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MBA  
MGT 302

**THIRD SEMESTER REGULAR/BACK EXAMINATION, 2015-16**

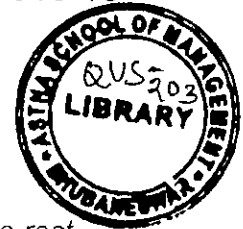
**COST MANAGEMENT**

**BRANCH : MBA**

**QUESTION CODE : T329**

**Max marks: 70**

**Time: 3 Hours**



*Answer Question No.1 which is compulsory and any five from the rest.*

*[The figures in the right hand margin indicate marks]*

- Q.1 Answer the following questions : 2x10
- (a) Distinguish between 'Cost Centre' and 'Cost Unit'.
  - (b) Explain in brief the explicit cost with examples.
  - (c) Discuss 'Profit Centre'.
  - (d) Distinguish between 'Time and Motion' study.
  - (e) What is 'Cost allocation' and 'Cost apportionment' ?
  - (f) Define 'Cost plus Contract'.
  - (g) What is service cost unit ?
  - (h) Distinguish between Joint-products and By-products.
  - (i) What is margin of safety ?
  - (j) Write two features of flexible budget.
- Q.2 Discuss Cost classification based on variability and controllability. 10
- Q.3 Product X takes 20 hours to process on Machine No.AB. It has a selling price of Rs.100.00 and marginal cost of Rs. 60.00. Y( a component part used in production) could be made on machine no. AB in 3 hours for marginal cost of Rs.5.00 . The supplier's price is Rs.10.00. Should one make or buy? 10
- Discuss in both situations
- (i) When machine no AB is working at full capacity and
  - (ii) When there is idle capacity. What are other non-cost considerations to be kept in mind in such cases?
- Q.4 What is the fundamental difference between Activity Based Costing (ABC) and Traditional System ? Why more and more organizations in both the manufacturing and non-manufacturing industries are adopting ABC ? 10
- Q.5 Compute a conservative estimate of profit on a contract (which has been 80% complete) from the following data and illustrate four methods of computing profit. 10
- |  |   |             |
|--|---|-------------|
| Total expenditure to date                    | - | Rs.1,70,000 |
| Further expenditure to complete the contract | - | Rs. 34,000  |
| Contract price                               | - | Rs.3,06,000 |
| Work certified                               | - | Rs.2,00,000 |
| Cash received                                | - | Rs.1,63,200 |

Q.6

The Standard labour employment and actual labour employment and the actual labour engaged in a week for a job are as under:

| Particulars                      | Skilled Worker | Semi-Skilled workers | Unskilled Workers |
|----------------------------------|----------------|----------------------|-------------------|
| Standard no. workers in the gang | 32             | 12                   | 6                 |
| Actual no. of workers employed   | 28             | 18                   | 4                 |
| Standard wage Rate per Hour(Rs)  | 3.00           | 2.00                 | 1.00              |
| Actual wage rate per hour(Rs.)   | 4.00           | 3.00                 | 2.00              |

During 40 hours working week, the gang produced 1800 standard labour hours of work .

Calculate

- Calculate Labour Cost Variance
- Labour Rate Variance
- Labour Efficiency Variance
- Labour Mix Variance

Q.7

A Co. sells its product at Rs.15 per unit. In a period if it produces and sells 8000 units, it incurs a loss of Rs.5/- per unit. If the volume is raised to 20,000 units it earns a profit of Rs.4/- per unit.

10

Calculate break-even point both in terms of rupees as well as in units.

Q.8

Explain the meaning and importance of Flexible budgeting as a tool of control.

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MGT 301

3<sup>rd</sup> SEMESTER REGULAR/BACK EXAMINATION- 2015-16

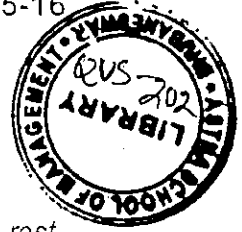
BUSINESS AND CORPORATE LAW

BRANCH : MBA

QUESTION CODE : T178

Max marks: 70

Time: 3 Hours



Answer Question No.1 which is compulsory and any five from the rest.

