

**MBA-121**

**MSP-20/  
MSPT-20**

**M.B.A. DEGREE EXAMINATION – JUNE 2019.**

**Second Year**

**OPERATIONS MANAGEMENT**

**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 challenges faced by an operations manager?
2. Explain production planning control and its objectives.
3. List out the types of inventories in manufacturing organizations.
4. Explain Quality Circle.
5. Enumerate the techniques of work measurement.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the systems view of operations management
7. Write an essay on capacity requirements planning.
8. Explain ABC analysis with an illustration.
9. Explain Six Sigma.
10. Enumerate how TQM contributes to improving the efficiency of an organization.
11. What is Economic order quantity and How it is calculated?
12. Explain job design and the various techniques involved in job design.

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**MBA-122**

**MSP-21**

**M.B.A. DEGREE EXAMINATION –  
JUNE 2019.**

**Second Year**

**ENTREPRENEURSHIP**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Who is an Entrepreneur?
2. What do you mean by Occupational mobility of Entrepreneurs?
3. How do you know about sources of business ideas?
4. Can you list the sources of Finance for Project?
5. Write a short note on “Rural entrepreneurship”.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the Role of Entrepreneurs in Indian Economic Development.
7. Describe the Evolution of Entrepreneurship.
8. How does you Prepare the Project Report and make Feasibility of Project?-Comment.
9. Discuss the Project Appraisal methods.
10. What are the sources of Finance of Project Finance through IFC, IDBI, ICICI, SFC, SIPCOT?
11. Describe the Prospects and Challenges of Women Entrepreneurs in India.
12. Draw the steps in setting SSI Unit in India.

**MBA-123**

**MSP-22/  
MSPT-22**

**M.B.A. DEGREE EXAMINATION –  
JUNE, 2019.**

**Second Year**

**BUSINESS LAW**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. What do you understand by 'capacity to contract'?  
Who are all incompetent to contract?
2. What is Memorandum of association and Articles of association?
3. What is negotiable instrument? State its special characteristics.
4. Who is an agent and how it is created?
5. Describe about Consumer protection Act 1986.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. “A contract without the consideration is void”  
Comment.
  7. Describe various ways in which a contract may be discharged.
  8. Discuss the duties and liabilities of partners.
  9. Explain the Doctrine of caveat emptor and state the exceptions to this doctrine.
  10. Discuss the modes of termination of agency.
  11. What are essentials of Life Insurance contract?  
How does it differ from fire and marine insurance?
  12. Explain ‘Unfair trade practice’ under the Consumer Protection Act.
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**MBA-124**

**MSP-23/  
MSPT-23**

**M.B.A. DEGREE EXAMINATION —  
JUNE, 2019.**

**Second Year**

**STRATEGIC MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Describe the strategic management and its significance.
2. Explain about SWOT analysis.
3. Describe the strategic management at business level analysis.
4. Discuss the Ethics and its relationship with business.
5. Explain the strategic evaluation process.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the strategic planning process with examples.
7. Discuss the role of environment analysis in strategy formation.
8. What is organizational analysis in strategy formation?
9. Discuss about strategy implementation.
10. Explain the types of strategic control.
11. Who are the typical stakeholders of an organization, and how do they affect the purpose and management of it?
12. How does structure support strategic architecture?

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**MBA-125**

**MSP-24**

**M.B.A. DEGREE EXAMINATION –  
JUNE 2019.**

**Second Year**

**INTERNATIONAL BUSINESS MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carries equal marks.

1. Describe the concept International business.
2. Write a notes on Multi-national companies(MNCs).
3. State the factors affecting the Balance of Payments.
4. Explain the anti-dumping duty in International business.
5. Why there's a need of interventions in International business?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carries equal marks.

6. Discuss the role of political environment in International business.
  7. Explain the significance regional role agreements with examples.
  8. Describe the various types of strategies used for growth in International business.
  9. Explain the role of WTO in International business.
  10. Describe the procedure of International arbitration in business.
  11. What do you mean by Intellectual Property Rights (IPR) and describe different aspects of IPR.
  12. Discuss on the common issues in International business.
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**MBA-126**

**MSP-30**

M.B.A. DEGREE EXAMINATION –  
JUNE 2019.

Second Year

Finance Management

SECURITY ANALYSIS AND PORTFOLIO  
MANAGEMENT

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 investor's objectives in investing his funds in the stock market?
2. What is a stock exchange? How is a stock exchange defined under the Securities Contracts (Regulation) Act?
3. Describe the formation of bullish trend and bearish trend in the market.

