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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

First Semester

MANAGEMENT CONCEPTS

(English Medium only)

(2012-13 Batch only)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Explain the principles of delegation.

2. Distinguish management from administration.

3. Explain Herzberg's two-factor theory.

4. State the characteristics of decision-making.

5. Is management a science or an art? Explain.

6. What are the qualities expected of a leader?

7. State the importance of co-ordination.

8. What is Benchmarking? Explain the reasons for bench marking.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain the barriers to communication. Suggest remedial measures.

10. Discuss the various steps involved in the process of planning.

11. Discuss the various types of leadership styles.

12. Explain the various factors that determine span of control.

13. Explain the different methods of appraising the performance of subordinates.

14. Describe about the evolution of management thought.

15. What is six sigma? Explain the concept of six sigma principles.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

First Semester

ORGANISATIONAL BEHAVIOUR

(2012 – 2013 Batch only)

(English Medium Only)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1.   Why is OB important for the management of human resources?

2.   What is perceptual process?

3.   Name two dysfunctions of groups.

4.   What is Legitimate Power?

5.   Distinguish Conflict from Competition.

6.   List out the factors affecting organizational climate.

7.   List the general approaches to handle resistance in an organization.

8.   Contrast self managed and cross functional teams. How can teams increase employee motivation?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Discuss the key personality attributes. Identify the stages of personality development.

10. What are the various theories of group formation? Explain.

11. What are the functions of attitudes? How are they measured? Explain.

12. In Vroom's motivation model, what is valence, expectancy and instrumentality? How these variables relate to work motivation?

13. Explain the different sources of power. How they create power centres in organization?

14. What is organizational climate? Explain the factors influencing organizational climate.

15. Detail the steps in the process of OD. Explain its values.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

First Semester

MANAGERIAL ECONOMICS

(2012-13 Batch only)

(English medium only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Define managerial economics. Explain the objectives of managerial economics.

2. What are the major macro economic issues related to business decision-making?

3. Analyse critically various methods of demand forecasting.

4. Describe why Long run Average Cost (LAC) curve is called as planning curve and envelop curve.

5. Critically examine Keynesian theory of employment.

6. What are the various measures to control trade cycle?

7. Distinguish between monopoly and monopolistic competition.

8. What is the concept of National Income? State the methods of estimating National Income.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain the role of science and technology in economic development.

10. Define elasticity of demand. Explain the degrees of price elasticity of demand.

11. Discuss how the price is determined under various market conditions.

12. Define inflation. Discuss the causes of inflation. How can inflation be controlled?

13. What is business cycle? Describe the various phases of a business cycle.

14. What is cost of capital? Explain its structure and role in international competitiveness.

15. Write short notes on any THREE :
    (a) Risk aversion
    (b) Game theory
    (c) Capital rationing
    (d) Features of perfect competition
    (e) Cost volume profit analysis.

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DISTANCE EDUCATION

M.B.A. (G)(S) DEGREE EXAMINATION, MAY 2014.

First Semester

QUANTITATIVE METHODS

(2012–13 Batch only)

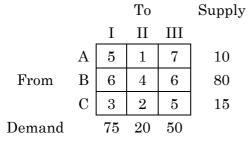(English Medium only)

Time : Three hours　　　　　　　　Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the concept of graphical representation of functions and their applications.

2. What are the advantages and limitations of LP models?

3. Consider the following unbalanced transportation problem.

		To			Supply
		I	II	III	
	A	5	1	7	10
From	B	6	4	6	80
	C	3	2	5	15
Demand		75	20	50	

Since there is not enough supply, Some of the demands at these destinations may not be satisfied. Suppose there are penalty costs for every unsatisfied demand unit which are given by 5,3, and 2 for destinations I , II and III, respectively. Find optimal solution.

4. A marketing manager has five salesmen and five sales districts. Considering the capabilities of the salesmen and the nature of districts, the marketing manager estimates that sales per month (in hundred rupees) for each salesman in each district would be as follows.

Districts

		A	B	C	D	E
	1	32	38	40	28	40
	2	40	24	28	21	36
Salesman	3	41	27	33	30	37
	4	22	38	41	36	36
	5	29	33	40	35	39

Find the assignment of salesmen to districts that will result in maximum sales.

