

Sr. No. 12001

**MBA, Semester II Examinations, May 2018**  
**Human Resource Management**

Time: 3 Hours

Max. Marks: 80

**Note:** Attempt five questions in all, selecting one question from each unit. All question carry equal marks.

UNIT - I

- Q.1 "Of all the resources, human resource is most difficult to manage". Do you agree, comment. Also highlight the importance of HRM for an organization.
- Q.2 Describe the major elements of internal environment which influence the performance of HRM in an organization. How can the internal environment be improved? Explain.

UNIT - II

- Q.3 Describe the process of human resource planning. Also explain the benefits and limitations of human resource planning.
- Q.4 Explain the objectives and various forms of induction programme. What are the pre-requisites of an effective induction programme?

UNIT - III

- Q.5 Describe the need for Executive development Programmes. How are they different from the traditional training programmes? Clarify how do the executives and the organizations benefit from Executive Development Programmes? Explain.
- Q.6 Explain the importance, scope and process of job evaluation.

UNIT - IV

- Q.7 What is the importance of compensation for an employee? How are the compensation packages for different categories of employees determined?
- Q.8 Explain the various types of grievances highlighted by the employee of an organization. Why do these grievances arise? How can they be handled?

UNIT - V

- Q.9 Explain the following:  
a) Employees health and safety  
b) Remedies for work place hazards
- Q.10 Describe the need for establishment of Trade Unions. What role can they play in maintaining good industrial relations? Explain.
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Sr. No. 12000

**MBA, Semester II Examinations, May 2018**  
**Marketing Management**

Time: 3 Hours

Max. Marks: 80

**Note:** *Attempt five questions in all, selecting one question from each unit. All question carry equal marks.*

UNIT - I

- Q.1 Explain the meaning and scope of marketing. Also discuss the elements of marketing.
- Q.2 Highlight the differences between consumer market and industrial market. Which of them poses greater challenges for a marketer? How?

UNIT - II

- Q.3 Discuss the major bases for segmenting a consumer market. What are the benefits of market segmentation?
- Q.4 Explain the meaning and objectives of target marketing. How do companies evaluate and select target segments?

UNIT - III

- Q.5 Discuss the meaning and types of products. Elaborate the important decisions to be taken by a company in the development and marketing of individual products.
- Q.6 Explain the importance of pricing in today's environment. List and explain the important internal and external factors affecting a firm's pricing decisions.

UNIT - IV

- Q.7 Explain the major promotion tools and discuss the factors that must be considered in shaping the overall promotional mix.
- Q.8 Why do companies use distribution channels? What functions do these channels perform?

UNIT - V

- Q.9 What is the direct marketing. Discuss the major forms of direct marketing and its benefits to the customer and the company.
- Q.10 Briefly explain:  
a) Marketing of rural products  
b) Green marketing
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**S.No. 18010**

**MBA, Semester II Examinations, May 2018**

**Business Research Methodology**

Time: 3 Hours

Marks:80

**Note:** *Attempt five questions in all, selecting one question from each unit. All questions carry equal marks.*

**UNIT-I**

- Q. 1 What is the concept of Business Research. Describe the various types of researches with suitable examples.
- Q. 2 Describe the research process in detail, Also sketch the diagram of research process.

**UNIT-II**

- Q. 3 "Research design is an important part of any research". Elaborate the statement.
- Q. 4 What is a Hypotheses? Explain the needs, importance and types of various hypotheses used in business research.

**UNIT-III**

- Q. 5 Describe the concept of sampling and sampling distribution. Why sampling is used in market research?
- Q. 6 What is scaling in research? Explain the various types of scaling-techniques used in business research?

**UNIT-IV**

- Q. 7 Describe the concept of data in research. Also explain the kinds of data used in business research.
- Q. 8 Describe the coding, tabulation and analysis of data in a research study.

**UNIT-V**

- Q. 9 Explain the various components of business research report.
- Q. 10 What is SPSS. Discuss its role and applications in research.

Sr. No. 12002

**MBA, Semester II Examinations, May 2018**

**Financial Management**

Time: 3 Hours

Max. Marks: 80

**Note:** *Attempt five questions in all, selecting one question from each unit. All questions carry equal marks.*

UNIT - I

- Q.1 Write the concept of Financial Management? Describe the scope and objectives of Financial Management:
- Q.2 Describe the following:  
i) Time Value of Money  
ii) Risk and Return Analysis

UNIT - II

- Q.3 Explain the concept of Capital Budgeting decisions? Also explain the discounted methods of evaluating capital budgeting decisions.
- Q.4 Distinguish between Operating Leverage and Financial Leverage. Also explain the EBIT-EPS analysis in detail.