4. Explain the concept of efficient frontier in the content of portfolio selection.
5. Describe the major constraints in portfolio revision.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain Gordon's share valuation model with suitable illustration. What are the advantages of this model?
7. What is technical analysis? Explain the basic principles and hypothesis of Dow theory.
8. "Stock Exchanges act as barometers of the health of the economy". Discuss.
9. Describe the various characteristics of an industry that an analyst must consider while doing industry analysis.
10. What is the implication of semi-strong form market efficiency for fundamental analysis?
11. Explain how portfolio return and risk are estimated under single index model.

12. The following data are available to you as portfolio manager :

Security	Estimated return (Percent)	Beta	Standard deviation (Percent)
A	30	2.0	50
B	25	1.5	40
C	20	1.0	30
D	11.5	0.8	25
E	10.0	0.5	20
Market Index	15	1.0	18
Govt. Security	7	0	0

- (a) In terms of the security market line, which of the securities listed above are underpriced?
- (b) Assuming that a portfolio is constructed using equal proportions of the five securities listed above, Calculate the expected return and risk of such a portfolio.

**MBA-127**

**MSP-31**

**M.B.A. DEGREE EXAMINATION –  
JUNE 2019.**

**Second Year**

**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'? State the objectives and functions of the same.
2. What is a 'Mutual Fund'? Explain the features and role of mutual funds.
3. What is an operating lease? What are its features?
4. Define factoring. State the mechanism involved in a factoring financial service.
5. Give an account of some of the credit rating agencies, both domestic and international.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What is merchant banking? Discuss in detail the various functions performed by merchant bankers.
  7. Describe the current status of stock exchanges in the country.
  8. Explain the working mechanism of an AMC.
  9. Explain the income tax implications of leasing.
  10. Enumerate the rights available to a hirer under the hire purchase finance agreement.
  11. Trace the origin and growth of venture capital financing.
  12. Discuss the major issues of credit rating in the context of rapid growth witnessed in the global financial markets.
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**M.B.A. DEGREE EXAMINATION –  
JUNE, 2019.**

**TAX MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. State the procedure followed in computing the total income of an assessee.
2. State the rules relations to interests on housing loan as deduction.
3. Distinguish between short term capital assets and long term capital asset.
4. How do you ascertain the tax liability of an individual assessee? Explain.
5. State the permissible limit of remuneration payable to working partners of a firm.



PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. How the tax liability entities are classified for determination of residential status? Discuss.
7. Compute the gross total income of Shri. Rathinams for the assessment year 2019-2020 if he is a
- (a) Resident
  - (b) NOR
  - (c) Non-resident.

Particulars	Rs.
(i) Profit from business in bangalore	10,000
(ii) Income accrued from India but received in Japan	4,000
(iii) Income from house property in America and deposited there	2,000
(iv) Past untaxed income brought into India during previous year	10,000

8. Calculate gross annual value for the PY 2018-19 from the details given below :

Actual rent received Rs. 30,000

Municipal value Rs. 30,600

Fair rental value Rs. 29,400

9. Explain if the following are admissible expenses under the head business income.
- (a) Donation to political party Rs. 10,000
  - (b) Fees paid to lawyer for drafting a new partnership deed Rs. 5,000
  - (c) Amount paid to a labour leader to call of the strike Rs. 20,000
  - (d) Salary paid to Son (B.Com.s) working as an accountant Rs. 50,000.
10. What is the significance indexed cost of improvement.
11. Discuss the various sources of income to an individual.
12. A, B and C are partners of a firm with equal shares. The profit and loss A/c for the year ended 31.3.2019 shows a net profit of Rs. 1,00,000 after debiting the followings.
- (a) Salary of Rs. 20,000 and 15,000 to A and B respectively.
  - (b) Bonus to C Rs. 15,000
  - (c) Rs. 5,000 for interest on capital to 'A' calculated @ 20%

- (d) Rs. 10,000 for rent of the business premises paid to 'B'
- (e) Commission of Rs. 5,000 to 'C'

Compute book profit and the total income of the firm for the AY 2019–2020 assuming that it is a professional firm and all are working partners. The deed provides for interest on capital.

