

**FOURTH SEMESTER M.B.E. DEGREE (REGULAR) EXAMINATION  
MARCH 2021**

(CBCSS)

Master of Business Economics

MBE 4C 13—RESEARCH METHODOLOGY AND COMPUTER APPLICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Part A***Answer all questions.**Each bunch of 5 questions carries 1 weightage.*

1. Interdisciplinary research aims to :
  - (a) Simplify the problem of research.
  - (b) Bring out the holistic approach to research.
  - (c) Create a new trend in research methodology
  - (d) Reduce the emphasis on a single subject in the research domain
2. Which one of the following is a non-probability sampling ?
  - (a) Cluster sampling.
  - (b) Stratified sampling.
  - (c) Quota sampling.
  - (d) Systematic sampling.
3. Action research means :
  - (a) A longitudinal research
  - (b) An applied research
  - (c) A research initiated to solve an immediate problem
  - (d) A research with socioeconomic objective.

4. A null hypothesis is :
- (a) The pattern between the variables you are testing.
  - (b) The assumption that a significant result is unlikely.
  - (c) The assumption that there is a relationship or difference between the variables you are testing.
  - (d) The assumption that there is no relationship or difference between the variables you are testing.
5. A cross-sectional design is :
- (a) A study of one particular section of society.
  - (b) The collection of data from more than one case at one moment in time.
  - (c) A comparison of two or more variables over a long period of time.
  - (d) None of these.
6. Which among the following is the benefit of using simple random sampling ?
- (a) The results are always representative.
  - (b) Interviewers can choose respondents freely.
  - (c) Informants can refuse to participate.
  - (d) We can calculate the accuracy of the results.
7. SPSS stands for :
- (a) Statistical Package for the Social Sciences.
  - (b) Statistical Programmes for the Social Sciences.
  - (c) Statistical Package for the Scientific Studies.
  - (d) Systematic Package for the Social Sciences.
8. \_\_\_\_\_ forms the basis for the intelligent algorithms of machine learning.
- (a) Neural networks.
  - (b) Cluster analysis.
  - (c) Cohort analysis.
  - (d) Text analysis.
9. The positive square root of the mean of the squared deviations of some observations from their arithmetic mean is called :
- (a) Standard deviation.
  - (b) Variation.
  - (c) Median.
  - (d) Mode.

10. Which among the following scale is the simplest form of measurement ?
- (a) Interval. (b) Ratio.  
(c) Nominal. (d) Ordinal.
11. The deductive method includes the following steps except :
- (a) Make initial assumptions. (b) Conduct pilot survey.  
(c) Conduct testing. (d) Come to a conclusion.
12. Open-end questions :
- (a) Allow the respondents to *tell it like it is* in his/her own words.  
(b) Provide valuable new insight into the problem relating to the issues not previously thought of at the planning stage  
(c) Both (a) and (b).  
(d) None of these.
13. Assume that Arithmetic Mean is 30 and Standard Deviation is 6. Then the coefficient of variation will be :
- (a) 50. (b) 36.  
(c) 20. (d) 18.
14. The study of components of \_\_\_\_\_ refers to ANOVA in regression.
- (a) Total Sum of Squares. (b) Explained Sum of Squares.  
(c) Residual Sum of Squares. (d) None of these.
15. Statistically, the spread or scatterness of observations in a data is called :
- (a) Discriminant. (b) Dispersion.  
(c) Range. (d) Standard deviation.

(15 × 1/5 = 3 weightage)

### Part B

*Answer any five questions.  
Each question carries 1 weightage.*

16. What is meant by reliability of data ?
17. Distinguish between social research and scientific research.
18. What is cross-tabulation ?

Turn over

19. What are extraneous variables ?
20. Distinguish between pilot survey and pre-test.
21. What is stratified sampling ?
22. Define exploratory research.
23. Prepare a note on pie graph.

(5 × 1 = 5 weightage)

### Part C

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

24. What is research report ? Discuss the structure of a research report.
25. Explain regression analysis.
26. Distinguish between dependent and independent variables. Give examples.
27. Explain the meaning and characteristics of research design.
28. Explain standard deviation. Narrate the procedure of calculating standard deviation.
29. What are the essential characteristics of a good questionnaire ?
30. Explain the case study method in research methodology.
31. Explain the meaning uses of Microsoft Excel. Discuss basic Excel functions.
32. Examine the scaling techniques in research.
33. Discuss the meaning and significance of cross-sectional studies. Give examples.

(7 × 2 = 14 weightage)

### Part D

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

34. Distinguish between research methods and research methodology. Discuss important classification of research.
35. What is sampling and its importance ? Explain different methods of sampling.
36. Distinguish between primary data and secondary data. Explain the methods of collecting primary data and secondary data.
37. Discuss and illustrate the methods and presentation of graphs.