5. Explain the moment generating function of normal distribution.

6. Explain the characteristic of Monte Carlo simulation.

7. In a railway marshalling yard, goods trains arrive at a rate of 30 trains per day. Assuming that the inter-arrival time follows an exponential distribution and the service time (the time taken to hump a train) distribution is also exponential with an average of 36 minutes. Calculate

   (a) Expected queue size (line length)

   (b) Probability that the queue size exceeds 10. If the input of trains increases to an average of 33 per day, What will be the change in (a) and (b)?

8. Discuss the difference between decision making under certainty, uncertainty and risk.

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PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Solve the following LP by duality.

    Min $Z_x = 7x_1 + 3x_2 + 8x_3$

    Subject to: $8x_1 + 2x_2 + x_3 \geq 3$

    $$3x_1 + 6x_2 + 4x_3 \geq 4$$

    $$4x_1 + x_2 + 5x_3 \geq 1$$

    $$x_1 + 5x_2 + 2x_3 \geq 7$$

    and $x_1, x_2, x_3 \geq 0$.

10. In the modification of a plant layout of a factory for new machines M_1, M_2, M_3, and M_4 are to be installed in a machine shop. There are five vacant places A, B, C, D are E available. Because limited space, machine M_2 cannot be paced at C AND M_3 cannot be placed at A. The cost of locating a machine at a place (in hundred rupees) is as follows.

		Location				
		A	B	C	D	E
	M₁	9	11	15	10	11
Machine	M₂	12	9	–	10	9
	M₃	–	11	14	11	7
	M₄	14	8	12	7	8

    Find the optimal assignment schedule.

11. What are the advantages and limitations of simulation models?

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12. A supermarket has two sales girls at the sales counter. If the service time for each customer is exponential with a mean of 4 minutes, and if people arrive in a Poisson fashion at the rate of 10 an hour, then calculate the

   (a) Probability of having to wait for service

   (b) Expected percentage of idle time for each sales girl?

   (c) If a customer has to wait, what is the expected length of his waiting time?

13. At one man barber shop, customers arrive at a mean rate of 4 per hour. The customers are served at a mean rate of 5 per hour. The owner feels that service times have some unspecified positive skewed unimodal two-tailed distribution with a standard deviation of $\sigma = 0.05$ hour (3 minutes)

   (a) Determine the queuing characteristics for barber shop.

   (b) How much the assumption of exponential service time would distort these values. Discuss.

14. A manager must choose between two investments A and B which are calculated to yield net profits of Rs. 1,200 and Rs. 1,600 respectively with probability subjectively estimated at 0.75 and 0.60. Assume the manager's utility function reveals that utilities for Rs. 1,200 and Rs. 1,600 are 45 and 50 utils, respectively. What is the best choice on the basis of Expected Utility Value (EUV)?

15. A producer of boats has estimated the following distribution of demand for a particular kind of boat.

No. demanded :	0	1	2	3	4	5	6
Probability :	0.14	0.27	0.27	0.18	0.09	0.04	0.01

   Each boat costs him Rs. 7,000 and he sells them for Rs. 10,000 each. Boats left unsold at the end of the season must be disposed of for Rs. 6,000 each. How many boats should be in stock so as to maximize his expected profit?

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

First Semester

BUSINESS LAWS

(2012-13 batch only)

(English Medium only)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1.   Explain the various kinds of agreement.

2.   Examine the essential of contract.

3.   What are the characteristics of a company?

4.   Difference between void agreement and illegal agreement.

5.   Discuss the essential features of negotiable instruments.

6.   Difference between sale and agreement to sell.

7.   What are the duties of the seller and buyer in sale contract?

8.   What are the fundamental principles of Life Insurance?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Write briefly on formation of a contract and performance of contracts according to the Indian Contract Act 1872.

10. Briefly explains the types of Negotiable Instruments and Specify the essential features to be fulfilled in Negotiable Instruments.

11. Explain the process and procedures involved in formation of company and the role of promoters in promoting the company.

12. Explain the rights of an unpaid seller against goods under Sale of Goods Act.

13. Describe the Carriers Act and Railways Act.

14. What are the relations of partners in Indian Partnership Act?

15. What are the procedures of winding up by Court or Tribunal?

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Second Semester

FINANCIAL AND MANAGEMENT ACCOUNTING

(English Medium only)

(2012-13 Batch Only)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. State the basic features of accounting principles.

