

Reg. No. :

D 1221

Q.P. Code : [07 DMB-RM 60]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Retail Management
RETAIL PLANNING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Elaborate the emerging issues of retailing in present Indian scenario.
2. Discuss the important functions and limitations of Brand Management with suitable examples.
3. Explain the following operations involved in retailing.
 - (a) SCM
 - (b) EDP
 - (c) MIS
 - (d) TQM.

4. Enumerate the functions and consequences of management of obsolete goods.
5. How to use customer psychology concepts in retailing? Enlist the important obstacles in top grading.
6. Explain the important legal procedures applicable for a retail store.
7. Discuss the various types of retail formats in detail. Explain the various functions of them with suitable examples.
8. Elaborate the important factors influencing Malls establishments.

Reg. No. :

D 1222 Q.P. Code : [07 DMB-RM 61]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year
Retail Management

LOGISTIC AND SALES PROMOTION

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks. (5 × 20 = 100)

1. Explain the logistics infrastructure in India and its implications for supply chain management.
2. How Information Technology helps supply chain management?
3. How do you decide the following?
 - (a) Depot location and distribution
 - (b) Routing decisions.

4. What do you mean by strategy? What is the managerial process of crafting and executing strategy?

5. Write short notes on :

- (a) Strategic alliance
- (b) Collaborative partnership
- (c) Merger
- (d) Acquisition.

6. Explain the various offensive strategies of a marketer.

7. Explain the various methods of sales forecasting.

8. Enumerate the process of selection and motivation of intermediaries.

Reg. No. :

D 1223

Q.P. Code : [07 DMB-RM 62]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Retail Management

RETAIL SALES TECHNIQUE AND PROMOTIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Elaborate the objectives of advertising communication.
2. Explain the term campaign tracking and elaborate the various methods to evaluate it.
3. Substantiate the major steps involved in creating customer relations.
4. Elaborate the chief characteristics of integrated marketing.

5. Elaborate the various techniques involved in generating brand loyalty.
6. Explain the term 'off the self offers'. How does promotion affect sales-switching?
7. Explain the various techniques involved in consumer promotion. How will you calculate promotion profitability?
8. Discuss the major benefits and limitations involved in retailer promotion in Indian market.

Reg. No. :

D 1224

Q.P. Code : [07 DMBRM 63]

(For the candidates admitted from 2007 onwards)
M.B.A.. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Retail Management

DIRECT AND NETWORK MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions. (5 × 20 = 100)

1. Explain in detailed about Internet Direct Marketing.
2. Enumerate the components of direct and interactive marketer's information system.
3. Describe the process of segmentation analysis of customer market domain.
4. Discuss the role of Relationship Management Chain in delivering customer value.
5. Elaborate any success stories in Network marketing at India.

6. Explain the scope of Direct Marketing.

7. "Network Marketing will not success in long run"
- Discuss.

8. Discuss the legal issues and pitfalls in International direct and network marketing.

Reg. No. :

D 1225

Q.P. Code : [07 DMB – IS 64]

7. Explain the Cycle plan of adaptive project framework.

8. Explain the levels of project support office.

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Information Systems

SOFTWARE PROJECT MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the project development stages? Explain
2. How will you construct the software development project schedule?
3. Explain the steps required to organize a project team.
4. How will you monitor progress reporting system?
5. Write about project impact statements.
6. Explain project portfolio management.

Reg. No. :

D 1226

Q.P. Code : [07 DMB-IS 65]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Information Systems

DATABASE MANAGEMENT SYSTEMS

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is database modeling? Explain it in detail.
2. Briefly explain Relational Algebra.
3. Explain the mechanism of nested queries in SQL.
4. Explain normalization.
5. Describe integrity and security domain constraint.
6. Explain nested relational model with illustration.

7. Explain object oriented data languages.

8. Write short note on the following :

- (a) Client server system
- (b) Distributed data storage
- (c) Concurrency control
- (d) Dead lock.

Reg. No. :

D 1170

Q.P. Code : [07 DMB 08]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

PRODUCTION AND OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.
(5 × 20 = 100)

1. Outline the system view of operations management.
2. Write a note on the selection and evaluation of production and operations technology.
3. Explain in detail about the problems in MRP and CRP.
4. Discuss the various purchase functions and procedure.
5. Describe the steps involved in total quality management.

6. What is capacity requirement planning? Explain the steps in capacity requirement planning.

7. Major component is used in factory as follows :

Normal usage = 2000 units per week

Maximum usage = 3000 units per week

Minimum usage = 1000 units per week

Reorder quantity = 800 units

Reorder period = 6 to 8 weeks.

Calculate the reorder level, maximum level, minimum levels and average stock level.

8. The ball for ball bearings are inspected by attribute. A sample of 100 is inspected daily for continuously 12 days. The sample are taken randomly from the daily production of 1000 balls. Compare the control limits for p chart. Comment on the control process. The observation are given below :

Days :	1	2	3	4	5	6
Rejections :	10	12	6	4	5	10
Days :	7	8	9	10	11	12
Rejections :	8	4	6	2	8	10

Reg. No. :

D 1171

Q.P. Code : [07 DMB 09]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

EXECUTIVE COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is informal communication network?
Discuss grapevine as the most prominent form of informal communication.
2. Explain the principles of effective communication.
3. What are circular letters? How are they different from office circulars? Explain briefly the main objective of writing circular letters.

4. Your uncle has a very old "RADO" watch. You like it very much but are not sure whether the company still manufactures this model. Enquire from the company.
5. Define non-verbal communication. Discuss atleast three ways in which non verbal communication helps managers to interact with the subordinates effectively.
6. How will you plan a Conference?
7. Different kinds of people involved in a group discussion and to solicit participation from everybody requires careful planning. Suggest ways of doing the same.
8. Discuss the need for using technology in business communication.

Reg. No. :

D 1172

Q.P. Code : [07 DMB 10]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

BRAND MANAGEMENT

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Describe the evolution of branding.
2. Outline the challenges and opportunities related to branding.
3. Explain the steps related to brand positioning.
4. What is brand image? Distinguish brand image and brand equity.
5. Write a detailed note on brand audit and brand loyalty.

6. Discuss the methods of revitalization of brands.
7. What is brand architecture? How will you manage the brand portfolio in current scenario?
8. Evaluate the various strategies for branding industrial products.

Reg. No. :

D 1173

Q.P. Code : [07 DMB 11]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

BUSINESS ENVIRONMENT AND ETHICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Write about the Indian constitution and its basic assurances to people of this country.
2. What are the problems that are prevailing in India, that could affect our business developments in the global arena?
3. Explain corporate governance with few activities qualifying the level of corporate governance.
4. Write about the New economic policy of India 1991.

5. What are the contributions of GATT and WTO in World trade?
6. Explain VAT and MODVAT and illustrate the changes brought by them in Indian fiscal system.
7. What are the two broad categories of Taxation in India? Explain how these two taxes are handled to achieve the objectives of the government.
8. Write about consumer protection movement in India.

Reg. No. :

D 1174

Q.P. Code : [07 DMB 12]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

MANAGEMENT INFORMATION SYSTEM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the types of information system?
Illustrate with examples.
2. How financial management system support business managers in decision making?
3. How expert systems can be used in business decision making situation?
4. Explain how failures in Information Technology management can be reduced by the involvement of business managers in IT planning and management.

5. How can you manage the customer relationship in the Internet era?
6. What are the benefits of ERP?
7. Write about privacy, authenticity and integrity of information.
8. How professionals help to lessen the harmful effects and increase the beneficial effects of the use of Information Technology?

Reg. No.:

D 1175

Q.P. Code : [07 DMB 13]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 100 marks

FIVE out of Eight to be answered.

All questions carry equal marks.

(5 × 20 = 100)

1. 'Business is a social System and economic system'
- Comment
2. Elaborate the functions and importance of corporate strategy.
3. What are major advantage and disadvantages of SWOT analysis?
4. Explain the tools used for Situational Analysis.
5. Explain the steps involved in policy implementation with rules and regulations.

6. Discuss the functions of senior management in corporate governance.

7. Discuss the popular theories of social responsibility.

8. Enumerate the characteristics of mixed economic system.

Reg. No. :

D 1273

Q.P. Code : [07 DMB 14]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

INTERNATIONAL BUSINESS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Elucidate the reasons for the companies to engage in international business.
2. Explain the differences in International business.
3. How does political environment affect international business? Explain.
4. Discuss the various risks involved in international business.
5. What are the cost advantages to a nation? Explain its sources.