[The figures in the right hand margin indicate marks]

Q.1

Answer the following questions :

2x10

- (a) Each contract is based on two fundamental premises. What are they ?
- (b) Any person affected by an act of omission or commission of others can initiate legal action against the other. Is it true in all cases ? Justify your answer clearly stating the principle of law.
- (c) A enters into a taxi and directs the driver to take him to a club. The driver refuses to take him because the trip is too short. Explain the mutual rights and obligation of the parties.
- (d) Which part of a contract speaks about a benefit and a detriment to the promisor and promisee respectively ? Do you agree that in absence, there can too be a contract ? Give an example.
- (e) A sold his grocery shop to B for a sum of Rs.50,000 on a condition that A would not open another grocery shop anywhere in the same city. But A opened another shop right in front of B within 2 months. B seeks your advice to shut down A's grocery shop. What legal action can be taken here ?
- (f) Explain the two fundamental principles of law in respect of quasi contract.
- (g) 'Nemo dat qui non habet' principle is applied in all sale transactions. Why ? Explain one situation where it is not applicable.
- (h) What is corporate personality ? Which famous case enunciates this term for the first time.
- (i) Diamond Engineers and Ramdhenu Ltd entered into a contract for supply of electrical equipments. The contract contained a clause to resolve disputes if any through arbitration. Ramdhenu Ltd. made a complaint to the Consumer Disputes Redressal Forum for compensation and return on grounds of deficiency in service.
- (j) Define a statutory company. Give names of 3 statutory companies .

Q.2

Decide the following cases :

2x5

- a) X lends his car to Y for going to attend the AGM of a company, being held at Juhu, a place in Mumbai. The brakes of the car are not in working order. This fact is already known to X, but he did not tell Y about the defect. Y holds a valid driving licence. Y instead of going to attend the AGM at Juhu drives the car to the Gateway of India. The car meets with an accident and Y gets injured. Y wants to hold X liable for the injury caused due to fault in the car. Decide whether Y would succeed.
- b) A agrees to buy from a Jeweller a certain Jewellery to be delivered to B after two months. In the meantime, Government enacts a law on gold control and prohibits dealings in gold unknown to A. When the time for delivery of the jewellery comes, the Jeweller refuses to deliver the same.

2015-16

What is the legal recourse available to A ?

- c) Mr. X who was appointed as a Director at the last AGM resigned. The Board filled up the casual vacancy by appointing Mr. Y. But, within a number of days of his becoming Director, Mr. Y died. The Board wishes to fill-up the casual vacancy by appointing Mr. Z in place of Mr. Y in the next Board Meeting. Can they do so ?
- d) Mr. Shankar is a Contractor and has a proprietary farm at Chilika by the name of "M/s Sankar and Sons". He has two Trawlers of Ashok Leyland make. He purchased a 3<sup>rd</sup> Trawler for Rs.7.5 lakhs. But this Trawler did not give satisfactory service and started giving trouble on account of manufacturing defects. He filed a complaint before District Forum against M/s Ashok Leyland for the defects in the Trawler. Who will succeed in the case? Justify your answer.
- e) X goes to a book store and selects five books. He comes to the cashier and pays for the books. The cashier packs the books, puts them in a plastic bag and moves to the bag to X. X then tells the cashier to keep the books with him for some time. X said he would come back in 10 minutes and collect the bag. X goes out and in the meantime, there is a fire in the shop and the packet gets destroyed. X is now demanding that the shop give him the 5 books from its stock as he has already paid for it. Decide if X could initiate legal action against the book store.

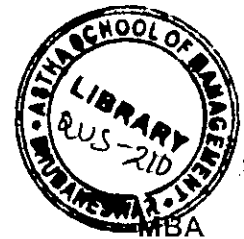
- Q.3 Comment on the following with examples : 10
- a) Acceptance must be absolute and unqualified.
  - b) A mere mental acceptance is no acceptance.
  - c) A stranger to a contract cannot maintain a suit.
  - d) It is dangerous to support a minor under an agreement.
- Q.4 Comment on the following : 10
- a) Bailor must compensate the bailee for all expenses.
  - b) Finder of lost goods has no right to file a suit for recovery of expenses from the true owner.
  - c) The tailor does not give your pant and shirt after stitching, because you have not paid his earlier dues to him.
- Q.5 (a) Can the following be regarded as consumers ? 5
- i) A patient in a Government hospital.
  - ii) An unemployed youth engaging himself as taxi driver after buying a Car under Government loan schemes to unemployed people.
- (b) Can the following constitute deficiency in services : 5
- i) Delay of 1 year of settlement of a life insurance claim.
  - ii) Delay of 6 months in settlement of a fire insurance claim
- Q.6 Explain with case laws under which the corporate veil can be lifted. 10
- Q.7 What is a Memorandum of Association? Explain the contents of 'Memorandum Association' of a Company. 10
- Q.8 Short notes on any two : 10
- (a) Current Account Vs Capital Account transaction.
  - (b) Appointment of first Directors
  - (c) Quantum meruit.