2. State the different types of financial analysis.

3. Describe Principle Profitability ratios.

4. Differentiate bookkeeping from accounting.

5. Enumerate the advantages and limitations of budgetary control.

6. What are the major sources and application of funds?

7. What are subsidiary books? What are its advantages?

8. Briefly explain about the capital rationing.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Distinguish between financial accounting and management accounting.

10. Explain the receipts and payments method of preparation of cash budget.

11. Distinguish between double entry and single entry systems.

12. From the following Balance sheet, Calculate

    (a) Current Ratio.

    (b) Liquid Ratio.

    (c) Debt-Equity Ratio.

    (d) Proprietary Ratio.

    Balance Sheet

Liabilities	Amount (Rs)	Assets	Amount (Rs)
Share Capital	5,00,000	Fixed Assets	14,00,000
Reserves	3,00,000	Stock	5,00,000
6% debentures	11,00,000	Debtors	2,00,000
Bank overdraft	1,00,000	Cash	1,00,000
Creditors	2,00,000		
Total	22,00,000	Total	22,00,000

13. What are the essentials for effective budgeting? What are the requisites for the operation of budgetary system?

14. Define cash flow statement. How does cash flow statement differ from funds flow statement? What are their uses? Describe its limitation?

15. What is capital budgeting? Briefly explain the methods using to calculate internal rate of return (IRR) and net present value (NPV) under capital budgeting technique.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Second Semester

BUSINESS ENVIRONMENT

(2012-13 Batch Only)

(English Medium Only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1.   What are the benefits of the study of Business Environment?

2.   What is the importance of scanning the Environment?

3.   Explain the role of Government in entrepreneurial promotion.

4.   What are the functions of commercial banks?

5.   State the merits and demerits of globalisation.

6.   Write about privatisation in India.

7.   List out the provisions of Consumer Protection Act, 1986.

8.   Distinguish between the characteristics of socialism and capitalism.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain the impact of Political and Legal Environmental factors on Business.

10. Fiscal Policy of a Country determines the fate of the Industries — Comment.

11. (a) What are the economic and non-economic functions of a Government in a democratic set-up like India?

    (b) Do you think that there is possibility of complete cultural integration of the World in modern global environment? Justify your answer.

12. How for does Indian Corporate discharge its social responsibilities? Illustrate your answer with suitable examples.

13. Explain the role of industrial policies in the development of Indian Industries.

14. How does EXIM Policy affect the export and import of the Country? What are the salient features of EXIM policy?

15. What are the arguments far and against privatisation?

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DISTANCE EDUCATION

M.B.A.(G)(S) DEGREE EXAMINATION, MAY 2014.

Second Semester

RESEARCH METHODS

(2012-13 Batch only)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Define research. Why it is necessary?

2. Explain the need of literature survey in research.

3. What are the characteristic of a good sample?

4. Describe the various precautions to be taken in the course of an interview process.

5. "Research report should be written keeping in mind the intended audience". Comment.

6. Explain in detail the principles of good report writing.

7. What are the importance of analysis and processing of data?

8. Explain the limitation of interview.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. What is pre-testing? What are its advantages?

10. Enumerate the different methods of data collection. Which one is the most suitable for conducting enquiry regarding welfare scheme in India? Explain its merits and demerits.

11. Give your understanding of a good research design. Is single research design suitable in all research studies? If not, why?

12. Explain the importance of tabulation in the field of social research.

13. Explain the steps involved in drafting the research report.

14. Under what circumstances would you recommend.

    – A probability sample

    – A non-probability sample

    – A stratified sample.

15. What are the characteristic of a scientific method and explain the steps involved in scientific method?

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Second Semester

INTERNATIONAL BUSINESS

(2012-2013 Batch only)

(English medium only)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1.   Why do developing countries allow MNCs to operate in their countries?

2.   Differentiate between balance of trade and payments.

3.   Write short notes on :

   (a)   Bills of landing (B/L)

   (b)   Aligned documentation system (ADS)

4.   Discuss the role of various international agencies in reducing and /or resolving conflicts.

5.   What is strategies management? Explain the process of strategy formulation.

6.   What is globalization? Explain the factors responsible for globalizing the Indian economy.

7. What is economic integration? Explain the different kinds of economic integration.

8. What are the conflicting situations in the alliances? How do you manage them?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Write down the pros and cons or foreign direct investment for the host country.