6. Explain the significance of WTO in international business.
7. Why do countries prefer foreign direct investment? Explain.
8. Enumerate and explain the common methods of entry into international business.

Reg. No. :

D 1176

Q.P. Code : [07 DMB-M 15]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Marketing

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is consumer behaviour? State the difference between (a) consumer behaviour and consumption behaviour (b) consumer behaviour and buyer behaviour.
2. Explain what research design would you want to conduct a study regarding the demographic profile of the users of particular brand of a product.

3. "Most of the companies today are going to combination of demographic, psychographic and benefit segmentation for durables". Can you justify this statement with the example of a particular consumer product?
4. Define culture. What are the most important characteristics of culture that reflects its nature?
5. Explain the difference between a general life cycle measure and specific life cycle measure. Give two examples of each for the research project involving a soft drink.
6. (a) Define the term "deceptive advertising" mean.
(b) Explain how consumer complaints can be a useful asset to a company.
7. How might a manufacturer of washers and dryers use a decision process approach to understand how consumers purchase these products?
8. What do you understand by demarketing? Explain the relevance in studying consumer behaviour.

Reg. No. :

D 1177

Q.P. Code : [07 DMB-M 16]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Marketing

INDUSTRIAL AND SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. Describe the visible and invisible elements of services.
2. Briefly explain the services marketing mix.
3. Explain in detail the services market segmentation process with suitable example.
4. Formulate a marketing strategy for tourism and educational services.

5. Explain in detail the role of technology in improving the services marketing process.
6. Differentiate consumer and industrial buying motives.
7. Explain the unique characteristics of industrial marketing.
8. Discuss the role of government in the Industrial marketing environment.

Reg. No. :

D 1178

Q.P. Code : [07 DMB-M 17]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Marketing

NEW PRODUCT DEVELOPMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What does the term 'Product planning' mean? How will you use product planning for new product development?
2. Elaborate the functions and importance of creative training.
3. Enumerate the various steps involved in marketing research process for idea generation.

4. "Most firm go in for improved products, rather than intrinsically new products". Why?
5. List out the various types of advertisements to sustain new products with suitable examples.
6. Elaborate the various ways of finding solution to consumer needs.
7. Write short notes on the followings :
 - (a) Laggards
 - (b) First movers.
8. "Economic analysis is the critical part of new product development". How?

Reg. No. :

D 1179

Q.P. Code : [07 DMB-M 18]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Marketing

MARKETING RESEARCH

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100 marks)

1. What is marketing research? Highlight the nature and scope of a marketing research.
2. What is the differences between marketing research and marketing information system?
3. What are the criteria for a good research design?
4. Discuss the difference between validity and reliability. How are the two concept related?
5. Explain the use of chi-square test in statistical analysis.

6. Construct a questionnaire for studying the consumption behaviour of soft drinks in college campus.

7. Explain the various uses of motivation research and promotion research.

8. "A marketing research report should be judged by its technical content rather than easy flowing language for wide dissemination". Comment.

Reg. No. :

D 1180

Q.P. Code : [07 DMB-M 19]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Marketing

Advertising and Sales Promotion

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100 marks)

1. Elucidate the ethical issues in advertising.
2. Briefly discuss the top five advertising agencies in India and how they function?
3. Describe the relationship between advertising and sales promotion.
4. Why do retailers advertise so heavily in local newspapers?
5. What do you mean by layout? Explain the main purpose of layout.

6. Enumerate the various classifications of Ad media.
7. Briefly discuss the benefits and demerits out doors advertising.
8. Highlight the major differences between consumer sales promotions and trade sales promotion.

Reg. No. :

D 1181

Q.P. Code : [07 DMB-M 20]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year
Marketing

LOGISTICS AND SALES MANAGEMENT

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Explain the objectives, scope and functions of Logistics
2. What are the material handling equipments available in Logistics? Explain their role in Logistics
3. Write a detailed note on virtual warehousing. Discuss its' importance in the present scenario

4. Discuss the evolution of Transportation system in India
5. Define packaging. What are the design considerations in packaging? Explain in detail
6. Discuss the structure and operations of e-logistics system
7. What are the objectives of sales management? What role a sales manager should perform when he leads a sales force?
8. Define retailing. What factors you consider while locating a retail store?

Reg. No. :

D 1182

Q.P. Code : [07 DMB-M 21]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

International Marketing

MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100 marks)

1. Elucidate with suitable illustrations in international marketing concepts.
2. What are the different modes of international market? Illustrate with example producers and consumers in each of model.
3. Elucidate the pricing policies to be considered in international marketing.
4. Describe the role of internet for marketing a product across various countries.

5. What are the strategies to followed for overcoming international marketing researches problems?
6. How the international distribution channel is designed? What are the problems faced by the physical distribution system in international marketing?
7. Discuss the role of government in deciding and controlling the international pricing. Identify the qualities of a multinational whole-sales.
8. "Advertising world wide is real challenge". Do you agree or disagree? Support your answers in terms of language, cultural, social economic diversities.

Reg. No. :

D 1183

Q.P. Code : [07 DMB-TH 22]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Tourism and Hotel Management
HOSPITALITY MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the impact of Economic and social foactors in Hotel, travel and tourism industry.
2. Explain the Organisation of Hotel and Restaurant Food Service.
3. What is Front office Department? Explain its role in hotel industry.
4. Explain the implementation of 7 P's in Hospitality marketing.

5. What is CRM? How it can be implemented in Hospitality, Tourism and hotel?
6. Explain in detail the role of Engineering and maintenance division.
7. Explain the steps to start a Hotel and Tourism organization.
8. What is CRS? Explain its usage in Hotel Industry.

Reg. No. :

D 1184

Q.P. Code : [07 DMB-TH 23]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Tourism and Hotel Management

TOURISM PLANNING AND MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the role of International, State and Local organization in framing the tourism policies.
2. Explain the features of National Action plan on Tourism, 1992.
3. Explain in detail about Background approach and planning scale.
4. Write a note on Chicago and Warsaw convention.

5. Explain the features of Tourist demand and tourism product.
6. Explain the steps for marketing in Airlines and Resort.
7. What are the investment opportunities and government policy for investment in hotel and tourism industry?
8. Discuss the effective measures to be taken by the government in promoting Tourism and hotel industry.

Reg. No. :

D 1185

Q.P. Code : [07 DMB-TH 24]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Tourism and Hotel Management

SERVICE MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. What is Service Marketing? Explain the characteristics of services.
2. What is Service Product Planning? Give example for a hotel and tourism industry.
3. What is Communication? Explain its role in services marketing.
4. Explain Segmenting, Targeting and positioning of financial services.

5. Explain the Key Decision in global Marketing Services.
6. Explain Understanding customer expectation and zone tolerance.
7. Write short notes on (a) Service product planning (b) Service Promotions (c) Services distributions (d) Marketing Mix.
8. Explain Services Strategy and organizing for global marketing.

Reg. No. :

D 1186

Q.P. Code : [07 DMB-TH 25]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Tourism and Hotel Management

INTERNATIONAL HOSPITALITY LAW

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Discuss the Laws governing the hotelkeeper.
2. Explain the hotel duty to receive guest and right to refuse guest.
3. What is Guest property? Explain the hotel's liability regarding guest's property.
4. Discuss the laws relating to food service.
5. What is Public health and safety requirements?

6. Explain the registers to be maintained by the hotels.

7. Write short notes on (a) Guest (b) Tenant (c) Restaurant Patron (d) Reception.

8. Explain the rights and duties of the hotels against the guest.

Reg. No. :

D 1187

Q.P. Code : [07 DMB-TH 26]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Tourism and Hotel Management

INTERNATIONAL TOURISM MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the Contemporary trends in international tourist movements.
2. Explain the role of government to support tourism industry.
3. Explain the steps taken by hotels in balancing global and local perspectives.
4. Explain the sales and marketing strategy for international tourism.

5. Explain the Global competition and future trend in tourism industry.
6. After the globalization what are the impact in International tourism.
7. Write short notes on (a) Political Risk (b) Crisis Management (c) Development of chains.
8. Explain the role of hotel and transportation in the development of tourism industry.

Reg. No. :

D 1188

Q.P. Code : [07 DMB-TH 27]

7. Explain the significance of tourism promotions in the economic growth of the country.

8. Role of travel agency in tourism – Comment.

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Tourism and Hotel Management

TOURISM BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100 marks)

1. Explain the phenomena of travel by studying the psychology of travel and motivation of travel.
2. Explain the structures and functions of WTO.
3. Explain development of tourism in India.
4. Explain cultural tourism in India.
5. Explain different, emergency trends in tourism.
6. Explain the need for an organisation of tourism.