UNIT - III

- Q.5 What is the Capital Structure? Describe the Traditional and Modigliani Miller approach of capital structure.
- Q.6 Write Notes on the following:  
i) Long-term sources of finance  
ii) Cost of retained earnings

UNIT - IV

- Q.7 What is Dividend Decision? Explain the types and factors affecting dividend decision in detail.
- Q.8 Explain the relevance theories of dividend decision. Also describe the Walter's Model of dividend decision and its impact on the value of firm.

UNIT - V

- Q.9 What is Working Capital? Explain the components and factors determining the working capital requirements of a manufacturing firm.
- Q.10 Describe the following:  
i) Cash Budget  
ii) Financing of Working Capital

Sr. No. 12003

**MBA, Semester II Examinations, May 2018**  
**Production and Operations Management**

Time: 3 Hours

Max. Marks: 80

**Note:** Attempt five questions in all, selecting one question from each unit. All question carry equal marks.

UNIT - I

- Q.1 Explain the concept of Production and Operations Management? Also describe the nature and scope of Production and Operations Management.
- Q.2 What is Production Systems? Describe different types of production systems.

UNIT - II

- Q.3 Describe the Location and Facilities-Analysis. Also explain the factors affecting location analysis and techniques of location analysis.
- Q.4 Describe the following:  
i) Facility Layout  
ii) Material Handling

UNIT - III

- Q.5 Explain the concepts of Production Planning & Control (PPC). Also describe the functions of production planning and control in detail.
- Q.6 Write notes on the following:  
i) Capacity Planning  
ii) Maintenance Management

UNIT - IV

- Q.7 Describe the concepts of Work Study and Inventory Management. Also explain the Method Study and Work Measurement.
- Q.8 Describe the different techniques of Inventory Management.

UNIT - V

- Q.9 What is Statistical Quality Control? Also explain the process and objectives of statistical quality control.
- Q.10 Explain the following:  
i) Acceptance Sampling  
ii) Quality Assurance

**MBA, Semester II Examinations, May 2018**  
**Management Science**

Time: 3 Hours

Max. Marks: 80

**Note:** Attempt five questions in all, selecting one question from each unit. All questions carry equal marks.

UNIT - I

- Q.1 Describe the role, scope and methodology of management science.  
Q.2 Solve the following LPP by simplex method:

$$\begin{aligned} \text{Maximise } & Z = 30x_1 + 40x_2 + 35x_3 \\ \text{Subject to } & 3x_1 + 4x_2 + 2x_3 \leq 90 \\ & 2x_1 + x_2 + 2x_3 \leq 54 \\ & x_1 + 3x_2 + 2x_3 \leq 93 \\ & x_1, x_2, x_3 \geq 0 \end{aligned}$$

UNIT - II

- Q.3 Describe the scope, advantages and limitations of game theory. How is the value of a game determined?  
Q.4 Explain "Saddle Point", "Rule of Dominance", "Two Persons Zero Sum Game" and "Mixed Strategies". Use examples also.

UNIT - III

- Q.5 What is degeneracy? When does it arise? How can it be resolved? How is degeneracy in transportation problem different from degeneracy in LPP?  
Q.6 Solve the following assignment problem and find the minimum cost at which all the jobs can be performed:

Worker	Job (Cost in 00'Rs.)				
	1	2	3	4	5
A	25	18	32	20	21
B	34	25	21	12	17
C	20	17	20	32	16
D	20	28	20	16	27

UNIT - IV

- Q.7 Duration (in days) of the activities of a project are as given below:

Activity	1-2	1-3	1-4	2-5	3-5	3-6	3-7	4-6	5-7	6-8	7-8
Duration (Days)	2	7	8	5	7	10	6	9	5	4	7

Draw the network, identify the critical path and find the values of EST, EFT, LST and LFT of each activity.

- Q.8 (a) What are the major characteristics of PERT and CPM? Describe their limitations.  
(b) What is a dummy activity? Why do we need dummy activity? Does a dummy activity change the project duration? Elaborate.

UNIT - V

- Q.9 Explain the benefits and applications of waiting line theory. Describe the basic queuing process.  
Q.10 Using suitable example, illustrate the computation of  $L_s$ ,  $L_q$ ,  $W_s$  and  $W_q$ . Also find the value of waiting time cost and service cost.

S.No. 14080

**MBA, Third Semester Examination, May 2018**

**India's Foreign Trade Policy**

Time: 3 Hours

Max. Marks:80

**Note:** *Attempt five questions in all, selecting one question from each unit. All questions carry equal marks.*

**UNIT-I**

- Q. 1 'Foreign trade in India includes all imports and exports to and from India.' Elaborate the statement and list India's trading partners & some of the commodities it trades.
- Q. 2 Elaborate the structure and equilibrium of India's Balance of Payments.

