

MBA-111

MSP-20

M.B.A. DEGREE EXAMINATION –
JUNE 2018.

Second Year

OPERATIONS MANAGEMENT

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Explain the term ‘Operations Management’.
 2. Write a note on ‘Capacity requirement planning’.
 3. What do you understand by inventory control? Explain it.
 4. What is quality control? What are its objectives?
 5. What is Job design? State its objectives.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Define the term 'Production system'. How can they be classified?
 7. Explain the functions of operations management.
 8. What is aggregate planning? What are its objectives?
 9. (a) What is Master production scheduling?
(b) Discuss the key functions of Master production schedule.
 10. Discuss the benefits of implementing just in time in manufacturing.
 11. Discuss the various types of control charts used for:
(a) variables and
(b) attributes.
 12. What is Ergonomics? Explain the application of ergonomics.
-

MBA-112

MSP-21

M.B.A. DEGREE EXAMINATION —
JUNE 2018.

Second Year

ENTREPRENEURSHIP

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. What are the qualities of Entrepreneur?
 2. What are the role of consultancy organizations in promoting entrepreneurs?
 3. Define BEP. Specify its benefits.
 4. Write note on Role of SIPCOT.
 5. Write notes on incentives and subsidies.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Distinguish the intrapreneur and entrepreneur?
With suitable examples.
 7. “Evolution of Entrepreneurship” – Describe.
 8. What are the project appraisal methods and report presentation?
 9. Enumerate the project classifications.
 10. What are source of Finance of Project Finance and explain the role of IDBI LIC and DIC?
 11. Describe the rural entrepreneurship and Women Entrepreneurship.
 12. Explain the reasons and remedies for sickness in small industries.
-

MBA-113

MSP-22

**M.B.A. DEGREE EXAMINATION –
JUNE, 2018.**

Second Year

BUSINESS LAWS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. What are the types of quasi contract?
2. What are the characteristics of a company?
3. What are the characteristics of negotiable instruments?
4. Write a short note on contract of insurance.
5. What are the rights given to consumers under consumer protection Act?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What is a contract? Discuss the essentials of a valid contract.
 7. What are the various ways in which a contract may be discharged?
 8. Explain the remedies for a breach of contract.
 9. Distinguish between ‘Public’ and ‘Private’ companies.
 10. State the essentials of a contract of sale under the sale of goods act.
 11. What are the essentials of a contract of agency?
 12. “Consumer Protection Act and consumer movements in India have reached the best destination” Discuss.
-

MBA-114

MSP-23

**M.B.A. DEGREE EXAMINATION –
JUNE, 2018.**

Second Year

STRATEGIC MANAGEMENT

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Distinguish between mission and vision with an example.
 2. What do you understand by SWOT analysis?
 3. Explain the term ‘Corporate Strategy’. Give an example.
 4. What is the role of power and politics in strategy implementation?
 5. What are the major characteristics of an effective strategy evaluation system?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain strategic management process.
 7. How should an industry scan the external environment for new technological development?
 8. Analyse the features of various bases of competitive advantage.
 9. Distinguish the major characteristics of emerging industries and mature industries.
 10. Discuss the role of MIS/IT as a new economy function in planning, strategy formulation and implementation.
 11. Discuss the steps involved in implementation of strategy.
 12. Explain the strategy evaluation and control process in terms of different steps involved.
-

MBA-115

MSP-24

**MASTER OF BUSINESS ADMINISTRATION
DEGREE EXAMINATION —
JUNE, 2018.**

Second Year

INTERNATIONAL BUSINESS MANAGEMENT

Time : 3 hours Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. What is meant by international business environment?
 2. Explain briefly the advantages of MNCs.
 3. Write a short note on ‘joint ventures’.
 4. What are the achievements of UNCTAD?
 5. What are the procedures for international commercial arbitration?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. List and explain ethical practices in international business.
 7. Explain the importance of locus of decision in an MNC.
 8. Explain the various factors that influences international business environment.
 9. How do MNCs assess political risks? How do they manage risks?
 10. Explain the various kinds of collaboration and joint ventures.
 11. What is WTO? Discuss its functions and objectives.
 12. Explain in detail the role of international commercial arbitration.
-

MBA-116

MSP-30

M.B.A. DEGREE EXAMINATION —
JUNE, 2018.