Reg. No. :

D 1189

Q.P. Code : [07DMB-TH 28]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Tourism and Hotel Management

TOURISM PRODUCTS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100 marks)

1. Define Tourism product and explain the salient features.
2. Explain how tourism industry is different from other consumer industry.
3. What is the role of socio cultural resources of India is promoting tourism.
4. What is uniqueness of Indian tourism industry – Explain.

5. What is performing arts? Explain different types of arts.
6. Write down the characteristics of handicrafts in India and its role in promoting tourism and foreign exchange.
7. Write in detail the environmental and political aspects on tourism.
8. Briefly illustrate the process of designing and printing of four brochures.

Reg. No. :

D 1191

Q.P. Code : [07 DMBF-30]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Finance

MANAGEMENT OF FINANCIAL SERVICES

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100 marks)

1. What are financial services? State the objectives and characteristics of financial services.
2. Explain the various fund based financial services in India.
3. Distinguish between leasing and hire purchase.
4. Define factoring. Explain the various types of factoring services on India.

5. Explain the portfolio management process of mutual fund.
6. Write a note on the venture capital firms operating in India.
7. What are the features of securitization as a financial service?
8. What do you mean by bill discounting? What are its features and advantages?

Reg. No. :

D 1192

Q.P. Code : [07 DMB-F 31]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Finance

CAPITAL BUDGETING AND FINANCING DECISION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100 marks)

1. Explain briefly the nature of long-term financing decision.
2. What are the key differences between debt and equity?
3. What is institutional finance? Discuss the various innovative modes of financing?
4. Why are capital expenditures deemed very important? Discuss the phases of capital budgeting?

5. Discuss the pros and cons of sensitivity analysis.
6. What simplifying assumptions are commonly made to study the relationship between capital structures and firm value?
7. Discuss the relationship between EBIT and EPS.
8. What are the elements of a corporate financial plan? State the benefits of financial planning.

Reg. No. :

D 1193

Q.P. Code : [07 DMB-F 32]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Finance

WORKING CAPITAL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What strategies are available to a firm for financing its working capital requirements?
2. Describe the five C's of credit.
3. What are the shortcomings of inventory management in India? What can be done to improve it?
4. What are the factors examined by a bank while processing an applications for working capital advance.

5. Write short notes on :

- (a) MTNs and
- (b) FRNs.

6. What is ratio analysis? How ratios are classified?

7. Define the term 'fund'. Explain the steps followed in the preparations of fund flow statement.

8. What are the recommendations of Tandon committee? Explain.

Reg. No. :

D 1194

Q.P. Code : [07 DMB-F 33]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Finance

RISK MANAGEMENT AND INSURANCE

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.
(5 × 20 = 100)

1. Explain the different types of risks.
2. Explain the nature and importance of risk management and information system (RMIS).
3. Describe the corporate risk management process.
4. Explain the essential of life insurance contract.
5. Explain the powers and functions of insurance regulatory and development authority.
6. What is 'marine insurance'? State some of the popular marine insurance policies.

7. Explain the procedures in settlement of claims in life insurance.

8. Explain the features of aviation insurance and burglary insurance.

Reg. No. :

D 1195

Q.P. Code : [07 DMB-F 34]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Finance

SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100 marks)

All questions carry equal marks.

1. Distinguish between investment and speculation.
Is its possible to incorporate investment and speculation within the same security? Explain.
2. Explain the various stages of investment.
3. What are the factors that determine returns?
Describe the various methods of measuring returns.

4. If the market portfolio is efficient, what is the relationship between the Beta factors for stocks and their expected rate of return?
5. Describe the preference share valuations with an example.
6. What are the bases for technical analysis critically evaluate any three tools of technical analysis.
7. Does the random walk theory suggest that security price levels are ransom? Explain.
8. Consider the following information on three securities :

Security	β	Correlations of holding period return (HPRS) with market portfolio MRPS
X	1.2	1.0
Y	-0.8	-0.8
Z	1.6	0.3

- (a) Indicate the security (s) with no unsystematic risk.
- (b) Based on the CAPM, find out the highest and the lowest expected return securities.

Reg. No. :

D 1196

Q.P. Code : [07 DMB - F 35]

(For the candidates admitted from 2007 onwards)
M.B.A DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Finance

INTERNATIONAL FINANCIAL MANAGEMENT

Time : Three hours Maximum : 100 marks

PART A — (5 × 20 = 100 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the effect of measure taken to rectify the deficit Balance of payments positions on imports and exports.
2. Examine the functions and working of the World Bank. Discuss the usefulness of IBRD in facilitating and promoting long-term investment.

3. Explain in detail about the purchasing power parity theory.
4. Explain the distinctive features of foreign exchange markets.
5. Explain the spot, forward and features prices in the foreign exchange market with an example.
6. Explain currency swap and Interest rate swap. Give suitable example.
7. What is country risk? In what ways can India reduce the country risk if it wants invest in steel industry in South Africa?
8. Explain the features of Foreign Bond and Euro Bond.

Reg. No. :

D 1197

Q.P. Code : [07 DMB-IM 36]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Investment Management

**DERIVATIVES MANAGEMENT AND COMMODITIES
MARKETS**

Time : Three hours Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are derivative instruments? Describe the economic functions performed by derivative markets.
2. What are the types of financial derivatives? Explain their features.
3. Define futures contract. Bring out the differences between futures contract and forward contracts. In your opinion, which one is more beneficial as a hedging instrument?

4. Describe the trading mechanism of forward contract. Show how a forward contract can be used for hedging.
5. What do you mean by financial futures? Write short notes on : (a) stock index futures and (b) interest rate futures.
6. Describe the major types of option contracts.
7. Discuss the factors that determine option values. How do you apply black and Scholes model for option valuation?
8. What do you understand by MCX and NCDX? Discuss the recent developments in commodity market in India.

Reg. No. :

D 1198

Q.P. Code : [07 DMB – IM 37]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second year

Investment Management

**INDIAN CAPITAL MARKET AND FINANCIAL
SYSTEM**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions out of Eight questions.

(5 × 20 = 100 marks)

1. Explain the factors that influence the dynamics of financial services sectors of a country.
2. Show the classification of Indian Financial markets in the form of a chart and outline the important features of each market.
3. Critically examine the role of stock Exchanges in the financial system of a country.

4. What is Book-Building? Explain the processes of book-building. Also point out SEBI guidelines on book-building.
5. What are the major bond markets? Explain the characteristics of various bond market securities.
6. What are the methods of floating new issues? Examine the merits and demerits of each method.
7. Explain the important functions of different players in the new issue market.
8. What are the types of Futures contract? Explain the main features of futures contract.

Reg. No. :

D 1199

Q.P. Code : [07 DMB-IM 38]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Investment Management

INTERNATIONAL FINANCIAL MARKETS

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Distinguish between money and capital market and highlight the emergency trends in international financial markets.
2. Describe the unique features of international financial instruments.
3. Explain exchange rate systems of IMF and World Bank.

4. Enumerate the main features of spot, forward and futures contracts.
5. What is meant by swaps? Explain interest rate swap and currency swap.
6. Explain the characteristics of various international bond market securities.
7. Explain the various types of Euro bonds.
8. How can corporates in India raise funds in international markets?

Reg. No. :

D 1201

Q.P. Code : [07 DMB-IM 40]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Investment Management

MUTUAL FUNDS IN INDIA

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Explain the Types of mutual funds.
2. Distinguish between merger and takeover.
3. Discuss the valuation of mutual funds.
4. What are challenges of mutual funds industry?
5. What are the components of Net asset value?

6. State the regulations of SEBI on mutual funds in India.

7. Discuss the accounting of mutual fund.

8. State the benefits of mutual fund from the point of view of investor and promoter.

Reg. No. :

D 1202

Q.P. Code : [07 DMB-IM 41]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Investment Management

**SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Investment and Speculation are somewhat similar and Different in certain respect explain?
2. Discuss the different types of systematic risk.
3. What are the advantages of preference shares?
4. Discuss the different phases of fundamental analysis?

5. Distinguish between CAPM and arbitrage pricing.
6. List out the various charting method available to Technical analysis.
7. Explain the primary and secondary objectives of investment.
8. Differentiate between active and passive management.

