of such shares as on the date when such option is exercised by the employee as reduced by the amount paid.
 - (b) The fair market value of such shares as on the date when such option is vested to the employee as reduced by the amount paid.
 - (c) Fair market value subject to standard deduction of Rs. 50,000.
 - (d) Not taxable in hands of employee.
5. Following form number is to be used for filing the return of income by an individual having business income ?
- (a) Form No. 1.
 - (b) Form No. 2.
 - (c) Form No. 5.
 - (d) Form No. 3.
6. Cost of acquisition of capital asset being immovable property acquired through gift covered u/s 49 (4) is :
- (a) Actual cost of acquisition to the previous owner.
 - (b) Nil.
 - (c) Stamp duty value of the property as considered while computing income u/s 56 (2).
 - (d) Actual cost of acquisition to the assessee.
7. Out of the following, which of the capital receipt is not taxable :
- (a) Capital gains of Rs. 10,00,000.
 - (b) Amount of Rs. 5,00,000 won by way of lottery, games, puzzles.
 - (c) Amount of Rs. 2,00,000 received by way of gift from relatives.
 - (d) Amount of Rs. 1,00,000 received by way of gift from a friend on marriage anniversary.
8. The assessee, who was deriving income from "House property" realized a sum of Rs. 52,000 on account of display of advertisement hoarding of various concerns on the roof of the building. The same will be taxable under :
- (a) Income from House Property.
 - (b) Income from Other Sources.
 - (c) Profits and Gains of Business or Profession.
 - (d) Capital Gains.

9. Expected Rent can be determined in the following way :
- Higher of Municipal Value and Fair Rent.
 - Lower of Municipal Value and Fair Rent.
 - Higher of Municipal Value and Fair Rent subject to maximum of Standard Rent.
 - Any of the above.
10. Which section of of Income Tax Act defines the perquisites and their valuation.
- Section 18.
 - Section 17
 - Section 18 (C).
 - Section 17 (C).

(10 × 1 = 10 weightage)

Part B

*Answer any four of the following.
Each question carries 2 weightage.*

- Briefly discuss the income deemed to accrue or arise in India.
- Write a note on tax deduction at source.
- Explain is minimum Alternative Tax (MAT).
- Explain the meaning and difference between tax planning, tax avoidance and tax evasion.
- Discuss whether the loss could be set-off in the following case : Smt. Ritika carried on business with the gifted funds of her husband Mr. Babbu. For the Previous Year ending 31.3.2016, Ritika incurred loss of Rs. 5 lakh which Babbu wants to set-off from his taxable income.

(4 × 2 = 8 weightage)

Part C

*Answer any three of the following.
Each question carries 4 weightage.*

- What are the conditions for allowing deduction U/S 37 (1) while computing income from business /profession.
- What are the objectives of the charge of depreciation ? Explain the various conditions for the charge of depreciation given in the income tax act.
- What do you mean by residential status ? Discuss how to determine the residential status of an individual.
- Mr. X, aged 19 years, left India for first time on May 31st, 2018. Determine his residential status for the previous year 2018-19 if :
 - He left India for employment purpose.
 - He left India on world tour.

(3 × 4 = 12 weightage)

Turn over

Part D (Case Study)

(Compulsory question) (6 weightage).

20. A, B and C are partners in a firm (which fulfills the conditions of Sec. 184) sharing profits and losses in the proportion of 3 : 2 : 1 respectively. The firm's profit and loss account for the year ended 31st March 2018 showed net profit Rs. 2,44,000 after debiting the following :
- (a) Salary of Rs. 4,000 p.m paid to C.
 - (b) Rent of Rs 19,000 paid to A for the portion of the building owned by A in which the firm's office was situated. Fair value of the building is Rs. 10,000.
 - (c) Interest on capital of Rs.1000, Rs. 2000, and Rs. 3,000 to A, B and C respectively.
 - (d) Commission paid to B Rs. 40,000.
 - (e) Expenses on current repairs of the business premises belonging to a partner A Rs. 1,000
 - (f) Donation to approve bodies Rs. 5,000.
 - (g) Salary to B's son Rs. 72,000. B's son is qualified management graduate and was serving another concern Rs. 58,000 p.m

The net profit of Rs. 2,44,000 included Rs. 12,000 from interest on government securities. Compute total income of the firm for A.Y 2018-2019 assuming that it is a professional firm.

(6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (International Finance)

BUS IF S2 10—MARKETING MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer all questions.