(2 × 4 = 8 weightage)

**FOURTH SEMESTER M.B.E. DEGREE (REGULAR) EXAMINATION  
MARCH 2021**

(CBCSS)

Master of Business Economics

MBE 4C 14—MONEY AND BANKING

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend all questions in each section.*
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**Part A**

*Answer all questions.*

*Each bunch of five questions carries 1 weightage.*

1. Money supply in an economy will not increase when :
  - (a) The supply of high powered money increases.
  - (b) The cash reserve ratio of banks falls.
  - (c) The cash reserve ratio of banks rises.
  - (d) The currency deposit ratio of the public decreases.
2. The Federal Reserve System is the central bank of :
  - (a) United States.
  - (b) United Kingdom.
  - (c) France.
  - (d) Canada.
3. When RBI increases cash reserve ratio :
  - (a) The state governments will have more money to lend.
  - (b) The commercial banks will have more money to lend.
  - (c) The commercial banks will have less money to lend.
  - (d) The union government will have less money to lend.

**Turn over**

4. Which one of the following is not an instrument of selective credit control ?
- (a) Rationing of credit. (b) Margin requirement.  
(c) Regulation of consumer credit. (d) Reserve ratios.
5. SARFAESI Act was passed in :
- (a) 2000. (b) 2002.  
(c) 2005. (d) 2006.
6. Inflation can be controlled by :
- (a) Increasing cash reserve ratio. (b) Increasing statutory liquidity ratio.  
(c) Increasing repo rate. (d) All the above.
7. MUDRA stands for :
- (a) Micro Units Development and Refinance Authority Bank.  
(b) Micro Units Development and Refinance Agency Bank.  
(c) Medium Units Development and Refinance Agency Bank  
(d) Medium Units Development and Refinance Authority Bank.
8. The inventory approach to transaction demand for money was put forward by :
- (a) J M Keynes. (b) James Tobin.  
(c) W J Baumol. (d) Irving Fisher.
9. The liquidity preference theory of the interest rate suggests that the interest rate is determined by :
- (a) Aggregate supply and aggregate demand.  
(b) The supply and demand for loanable funds.  
(c) The supply and demand for money.  
(d) The supply and demand for labour.
10. H-theory states that supply of money is a function of H and \_\_\_\_\_.
- (a) Currency deposit ratio. (b) Time deposit ratio.  
(c) Reserve deposit ratio. (d) All the above.

11. Broad Money (M3) is calculated as :
- (a) M1 + time deposits of banks. (b) M1 – time deposits of banks.  
 (c) M2 + time deposits of banks. (d) M1 + post office savings.
12. RTGS means :
- (a) Real Time Gross Settlement. (b) Real Turn Gross Settlement.  
 (c) Real Technique Gross Settlement. (d) Real Towards Gross Settlement.
13. Which of the following is not part of criteria laid down by RBI for NPA ?
- (a) Interest on loan remains overdue for a period of 90 days.  
 (b) Interest on loan taken for a long-duration agricultural crop remains unpaid for one crop season.  
 (c) Interest on loan taken for a short duration agricultural crop remains unpaid for two crop seasons.  
 (d) Interest on loan taken to purchase personal asset remains overdue for 60 days
14. The Banking Ombudsman Scheme was introduced under :
- (a) Banking Regulation Act, 1935. (b) Banking Regulation Act, 1949.  
 (c) Banking Regulation Act, 1985. (d) None of these.
15. Quantity of money according to classical theory will determine the :
- (a) Saving and investment. (b) National output.  
 (c) Real wage. (d) Price level.

(15 × 1/5 = 3 weightage)

### Part B

*Answer any five questions.*

*Each question carries 1 weightage.*

16. Define open market operations.
17. What do you mean by Fisher Effect ?
18. Define core banking.
19. Prepare a short note on CIBIL.
20. What is social banking ?

**Turn over**

21. What is the basic aim of Lead Bank Scheme ?
22. Briefly explain liquidity trap.
23. What is meant by bank nationalization ?

(5 × 1 = 5 weightage)

### Part C

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

24. Discuss the advantages and disadvantages of internet banking.
25. Prepare a note on SARFAESI Act.
26. Explain the H theory of money supply. Illustrate the money multiplier process in H theory.
27. What is meant by liquidity adjustment facility ?
28. Explain Baumol's theory of demand for money
29. Examine the origin and functions of Federal Reserve System.
30. Differentiate between overdraft facility and loan.
31. Explain different measures of money supply.
32. Discuss the process of credit creation by Commercial Banks.
33. What is Radcliffe-Liquidity ? Discuss the significant points of Radcliffe-Sayers Thesis.

(7 × 2 = 14 weightage)

### Part D

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

34. Explain the Classical and Keynesian approach to demand for money.
35. What is meant by monetary policy ? Discuss the objective and instruments of monetary policy
36. Differentiate between public sector and private sector banks. Explain major functions of commercial banks.
37. Examine the features of banking sector reforms and regulation in India with special reference to Narasimham Committee.