10. Explain the significant of procedures and documentation in international trade transactions.

11. Explain the organizational structure of MNCs.

12. Discuss the strategies to be employed by a global company.

13. What is dumping? What are the impacts of dumping by China and the East Asian countries on Indian industries and agriculture?

14. Critically evaluate the impact of the formation of preferential trading agreement(PTAs) on members and non-members countries.

15. Discuss the origin, objectives and functions of international monetary fund.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Second Semester

MANAGEMENT INFORMATION SYSTEM

(2012 – 13 Batch only) (English medium only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1.   What is MIS? Give the structure of MIS.

2.   What is decision support system? Explain its characteristics and components.

3.   Explain in detail the system development life cycle.

4.   What are communication networks? Explain its types.

5.   Mention the approaches of MIS development.

6.   What is LAN, WAN and MAN?

7.   Write a note on Value Added Networks.

8.   Explain the following terms :
     (a)   Digital Networks
     (b)   ERP Systems.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Describe the Evolution and limitations of MIS in detail.

10. Explain the Recent developments in Information Technology in detail.

11. Explain Executive Information System. Compare and Contrast with DSS.

12. Illustrate information technology and global Integration.

13. Explain in detail about networking, its types and characteristics.

14. Explain Electronic Data Interchange and its applications.

15. What is e-commerce? Give classification of e-commerce.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Third Semester

FINANCIAL MANAGEMENT

(2012 – 2013 Batch only)

(English Medium only)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. "Sound financial management is the key to the prosperity of the business". Explain.

2. State the objectives of the financial management.

3. How does cost of equity affect the capital structure of the company? Explain with example.

4. What do you mean by the term "Trading on equity"? How it can be used by an organization?

5. Briefly explain the various steps in cash management.

6. Discuss the role of financial institutions and banks as providers of long term funds.

7. What do you understand by the working capital?

8. How capital budgeting decisions are taken?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. What are the main functions of financial management? Explain.

10. Explain the various sources of long-term finance.

11. What do you mean by economics of capital budgeting? Explain.

12. B Ltd. belongs to a risk class for which the appropriate capitalization rate is 10%. It currently has 100000 share selling at Rs. 100 each. The firm is contemplating the declaration of Rs. 15 as dividend. What will be the value of share

    (a) if dividend is not declared

    (b) if dividend is declared?

    Apply MM approach with no taxes.

13. Explain the consideration involved in evolving a balanced capital structure of a corporation.

14. What are the various determinants of working capital in a concern?

15. What are the various factors influencing dividend policy? Explain.

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DISTANCE EDUCATION

M.B.A.(G) (S) DEGREE EXAMINATION, MAY 2014.

Third Semester

PROJECT MANAGEMENT

(2012-13 Batch only)

(English Medium Only)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. What is project management? How it can be process and tools well developed?

2. What is Generic Project Life Cycle?

3. What is Business focused project management?

4. State the role of project manager.

5. Explain the concepts of planning.

6. Explain the project execution phase processes.

7. State write the Project Final Report.

8. Explain the first project team meeting.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain the project participants and project classifications.

10. Discuss the different relationship between different management disciplines.

11. Explain the development of the integrated project plan baseline and interactive core planning process.

12. What is preparing the project plans?

13. Explain the Project Life Cycle and role of project manager.

14. Discuss the PERT and CPM for project planning and scheduling.

15. Explain the following terms :

    (a) project management control system

    (b) project execution and control.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Third Semester

PRODUCTION AND OPERATIONS MANAGEMENT

(2012-13 Batch only)

(English medium only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. What is introduction to operations management?

2. Discuss the capacity management and capacity plans.

3. What is facility design for process and techniques?

4. Define : Facility layout and types of plant layout.

5. What is statistical quality control?

6. Discuss the cycle time reduction for MRP concept and process.

7. What is modern approach to network techniques?

8. What is automation in production?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain the CAD and CAM for automation in production and operations management.

10. Discuss the production capacity and material planning.

11. Explain the use of simulation in management and logistics systems for planning.

12. Discuss the management new trends in toyota production system.

13. Explain the following terms :

    (a) Preventive Vs breakdown maintenance for quality

    (b) Total quality management.