Reg. No. :

D 1203

Q.P. Code : [07 DMB-IM 42]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Investment Management

PROJECT FINANCE AND MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Explain the phases of capital budgeting.
2. What are the different methods of demand forecasting?
3. Discuss the key steps in decision tree analysis.
4. Discuss the procedure of CPM analysis with the help of a simple example.
5. Evaluation of capital budgeting system.

6. What are the important facets of project analysis?
7. Discuss the tools for identifying investment opportunities.
8. Discuss the contents of the balance sheets.

Reg. No. :

D 1204

Q.P. Code : [07 DMB – IB 43]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

International Business

**INTERNATIONAL HUMAN RESOURCE
MANAGEMENT**

Time : Three hours

Maximum : 100 marks

FIVE out of Eight questions to be answered.
(5 × 20 = 100 marks)

1. Enlist the famous approaches of international human resource management in global context.
2. Elaborate the role of Cultural understanding in international human resource management.
3. Substantiate the recent innovative methods in HRM with appropriate examples.
4. Explain the benefits and features of compensation systems.

5. Enlist the recent trends of training employees for global assignments.
6. Highlight the major features of HR policies formed by MNC's with appropriate examples.
7. Elaborate the major issues of international labor relations.
8. Compare the human resources practices and programs adopted in USA and China.

Reg. No. :

D 1205

Q.P. Code : [07 DMB - IB 44]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

International Business

INTERNATIONAL BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 100 marks

Five out of Eight questions to be answers.

(5 × 20 = 100)

1. Discuss in detail the different modes that are available for an organisation in International Business.
2. Give an elaborate note on various component and impact of social and cultural environment in international Business with appropriate examples.
3. How are exchange rate determined? Give a brief note on fixed and flexible exchange rate system audits advantages and disadvantages.

4. Define FTA - Free trade Agreement and give a comparative note on :

- (a) European Free trade Agreement.
- (b) Latin America free trade Agreement.
- (c) South Asian Association for Regional cooperation.

5. Discuss on the international policy to conserve the natural resources like land, forest and water also explain the implication of the policy.

6. Give a brief note on various components of micro and macro environment that affect the international business.

7. Define GATT. Elaborate in detail the historical evolution of GATT.

8. Explain the features and functions of IMF and its role in the development of International trade.

Reg. No. :

D 1206

Q.P. Code : [07 DMB - IB 45]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

International Business

INTERNATIONAL MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100 marks)

All questions carry equal marks

1. Elaborate the various functions involved in International Marketing Management.
2. As a Marketing Manager of a steel production company how will you use 5p's in International Marketing?
3. Enumerate the steps involved in implementing total quality marketing, with suitable examples.
4. Discuss the characteristics and applications of competitive marketing strategies.

5. What does the term product planning means? Enlist the various product strategies involved in International marketing management.
6. Elaborate the various techniques involved in Branding and packaging decisions with suitable examples.
7. Write short notes of the followings
 - (a) Foreign market entry strategies
 - (b) Indicators of competitiveness
8. Enlist the recent, new information technologies used in International Marketing. Explain their main advantages with appropriate examples.

Reg. No. :

D 1207 **Q.P. Code : [07 DMB-IB 46]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

International Business

**INTERNATIONAL FINANCIAL AND MANAGEMENT
ACCOUNTING**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) What is Double entry system? Explain in detail. (8)
(b) Discuss the accounting concepts and conventions. (12)

2. Prepare trading and profit and loss A/c and Balance sheet as on 31.12.2003 from the following information

Particulars	Trial Balance	
	Dr. (Rs.)	Cr. (Rs.)
Capital of proprietor	-	35,000
Purchases	65,000	-

Handwritten calculations and scribbles on the right side of the page, including various arithmetic operations and crossed-out lines.

Particulars	Dr. (Rs.)	Cr (Rs.)
Sales	-	95,000
Drawings	5,500	-
Stock (1.1.03)	21,000	-
Bank	-	12,100
Furniture	7,300	-
Creditors	-	17,900
Premises	40,000	-
Debtors	9,000	-
Rent	1,500	-
Sales returns	2,000	-
Discount	-	200
Insurance	1,000	-
Sundry expenses	2,000	-
Commission	1,100	-
Carriage in wards	1,900	-
Bad debts	400	-
Carts and vans	5,000	-
Cash	500	-
Total	<u>1,61,700</u>	<u>1,61,700</u>

Adjustment :

- Closing stock was valued of Rs. 19,900
- Write off 10% as depreciation on furniture, 5% on carts and vans, and 3% on premises
- Provide a provision of 5% on debtors for bad and doubtful debts
- Provide interest on capital at 5% (20)

- What are the uses of ratio analysis? (8)
 - What is trend analysis? Illustrate with an example. (12)
- What are the managerial uses of marginal costing? (8)
 - A calculator manufacturing company finds that while it costs Rs. 276 each to make a component, the same is available in the market at Rs. 265 each, with an assurance of continued supply. The break up of cost per unit is :

	Rs.
Material	160.00
Labour	56.00
Overhead (70% variable)	60.00
Total	276.00

- Should the company continue to make it?(12)
- What are different types of budgets? Explain. (20)
- The cost of production at 60% capacity is given below :
 - Variable expenses :

Direct materials	1,80,000
Direct wages	1,20,000
Direct expenses	1,00,000

(b) Semi-variable expenses :

Repairs	75,000
Power	60,000
Indirect material	90,000
Indirect labour	45,000

(c) Fixed expenses :

Establishment	90,000
Depreciation	30,000
Selling and Dist	45,000
Insurance	12,000

Assume that the fixed expenses remain constant for all levels of production, semi-variable expenses remain constant between 60% to 80% of capacity.

Prepare a flexible budget at 75% and 90% levels. (20)

7. (a) What is capital budgeting? What is its significance? (8)
- (b) What are the merits and demerits of payback period method and ARR method? (12)
8. Write a short note on : (20)
- (a) Balance sheet
- (b) Cost-volume profit analysis
- (c) Budget and budgetary control
- (d) Net present value method.

Reg. No. :

D 1208

Q.P. Code : [07 DMB - IB 47]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

International Business

INTERNATIONAL BUSINESS LAW

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Briefly discuss the various types of Negotiable instruments.
2. Define acceptance, and state the legal rules governing valid acceptance.
3. What do you mean by warranty? Illustrate the implied warranties in a contract of sale as provided in Sale of Goods Act, 1930.
4. Briefly explain the duties and rights of buyer and seller in contract of sale.

5. Explain the "UNCTAD" rules on shipping.
6. Discuss briefly the remedies for breach of contract.
7. Explain the term "IATA" also discuss its rules for contract.
8. Enumerate the provisions of passing of risk in International Sale contracts.

Reg. No. :

D 1209

Q.P. Code : [07 DMB – IB 48]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

International Business

INTERNATIONAL BANKING

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100 marks)

1. Explain the present system in International Monetary System (IMS).
2. Discuss in detail about the "Fixed Exchange Regime".
3. What are the instruments of Euro currency Markets. Explain.
4. Bring out the Organisational features of Multinational Banking.

5. Discuss the procedures involved in Direct Loans and parallel loans.
6. Explain the Interest rates for money market Instruments.
7. Write short notes on :
(a) CHIPS.
(b) FEDFIRE.
8. Explain the functions of any two International financial institution.

Reg. No. :

D 1207

Q.P. Code : [07 DMB-IB 46]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

International Business

**INTERNATIONAL FINANCIAL AND MANAGEMENT
ACCOUNTING**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) What is Double entry system? Explain in detail. (8)
(b) Discuss the accounting concepts and conventions. (12)

2. Prepare trading and profit and loss A/c and Balance sheet as on 31.12.2003 from the following information

Particulars	Trial Balance	
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Particulars	Dr. (Rs.)	Cr. (Rs.)
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Furniture	7,300	-
Creditors	-	17,900
Premises	40,000	-
Debtors	9,000	-
Rent	-	1,500
Sales returns	2,000	-
Discount	-	200
Insurance	1,000	-
Sundry expenses	2,000	-
Commission	1,100	-
Carriage inwards	1,900	-
Bad debts	400	-
Carts and vans	5,000	-
Cash	500	-
Total	<u>1,61,700</u>	<u>1,61,700</u>

Adjustment :

- Closing stock was valued of Rs. 19,900
- Write off 10% as depreciation on furniture, 5% on carts and vans, and 3% on premises
- Provide a provision of 5% on debtors for bad and doubtful debts
- Provide interest on capital at 5% (20)

- What are the uses of ratio analysis? (8)
 - What is trend analysis? Illustrate with an example. (12)

- What are the managerial uses of marginal costing? (8)
 - A calculator manufacturing company finds that while it costs Rs. 276 each to make a component, the same is available in the market at Rs. 265 each, with an assurance of continued supply. The break up of cost per unit is :

	Rs.
Material	160.00
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Overhead (70% variable)	60.00
Total	276.00

- Should the company continue to make it? (12)
- What are different types of budgets? Explain. (20)

- The cost of production at 60% capacity is given below :

(a)	Variable expenses :
Direct materials	1,80,000
Direct wages	1,20,000
Direct expenses	1,00,000

(b) Semi-variable expenses :

Repairs	75,000
Power	60,000
Indirect material	90,000
Indirect labour	45,000

(c) Fixed expenses :

Establishment	90,000
Depreciation	30,000
Selling and Dist	45,000
Insurance	12,000

Assume that the fixed expenses remain constant for all levels of production, semi-variable expenses remain constant between 60% to 80% of capacity.