Finance Management

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Define the term investment. Explain the nature of investment.
 2. What is the role of SEBI in regulating the new issue market/primary market.
 3. Explain the concept of industry life cycle. Describe the different stages in the industry life cycle.
 4. Explain the concept and process of portfolio analysis.
 5. What is meant by portfolio revision? What factors necessitate portfolio revision?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. "Investment opportunities are available to the investor in many types and in many combinations within each type"-Elucidate this statement.
 7. Explain the mean-variance approach to estimation of return and risk of a security.
 8. What is listing of shares? Explain the procedures for listing of securities on a stock exchange.
 9. "The first step in industry analysis is to determine the stage of growth through which the industry is passing". Explain.
 10. Explain the weak form of the efficient market hypothesis. Describe the empirical tests used for testing the weak form efficiency.
 11. Describe the shape single index model. How do you interpret α and β parameters in the model?
 12. A security currently sells for Rs. 125. It is expected to pay a dividend of Rs. 4.25 and be sold for Rs. 140 at the end of the year. The security has a beta of 1.42. The risk free rate in the market is 6 percent and the expected return on a representative market index is 15 percent. Assess whether the security is correctly priced.
-

MBA-117

MSP-31

**M.B.A. DEGREE EXAMINATION —
JUNE, 2018.**

Finance Management

MANAGEMENT OF FINANCIAL SERVICES

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. What are financial services? Name the various types of financial services.
2. What are non-banking financial intermediaries? List out the restrictions imposed on chit fund business.
3. What is leasing? Explain the process of leasing.
4. Explain the concept of factoring.
5. Explain the term credit rating. What are its features.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What is merchant banking? What were the reforms made by SEBI in 1992 when merchant banking was brought under its control?
 7. Critically evaluate the functioning of mutual funds in India.
 8. Distinguish between the open-ended mutual funds and the close - ended mutual funds in detail.
 9. Explain the concept of leasing and the accounting principles related to leasing.
 10. Explain the different types of factoring.
 11. What is insurance? Explain the principles of insurance.
 12. Trace the origin of credit rating and its development.
-

MBA-118

MSP-32

**M.B.A. DEGREE EXAMINATION –
JUNE 2018.**

Second Year

TAX MANAGEMENT

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Define the term salary.
 2. What are the various kinds of Provident Fund?
 3. What is cash credit?
 4. What is meant by capital assets and what are types of capital asset?
 5. What are deductions available U/S 80-C?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the features of salary.
7. How the taxable entities are classified for determination of residential status?
8. What are capital assets? Explain its kinds.
9. How do you assess the tax liability of HUF?
10. Explain 'deemed incomes'.
11. From the following, compute the taxable income under the head income from business, profit before adjusting the following items is Rs.5,50,000.

	Rs.
Administrative expenses	10,000
Trade expenses	5,000
House hold expenses	3,000
Discount allowed	4,000
Income tax	400
Provision for bad debts	2,000
Bad debts	3,000
Donation to P.M. National relief fund	4,000
Legal fee	200

12. Write a note on :

- (a) municipal value
 - (b) unrealized rent
 - (c) standard rent.
-

MBA-119

MSP-33

**M.B.A. DEGREE EXAMINATION —
JUNE 2018.**

Second Year

INTERNATIONAL FINANCIAL MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What is called syndicated loan?
2. What is CAPM?
3. What are called decision trees?
4. What is called weighted average cost of capital?
5. Write short note on “current asset management”.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Brief the structure of Indian financial markets.
7. Explain in detail the essential elements of cross border investment analysis.
8. Discuss the various method of capital budgeting.

9. Compare Capital Assets Pricing Model. (CAPM) with international assets pricing model (IAPM).
 10. Discuss the factors influencing capital structure decisions.
 11. What are various sources of international financing?
 12. Brief the techniques of international inventory management.
-

MBA-120

MSP-40

M.B.A. DEGREE EXAMINATION —
JUNE, 2018.