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MGT 306C

### 3RD SEMESTER REGULAR/BACK EXAMINATION, 2015-16

#### Industrial Relations

Time: 3 Hours

Max Marks : 70

Q.CODE:T698

Answer Question No.1 which is compulsory and any five from the rest.

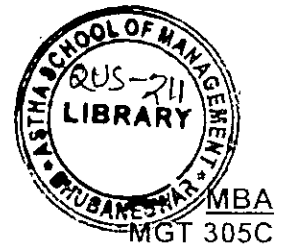
- Q1 Answer the following : 2X10
- a) Explain the need and importance of Industrial relations
  - b) What constitutes Industrial disputes
  - c) What are the major objectives of code of discipline
  - d) Define collective bargaining
  - e) What is adjudication
  - f) What are the functions of a trade union
  - g) What are the major sources of grievance
  - h) What are the major causes of poor Industrial relations
  - i) Describe the types of arbitration
  - j) What do you mean by employee counseling
- Q.2 What is the importance of Industrial relations in the days of rapid changes in the business processes brought by the technological advancement. 10
- Q.3 Explain different types of strikes and lockouts. What are their consequences on the organization in particular and economy in general 10
- Q.4 What are the Concept & objectives of Trade union? What are different types of trade unions. 10
- Q.5 Explain the different Concept and Approaches of IR. Who are the different Parties to Industrial Relations? 10
- Q.6 What is meant by Workers participation in Management? Why is it needed. List down the various forms of workers participation in management. 10
- Q7 Explain various machinery for investigation and settlement of disputes as prescribed in the Industrial Disputes Act 1947. 10
- Q8 Explain structure of Collective Bargaining. What are the emerging corners in bargaining?

Registration No :

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Total Number of Pages: 01



**3<sup>rd</sup> Semester Regular/ Back Examination 2015-16**

**Performance Management**

**BRANCH : MBA**

**Time: 3 Hours**

**Max marks: 70**

**Q.CODE: T634**

**Answer Question No.1 which is compulsory and any five from the rest.**

**The figures in the right hand margin indicate marks.**

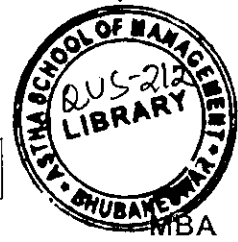
- Q1 Answer the following : 2\*10
- a) What do you mean by performance appraisal
  - b) What is 360 degree feedback
  - c) Do you think that appraisals will convert employees into better employees, justify your answer
  - d) Bring out the linkage between incentive and productivity
  - e) What are the common errors in appraisal process, explain briefly
  - f) What is the purpose of performance management system
  - g) What do you understand by the concept of pay for performance?
  - h) Bring out the distinction between performance management system and performance appraisal system
  - i) Explain the concept of "tell and listen" form of post appraisal interview
  - j) What are performance metrics
- Q.2 Managing performance of employees is easier said than done. Why is performance management relevant to employers and employees. Explain the model of performance management system 10
- Q.3 Critically evaluate the role of performance appraisal as an effective management intervention to improve the employee performance and analyse the role of a manager in making the process effective. 10
- Q.4 Why MBO is considered as better method of performance appraisal. Explain the process of MBO. Weigh the advantages and disadvantages of this method 10
- Q.5 Performance counseling is the heart of the performance management system. Do, you agree? Why has performance counseling in the organizational context ended up being a dreaded dialogue? 10
- Q.6 'The balance score card focuses on the measures that drive the employee performance' Discuss. Why are companies adopting a balance score card 10
- Q.7 Outline the elements of "total reward" and briefly explain the importance of rewards in managing the performance of employees 10
- Q.8 Write short notes on : (any two) 10
- a) Potential appraisal
  - b) BARS
  - c) Objectives of post appraisal interview
  - d) Assessment centres

Registration No :

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MGT304C

**3<sup>RD</sup> SEMESTER REGULAR/BACK EXAMINATION 2015-16**  
**HUMAN RESOURCE DEVELOPMENT**

Time: 3 Hours

Max Marks : 70

QCODE:T561

Answer Question No.1 which is compulsory and any five from the rest.