14. Discuss the capacity and facility planning in production management.

15. Write an elaborate note on functions of production planning and control.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Third Semester

HUMAN RESOURCE MANAGEMENT

(English Medium Only)

(2012–2013 Batch only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1.   Executive developments should be considered as a life time process why?

2.   Differentiate Training development and education

3.   Explain the various methods of training.

4.   Executive developments should be considered as a life time process why?

5.   What are the welfare measures and safety measures followed in the organizations?

6.   What is hris and how it is practically used in the organization for maintaining the records?

7.   What is attrition what are the consequences of attrition in production sectors?

8.   What is the need for employee retention in today's scenario?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. How to forecast human resource supplies and what are all the judgmental techniques Used?

10. What are all the principles that governs wage and salary administration

11. Examine the HRM in IT sector, Software Industry and BPO sector?

12. Discuss the concept and objectives of Participative Management and discuss the copartnership and Management Participation.

13. "Career planning and development is a motivational tool for employees". Elaborate with suitable examples.

14. You are on HR manager of kingfisher. You are supposed to design a training programme for ground staff. What principles and on the job training methods you would use in designing the programme.

15. Compare and Contrast the recent trends of Collective Bargaining between India and USA.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Third Semester

MARKETING MANAGEMENT

(2012 – 13 Batch only)

(English Medium only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1.   Define marketing. Describe the social marketing concept.

2.   Explain about meaning and importance of consumer buying process.

3.   Explain about packing.

4.   Explain about various factors determining pricing.

5.   What are distribution channel in detail?

6.   What are different personal selling and impersonal selling?

7.   What are compensation plans in detail?

8.   What are reasons for failures in the product?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All question carry equal marks.

9. What is marketing segmentation? What are bases for segmentation?

10. Discuss about consumer behavior.

11. What are the steps involving in new product development?

12. What are strategies followed by market integration?

13. Discuss the Online purchase.

14. Explain about process and steps in personal selling.

15. Explain about the sales promotion.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Third Semester

STRATEGIC MANAGEMENT

(English medium only)

(2012 – 13 Batch only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All question carry equal marks.

1.   What is a business policy? Why it is important for companies?

2.   What are the reason for the strategies to go by financial areas?

3.   Discuss the role of different strategies in strategy formulation and implementation.

4.   Explain the value chain approach for diagnosis a firm's key strength and weakness.

5.   Explain the important phases of the technology life cycle, using examples whatever necessary.

6.   Explain how marketing strategies change during the product life cycle.

7.   What do you understand by corporate social responsibility?

8.   What is the importance of leadership style in strategy implementation?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9.   What do you mean by Internal analysis? Discuss the role of Internal analysis in strategy formulation.

10. Define strategic intent, vision and mission write major components of a mission statement.

11. What practical steps can strategies take to make strategic use of power and politics?

12. "Corporate culture is the embodiment of the firm's stated value". Discuss.

13. Explain the nature and importance of strategy evaluation and control.

14. Describe the difference between primary and support activities using value chain analysis.

15. "Technology is a valuable strategic resources" – Comment.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014

Fourth Semester

PRODUCT MANAGEMENT

(2012-13 Batch Only)

(English medium only)

Time : Three hours　　　　　　　Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1.　Compare products and services.

2.　What is developing new product concepts?

3.　Discuss the product and pricing strategies.

4.　What are different role of intellectual property in innovation and new product?

5.　Discuss the product positioning strategy in marketing management.

6.　Explain the product and brand management.

7.　Discuss the introduction of PLC.

8.　Explain the general guidelines for developing a business plan.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Discuss briefly the various requirements and organization of new products department.

10. Explain the analysis of product proposals.

11. What do we know about new product idea selection? And how to concept for testing to successful product development?

12. What are the implementing the new product development process? And how to designing a new product?

13. Explain the innovation management for NPD, creativity process for product. How to design?

14. Explain the following terms :

(a) Positioning and branding

(b) Product positioning in the market.

(c) Product and brand management.

15. Explain the PLC functional management and guide to new product development.

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DISTANCE EDUCATION

M.B.A. (G)(S). DEGREE EXAMINATION, MAY 2014

Fourth Semester

PROMOTIONAL MANAGEMENT

(2012–13 Batch only)

(English Medium only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1.   State and explain the process involved in the implementation of a marketing promotion programme.