Each question carries 1 weightage.

1. While buying milk which kind of behavior is displayed by a person ?
 - a) Extensive problem solving behavior.
 - b) Routinized buying behavior.
 - c) Variety seeking behavior.
 - d) None of the above.
2. A (n) _____ product exceeds customer expectations.
 - a) Strategic.
 - b) Superior.
 - c) Augmented.
 - d) Anticipated.
3. Need becomes _____ when they are directed towards a specific object.
 - a) Actual need.
 - b) Want.
 - c) Satisfaction.
 - d) Product demand.
4. Which of the following is not an element of the marketing mix ?
 - a) Distribution.
 - b) Product.
 - c) Target market.
 - d) Pricing.
5. Which of the following is NOT included as a basic idea in the definition of marketing concepts ?
 - a) Total company.
 - b) Productivity.
 - c) Profit.
 - d) Customer satisfaction.

Turn over

6. _____ includes the complete analysis of the market.
- a) Marketing Research. b) Management Research.
c) Maintenance Research. d) All of the above.
7. A cluster of complementary goods and services across diverse set of industries is called as _____.
- a) Market place. b) Meta market.
c) Market space. d) Resource Market.
8. What is the basic property of a service which makes it different from a product ?
- a) Shape. b) Very expensive.
c) Size. d) Intangibility.
9. The most basic level of a product is called the _____.
- a) Core product. b) Central product.
c) Fundamental product. d) Augmented product.
10. Aggressive selling is a characteristic of which of the following concept of marketing ?
- a) Production concept. b) Marketing concept.
c) Selling concept. d) Product concept.

(10 × 1 = 10 weightage)

Section B

Answer any four questions.

Each question carries 2 weightage.

11. Differentiate marketing and selling.
12. State four P's of marketing
13. Discuss the functions of packaging
14. State the main goals of pricing.
15. What is Psychological Pricing ?

(4 × 2 = 8 weightage)

Section C

*Answer any three questions.
Each question carries 4 weightage.*

16. "Marketing is a science or art". Explain.
17. What is Branding ? Discuss the essentials of a good brand.
18. What are the factors which influence on pricing policies ? Explain.
19. Explain the steps in new product planning process.
20. Write a short note on benefit of segmentation.

(3 × 4 = 12 weightage).

Section D

Compulsory question for 6 weightage.

21. Case study

A traditional family drinks firm has been developing slowly and built up a strong reputation, but control has now passed to the next generation and they want to look at possible expansion for the firm. The new marketing director made the following statement:

'We have a strong family image and our products are trusted, but we are considering changing our production strategy. We have normally just produced the flavoring and let others bottle it and take the risks of selling to the public. After considerable market research we have decided to launch our own brand of soft drinks. Initially, these will be : a cola flavor, lemonade and ginger beer. If these are successful then others are planned.'

Questions :

- 1 Explain the marketing importance of 'a strong family image'.
- 2 Discuss potential changes in the marketing mix that this new strategy will involve and comment on their significance.

(6 weightage)

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

M.B.A. (International Finance)

BUS IF S2 09—MANAGEMENT ACCOUNTING

(2016 Scheme) ' "

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries a weightage of 1.

1. Which of the following is a feature of job costing ?
 - (a) Production is carried out in accordance with the wishes of the customer.
 - (b) Associated with continuous production of large volumes of low-cost items.
 - (c) Establishes the cost of services rendered.
 - (d) Costs are charged over the units produced in the period.
2. An overhead absorption rate is used to :
 - (i) Share-out common costs over benefiting cost centres.
 - (ii) Find the total overheads for a cost centre.
 - (iii) Charge overheads to products.
 - (iv) Control overhead costs.
 - (a) (i), (ii) and (iii).
 - (b) (i), (ii) and (iv).
 - (c) (ii), (iii) and (iv).
 - (d) (i), (ii), (iii) and (iv).
3. Which of these is not a Material control technique :
 - (a) ABC Analysis.
 - (b) Fixation of raw material levels.
 - (c) Maintaining stores ledger.
 - (d) Control over slow moving and non moving items.