**UNIT-II**

- Q. 3 Write in brief the main provisions of The Foreign Trade (Development and Regulation) Act.
- Q. 4 What are the objectives of FEMA? How the extension of FEMA from FERA is helpful in effective Foreign Exchange Management?

**UNIT-III**

- Q. 5 Shed light on various pre-shipment and post-shipment insurance covers provided by Export Credit Guarantee Corporation of India (ECGC). Also focus on various conditions to avail these insurance covers.
- Q. 6 Write short notes on (i) Duty Drawback Scheme (ii) Role of EXIM Bank in India.

**UNIT-IV**

- Q. 7 Elaborate is the role and function of various Commodity Boards in production, development and export in India?
- Q. 8 'The State Trading Organisations are engaged primarily in exports and inputs operations.' Elaborate the statement and list the main STOs in India and their key functions.

**UNIT-V**

- Q. 9 Write short notes on: (i) Export processing Zone (EPZ) (ii) Special Economic Zones (SEZ)
- Q. 10 Highlight the impact of WTO on India's Trade Policy.

**S.No. 14075**

**MBA, Third Semester Examination, May 2018**  
**Marketing Research**

Time: 3 Hours

Max. Marks:80

*Note: Attempt five questions in all, selecting one question from each unit. All questions carry equal marks.*

**UNIT-I**

- Q. 1 Define marketing research. Discuss the importance and scope of marketing research.
- Q. 2 Explain marketing research process. Are the steps of marketing research process inter-linked?

**UNIT-II**

- Q. 3 Discuss the methods of identifying and defining a research problem.
- Q. 4 Explain the types of research design. What is importance of research design.

**UNIT-III**

- Q. 5 What are the sources of secondary data? How can we evaluate the secondary data?
- Q. 6 Explain the preparation of a questionnaire.

**UNIT-IV**

- Q. 7 How sample size is determined?
- Q. 8 Distinguish between probability and non-probability sampling methods. Explain probability sampling methods.

**UNIT-V**

- Q. 9 Distinguish between parameteric and non-parameteric tests. Explain the types of tailed test. What is level of significance?
  - Q. 10 Explain the applications of marketing research.
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S.No. 19049

**MBA, Semester IV Examinations, May 2018**

**International Financial Management**

Time: 3 Hours

Marks:80

**Note:** Attempt five questions, selecting one question from each unit. All questions carry equal marks.

**UNIT-I**

- Q. 1 Discuss the different approaches to BOP adjustment.
- Q. 2 Distinguish between:
- a) Option forward swap and forward-forward swap
  - b) Long and short position in respect of currency

**UNIT-II**

- Q. 3 Explain the major theories of FDI.
- Q. 4 Write the detailed note on measurement of risk and return of portfolio.

**UNIT-III**

- Q. 5 How do you evaluate M&A? Explain the role of consideration value in this respect.
- Q. 6 What do you mean by Euro note? How they are different from Euro commercial paper?

**UNIT-IV**

- Q. 7 Describe the functions of IFC and comment on its performance.
- Q. 8 What are the functions of ADB? How has it performed its functions?

**UNIT-V**

- Q. 9 Is international working capital management more complex than domestic working capital management?
- Q. 10 Explain the various modes of payments in international trade.

Sr. No. 11048

**MBA, Semester IV Examinations, May 2018**

**International Marketing**

Time: 3 Hours

Max. Marks: 80

**Note:** *Attempt five questions in all, selecting one question from each unit. All question carry equal marks.*

UNIT - I

- Q.1 What is 'International Marketing'? Briefly explain the elements of International Marketing Environment.
- Q.2 Operating in international market is much more complex than marketing domestically." Do you agree the statement? Give suitable examples.

UNIT - II

- Q.3 Write a note on market selection and segmentation with respect to International Marketing.
- Q.4 Briefly describe the process of International Marketing Mix, giving suitable example.

UNIT - III

- Q.5 What are the steps in pricing process and also discuss pricing strategies across the PLC?
- Q.6 Explain the role of Packaging in International Marketing.

UNIT - IV

- Q.7 What are the International Distribution Channels? Explain the policies influencing International Distribution.
- Q.8 Explain advertising and media strategies while operating in International markets.

UNIT - V

- Q.9 Explain the concept of global e-marketing. How is it considered as an emerging issue in international marketing?
- Q.10 Briefly describe the sources and methods of collecting Information and using the communication technology for targeting the individual customer.
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