- Q1 Answer the following : (2\*10)
- a) Define HRD
  - b) An effectively designed HRD program must have few subsystems. What are those ?
  - c) How is HRD different from HRM
  - d) Explain OCTAPACE culture in brief
  - e) What are the major purposes of HRD evaluation
  - f) Explain the concept of coaching and mentoring
  - g) What are the different types of OD interventions
  - h) What is meant by work force diversity
  - i) What are the important qualities a HRD manager should possess
  - j) Explain what is meant by organisational development
- Q.2 "People need competencies to perform tasks. Without continuous development of competencies in people, an organisation is not likely to achieve its goals. Competent and motivated employees are essential for organisational survival, growth and excellence." Comment on this statement and discuss the underlying issues, with suitable examples. 10
- Q.3 Do you think in the present Indian context, we really need HRD professionals in our organizations ? Discuss the role of Line Managers and supervisors in HRD 10
- Q.4 Define and describe HRD climate. How are HRD climate and organisational climate related to each other ? 10
- Q.5 Explain various HRD interventions for the development of an organisation 10
- Q.6 Why is needs assessment information critical to the development and delivery of an effective HRD program. . Explain different levels of need assessment 10
- Q.7 Describe the four levels of evaluation that make up Kirkpatrick's framework of evaluation. 10
- Q.8 "Training programmes are effective means to prevent workforce obsolescence " Examine the importance of training in implementing HRD programs. 10

6



Registration No:

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Total Number of Pages: 02

MBA  
MGT 306B

**3<sup>rd</sup> Semester Regular/ Back Examination 2015-16  
SECURITY AND PORTFOLIO MANAGEMENT**

BRANCH : MBA

Time: 3 Hours

Max marks: 70

Q.CODE: T697

Answer Question No.1 which is compulsory and any five from the rest.  
The figures in the right hand margin indicate marks.

- Q.1 Answer the following questions: (2x10)
- What are the five important issues you would explore prior to taking an investment decision?
  - Distinguish between direct and indirect assets with examples.
  - Explain, bull, bear, stag and lame duck position.
  - Explain systematic and unsystematic risk with examples.
  - What is the basic difference between fundamental and technical analysis ?
  - Explain constant rupee value plan with an example.
  - What is CML ? Write the formula and explain its use.
  - How is psychology related to behavioral finance?
  - What is a confirmation bias? Give an example.
  - What is odd-lot theory? Explain its importance.
- Q.2 What are the fundamental assumptions in Markowitz Theory? Explain the theory with appropriate diagram and the utility of this theory. (10)
- Q.3 From the following data, calculate the return of the best portfolio through Sharpe's, Treynor's and Jensen equations of managed portfolio and best portfolio. (10)
- |  |   |       |
|--|---|-------|
| Alpha  | = | 2.55  |
| Beta on managed portfolio                          | = | 1.00  |
| Average beta on managed portfolio                  | = | 2.85  |
| Average return on managed portfolio                | = | 3.30  |
| Standard deviation of returns on managed portfolio | = | 4.92  |
| Beta on best portfolio                             | = | 1.00  |
| Average return on best portfolio                   | = | 6%    |
| Standard deviation on best portfolio               | = | 15.24 |
| Riskless rate of return                            | = | 3%    |
- Q.4 An investor has analyzed a share for a one year holding period. The share is currently selling for Rs.86 but pays no dividend and there is a 50:50 chance that the share will sell for either Rs.110 or Rs.120 by the year end. What is the expected return and risk if 250 shares are acquired with 80 percent borrowed funds? The cost of borrowing may be taken as 12 percent. (10)





- Q.5 a) Fundamental analysis looks into assessment of key economic variables. Discuss the same in detail. (5)
- b) Discuss the indicator approach to economic forecasting. (5)
- Q.6 a) What are price charts ? Describe different types of price charts used by technical analysts. (5)
- b) Give a short account of trend reversals. (5)
- Q.7 An investor owns a portfolio of 4 securities with the following characteristics (10)

| <u>Security</u> | <u>Beta</u> | <u>St. Deviation (%)</u> | <u>Proportion</u> |
|-----------------|-------------|--------------------------|-------------------|
| A               | 0.79        | 12                       | 0.25              |
| B               | 1.85        | 8                        | 0.30              |
| C               | 1.05        | 17                       | 0.15              |
| D               | 0.82        | 20                       | 0.30              |

Calculate the portfolio risk, assuming standard deviation of returns on market index to be 15%.

- Q.8 Discuss the genesis of behavioral finance. What are the different biases generally affecting investors to make irrational decisions. Explain any four. (10)





marketplace. Snapdeal today is one of the largest online marketplaces in India offering a huge assortment of products across diverse categories. It adds a new product every 10 seconds and earns a commission ranging from 5 to 30 percent for on each item sold.