Turn over

4. The main difference between marginal costing and absorption costing is regarding the treatment of :
- (a) Prime cost.
 - (b) Fixed overheads.
 - (c) Direct materials.
 - (d) Variable overheads.
5. Processes Costing method is suitable for :
- (a) Transport sector.
 - (b) Chemical industries.
 - (c) Dam construction.
 - (d) Furniture making.
6. Management Accounting relates to :
- (a) Collection of data from different sources.
 - (b) Modification of data to meet the specific needs.
 - (c) Presentation of data.
 - (d) All of the above.
7. In case of rising prices (inflation), LIFO will :
- (a) Provide lowest value of closing stock and profit.
 - (b) Provide highest value of closing stock and profit.
 - (c) Provide highest value of closing stock but lowest value of profit.
 - (d) Provide highest value of profit but lowest value of closing stock.
8. Excess of actual cost over standard cost is known as :
- (a) Abnormal effectiveness.
 - (b) Unfavourable variance.
 - (c) Favourable variance.
 - (d) None of these.
9. Under marginal costing :
- (a) All costs are classified into two groups-variable and fixed.
 - (b) Variable costs form part of the product cost and inventory valuation.
 - (c) Fixed costs are treated as period costs.
 - (d) All of the above.
10. A profit centre is a centre :
- (a) Where the manager has the responsibility of generating and maximising profits.
 - (b) Which is concerned with earning an adequate Return on Investment.
 - (c) Both of the above.
 - (d) Which manages cost.

Part B

Answer any four questions.

Each question carries a weightage of 2.

11. Define management accounting, nature and scope of management accounting.
12. State the differences between absorption costing and marginal costing.
13. Briefly explain the various type of budgets.
14. Distinguish between Budgetary control and standard costing.
15. Discuss briefly Net Present Value Method in Capital Budgeting.

(4 × 2 = 8 weightage)

Part C

Answer any three questions.

Each question carries a weightage of 4.

16. From the below data calculate various sales variances :

Standard			Actual		
Quantity	S.P.	Total	Quantity	A. P.	Total
A-1600	24	38,400	A-2400	20	48,000
B-1400	18	25,200	B-1400	18	25,200
C-600	12	7,200	C-750	14	10,500
D-400	15	6,000	D-450	14	6,300
4000		76,800	5000		90,000

17. The components A and B are used as follows :

Normal usage	300 units per week each
Maximum usage	450 units per week each
Minimum usage	150 units per week each
Reorder Quantity	A 2,400 units ; B 3,600 units.
Reorder period	A 4 to 6 weeks, B 2 to 4 weeks.

Calculate for each component :

- (a) Re-order Level ; (b) Minimum Level ; (c) Maximum Level ; and (d) Average Stock Level.

Turn over

18. From the following particulars given below compute Machine hour rate for a machine :
- Cost Rs. 24,000
 - Scrap value Rs. 4,000
 - Estimated Working life 40,000 hours
 - Estimated cost of repairs and maintenance during the whole life Rs. 2,000
 - Standard charges of the shop for 4 weekly period Rs. 3,000
 - Working hours in 4 weekly period 100 hours
 - No. of machines in the shop each of which is liable for equal charge are 30 machines.
 - Power used per hour 4 units @ 10 p. per unit.
19. SSSL Ltd. produces a product "Takaku", which passes through two processes, viz., process I and process II. The output of each process is treated as the raw material of the next process to which it is transferred and output of the second process is transferred to finished stock. The following data related to December, 2019 :

	Process I	Process II
25,000 units introduced at a cost of	Rs. 2,00,000	—
Material consumed	Rs. 1,92,000	Rs. 96,020
Direct labour	Rs. 2,24,000	Rs. 1,28,000
Manufacturing expenses	Rs. 1,40,000	Rs. 60,000
Normal wastage of input	10%	10%
Scrap value of normal wastage (per unit)	Rs. 10.00	Rs. 9.00
Output in Units	22,000	20,000

Prepare Process I and Process II account.

20. From the following information you are required to calculate pay-back period :

A project requires initial investment of Rs. 40,000 and generates cash inflows of Rs. 16,000, Rs. 14,000, Rs. 8,000 and Rs. 6,000 in the first, second, third, and fourth year respectively.

(3 × 4 = 12 weightage)

Part D

Answer the following.

Question carries a weightage of 6.

21. With a view to increase the volume of sales, Seriansx Enterprises has in mind a proposal to reduce the price of its product by 20 %. No change in total fixed costs or variable costs per unit is estimated. The directors, however, desire the present level of profit to be maintained. The following information has been provided :

Sales—50,000 units	Rs. 5,00,000
Variable costs	Rs. 5 per unit
Fixed Costs	Rs. 50,000

Advice management on the basis of various calculations made from the data given.

(1 × 6 = 6 weightage)