Prepare a flexible budget at 75% and 90% levels. (20)

7. (a) What is capital budgeting? What is its significance? (8)
- (b) What are the merits and demerits of payback period method and ARR method? (12)
8. Write a short note on : (20)
- (a) Balance sheet
- (b) Cost-volume profit analysis
- (c) Budget and budgetary control
- (d) Net present value method.

Reg. No. :

D 1210

Q.P. Code : [07 DMB-TBA9]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

International Business

GLOBAL BUSINESS ETHICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the nature and purpose of business ethics.
2. Write an essay about ethical and social implications of business politics and decisions.
3. Bring out the importance of cultural diversification.
4. Discuss the role of ethics in marketing and consumer protection.

5. List down the common problems involved in corporate social responsibility.
6. Discuss 'RACE Preference' in recruitment process.
7. Discuss different types of environmental pollution in detail.
8. "Ethics in general and business ethics are same" – Do you agree or not? Discuss.

Reg. No. :

D 1211

Q.P. Code : [07 DMB HR 50]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Human Resources Management

PERSONAL MANAGEMENT CONCEPTS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is the role of personnel management in the services sector of the Indian industry?
2. Discuss the methods tools and procedures of personnel research. List out the sources of Research information.
3. Discuss the heart of the "Management by Objectives" approach.

4. Distinguish employer training from employee development.
5. Elaborate the likely trends in benefits and services.
6. What do you understand by HR planning?
7. Identify the strength and common shortfalls of most performance appraisal systems.
8. What are the factors influencing wage and salary structures?

Reg. No. :

D 1212

Q.P. Code : [07 DMB HR 51]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Human Resources Management

**METHODOLOGY OF TRAINING AND
DEVELOPMENT**

Time : Three hours

Maximum : 100 marks

FIVE out of Eight questions to be answered.

(5 × 20 = 100 marks)

1. Explain the principles of learning to be followed if a training programme is to be effective.
2. What is the impact of modern technology on teaching aids for training?
3. How would you evaluate the effectiveness of a training programme?
4. Distinguish between on-the-job and off-the-job training when will you use these two techniques?

5. What are the stages in the process of organisational development? Explain in detail.
6. Explain the specific problems faced by working women in managing and developing their career?
7. State the various methods of performance appraisal.
8. Write about the essential ingredients of management development programme.

Reg. No. :

D 1213

Q.P. Code : [07 DMB-HR 52]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Human Resources Management

HUMAN RESOURCE DEVELOPMENT AND
PLANNING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Elaborate various functions in the department of HR.
2. Write the meaning of KPA. Explain with reference to HRD.
3. Specify the objectives of performance appraisal. How does performance appraisal is different from potential appraisal? Discuss the basis on which performance evaluation is to be made.

4. What are the criteria on which promotion can be made? How do you frame promotion policy so as to motivate employees as used to meet the organisational effectiveness?
5. Explain the practices of a HR department in connection with human capital development.
6. Discuss some of training methods adopted in organisations so as to develop managerial skills.
7. List various sources of organisational stress and how that can be effectively managed.
8. Human Resource Accounting is a controlling tool – Explain.

Reg. No. :

D 1214

Q.P. Code : [07 DMB - HR 53]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

II Year

Human Resources Management

INDUSTRIAL RELATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100 marks)

1. Write a brief note on Industrial Relations in India.
2. What are the causes of poor Industrial Relations in India? Suggest measures for improving industrial relations.
3. Delineate briefly the trade union movement in India. Also bring out the recent features that mark trade unionism in India.

4. "The Trade Union movement in India is plagued by several problems". Explain.
5. Define the term industrial dispute. What are the important causes of industrial dispute in India.
6. Discuss the need for and importance of collective bargaining in resolving industrial disputes.
7. What statutory measures are available in India for redressal of employees grievances?
8. Enumerate the alternative strategies in Labour Management Relations.

Reg. No. :

D 1215

Q.P. Code : [07 DMB-HR 54]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Human Resources Management

COMPENSATION MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain any two theories of wages.
2. Explain in detail about time rate and piece rate. Which is best? Why?
3. Discuss the significance of external equity of internal equity in compensation systems.
4. List out different types of incentive plans with their merits and demerits.

5. What is profit sharing? Do you think that this concept would suit for Indian firms? Explain.
6. What are the various methods of compensating cost of living you are aware of?
7. Discuss the salient features of laws relating to workmen's compensation.
8. Discuss objectives of
 - (a) Law of minimum wages
 - (b) Payment of bonus.

Reg. No. :

D 1216

Q.P. Code : [07 DMB-HR 55]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Human Resources Management

PERFORMANCE MANAGEMENT SYSTEM AND STRATEGIES

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Explain the features of a effective system of Performance appraisal.
2. Explain in detail Employee benefits and services.
3. Explain Performance Monitoring, Review and Mentoring.
4. Explain Employee Relations and Involvement strategies in management of change.

5. Explain in detail about an effective Performance Management Systems and its Strategies. .
6. Explain any four method of performance appraisal.
7. Write short notes on (a) Development (b) Biases in Performance Appraisal (c) Performance Counselling (d) Targets.
8. What is PFM? Explain its process and its Pillars.

Reg. No. :

D 1217

Q.P. Code : [07 DMB-HR 56]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Human Resources Management

ORGANISATIONAL DEVELOPMENT AND CHANGE

Time : Three hours

Maximum : 100 marks

FIVE out of Eight questions to be answered.

(5 × 20 = 100)

1. What is OD? Discuss some of the models of OD and their relevance to organisations.
2. Discuss various forms of results expected from different OD interventions.
3. Describe various interventions which are essential for managing change with examples.
4. Discuss the notion of organisational change and its influence on organisational effectiveness.

5. Compare the mechanistic and organic systems. How are they relevant? Explain with examples.
6. Explain the different kinds of OD interventions specifically designed to improve team performance.
7. Inter group dynamics is more difficult process than a process of OD – Discuss.
8. Identify name of one public and one private sector organisation, who have undergone restructuring in the past and describes about the various aspects of change in these organisation?

Reg. No. :

D 1218

Q.P. Code : [07 DMB-RM 57]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Retail Management

BUYER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. State the various factors that influences the buyer behaviour.
2. How do Industrial markets and their buying behaviours differ from those of final consumers?
3. Briefly analyse 'the ZMET Approach to buyer knowledge'.
4. "Money spent on Advertisement is not wastefull" critically examine this statement.

5. Explain the main factors which influences attention.
6. Enumerate the main characteristics of Low involvement purchases.
7. Outline the buyer attitudes towards shopping instore and online.
8. Examine the steps involved in decision-making process (with suitable example from non-durable segment).

Reg. No. :

D 1219

Q.P. Code : [07 DMB-RM 58]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Retail Management

RETAIL OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions out of Eight.

All questions carry equal marks.
(5 × 20 = 100)

1. Define retailing and explain in detail the functions of the retailer.
2. Explain in detail the theories of retail environment.
3. Explain in detail the life cycle concept in retailing.
4. Explain in detail on classification of retail formats.

5. Explain in detail the pricing strategies adopted by retailers.
6. Explain the role of customer service as a part of retailer strategy.
7. Explain the role of franchising in retailing. Mention its advantages and disadvantages.
8. How does a retailer build a brand? Explain with examples.

Reg. No. :

D 1220

Q.P. Code : [07 DMB - RM 59]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Retail Management

INTERNATIONAL RETAILING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What is political risk assessment? How do MNC's manage political risks?
2. Explain various International product and service strategies.
3. Trace the evolution of International Retailing.
4. How will you assess the potential of International retail markets? Explain.
5. Discuss various strategy options for entering and competing in foreign markets.