2.   Explain the scope of advertising in the present day context.

3.   What are the steps involved in advertising media planning?

4.   Critically examine "Public Relations" as tool of promotion.

5.   What are the implications involved before selecting a sales promotion scheme?

6.   Explain the detail the various processes involved in recruitment of salesman.

7.   What are the essentials of effective selling?

8.   What are the criteria to be applied for selecting an agency in conducting a sales promotion campaign?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Does a sales promotion scheme induce buying? Substantiate your answer.

10. List out institutions involved in an advertising campaign? Choose any one and discuss its role.

11. What are the factors to be considered while selecting frequency levels?

12. What are the advantages of an in-house public relations department?

13. Briefly name the stages involved in implementing a sales promotion strategy.

14. What are the factors deciding upon extent of training needed to salesman?

15. What are the different stages involved in selecting a sales promotion programme?

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

MARKETING OF SERVICES

(English medium only)

(2012-13 batch only)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1.   What are the advantages of service economy?

2.   What is integrated communication in service marketing?

3.   What is meant by competitive differentiation of services?

4.   What are the basics to be considered while selecting a channel?

5.   What are the objectives of pricing of service products?

6.   Briefly discuss the role of people in services.

7.   List out the advantages of Information Technology.

8.   What are public utility services?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9.   Explain the factors affecting a pricing policy of services.

10. What is service positioning? Discuss how the dimensions of service quality can be used for positioning strategies.

11. Explain the classification of services and the method of marketing mix strategies for each classification of services.

12. What are the stages in service life cycle? Explain.

13. Describe the factors influencing buyer characteristics.

14. Explain the scope and functions of service marketing strategy for tourism industry.

15. Prepare a detailed marketing plan for a hospital proposed to serve the low-income group and want to make a profit.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

MANAGEMENT OF FUNDS

(2012-13 Batch only)

(English Medium only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the role of financial systems in mobilisation and allocation of funds.

2. What are the merits and demerits of pay back period methods?

3. What are the components of cost of capital?

4. Explain the features of an Appropriate Capital Structure.

5. Explain the types of Leverage.

6. How does financial lease differ from operating lease?

7. What are the goals of multinational corporation?

8. Explain the International financing on equity and debt instrument.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. What are the different sources of Long-term finance? State the merits of each source.

10. Explain the various methods of Evaluating capital expenditure proposals.

11. Explain the features and importance of cost of capital.

12. What is an optimum capital structure? Explain its essential features.

13. What are the reasons for slow growth of venture capital companies in India.

14. What are the factors constraining MNC's efforts to maximise return.

15. Explain the main financial markets operating across the globe.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

INVESTMENT ANALYSIS AND PORTFOLIO
MANAGEMENT

(2012 – 13 Batch only)

(English medium only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Differentiate equity share with preference share.

2. What do you mean by price earning ratio and explain its importance.

3. What is SWOT analysis? Carry out SWOT analysis for any industry of your choice.

4. What are the argument raised against the EMH theory?

5. What is formula plan? Explain its advantages.

6. What are the needs of portfolio construction?

7. What do you mean by derivatives? Explain the term option and futures.

8. What are the investor objectives in investing his fund in stock market?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. What are the various forms of investment alternatives? Give a detailed account.

10. Discuss the key tool used in company analysis.

11. Explain how charts are used to interpret performance of stocks in technical analysis.

12. Compare and contrast the dividend valuation model and P/E approach of equity valuation.

13. Explain the week form of the efficient market hypothesis. Describe the empirical tests for testing the week form efficiency.

14. What do you mean by CAPM? Despite the limitation, why is the CAPM is widely used.

15. Following are the price and other details of 3 stock.

Stock	Beginning price	Dividend paid	Ending price
X	30	3.40	34
Y	72	4.70	69
Z	140	4.80	146

Construct a portfolio with these security having the proportion of 0.3, 0.5 and 0.2 assume the standard deviation (in terms of percentage) to be 6, 9 and 10 for stock A, B and C respectively. What is the portfolio return?

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

FINANCIAL SERVICES AND INSTITUTIONS

(2012-13 Batch only)

(English Medium only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Enumerate the various financial services available in India.