Second Year

MARKETING RESEARCH AND CONSUMER BEHAVIOUR

Time : 3 hours **Maximum marks : 75**

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. With an example explain what is exploratory research.
 2. List the varied functions of advertising research.
 3. Why we need to study consumer behaviour?
 4. What is consumer spatial behaviour?
 5. What is consumerism?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Bring out the role of marketing research in marketing decision making.
 7. Design a questionnaire to measure the consumer preference towards the purchase of mutual funds. Make suitable assumptions.
 8. Explain the circumstances where market and sales analysis research is inevitable.
 9. Write an essay about the factors influencing consumer behaviour.
 10. With a neat sketch explain any one model of consumer behaviour.
 11. Write an essay about the need for understanding the learning, attitude and personality in consumer behaviour.
 12. Bring out the significance of studying about post purchase behaviour. Also list how the new generation organizations are analysing the post purchase behaviour.
-

MBA-121

MSP-41

**M.B.A. DEGREE EXAMINATION –
JUNE, 2018.**

Second Year

ADVERTISING AND SALES PROMOTION

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Bring out the opportunities in the field of advertising.
2. List the benefits of electronic media for advertising.
3. How to evaluate advertising effectiveness?
4. List the factors to be considered in training the sales force.
5. Summarize the process of personal selling.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Write an essay about the economic and social implications of advertising.
 7. Enumerate the different forms of media used in advertising with their relative merits and demerits.
 8. Create an print advertising copy for a instant coffee powder. Make suitable assumptions.
 9. Explain the means by which the size of the sales force can be determined.
 10. Bring out the commonly adopted sales force compensation and incentive methods with their advantages and disadvantages.
 11. With examples explain the commonly used consumer sales promotion tools with their suitability.
 12. In detail explain the varied objectives of sales promotion.
-

MBA-122

MSP-42

M.B.A. DEGREE EXAMINATION –
JUNE, 2018.

Second Year

SERVICES MARKETING

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Differentiate between goods and services.
 2. With illustrations bring out the need for differentiation of services.
 3. Write about the importance of customer retention.
 4. Bring out the significance of tourism industry in services marketing.
 5. List the unique characteristics of public utility services.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. “Service sector fuels high GDP growth and Services become the engine of growth” – Comment on the above statements in light of the present Indian economy.
 7. Explain the classification of services and the method of marketing mix strategies for each classification of services.
 8. Write an essay about the importance and the different types of segmentation followed in marketing of services.
 9. Briefly explain the service gap model and the methods to measure the gaps of the services.
 10. Bring out the significance of role of employee and customer in service delivery.
 11. Develop an appropriate marketing mix model for hotel services.
 12. Develop a marketing mix and marketing strategies for a financial services company.
-

MBA-123

MSP-43

M.B.A. DEGREE EXAMINATION – JUNE, 2018.

Marketing Management

INTERNATIONAL MARKETING

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Explain the scope of International Marketing.
2. Discuss the cultural environment in International Marketing.
3. Write a short note on EXIM Policy in India.
4. Enumerate the concept of International Logistics.
5. Explain the concept of Marketing Research.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Write an over view on India's foreign trade.
 7. Discuss the factors influencing International Economic Environment.
 8. Explain the procedure and duties of Import policy in India.
 9. Discuss the essential principal documents for EXIM.
 10. Explain the Adaptation and Standardization approaches in International Marketing.
 11. Write a brief note on the following terms:
 - (a) International Advertising
 - (b) International Sales force.
 12. Discuss the process of International marketing planning and control.
-

MBA-124

MSP-50

M.B.A. DEGREE EXAMINATION —
JUNE, 2018.

Second Year

HUMAN RESOURCE DEVELOPMENT

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Write the importance of HRD.
 2. Write the objectives of performance appraisal.
 3. Write any five the training objectives.
 4. Explain the concept pf management process.
 5. Write a short notes on organizational effectiveness.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the meaning and scope of Human Resource Development.
 7. Explain the evolution of HRM.
 8. Discuss the training methods in detail.
 9. Discuss the Appraisal methods in MNCs.
 10. Discuss the emerging trends in HR.
 11. Explain the process of ISO 9000.
 12. Discuss the importance of Management Development.
-

MBA-125

MSP-51

M.B.A. DEGREE EXAMINATION —

JUNE, 2018.

Second Year

LABOUR LEGISLATION

Time : 3 hours

Maximum marks : 75

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What are the objectives of wages and salaries administration?
2. Briefly explain the causes of indiscipline in an organisation.
3. Write short note on Industrial Tribunal.
4. What are the principles of trade union?
5. Explain the meaning of collective Bargaining.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What are illegal strikes and lockouts?
 7. Discuss the permissible deductions under Wages Act, 1936.
 8. How are Shops and Establishments governed under TamilNadu Shops and Establishment Act?
 9. What are allocable surplus and available surplus?
 10. Discuss the different types of compensation under Workmen Compensation Act.
 11. Discuss the steps in registration of a trade union.
 12. Explain the provisions of employment of women under the factories Act. 1948.
-

MBA-126

MSP-52

M.B.A. DEGREE EXAMINATION —
JUNE 2018.