6. Discuss the pros and cons of strategic alliance.

7. Explain the fundamental issues that need to be addressed in International Advertising.

8. Give an account of different pricing strategies of an international business.

Reg. No. :

D 1227

Q.P. Code : [07 DMB-IS 66]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Information Systems

ELECTRONIC COMMERCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the main E-business roles and what challenges do they introduce?
2. Write about E-business architecture and enabling techniques.
3. What are the electronic commerce on-line resources?
4. Discuss and explain the open buying on the internet.

5. What potential benefits could be one use of Internet based technologies bring to the supply chain?
6. Explain what application security is and describe the five requirements for application level security.
7. Describe public key cryptography.
8. Explain E-commerce trade and B2B exchange.

Reg. No. :

D 1228

Q.P. Code : [07 DMB - IS 67]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Information Systems

ENTERPRISE RESOURCE PLANNING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the cross functional information system.
2. Discuss the benefits of ERP.
3. What is Supply Chain Management? Explain the necessity to integrate various segments of an enterprise.
4. What are the technologies used to architect ERP system?

5. Explain various activities involved in different stages of implementation.
6. Compare ERP vendor solutions. Discuss the significance of major vendor suites.
7. Explain the Client/Server Architecture for ERP.
8. How does an enterprise application integration operate?

Reg. No. :

D 1229

Q.P. Code : [07 DMB - IS 68]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Information Systems

DATA WAREHOUSING AND DATA MINING

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What is data warehouse? Explain the multidimensional data model.
2. How does OLAP perform complex analysis of data?
3. Explain the 3 tier architecture of Data Ware House.
4. Explain how data cleaning and data transformation are used in data processing.
5. Define a frequent set. Define an association rule.

6. Discuss the importance of discovering association rules.
7. Explain classification of large data sets through the decision tree approach.
8. What are clustering? What are the different clustering techniques?

Reg. No. :

D 1230

Q.P. Code : [07 DMB-IS 69]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Information Systems

KNOWLEDGE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Explain the need for knowledge management. What are the drivers of knowledge management?
2. What is the importance of intellectual capital? Define a learning organisation with an example.
3. Explain the components to create a knowledge management system.
4. What are the tools that facilitate collaboration intelligence?

5. Explain the implementation of a knowledge network in an organisation.
6. How can DBMS enable access to documents across a network?
7. What are the types of MIS based on management activity and organisational functions?
8. How can transaction processing be important for enterprise application development?

Reg. No. :

D 1231

Q.P. Code : [07 DMB-IS 70]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Information Systems

INFORMATION SECURITY SYSTEMS CONTROL
AND AUDIT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Write about information security management system.
2. What are the elements of information security risk assessment process?
3. Explain vulnerability assessment management.
4. Write about network stalking.

5. What are the purposes of a security policy?
6. Evaluate how several operating systems have approached security goals.
7. What is access control system? What are the components of access control system?
8. Explain penetration testing strategies.

Reg. No. :

D 1232

Q.P. Code : [07 DMB - FS 71]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Financial Services

MARKETING OF FINANCIAL SERVICES

Time : Three hours

Maximum : 100 marks

FIVE out of Eight questions to be answered.

(5 × 20 = 100 marks)

1. Explain the various tasks involved in services marketing.
2. Explain the steps involved in Marketing research process.
3. Enumerate the marketing Mix and Explain with examples.
4. State different types of distribution channels and what are the factors influencing the selection of particular type of channel.

5. Explain the various promotional strategies.
6. Narrate the ethical issues in relation to the individuals and society.
7. Explain Market segmentation, targeting and positioning with example.
8. Explain the dimensions of services Quality and services recovery.

Reg. No. :

D 1234

Q.P. Code : [07 DMB-FS 73]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Financial Services

LEGAL ASPECTS OF FINANCIAL SERVICES

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. Discuss the problems of financial services firms in India. Suggest suitable measures to overcome such problems.
2. Write the concept and types of factoring services.
3. Discuss the SEBI guidelines on lead merchant banker and the responsibilities of lead managers.
4. Give an account of various types of mutual fund available in the Indian Capital Market.

5. Identify the Major types of pure risk that are anticipated with financial insecurity?
6. Critically examine the SEBI guidelines on mergers and take over.
7. Explain the finance ministry guidelines with reference to venture capital.
8. Explain the nature and importance of commercial bill market. What are the characteristics of an efficient commercial bill market?

Reg. No. :

D 1235

Q.P. Code : [07 DMB-FS 74]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Financial Services

MERGER AND ACQUISITIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the different forms of mergers, acquisitions and reconstructing?
2. What are the reasons for mergers? Discuss the various steps and tax implications in a merger.
3. How merger proportions can be financed? Evaluate the implications of these methods.
4. Examine the provisions of the Indian companies Act governing corporate takeovers.

5. What is demerger? What are the common methods used by firms to demerge themselves-off operating units?
6. Why are ESOPs particularly suited for service business and franchise operations?
7. Discuss the advantages and disadvantages of stock for stock versus cash for stock transactions from the view point of acquired and acquiring firm share holder?
8. What do you mean by 'Economic Value Added'? How is it useful in evaluating the performance of a firm?

Reg. No. :

D 1236

Q.P. Code : [07 DMB - FS 75]

(For the candidates admitted from 2007 onwards)
M.B.A DEGREE EXAMINATION, DECEMBER, 2010.

Second Year

Financial Services

FINANCIAL INTERMEDIARIES, FINANCIAL
INSTITUTIONS AND REGULATORS

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

(5 × 20 = 100)

1. Explain financial markets and its functions as well as the Indian Financial System?
2. Define the various market instruments in Finance?
3. Explain SEBI and its role as a regulator? And also explain the term interest rate and term structure of interest rate?
4. What do you mean by financial repression and interest and discuss briefly about Yield Curve?

5. Explain Financial Intermediation and Depository institution?
6. Explain financial term lending and the developing credit information system?
7. What do you mean by Non - depository institutions and explain about various types of non-depository institutions?
8. Give brief explanation about the Indian treasury bills market and failure of bill market scheme in India?

Reg. No. :

D 1237

Q.P. Code : [07 DMB-FS 76]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Financial Services

RISK AND INSURANCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Explain Risk management for a corporate.
2. What are the characteristic to be possessed by a pure risk to be insurable?
3. Discuss the role and importance of insurance in the economic development of a country like India.
4. What are the specific principles of an insurable contract?

5. What is Life Fund? What are the different methods of valuing assets and liabilities?
6. Explain the steps involved in the actual process of rate fixation in fire insurance policies.
7. Discuss marine losses under a marine policy.
8. Mention the different types of policies offered under fidelity guarantee insurance.

Reg. No. :

D 1238

Q.P. Code : [07 DMB-FS 77]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Financial Services

TREASURY MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Sketch the structure of a treasury and explain its organisation.
2. What is cost centre? What are the different types of cost centre? What purpose do cost centres serve?
3. Enumerate and explain the objectives and functions of money market.
4. Explain (a) treasury bills (b) commercial bills and (c) certificate of deposit.

5. Critically examine the process of elimination of exposure.
6. Discuss in detail the regulation, supervision and compliance of treasury function.
7. Elaborate the need for internal and external audit.
8. Illustrate the global scenario of treasury operation.

Reg. No. :

D 1239 . Q.P. Code : [07 DMB - E 78]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Entrepreneurship

ENTREPRENEURIAL FINANCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define capital budgeting. Explain the different phases of capital budgeting.
2. Discuss the different types of Risk Analysis.
3. What are the different long term sources of finance available? Discuss its salient features.
4. Discuss the role of NBFC's in India for small and medium business.
5. Discuss working capital and its importance.

6. Discuss the different short term finance offered by banks and financial institutions.

7. Explain the concept of hire purchase. Discuss the evaluation process of Hire Purchase Proposal.

8. Discuss the general considerations involved in preparation of Financing Plan.

Reg. No. :

D 1240

Q.P. Code : [07 DMB-E 79]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

ENTREPRENEURSHIP DEVELOPMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the different types of entrepreneurs.
2. What are the cultural, social, economic and personality factors that affect entrepreneurial growth.
3. What is occupational mobility? What factors inhibit occupational mobility of Indian entrepreneurs?
4. How do you select an appropriate form of ownership structure?
5. What is the role of consultancy in promoting entrepreneurs?