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**MBA-129**

**MSP-33**

**M.B.A. DEGREE EXAMINATION –  
JUNE 2019.**

**Second Year**

**Finance Management**

**INTERNATIONAL FINANCIAL MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Describe the important areas of study under international finance.
2. Briefly enumerate distinguishing features which make evaluation of foreign projects different from domestic projects.
3. What makes the APV capital budgeting framework useful for analysing foreign capital expenditure?
4. Explain why and how a company's cost of capital may decrease when the company's share is crosslisted on foreign stock exchange.
5. How is inventory management of a multinational different from that of a domestic company?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What is the relevance of an international portfolio for risk reduction? List the factors that have facilitated cross-border flow of equity investment.
7. Explain the special features of cross border investment analysis.
8. Enumerate the merits and limitations of International Asset Pricing Model (IAPM).
9. Explain the differences between Decision tree analysis and contingent claim analysis.
10. Discuss foreign equity ownership restrictions. Why do you think countries impose there restrictions?
11. Discuss salient features of international cash management in a multinational group.
12. Explain in detail about various sources of short term financing to international projects.

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**MBA-130**

**MSP-40**

**M.B.A. DEGREE EXAMINATION  
JUNE, 2019.**

**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. Discuss the format of a research.
2. Identify the qualities and characteristics of a good researcher
3. How does language influence consumer behavior? Explain.
4. What are the issues and challenges faced by the markets in recognizing the problem of consumers?
5. What are the characteristics of industrial buyer?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What is the scope of marketing research? Explain.
7. What is questionnaire? Explain the steps in constructing a questionnaire.
8. Explain the classical and operant conditioning learning theories in details.
9. What is segmentation? Explain the steps in segmentation process.
10. What is known as Sales Analysis Research? How to do the Sales Analysis Research?
11. Assume any product and explain how will you make your purchase decision using Howard Sheth Model of consumer behaviour?
12. What are the stages of consumer decision process and as a marketer how would you influence at each stage. Come out with an example.

**MBA-131**

**MSP-41**

M.B.A. DEGREE EXAMINATION –  
JUNE 2019.

Second Year

Marketing Management

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. What are the advertising goals?
2. What are the functions of full service agency?
3. How effective is Online advertising?
4. What is the main cause for an advertisement to be deceptive?
5. What are the objectives of a trade promotion?



PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Advertising is a paid form of non-personal presentation. In the light of above statement discuss the various aspects of advertising.
7. What are 'Appeals' in advertisement messages? Explain.
8. What is meant by reach, frequency and cost of advertising?
9. Explain "Media Planning" and "Media Scheduling"?
10. Explain the advertising budget making process.
11. Explain the different types of sales force compensation plans?
12. How would the sales presentations differ in the following cases?
  - (a) Selling a life insurance policy
  - (b) Selling laptops?

**MBA-132**

**MSP-42**

**M.B.A. DEGREE EXAMINATION —  
JUNE, 2019.**

**Second Year**

**Marketing Management**

**SERVICES MARKETING**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Describe the characteristics of services.
2. Enumerate the criteria to evaluate a service based on customers' service expectations.
3. Explain the levels of a service product.
4. List out the distribution strategies used by service organization.
5. Illustrate the service marketing mix of roadways.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the gap model of service quality.
7. List out the bases for service market segmentation.
8. Illustrate service life cycle with an example.
9. Point out the pros and cons of various Channel Options available for Service Providers.
10. Explain the various players in the entertainment service industry and design a service marketing mix for Movies.
11. Explain the reasons for the growth of service industry in India.
12. Explain the new service development process.

**MBA-133**

**MSP-43**

**M.B.A. DEGREE EXAMINATION —  
JUNE, 2019.**

**Second Year**

**INTERNATIONAL MARKETING**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Explain the objectives of international trade policy.
2. What is bill of exchange?
3. What do you know about EPCG scheme?
4. Explain the characteristics of a global firm?
5. Is it beneficial for nations to depend on each other?

**PART B — (4 × 15 = 60 marks)**

Answer any **FOUR** questions.

6. Explain the importance of International marketing.
7. Explain the role of cultural environment in international marketing.