Snapdeal's ads don't attract the majority of its customers. It is rather the word of mouth based on good customer services and repeat customers. Almost 75% of the visits on the site come organically, without clicking on any ads. 90% of transactions happen without people having to click an ad to go to the company website. In March 2015, Snapdeal brought actor Aamir Khan for the promotion of its website in India.

From a 20 member team in 2010, Snapdeal has grown to nearly 5000 strong employees based at its Gurgaon campus. Hiring people on demand is at the core of Snapdeal's HR philosophy and never on a whim or as an experiment.

The company has received seven rounds of funding as follows:

Round 1: In January 2011, Snapdeal received a funding of \$12 million from Nexus Venture Partners and Indo-US Venture Partners.

Round 2: In July 2011, the company raised a further \$45 million from Bessemer Venture Partners, along with existing investors.

Round 3: Raised funding worth \$50 million from eBay and received participation from existing investors.

Round 4: Received funding of \$133 million in Feb. 2014. This round of funding was led by eBay with all the current institutional investors, including Kalaari Capital, Nexus Venture Partners, Bessemer Venture Partners, Intel Capital and Saama Capital participating.

Round 5: Received funding of \$105 million in May 2014. It included investments by Blackrock, Temasek Holdings, Premji Invest and others. The round valued SnapDeal at \$1,000,000,000.

Round 6: Received funding in Oct 2014 from Softbank with investments worth \$647 million in fresh capital which makes SoftBank the largest investor in Snapdeal.

Round 7: Received funding in Aug 2015 from Alibaba Group, Foxconn and SoftBank with investments worth \$500 million in fresh capital

High charges for Cash-on-Delivery (COD) and customer returns are quoted as two contentious issues hurting many e-commerce companies. Snapdeal's however has a lower COD charge compared to expenses of online payments and encourage customers buying on COD. As per contract, the courier companies returning products don't charge Snapdeal. The returns are still single-digit figures, which doesn't eat much into Snapdeal's sales.

The company has also received many prestigious awards including e-Retailer of the Year & Best Advertising campaign of the year - Indian e-Retail awards 2012 organized by Franchise India in Feb. 2012 and Herring Asia Awards 2011.

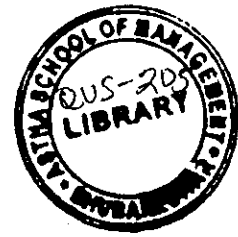
Kunal believes in working backwards in fulfilling what the customer wants and then aligning supply chain, technology, product management, and customer support towards this objective. His business vision is to transform Snapdeal into India's number one B2C marketplace considering the fact that out of \$ 500 billion worth of business in retail sector in India only 10% is catered by the organized sector and that e-commerce is just 0.25 percent of India's total retail activity.

(2.5x4)

Questions on case:

- I. While starting a project like Snapdeal, based on which factors the promoters would have assessed the market demand for its business.
- II. Why do you think Mr Kunal Bahl and Mr Rohit Banshal did not approach the conventional FIs like commercial Banks for funding the venture at different stages of its growth?
- III. What would have the major evaluation criteria of Softbank while pumping in \$ 647 million as fresh capital into Snapdeal.
- IV. From the case, state three 3 major differences in the business strategy of Snapdeal compared to other e-commerce companies in India.

- Q3 a) What are the key considerations in determining the debt-equity ratio of a project? (5)
- b) What are the advantages and disadvantages of equity capital? (5)
- Q4 You have been assigned the task of Technical Appraisal of a large manufacturing project. What aspects you of the project you would look into and how, during the appraisal process. (10)
- Q5 a) What are the differentiating features of an infrastructure project? (5)
- b) What are the problems faced by major infrastructure projects in India? (5)
- Q6 a) What are the various sources of risks in a project? (5)
- b) How is sensitivity analysis carried out by an FI to assess risk of variation in input costs, selling prices etc.? (5)
- Q7 a) What are the various types of project terminations? (5)
- b) What are the objectives and phases of post-audit? (5)
- Q8 Write short notes on any two: (5 x 2)
- a) Zero based project formulation
  - b) Project Organisation
  - c) Social Cost Benefit analysis



Registration no:

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Total Number of Pages: 02

MBA  
MGT 304A

**3<sup>rd</sup> Semester Regular / Back Examination 2015-16**  
**SALES AND DISTRIBUTION MANAGEMENT**

BRANCH: MBA

Time: 3 Hours

Max marks: 70

Q.CODE: T559

**Answer Question No.1 which is compulsory and any five from the rest.**  
**The figures in the right hand margin indicate marks.**

**Q.1** Answer the following questions:

(2 x 10)

- a) Canned presentation
- b) Geographical control unit
- c) Relational selling vs. Transactional selling
- d) Vertical marketing system
- e) Non-Store retailing
- f) Hybrid channels
- g) Reverse logistics
- h) Sales quota
- i) Clover-leaf
- j) Intensive distribution

**Q.2 a) Case study:**

(10)

Patric McKnight just became vice president of sales for General Industries, overseeing 150 sales people and 10 sales managers. General's sales were solid, but profit margins were abysmal. General's president asked McKnight to correct the situation.