6. How does the government support small-scale enterprises during five year plans?

7. What is the role of export oriented units in the Indian economy?

8. How does the government policy support the small-scale enterprises?

Reg. No. :

D 1241

Q.P. Code : [07 DMB-E 80]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Entrepreneurship

PROJECT MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is the systems approach to project management?
2. Discuss on the issues to be studied for project planning.
3. Explain the network techniques used in project management.
4. What are the internal sources of finance?

5. Discuss on the issues in financing of projects.
6. What are the essential parameters for an organisation in project management?
7. What is a market feasibility report and how does it help in investment decision?
8. Discuss some demand forecasting techniques.

Reg. No. :

D 1242

Q.P. Code : [07 DMB-E 81]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Entrepreneurship

INFORMATION TECHNOLOGY AND E-COMMERCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100 marks)

1. What are the different input devices?
2. What are the various types of printers available?
3. Explain about TCP and IP.
4. What are the components of network? Discuss the different types of computer network.
5. What is cryptograph? Discuss in detail.

6. What is window? What are the windows accessories?

7. List some of the features of word processing.

8. List some of the features of power point.

Reg. No. :

D 1243

Q.P. Code : [07 DMB-E 82]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Entrepreneurship

**TECHNOLOGY, INNOVATION AND
SUSTAINABLE ENTERPRISE**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

6. What are the security issues in web marketing?
7. How is e-procurement practised in an organisation?
8. What are the enterprise resources planning applications in business?

1. Explain the importance of technology innovation.
2. What are the business strategies related to knowledge management?
3. Explain the problems in technology transfer.
4. Make a comparison between patents and copyrights.
5. Explain web advertising and bring out its importance.

Reg. No. :

D 1244

Q.P. Code : [07 DMB-E 83]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Entrepreneurship

BUSINESS PLAN AND ETHICS

Time : Three hours

Maximum : 100 marks

FIVE out of Eight questions to be answered.

All questions carry equal marks.

(5 × 20 = 100)

1. Why do you make a business plan and explain the advantages of business plan?
2. What are different sources available for business plan writing and explain each sources with example?
3. Explain different business plan components with its advantages.

4. Write the important of business ethics in establishing your brand image.
5. The ethical decision making process is very important in establishing your business in the market – Explain with a corporate example.
6. What is the role of market study in making a business plan? Explain its courage in support of business plan.
7. The critical factor in business plan is strategic positioning and risk assessment. Explain.
8. Corporate governance mainly depends upon the ethical decision making process. Comment.

Reg. No. :

D1245

Q.P. Code : [07 DMB-E84]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Entrepreneurship

MANAGING DIVERSITY

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions out of eight questions.

(5 × 20 = 100 marks)

1. Discuss the concept of social responsibility of business.
2. Explain the influence of culture on business.
3. Describe the impact of competition in business.
4. Write a note on export and import acts.
5. Discuss in detail about strategic changes and planned changes with suitable examples.
6. Describe the impact of politics on business.

7. Write short notes on :

(i) GATT

(ii) TRIPS

(iii) TRIMS

8. Briefly explain the various cultural theories.

Reg. No. :

D 1246

Q.P. Code : [07 DMB-^SBM 85]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Services Management

SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. What do you mean by service? How are services classified? Elaborate.
2. Describe the impact of liberalisation, privatisation and globalisation on the services sector in India.
3. What are the various industries that are categorised as service industries? What are their distinctive features?

4. What is the relevance of the life cycle concept to service products?
5. 'Pricing of services is more flexible than pricing of goods'. Discuss.
6. Briefly elaborate the role of communication in service marketing.
7. Explain positioning. Discuss the positioning of financial services.
8. Discuss the various industry globalisation drivers with examples.

Reg. No. :

D 1247

Q.P. Code : [07 DMB-SM 86]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Services Management

CUSTOMER RELATIONSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the strategies to prevent defection and recover lapsed customers.
2. Discuss the strategies which are followed by companies to retain their customers.
3. In your view, why a company need CRM.
4. Explain in detail the CRM process in marketing organisation and their responsibility in some functional area.

5. List and elaborate data mining benefit.
6. If a manager prefers summaries would the manager use ROLAP or MOLAP? Explain.
7. What are the major supports and challenges the organisation faces in implementing a CRM system?
8. Explain in detail the integration of CRM with ERP system and its approaches.

Reg. No. :

D 1248

Q.P. Code : [07 DMB-SM 87]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Services Management

HEALTH CARE SERVICE MANAGEMENT

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. List and discuss the functions of PHC.
2. Suggest the implementation approaches for the health educational programs.
3. Analyse the environmental factors that contribute to individual health care.
4. Explain the important services offered by the management based hospitals.

5. What do you mean by departmentation? Explain the important services offered by the medical based hospitals.
6. Focus on the multifaceted problems in the context of management hospital records and present remedies to counter the same.
7. Explain the remedial measures taken the issues for managing health care organisations.
8. Do you find rationale behind practising TQM in the Indian hospitals? Define your arguments.

Reg. No. :

D 1249

Q.P. Code : [07 DMB – SM 88]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Services Management

HOSPITALITY SERVICES MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions. (5 × 20 = 100)

1. Clarify in detail the various types of Tourism.
2. Explain the impact on the transformation of regional economy and contraction of regional imbalance.
3. Define Eco tourism? Identify the benefits and limitations of Eco tourism.
4. Explain time Sharing? Describe its advantages over owning one's own resort property?
5. Discuss the size and scope of the lodging industry?

6. Explain the responsibility of Inspector in Housekeeping Department.

7. Discuss the success story of Franchising developments in food service in Mc Donald's.

8. In your view point what do you mean by quality in hospitality service management? Explain the determinants towards service quality and the measurements?

Reg. No. :

D 1250

Q.P. Code : [07 DMB-SM 89]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Services Management

PUBLIC SERVICES MANAGEMENT

Time : Three hours

Maximum : 100 marks

FIVE out of Eight questions to be answered.

Each question carries 20 marks.

(5 × 20 = 100)

1. Identify the factors which are adversely affecting the public management. Also supply the possible strategies to resolve them.
2. Explain the level of awareness and understandings of the general public about the public organisations.
3. Bring out the correlations between the environment and political power.

4. "Indian politics are being provided unlimited and unwanted powers and these things are misguiding the public management" – Bring your discussions and justifications.
5. How the technology management is sophisticating the activities of public services management? Explain.
6. What type of technological changes must be incorporated in the Indian public organization? Explain.
7. Discuss the importance, essentials of communication to geared up the performance of Indian public service management.
8. "Changes are inevitable and provides meaningful and significant yields in the context of public management" – Comment.

Reg. No. :

D 1251

Q.P. Code : [07 DMB – SM 90]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Services Management

FINANCIAL SERVICES MANAGEMENT

Time : Three hours

Maximum : 100 marks

FIVE out of Eight to be answered.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the various money market instruments.
2. State the reasons for the under developed money market. What are the strategies to improve the Indian money market?
3. What are the constituents of Indian Capital market?
4. What were the reforms recommended by the Narsimham Committee in Indian banking sector in post Nationalisation period?

5. State the recent initiatives by UTI.
6. Briefly discuss the guidelines on fair practices code for NBFCS.
7. What are the various types of venture capital?
8. Explain the credit rating system in India.

Reg. No. :

D 1252

Q.P. Code : [07 DMB-SM 91]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Service Management

TOTAL QUALITY SERVICE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) Explain the various dimensions of quality.
(b) Explain the various quality cost in detail.
2. (a) Explain DMAIC steps in the context of six sigma application.
(b) Briefly outline the components of Just In Time (JIT).
3. Explain the Deming's philosophy.

4. Explain the requirements of ISO 9000 and ISO 14000.

5. (a) Explain the barriers to TQM implementation.

(b) Explain the concept of supplier partnering.

6. (a) Explain the stages in team development.

(b) Explain the Juran Trilogy.

7. Define benchmarking. Explain in detail the steps involved in the benchmarking process.

8. What is quality planning? Explain why quality planning should be integrated with strategic planning.

Reg. No. :

D 1253

Q.P. Code : [07 DMB-EM 92]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Export Management

INTERNATIONAL BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the differences between domestic and international business.
2. What are the factors affecting international business environment?
3. How the geographic environment affects the business decisions?
4. What is the need for government's intervention in business?

5. How the government policies and regulatory environment changes from country to country?
6. What are the indicators of technology development in a country?
7. What are the roles of World Bank in promoting international business?
8. How culture affects the international business?