(2 × 4 = 8 weightage)



**FOURTH SEMESTER M.B.E. DEGREE (REGULAR) EXAMINATION  
MARCH 2021**

(CBCSS)

M.B.E. (Master of Business Economics)

MBE 4C 15—STRATEGIC MANAGEMENT

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend all questions in each section.*
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**Part A**

*Answer all questions.*

*Each bunch of five questions carries 1 weightage.*

1. According to Fred R David, the matching stage of strategic analysis consists of :
  - (a) Grand strategy matrix.
  - (b) Quantitative strategic.
  - (c) Evaluation matrix.
  - (d) Planning Matrix.
2. The components of corporate level strategy include :
  - (a) Growth or directional strategy.
  - (b) Portfolio strategy.
  - (c) Parenting strategy.
  - (d) All the above.
3. SWOT stands for :
  - (a) Special Weapons for Operations and Timeliness.
  - (b) Services Worldwide Optimization, and Transport.
  - (c) Strengths Worldwide Overcome and Threats.
  - (d) Strengths Weaknesses Opportunities and Threats.

**Turn over**

4. Industry structure consists of following elements except :
- (a) Concentration.
  - (b) Price leadership.
  - (c) Economies of scale.
  - (d) Product differentiation.
5. The first step in the strategic management process is to develop :
- (a) Infrastructure facility.
  - (b) Decision making faculty.
  - (c) Corporate vision and mission.
  - (d) Feasibility evaluation.
6. Market penetration means increasing current market's sale by undertaking aggressive efforts like :
- (a) High advertising.
  - (b) Price cutting.
  - (c) Sales promotion.
  - (d) All the above.
7. Which of the following is not a characteristic feature of strategic management that makes it different from other types of management ?
- (a) It is interdisciplinary.
  - (b) It has an external focus.
  - (c) It has an internal focus.
  - (d) It concerns the present direction of the organization.
8. The growth strategy is divided into two parts namely :
- (a) Internal growth strategy and stability strategy.
  - (b) External growth strategy and stability strategy.
  - (c) Internal growth strategy and external growth strategy.
  - (d) None of these.
9. According to \_\_\_\_\_ a well conceived vision consists of two major components such as core ideology and envisioned future.
- (a) Collins and Porras.
  - (b) Pearce and Robinson.
  - (c) Fred R. David.
  - (d) Richard Dunford.
10. The primary focus of strategic management is :
- (a) Strategic analysis.
  - (b) The total organisation.
  - (c) Strategy formulation.
  - (d) Strategy implementation.

11. TOWS matrix was proposed by :
- (a) Heinz Weirich.
  - (b) Collins and Porras.
  - (c) Pearce and Robinson.
  - (d) Michael Porter.
12. Identify the criteria for resource allocation process :
- (a) Contribution towards fulfillment of organisational objectives.
  - (b) Support of key strategies.
  - (c) Both (a) and (b).
  - (d) None of the above.
13. \_\_\_\_\_ is a checklist to analyse the political, economic, socio-cultural, technological, environmental and legal aspects of the environment.
- (a) PESTEL analysis.
  - (b) Industry analysis.
  - (c) SWOT analysis.
  - (d) Life cycle analysis.
14. Identify the technique generally used for carrying out environmental analysis :
- (a) ETOP.
  - (b) QUEST.
  - (c) CPM.
  - (d) All the above.
15. Risks in competitive strategies consist of the following except :
- (a) Risks of cost leadership.
  - (b) Risk of framing cartel.
  - (c) Risks of differentiation.
  - (d) Risks of focus.

(15 × 1/5 = 3 weightage)

### Part B

*Answer any five questions.*

*Each question carries 1 weightage.*

16. Define capital budgeting.
17. Distinguish between the spin-offs and equity carveouts.
18. What is the meaning of corporate governance ?
19. Define strategy implementation.
20. Distinguish between vision and mission.
21. Define focus strategy.

**Turn over**

22. What are hybrid strategies ?
23. What is meant by strategic alliance ?

(5 × 1 = 5 weightage)

### Part C

*Answer any seven questions.*

*Each question carries 2 weightage.*

24. What is experience curve ? What are the implications of the experience curve analysis ?
25. Explain ETOP. How is it generally prepared ?
26. Explain Five Forces model developed by Michnal E. Porter.
27. Discuss the nature and issues of strategy implementation.
28. What are the different levels of strategy formulation ?
29. Discuss the importance of strategic management.
30. Examine the inter-related phases of turnaround strategy.
31. Examine the role of a strategic leadership.
32. Discuss functional and operational implementation.
33. Examine the elements of industry structure.

(7 × 2 = 14 weightage)

### Part D

*Answer any two questions.*

*Each question carries 4 weightage.*

34. Explain the environmental analysis or scanning. Discuss the sources for environmental analysis.
35. Compare and contrast the features of strategic control and operational control.
36. Explain strategic analysis. Discuss the stages of strategic analysis.
37. Explain meaning and types of resource allocation. What are the factors affecting resource allocation.

(2 × 4 = 8 weightage)