8. What is bill of exchange? Explain in detail.
  9. Describe the functions and procedures of Export management.
  10. Write short notes on
    - (a) Deemed exports
    - (b) Marine insurance policy and EOUs.
  11. How would you undertake a cultural analysis of a foreign market?
  12. Elaborately discuss the important types of letter of credit.
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**MBA-134**

**MSP-50**

**M.B.A. DEGREE EXAMINATION —  
JUNE, 2019.**

**Second Year**

**HUMAN RESOURCE DEVELOPMENT**

**Time : 3 hours**

**Maximum marks : 75**

**SECTION A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. Explain the scope and importance of HRD.
2. Discuss the objectives of Performance Appraisal.
3. Explain the concept of Training and Development.
4. Explain the importance characteristics of management development in an organizational system.
5. Write a short note on ISO 9000 family.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss the Evolution of HRD.
  7. Discuss the Performance Appraisal Process.
  8. Discuss the steps involved in Training Design.
  9. Discuss the features and objectives of Career Planning and Career Development.
  10. Discuss the emerging trends in HR.
  11. Discuss the principles of total quality management in HRD process.
  12. Discuss the concept of Organization Development.
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**MBA – 135**

**MSP-51**

**M.B.A. DEGREE EXAMINATION –  
JUNE, 2019.**

**Second Year**

**LABOUR LEGISLATION**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. Write any five safety measures according to Factories Act 1948.
2. Write a short note on Industrial Employment Act 1946.
3. Explain Employees State Insurance Act 1948.
4. Discuss the Payment of Wages Act 1936.
5. Discuss the rights of Plantation Workers.

**PART B — (4 × 15 = 60 marks)**

**Answer any FOUR questions.**

6. Discuss the Welfare Measures in Factories Act 1948.
7. Discuss the Development of Trade Unions in India.



8. Discuss the rules of Payment of Gratuity act 1972.
  9. Explain The Payment of Bonus Act, 1965.
  10. Write a short note on the following acts:
    - (a) The Tamil Nadu Catering Establishments Act 1958.
    - (b) The TamilNadu Shops and Establishments Act, 1947.
  11. Discuss the Workmen's Compensation Act, 1923.
  12. Explain the Minimum Wages Act 1948.
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**MBA-136**

**MSP-52**

M.B.A. DEGREE EXAMINATION —  
JUNE, 2019.

Second Year

Human Resource

ORGANIZATIONAL DEVELOPMENT

Time : 3 hours

Maximum marks : 75

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Write the nature of Planned change in organizations.
2. Explain the organizational process.
3. Write the divisions of Techno-Structural Interventions.
4. What is Performance Management?
5. Discuss the three types of Organisational Transformation.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Elucidate the concept of Organisational Development Interventions.
7. Discuss the Human Process Interventions.
8. Write a short note on Restructuring Organisations.
9. Enumerate the HRM Interventions.
10. Discuss the organization transformation strategies.
11. Discuss the Johari Window for organizational Development.
12. Discuss the dimensions of Work Design.

**MBA-137**

**MSP-53**

**M.B.A. DEGREE EXAMINATION —  
JUNE, 2019.**

**Human Resource**

**STRATEGIC HUMAN RESOURCE MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**SECTION A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Explain the process of Globalization.
2. Discuss the levels of Business Strategy?
3. Explain employee relations.
4. Explain the concept of Career Management.
5. Explain the general concept of leadership.

**SECTION B — (4 × 15 = 60 marks)**

Answer any **FOUR** questions.

6. Explain in details Leadership in times of change.
7. Explain the reasonable changes to an employees work roles?

8. Discuss the practices of strategic high performance work team.
  9. Discuss the common barriers faced by work performance team for career development.
  10. Discuss the process of career planning.
  11. Discuss the strategic responses of organisations to changing environment.
  12. Explain the implication of Technological changes in business environment.
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**MBA-138**

**MSP-60**

**M.B.A. DEGREE EXAMINATION –  
JUNE, 2019.**

**Second Year**

**PROJECT MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. Explain the significance of project management.

செயல்திட்ட மேலாண்மையின் முக்கியத்துவத்தை விளக்கவும்.

2. What is project planning?

செயல்திட்டம் திட்டமிடல் என்றால் என்ன?

3. What are the benefits of project scheduling?

செயல்திட்டம் அட்டவணைப்படுத்தலின் நன்மைகள் என்ன?

4. What are the essentials of project monitoring?  
செயல்திட்ட கண்காணிப்பின் அத்தியாவசியங்கள் யாவை?
5. Discuss the issues in project implementation.  
செயல்திட்டத்தில் உள்ள சிக்கல்களைப் பற்றி விவாதிக்கவும்.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What is project life cycle? Explain its all stages.  
செயல்திட்ட வாழ்க்கை சுழற்சி என்றால் என்ன? அதன் அனைத்து நிலைகளையும் விளக்கவும்.
7. Discuss the roles and responsibilities of a project manager.  
திட்ட மேலாளரின் பங்கு மற்றும் பொறுப்புகளைப் பற்றி விவாதிக்கவும்.
8. Explain the stages of project planning. What are the different methods of project planning?  
செயல்திட்டம் திட்டமிடல் நிலைகளை பற்றி விளக்கவும்  
செயல்திட்டம் திட்டமிடுதலின் பல்வேறு முறைகள் யாவை?