2. State the criteria for deviding credit rating of various Financial Institutions.

3. Discuss the services rendered by Merchant Bankers in the capital market.

4. What are the guidelines provided by the SEBI for new issue market?

5. What is mutual funds? What are its advantages and disadvantages?

6. Explain the role of AMFI.

7. What is the role of insurance Ombudsman?

8. Define exchange rate and bring out its importance.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain the various funds-based and non-fund based activities of financial market in India.

10. How is CARE working in the field of credit rating?

11. Who are the intermediaries of stock market and how are they regulated by SEBI?

12. Explain the role of BSE in issue market.

13. Give the details of RBI's prudential norms for NBFC's.

14. Bring out the characteristics features of a contract of insurance.

15. Distinguish between foreign currency rate and foreign exchange rate.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

LABOUR LEGISLATIONS

(2012-13 Batch only)

(English medium only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1.   State the provisions related to safety measures for workers according to the factories act, 1948.

2.   Write notes on 'Retrenchment' and 'Industrial dispute'.

3.   Explain the legal rules regarding accident arising out of and in the course of employment given in Workmen's Compensation Act.

4.   What are the permissible deductions under the Payment of Wages Act?

5.   What are the rights of the employees under the Payment of Gratuity Act, 1972?

6.   Write a note on grievance settlement authority.

7.   What is the difference between strike and lock out?

8.   What is the object of the minimum wages act, 1948?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Elaborate the health and welfare measures of workers as Provided in the Factories Act, 1948.

10. Enumerate the obligation of the employees under the Payment of Gratuity Act, 1972.

11. Briefly discuss the different types of strike and preventive measures taken to solve strike.

12. Elucidate briefly the procedure for fixing minimum wages. What is the composition of such minimum rate of wages?

13. (a) Explain the provisions for 'set-on' and 'set-off' in the payment of bonus act, 1965. Why such a provision been made in the Act?

    (b) What can make an employee eligible or disqualified for the payment of bonus under the act? Can an employer forfeit the whole amount of bonus payable to workers? If so, for what reasons?

14. What is the object of employees state insurance act? What establishment and who are covered by it? What is the procedure for registration and for seeking exemption from the provisions of the act?

15. Write short notes on :

    (a) Minimum Wages Act

    (b) Payment of Gratuity Act.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

HUMAN RESOURCES DEVELOPMENT

(2012-13 Batch only)

(English Medium only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1.   What are the various components of HRD system? Discuss.

2.   What is performance appraisal? State the different steps involved in performance appraisal.

3.   What is Employee training? State its needs and benefits.

4.   What are the different areas of training which an organisation should arrange to their employee?

5.   Explain the methods of executive development used in India.

6.   What is career counselling? What is the need and objective of career planning.

7. What is organisational climate? What are the factors in organisational climate?

8. What points should be incorporated in an HRD plan?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Describe the steps involved in introducing a new human resources development systems.

10. Explain the scope of HRD in an industrial enterprise.

11. Why is potential appraisal important? Describe how it is done.

12. What are the objectives of performance appraisal?

13. How should an organisation determine its training needs?

14. What is exeutive development? What are its objectives? States its importance in the context of Indian conditions.

15. Discuss the impact of social and organisational cultural and its impact of HRD.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

INDUSTRIAL RELATIONS

(English Medium only)

(2012-13 Batch only)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the provisions of Factories Act 1948 relating to health of worker.

2. Discuss provisions relating to distribution of compensation under the act.

3. 'Collective bargaining is a two ways, continuous and social process' – Comment and explain the chief features of collective bargaining.

4. What are the steps involved in the procedure of disciplinary action?

5. Discuss briefly the provisions relating to employees provident fund scheme.

6. What are the causes of absenteeism in an organisation? How it can be reduce?

7.   Give suggestion to reduce labour turnover in the organisation.

8.   Write short notes about the following:

     (a)   ILO

     (b)   Role of state in IR

     (c)   Retrenchment

     (d)   Pre-requisites for successful collective bargaining.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9.   Trace the origin and growth of trade union in India.

10. Discuss the importance of Industrial Relations in the current economic scenario.

11. Discuss the causes of Industrial conflict.

12. What are the statutory welfare measures to be practiced?

13. What are the causes of accidents in an Industry? Mention some of the steps to prevent them from occurring.

14. What are the various psychological problems that might affect the employees? Discuss the remedial measures.

15. What is social security? Discuss its significance and implications.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

OFFICE AUTOMATION

(English Medium only)

(2012-13 batch only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. What is advanced information technology in office environments?