During the first few months of McKnight's tenure, he spent much time on the road with his sales people, visiting customers. His mission was twofold: introduce himself to general's customers and observe the selling style of his sales people. He discovered that price cutting was rampant. McKnight's predecessor, he learned, had managed with the credo 'sales at any cost.' Unfortunately for General Industries, the practice cost the company profits.

McKnight has to devise a turnaround strategy. His biggest challenge will be to get 150 sales people to drastically adjust the way they have been selling for the first four years under the former sales VP and he must get his 10 sales managers to support and encourage the change. McKnight knows that his toughest challenge will be managing the drop in sales that may result



from his new mandate 'sell on value, not on price cuts.' But he is also worried that many of his sales people will leave the company fearful that their commissions will be reduced in the short term.

**Questions:**

(i)- How can the new VP introduce his new policy without creating resentment among the sales people?

(ii)- Do you feel that a retraining program is necessary to bring around a change among the sales people in view of the changed policy introduced by the new VP? If yes, what would you focus on in the retraining program

- Q.3 'A straight salary plan is often a solace for inefficient sales people, whereas a straight commission plan paves the path for such parasites to leave the organization.' Elaborate the statement with your considered opinion and evaluate the straight commission method. (10)
- Q.4 What are the major objectives of conducting training for sales force? Explain various methods of sales training and as a sales manager suggest suitable training program for fresh engineering graduates who would be taking up independent selling assignment for industrial products (10)
- Q.5 What is sales territory? What are the factors those affect the carving of sales territories? Discuss the methods of establishing sales territories. (10)
- Q.6 Why do conflicts occur in a distribution system? Is it possible to eliminate all types of conflicts in a channel relationship? How does channel conflict affect channel performance? (10)
- Q.7 Why should supply chain management be viewed as a set of interrelated processes and activities that need to be aligned, coordinated and synchronized, rather than a series of discrete, non-aligned activities? What are the fundamentals of effective supply chain management? (10)
- Q.8 Critically discuss various modes of market entry decisions and explain the factors that determine the mode of market entry in the context of the international orientation of companies. (10)

Registration No:

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MGT 303A

3<sup>rd</sup> SEMESTER EXAMINATION, 2015

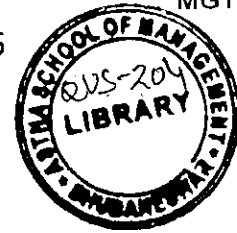
CONSUMER BEHAVIOUR

BRANCH : MBA

QUESTION CODE : T458

Max marks: 70

Time: 3 Hours



Answer Question No.1 which is compulsory and any five from the rest.

[The figures in the right hand margin indicate marks]

- Q.1 Answer the following questions : 2x10
- (a) What is VALS ?
  - (b) What is understood by subculture ?
  - (c) What is Honeymooners stage ?
  - (d) What is meant by patronage motive ?
  - (e) What is understood by stimulus ambiguity ?
  - (f) What role model plays in consumer behavior ?
  - (g) What is meant by cross cultural understanding ?
  - (h) What is understood by opinion leader ?
  - (i) What is AIO analysis ?
  - (j) What is understood by trait ?
- Q.2 Amrutanshu did his Engineering Degree from NIT, Trichy. Thereafter he joined IIM, Kolkata, and got his Post Graduate Diploma in Management. Straight from there he joined a company in Dubai as an Investment Analyst with a tat salary. In three years time he had scaled great heights as a professional. He changed to another Multinational in Kualalumpur. He leads a decent life for two years and then meets his soul mate Rebecca whom he marries and leads a happy life. After two years they get their first kid, a girl. After five years, they are again blessed with a male child. All the members of the family lead a normal fife till both the children go on their own leaving the parents alone. 10
- Assignment :**  
Explain the life cycle of the family of Amrutanshu and Rebecca. Explain the purchase behavior of each member at different stages of the life cycle of the family with justification. /
- Q.3 Explain the Nicosia Model by using the example of purchase of iPhone 6. 10
- Q.4 Lay down the factors, which influence consumer-behavior with appropriate example . 10
- Q.5 Explain consumer decision process approach with purchase of Toyota Altis as the product. 10
- Q.6 What is attitude ? Explain it elaborately with the use of Tricomponent Model. 10
- Q.7 Explain group influence on consumer behavior from the perspectives of different kinds of group influences. Use examples to justify your answer. 10
- Q.8 Write notes on any TWO : 10
- a) Psychoanalytic Theory
  - b) Perception
  - c) Seth's Family Decision-making Model.