9. Discuss the tools and techniques used in managing the projects.

செயல் திட்டங்களை நிர்வகிப்பதில் பயன்படுத்தப்படும் கருவிகள் மற்றும் தொழில்நுட்பங்களைப் பற்றி விவாதிக்கவும்.

10. What is meant by 'crashing'. How it helps in project scheduling?

கிராஷிங் என்றால் என்ன? செயல்திட்டம் திட்டமிடலில் இது எவ்வாறு உதவுகிறது?

11. Explain the differences between PERT and CPM.

PERT மற்றும் CPM இடையே உள்ள வேறுபாடுகளை விளக்கவும்.

12. (a) What is meant by project audit? (7)

(b) Discuss the causes of project failure. (8)

(அ) திட்ட தணிக்கை என்றால் என்ன?

(ஆ) திட்ட தோல்வியின் காரணங்கள் பற்றி விவாதிக்கவும்.



**MBA-139**

**MSP-61**

**M.B.A. DEGREE EXAMINATION —  
JUNE, 2019.**

**First Semester**

**TOTAL QUALITY MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. **Explain the characteristics of Total quality Management.**

மொத்த தர மேலாண்மையின் பண்புகளை விளக்கவும்.

2. **Explain the objectives of TQM.**

TQM-இன் குறிக்கோளை விளக்கவும்.

3. **What are the objectives of 5s?**

5-இன் குறிக்கோள்கள் யாவை?

4. **Define Quality Policy.**

தரக் கொள்கை வரையறு.

5. What is the need for ISO 9000? What are the methods of ISO audit?

ஐஎஸ்ஓ 9000-ன் தேவை என்ன? ISO தணிக்கை முறை என்றால் என்ன?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss the basic principles of total quality management.

மொத்த தர மேலாண்மையின் அடிப்படைக் கோட்பாடுகளை பற்றி விவாதிக்கவும்.

7. Describe the characteristics of quality leaders.

தரத் தலைவர்களின் பண்புகளை விவரிக்கவும்.

8. Explain the benefits and drawbacks of Competitive benchmarking.

போட்டியிடும் தரவரிசைகளின் நன்மைகள் மற்றும் குறைபாடுகளை விளக்கவும்.

9. What is meant by quality cost? Explain in detail.

தரமான செலவு என்றால் என்ன? விரிவாக விளக்கவும்.

10. Explain the steps involved in quality improvement.

தர முன்னேற்றத்தின் பல்வேறு நிலைகளை விளக்கவும்.

11. Define Quality planning. Explain the steps in Quality planning. Discuss its functions.

தரம் திட்டமிடல் வரையறு. தரமான திட்டமிடலில் பல்வேறு நிலைகளை விளக்கவும். அதன் செயல்பாடுகளை விவாதிக்கவும்.

12. What are clauses in ISO 9001? Explain briefly.

ஐஎஸ்ஓ 9001-இன் உட்பிரிவுகள் என்ன? சுருக்கமாக விளக்கவும்.

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**MBA-140**

**MSPT-62/  
MSP-62**

**M.B.A. DEGREE EXAMINATION —  
JUNE, 2019.**

**Second Year**

**Operations Management**

**SUPPLY CHAIN MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. List any three drivers of supply chain performance.
2. How can aggregate planning be used in an environment of high demand, uncertainty?
3. Why do you require safety inventory?
4. Define optimum level of product availability.
5. What is meant by distribution in the supply chain?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the framework for structuring supply chain drivers.
  7. Explain the six step approach to perform effective forecasting in supply chain.
  8. Explain the different types of purchasing strategies.
  9. Discuss the supply chain IT framework.
  10. Explain the factors affecting the optimum level of product availability.
  11. With a neat sketch, explain the framework and role of supply chain in e-business.
  12. Explain the factors influencing distribution work network design.
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**MBA – 141**

**MSP – 63**

**M.B.A. DEGREE EXAMINATION – JUNE 2019.**

**Second Year**

**Operations Management**

**MATERIALS MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks

1. Define materials planning.
2. Write a note on systems approach to materials management.
3. Enumerate the principles of value analysis.
4. How will you appraise the performance of purchase department?
5. Enumerate any four functions of stores.