Second Year

ORGANISATIONAL DEVELOPMENT

Time : 3 hours Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What are characteristics of O.D.?
 2. Who are OD Practitioner?
 3. What is mean by Human interventions?
 4. How team building develop's performance?
 5. Write a short note on the term 'organisational transformation'.

PART B – (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Brief the growth and relevance of OD.
 7. Discuss the General model of planned change.

8. Discuss in detail about OD Process.
 9. What is techno structural interventions? and also state its components.
 10. Brief the essential of strategic interventions.
 11. Explain the ways to control human resource management interventions.
 12. What are major problems, if the organisation does not develop environment relationships?
-

MBA-127

MSP-53

M.B.A. DEGREE EXAMINATION –
JUNE, 2018.

Second Year

STRATEGIC HUMAN RESOURCE MANAGEMENT

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What is Strategic Human Resource Management?
 2. What are the different types of benchmarking?
 3. What are the HR issues to be considered while going for international alliances?
 4. Write short note on “Performance appraisal”.
 5. Explain the steps in HR process.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

6. Discuss the portfolio related strategic responses of organisation to choosing environment.
 7. Discuss the role of strategic HRM function.

8. Discuss the different perspectives of SHRM and also explain how HR can be integrated with business strategy.
 9. Explain the cost of learning curve in detail.
 10. Discuss the future of International HRM.
 11. What are the two major concepts used to evaluate efficiency and effectiveness?
 12. Describe an organisation you know well. In what ways did its HR policies and practices contribute to the firm's strategic management process.
-

MBA-128

MSP-60

**M.B.A. DEGREE EXAMINATION —
JUNE 2018.**

Second Year

PROJECT MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. State the importance of project management.
2. What is Gnaat chart?
3. Why negotiation skill important for the project manager?
4. What is budgeting?
5. What is called project control?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain different stages of project life cycle.
7. What is project planning? What are its types?

8. Discuss the need and importance of work break down structure.
 9. What is network? Explain all the network techniques.
 10. Describe various stages of project control process.
 11. What are different types of project terminalion?
 12. What are major classification of project audits?
-

MBA-129

MSP-61

**M.B.A. DEGREE EXAMINATION –
JUNE, 2018.**

Second Year

Operation Management

TOTAL QUALITY MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Interpret the essential steps of quality planning?
2. Classify any four principles of TQM.
3. Explain customer satisfaction and retention in details.
4. What is continuous process improvement?
5. Define 5s.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. How would you explain Deming's 14 points for improving quality, productivity and competitiveness?
7. Construct a team for quality implementation in manufacturing company.

8. List the various steps involved in supplier selection.
 9. Examine the Juran trilogy in detail.
 10. What are the factors that distinguish six sigma concepts from traditional quality management concepts?
 11. Define quality system and explain the evaluation of ISO 9000.
 12. How would you show your understanding on the essentials PDCA Cycle?
-

MBA-130

MSP-62

M.B.A. DEGREE EXAMINATION —
JUNE, 2018.

Second Year

SUPPLY CHAIN MANAGEMENT

PART A — ($3 \times 5 = 15$ marks)

Answer any THREE questions.

1. What are the functions of SCM?
 2. Distinguish between ‘Push’ and ‘pull’ view of SCM.
 3. List and explain the different modes of transport used in SCM.
 4. Explain the advantages of RFID over bar code.
 5. What is ‘Cycle Inventory’?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

6. Describe the Advantages and disadvantages of SCM. Identify three key supply chain decision phases & explain their significance.

7. Describe how a company achieves strategic fit between its supply chain strategy and competitive strategy.
 8. What are the different design options for a transportation networks?
 9. What are the new challenges faced by supply chain managers in the changing business landscape?
 10. How do the emergence of B2B trading exchanges change the supply chain with respect to IT systems?
 11. What types of distribution networks are typically best suited for commodity items?
 12. Explain how a reduction in lead time can help a supply chain to reduce safety inventory without hurting product availability.
-