Registration no:

71

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Total Number of Pages: 02

MBA  
MGT 305A

3<sup>rd</sup> Semester Regular / Back Examination 2015-16

**SERVICES MARKETING**

BRANCH:

Time: 3 Hours

Max marks: 70

Q.CODE: T632

**Answer Question No.1 which is compulsory and any five from the rest.  
The figures in the right hand margin indicate marks.**

- Q1 Answer the following questions: (2 x 10)
- a) Moments of truth
  - b) Service scape
  - c) CRM in services marketing
  - d) Search quality vs. Experience quality
  - e) Service recovery paradox
  - f) Service blueprint
  - g) Tangibilization of services
  - h) Customer life time value
  - i) Basic Service Package (BSP)
  - j) Zero defection
- Q2 a) **CASE STUDY:** (10)

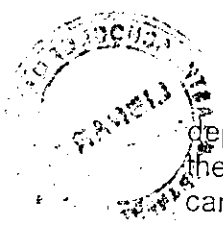
In the shadow of the Cascade mountains lies sun river resort, Sunriver is situated on 3,300 acres of wooded, high-desert terrain. The resort community includes 35 miles of paved bike paths, 3 championship golf courses, 28 tennis courts, 2 swimming complexes, horse riding, rafting and a nature centre.

"Services is something we pride ourselves in, and we want to be able to help our guests with absolutely everything they need." says Wendy, a member of Sunriver's marketing staff. Accommodations at the resort include 211 rooms and suites and over 225 private condominiums and homes for guest rental. Approximately 1600 people live year-around in Sunriver in condominiums or houses, and another 20,000 people visit the resort annually.

Like many resorts, Sunriver has two distinct peak seasons during which it must manage supply and demand. In the summer, golfers roam the resort's 21,000 yards of courses set amid scenic woodlands and wet lands. In the winter, skiers flock to the resort to ski at Mount Bachelor, some 18 miles away.

One of the typical ways Sunriver matches supply with demand is with differential pricing. Visitors to the resort pay one of the three rates,





depending on the dates of their visit. The pricing tiers are referred to as the 'low', 'value', and 'peak' season rates. Visitors not staying at the lodge can also use facilities, but at a higher cost. Another typical method utilized by Sunriver is a stringent reservation system. Guests must deposit an advance equal to two nights' stay within 14 days of booking their reservations. They also must give 21-days' cancellation notice in order to get their money back. If the resort is overbooked, guests reserving rooms and suites may be given upgrades into private condominiums or homes.

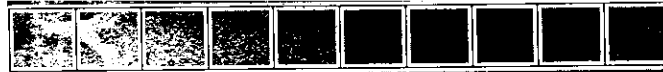
Sunriver has also developed ways to stimulate demand at low-usage times. When bookings are needed, the resort advertises ski and golf packages on the radio and in news papers in nearby towns. Besides offering golf and ski accommodations, the resort rents and sells bicycles, provides pony rides and offers daily activities for kids aged 3 to 10.

### QUESTIONS:

- 1- What is your evaluation of the current methods Sunriver is using to manage supply and demand? Do you have any suggestion for Sunriver in terms of managing supply and demand more effectively?
- 2- Regular employees working in the accounting department are cross-trained to perform other duties apart from their original duties in times of peak demands. Members of the convention staff learn front- desk check-in procedures for better interactive role with the guests, once they enter the resort. Would Sun river improve productivity by cross training its other employees, many of whom are seasonal and part-time? Should full-time employees of other departments be cross trained?
- Q3 Explain the important characteristics of services with suitable examples. Discuss what challenges they pose to the service marketer. (10)
- Q4 "Receive a guest and send back a friend" what is the significance of this statement in service marketing ? Explain the role of CRM and outline the customer retention strategies in service marketing. (10)
- Q5 Define service quality. Explain the GAP model of service quality in the context of a low cost Airline Service. (10)
- Q6 Companies often find pricing of services more difficult than pricing of goods. Why? Explain various approaches for pricing of services. (10)
- Q7 "An integration of internal marketing and external marketing is necessary to perform interactive marketing effectively." Discuss. (10)
- Q8 Explain various demand situations in service marketing. What strategies do you suggest for balancing supply-demand position? (10)