Reg. No. :

D 1254

Q.P. Code : [07 DMB-EM 93]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Export Management

EXPORT TRADE AND DOCUMENTATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Critically examine the role of Indian Institute of Foreign Trade.
2. What is meant by duty drawback? Explain the procedures and related documentation.
3. What are major export documents? Discuss the significance of commercial invoice and bill of lading. How can the bill of lading be made transferable?

4. Discuss and explain various methods of quality control and pre-shipment inspection.
5. Why is central excise and customs clearance of export cargo required? Explain the procedures of central excise and customs clearance of export cargo.
6. Give the assessment of ECGC along with the financial guarantees.
7. Explain the role and functions of Directorate General of Commercial Intelligence and Statistics.
8. Describe the major provisions related to exports under the Export-Import policy.

Reg. No. :

D 1255 Q.P. Code : [07 DMB - EM 94]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year
Export Management

EXPORT FINANCE PROCEDURE

Time : Three hours Maximum : 100 marks

Answer any FIVE questions out of the Eight questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Enumerate the formalities and registrations an exporter can enter into export business.
2. What are the major problems of India's Export sector?
3. Discuss the types of costs involved in Export marketing.
4. Explain the features of important in coterms.

5. What are the steps involved in export order processing?
6. Discuss the Incentives provided by the Government to the Exporters.
7. Briefly discuss the institutional finance support for Export.
8. Enumerate the objectives and functions of EXIM Bank.

Reg. No. :

D 1256

Q.P. Code : [07 DMB-EM 95]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Export Management

FOREX MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight.

All questions carry equal marks.

(5 × 20 = 100)

1. Classify the foreign exchange transactions depending upon the time elapsed between the transaction date and the settlement date.
2. Discuss the mechanics of Inter-Bank Trading.
3. State the role of financial institutions in Foreign Exchange Transactions.
4. Enumerate the various components of the balance of payments.

5. What are the different models to determine the exchange rate?

6. Elucidate the determinants of Interest rate risk.

7. Explain the structure of the Indian Foreign Exchange Market.

8. Discuss the reasons for the growth of International Banking.

Reg. No. :

D 1257

Q.P. Code : [07 DMB EM 96]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Export Management

INTERNATIONAL PROJECT MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the process of project ideas generation and the classification of projects.
2. Enumerate the critical success factors for International Projects.
3. Discuss the international project of investment appraisal process.
4. Describe the qualities and duties of International Project Leader.

5. Examine the future development in International Project management.
6. Describe the different phases in project life cycle? Explain the concept of cycle in PLC.
7. Explain the steps in project implementer and control.
8. Discuss the process of project planning.

Reg. No. :

D 1258

Q.P. Code : [07 DMB-EM 97]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Export Management

LOGISTICS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What do you mean by Integrated Logistics Management? Discuss the role of logistics in supply chain.
2. Discuss the nature and importance of warehousing and explain the types of warehouses.
3. State the objectives of material handling. Discuss the principles followed in Material Handling.

4. How packaging is important in logistics? Explain consumer and industrial packaging.

5. How transportation selection decision can be taken in logistics management? Discuss the factors to be considered in the selection process.

6. What are the different modes of transportation? Explain the characteristics of any two of them.

7. Write a note on

(a) Containerization

(b) 4PL

(c) CONCOR

(d) 3-logistics

(e) ERP.

8. Discuss the applications of Information Technology on logistics.

Reg. No. :

D 1259

Q.P. Code : [07 DMB-EM 98]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Export Management

INTERNATIONAL MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. What is marketing? Explain the various dimensions of international marketing.
2. Explain the role of Internet in international marketing.
3. How do the marketers set the pricing objectives for their product in international market?
4. Explain in detail the test for international marketing.

5. Explain an integrated strategy for the launch of a new product across international market.
6. Explain the context of sales promotion in international marketing.
7. What are the various distribution channels that are available in different markets?
8. What is branding? Explain the strategy of branding for international market.

Reg. No. :

D 1260

Q.P. Code : [07 DMB – HM 99]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Hospital Management

**HOSPITAL ARCHITECTURE PLANNING AND
DESIGN**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100 marks)

1. Discuss the different types of hospitals.
2. Trace the history to hospital development.
3. Describe the tools and techniques of Project Management.
4. Discuss the bottlenecks of project preparation and add a note on feasibility reports.

5. What is a Project Office? Explain the characteristics of a good project team and provide guidelines for building effective team.

6. Explain the different sources of project finance. Add a note on the role of financial institutions in Project financing.

7. What is Project Scheduling? Explain the activities and techniques involved in Project Scheduling.

8. Discuss the stages involved in project implementation. Provide guidelines for effective implementation.

Reg. No. :

D 1261

Q.P. Code : [07 DMB-HM 100]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Hospital Management

MATERIAL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain in detail the functional areas of materials management.
2. Make a comparison between limited tender and open tender.
3. Explain in detail the return on investment approach.
4. Explain the various steps involved in import purchase.

5. Discuss different methods of vendor-rating.
6. What security and safety measures are recommended for store department?
7. How would you determine EOQ? Explain.
8. Discuss the applications of computers in materials management.

Reg. No. :

D 1262 Q.P. Code : [07 DMB – HM 101]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Hospital Management

HOSPITAL OPERATION — I (PATIENT CARE)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is meant by 'patient care' in hospitals? What are different functional specialisation in administration of patient care?
2. What are different hospitals? How does patient care services vary with different hospitals?
3. Distinguish outpatient services and inpatient services. How does front office service facilitate patient care in hospitals?

4. What are new additional services provided in modern hospitals for radiology and imaging? How does private radiology laboratory extend patient care?
5. How does Blood Bank Services operate in modern hospitals? What are new initiative of blood bank services?
6. Distinguish hospital operations in operation theatre from intensive care units. What is the importance of sterilization in hospitals?
7. What is the scope of medical tourism? What are different destinations of medical tourism in India?
8. What are different quality management systems support hospital operations? Explain the procedure for obtaining total quality management.

Reg. No. :

D 1263

Q.P. Code : [07 DMB-HM 102]

(For the candidates admitted from 2007 onwards)

M.B.A. (Hospital Management) DEGREE
EXAMINATION, DECEMBER 2010.

Second Year

HOSPITAL OPERATION — II (SUPPORT SERVICES)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the different components of pharmacy services? How does the pharmacy services operate the corporate hospitals?
2. What are the functions of facilities engineering? Explain any two of the important functions relating to maintenance of civil assets.
3. What are the different measures introduced the hospitals for containment of cost? Explain the methods of energy conservation.

4. Briefly discuss the plan for transportation services in modern hospitals. What are the new means of transportation services provided to patients in the hospitals?
5. What are the different agencies providing security services meant for hospitals? How does the payment system operate for security services in hospitals?
6. What are the roles and responsibilities of officers in biomedical engineering department in hospitals?
7. What are the different areas of disaster in hospitals? Distinguish between fire hazards and radiology hazards.
8. What are the challenges of small and medium medical centres/clinics in the emerging corporate hospital business centres? Discuss about speciality services in supporting hospital operations.

Reg. No. :

D 1265

Q.P. Code : [07 DMB – HM 104]

(For the candidates admitted from 2007 onwards)

M.B.A DEGREE EXAMINATION, DECEMBER, 2010.

Second Year

Hospital Management

**HOSPITAL INFORMATION SYSTEM
(INCLUDING MEDICAL RECORDS)**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What are the Risks involved in online operations? Explain.
2. Discuss the ethics followed by IS Professional in Hospital Management.
3. Discuss different types of system software used in Hospital.
4. What are the media used for secondary storage in Hospital? Discuss.

5. Discuss the various benefits and limitations of data base management in Hospital.
6. What is E-commerce? Discuss electronic commerce applications.
7. Explain support service technical Information system in Hospital.
8. Give an account of general medical records standards and policies used in hospital.

Reg. No. :

D 1266

Q.P. Code : [07 DMB-HM 105]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Hospital Management

HEALTH LAWS AND POLICIES

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. What are the personal qualities of the medical professional? Briefly list the code of medical professional ethics.
2. Enumerate the provisions specified in medical termination of Pregnancy Act, 1971. How does the legal provision in sex determination act help pregnant women?
3. Describe the legal provisions relating to hospital finance.

4. Draw the brief history of health care services in India. What are the various outcome of committees formulated to address health care services in our country?
5. Critically examine the contributions of international health care agency - 'WHO'.
6. Discuss about the functions and importance of Indian Red Cross society as a National health care agency.
7. What are the historical development of pharmaceutical education in India?
8. What are the provision of narcotics and psychotropic substance act?