2. What is the optimization of office automation system in business?

3. What are the computer fundamentals and office automation?

4. Explain Microsoft office development.

5. Define and measuring electronic business.

6. How to computing growth for business?

7. What is auditing electronic data federation of tax system?

8. How to grade evolution of computing for office automation?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain the overview of the prospect and challenges of office automation.

10. Explain different charts available in MS-Excel.

11. Explain the impact of the Internet on business and E-business.

12. Explain the ethical and social issues in information systems.

13. Discuss the E-payment systems and electronic fund transfer and automated.

14. Describe EDI and business to business systems and how guide to federal financial EDI payments.

15. Explain the different prospects of office automation systems.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

INTERNET PROGRAMMING AND WEB DESIGN

(English Medium Only)

(2012-13 Batch Only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Explain the design issues of WWW.

2. Describe the intranet.

3. Describe about security.

4. Explain Java in windows.

5. What is internet addressing?

6. Explain the features of applet.

7. Describe the socket programming.

8. Write about SMT protocol.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain in detail internet scripting languages.

10. Write a short notes on encryption.

11. What is RMI? How it use?

12. Explain about tables, lists and frames tags with an example.

13. How to implement graphics in your web page, explain it with an example?

14. List out any ten protocols and explain its usage.

15. Explain about dynamic graphics with an example coding.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

MULTIMEDIA APPLICATIONS

(2012-13 Batch Only)

(English Medium Only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1.   Describe the cross platform compatibility.

2.   Explain about analog video artifacts.

3.   Explain about digital video artifacts.

4.   Explain about DVI image compression standard.

5.   Describe the object oriented multimedia.

6.   What is meant by transform classes?

7.   Explain the types of media.

8.   Describe the virtual reality.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9.   What are the commercial tools of multimedia systems and explain it?

10. Explain the steps for implementing the Animation.

11. Write a brief note on evaluating compression system.

12. Describe the application of media and real world.

13. Explain about VR operating systems.

14. Write a short note on coupled systems.

15. Describe the VR software systems.

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DISTANCE EDUCATION

M.B.A. (G) (S) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

GROWTH MANAGEMENT

(2012-2013 Batch only)

(English Medium Only)

Time : Three hours   Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the growth of building a sustainable business.

2. Discuss the rewiring business firms through an entrepreneurial oriented strategy.

3. Explain the identifying growth opportunities and development.

4. Discuss the managing the momentum of growth in steady and speed.

5. Discuss the smart and managing rapid growth strategies.

6. Explain sustainable growth system for small business in management.

7. What is mean by sustaining efficiency improvement growth?

8. What are the factors of venture strategies?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain the global entrepreneurship and successful growth strategies of employee development plans.

10. Explain the following terms :

    (a) The art of public strategy SWOT/TOWS

    (b) Disruptive ventures and innovation strategies.

11. Discuss the growing alert and advancing in high growth road map.

12. Describe the sustaining growth can better management in India.

13. Explain the Kaizen and radical innovation for sustaining growth.

14. Discuss the mentor for growth and getting focus and balance for staging growth.

15. Explain the building a better future economic strategy priorities for sustainable.

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DISTANCE EDUCATION

M.B.A (G) (S) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

QUALITY MANAGEMENT

(2012-13 Batch Only)

(English Medium Only)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1.   Define the terms : Vision, Mission, Strategy and Policy.

2.   What are the techniques commonly used for analyzing the quality costs?

3.   What are the three stages of Taguchi's product development?

4.   What are the new seven management tools?

5.   What do you mean by the term 'terotechnology'?

6.   What are ISO 9000 standards?

7.   List the Herzberg's motivators and dissatisfiers.

8.   What are the benefits of QFD?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. List the various possible stumbling blocks while implementing a TQM programme in an organization.

10. Explain all the elements of 5s principles in detail, in relevance to shop floor/office.

11. Briefly explain the concept of six sigma principle. Describe in detail the steps of achieving the six sigma state.

12. Write the step by step procedure for implementing a FMEA of a product.

13. Briefly explain the Taguchi's quality loss function with an illustration.

14. Elaborate on Deming's 14 principles. Compare it with Juran.

15. Elaborate on the steps of ISO registration process, the need for QMS and Quality Audit.

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