**PART B — (4 × 15 = 60 marks)**

Answer any **FOUR** questions.

All questions carry equal marks

6. Discuss the different methods of materials planning in an organization.
7. Explain the need for forecasting. Explain the various types of forecasting.

8. Discuss the purchase procedures of government departments.
9. Write notes on the following:
  - (a) Statistical quality control
  - (b) Quality circle
  - (c) Productivity
10. Explain about the stores accounting and stock verification systems.
11. Explain the principles of effective material handling.
12. Discuss the role of material handling in logistics. Describe various available material handling equipments.

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**MBA-142**

**MSP-80**

**M.B.A. DEGREE EXAMINATION – JUNE 2019.**

**Second Year**

**MANAGING INFORMATION TECHNOLOGY**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks**

1. Describe about the role of Chief Asset Officer.
2. What is Information Technology?
3. Explain briefly s information system architecture.
4. What is IT process management?
5. Describe about the development of security policy.



PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks

6. Discuss the different roles of Information Technology.
7. Explain the promotion of Enterprise Innovation by IT.
8. What are the objectives of managing information flow in business organization?
9. Explain in detail master plan.
10. Explain in detail risk management.
11. Define computer security. Why is need for security policy felt in an organization?
12. Explain about the management of IT outsourcing.

**MBA – 143**

**MSP-81**

**M.B.A. DEGREE EXAMINATION – JUNE 2019.**

**Second Year**

**INFORMATION SYSTEM DEVELOPMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**ALL questions carry equal marks.**

1. Why information system is needed for any organization?
2. What are CASE tools?
3. What do you mean by cost benefit analysis?
4. What is coding?
5. What is system implementation?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

ALL questions carry equal marks

6. Discuss the different kinds of information system.
7. “Although the automation of the software engineering process seems like a desirable concept, the use of CASE tools will increasingly lead to the loss of jobs for software engineers” Discuss.
8. Explain the various stages in System Development Life Cycle (SDLC).
9. What is cost benefit analysis and explain how it helps in organization?
10. Explain the features of modern information system.
11. Discuss the steps involved in the implementation procedure.
12. Discuss the types of system maintenance.

**MBA-144**

**MSP-82**

**M.B.A. DEGREE EXAMINATION –  
JUNE, 2019.**

**Second Year**

**RELATIONAL DATABASE MANAGEMENT  
SYSTEM**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. What is a relational database?
2. What are the objectives of data modeling?
3. What are the different data types in SQL?
4. What is Hashing?
5. What is Recovery System?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the mapping constraints in E-R diagram.
7. Explain in detail internal layer in data models.
8. Describe the database security and integrity.
9. Write notes on the following:
  - (a) Data updation
  - (b) SQL Command
  - (c) Check point.
10. Explain in detail object oriented databases.
11. Explain in detail Query Optimization.
12. Explain in detail Concurrency Control.

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**MBA-145**

**MSP-83**

**M.B.A. DEGREE EXAMINATION —  
JUNE, 2019.**

**Second Year**

**E-COMMERCE**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. What do you understand by e-commerce?
2. What are the advantages of internet?
3. What is Data Warehousing?
4. What do you mean by Digital Design?
5. What do you understand by cyber law?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain in detail TCP/IP. Explain its layers and their functions.
7. Explain in detail the steps to avoid legal issues in e-business.
8. Explain in detail Data mining.
9. Explain the legal, ethical, privacy issues in e-commerce with suitable examples.
10. Explain in detail the different applications of e-commerce in different sectors.
11. Discuss about the various challenges to e-commerce.
12. Discuss cyber law issues relating to e-commerce.

**MBA – 146**

**MSP-84**

**M.B.A. DEGREE EXAMINATION —  
JUNE 2019.**

**Second Year**

**INTERNET MARKETING**

**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 objectives of environmental scanning system?
2. What is the scope of B2B Marketing?
3. What are the components of CAD?
4. What is online sales promotion?
5. How online marketing is advantageous than offline marketing?



PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the scope, importance and advantages of internet marketing.
7. Describe the major approaches to segmenting B2B market.
8. Outline the steps in organizational buying process.
9. Explain in detail B2C marketing strategies.
10. Enumerate the factors influencing buying behavior.
11. What are the objectives of customer relationship management?
12. Discuss the recent trends in online marketing.