Registration no:



Total Number of Pages: 2

MBA  
MGT 306A

3<sup>RD</sup> SEMESTER REGULAR/ BACK Examination – 2015-16

Retail Management

BRANCH: MBA

Time: 3 Hours

Max marks: 70

Q.CODE:T696

Answer Question No.1 which is compulsory and any five from the rest.  
The figures in the right hand margin indicate marks.

- Q1 Answer the following questions: (2 x 10)
- a) What is a Kirona store?
  - b) What is value-driven approach?
  - c) What is a leased department?
  - d) What is predatory pricing?
  - e) What is a signage?
  - f) What is vertical transportation?
  - g) What is an unplanned business district?
  - h) What is periodic market?
  - i) What is a free-standing location?
  - j) What is Brick-n-Mortar retailing?
- Q2 Rock-n-Rock is a huge organized retailer. It carries almost unfathomable assortment of goods. The goods virtually range from alpines to napkins, tissues to hosieries and maintenance kits to vaccum cleaners and lawn movers, books to cosmetics, furnishings to furniture and electronics to home entertainment system. The store virtually has not left out anything from the stock. (10)
- The goods are displayed absolutely and the layout of the store has been in copy book style.
- Assignment:**  
Use your knowledge in retailing and justify the statement "Retail is in Detail".
- Q3 What pricing strategies are used in retailing and why? Give your answer with justification. (10)
- Q4 What is understood by retail market mix? Answer with examples. (10)
- Q5 What are the considerations in retail location decisions? Answer elaborately with justification. (10)



Q6 Explain the retail supply chain. Give an example of a real life retailer with regard to retail supply chain. (10)

Q7 Discuss the different kind of retailers you have studied. What are their strategies and why? Give analytical answer. (10)

Q8 Write notes on any Two. (10)

The correlation between two shares is +1.0. Determine the expected risk and return on the following combination of these two shares:

- (a) Retail consumer behavior.
- (b) Visual merchandising.
- (c) Managing retails brands.

Registration no:

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Total Number of Pages:

13

MBA  
MGT304E

3<sup>rd</sup> Semester Regular/ Back Examination – 2015-16

Total Quality Management

BRANCH(S): MBA

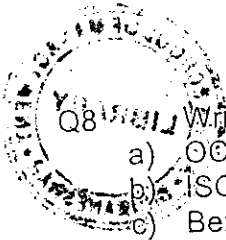
Time: 3 Hours

Max marks: 70

Q.CODE: T563

Answer Question No.1 which is compulsory and any five from the rest.  
The figures in the right hand margin indicate marks.

- Q1 Answer the following questions: (2 x 10)
- What are the elements of TQM?
  - List the dimension of quality.
  - Write an example of quality statement.
  - Why is quality required in product and service today?
  - Define the term "Quality Loss Function".
  - What are the big losses avoided by TPM?
  - What is ISO certification scheme?
  - State the significance of quality circle.
  - Mention any four traditional tools of quality.
  - Which type of control chart is used for attributes?
- Q2 Explain the relevance of six sigma concept in achieving quality output in a process. Discuss in details (when, how, where) six sigma is to be implemented with suitable example. (10)
- Q3 Describe the Deming's fourteen points for the improvement of quality management and compare it with Juran philosophy. (10)
- Q4 The balls for ball bearings are inspected by attributes. A sample of 100 is inspected daily for continually 10 days. The samples are taken randomly from the daily production of 1000 balls. Compute the control limits for p-chart based on the following data. (10)
- | Date      | 1  | 2  | 3 | 4  | 5 | 6  | 7  | 8  | 9 | 10 |
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- Q5 a) What is the role of senior management commitment in the implementation of quality system? (5)  
b) What are the obstacles to TQM implementation? Explain. (5)
- Q6 a) How is Kaizen practiced in workplace? Give an Example. (5)  
b) Explain the seven step plan to establish the TPM in an organization in detail. (5)
- Q7 a) List and explain the elements of ISO 9000 quality system. (5)  
b) Explain in details about defects and its control chart. (5)



(5 x 2)

Write Short Notes (Any Two)

- a) OC Curve
- b) ISO 14000
- c) Benchmarking Process
- d) Quality Cost