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Q.0651-249



Registration no:

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Total Number of Pages: 03

MBA
15 MNG303

3rd Semester Regular Examination – 2016-17
ENTREPRENEURSHIP AND BUSINESS INCUBATION
BRANCH(S): MBA
Time: 3 Hours
Max Marks: 100
Q.CODE:Y610

Answer Question No.1 and 2 which are compulsory and any four from the rest.

The figures in the right hand margin indicate marks.

Q1 Answer all questions. Fill in the blanks with appropriate answer. (2 x 10)

- MSME stand for _____.
- _____ is called the Silicon Valley of India.
- Mentoring involves two persons who are called _____ and _____.
- An entrepreneur learns from both _____ and _____ of his venture.
- FFF stands for Family, _____ and _____.
- An incubator besides providing physical infrastructure to a start up at an affordable cost also extends support and guidance in _____ and _____.
- The Pradhan Mantri Mudra Yojana under the Mudra Bank has three offerings for financing small ventures namely Sishu, _____ and _____.
- Besides Startup India, the other programs launched by the Government of India to promote SME sector are _____ India and _____ India.
- Political, _____, Social, _____, and Legal are different components of external business environment.
- Two examples of recent disruptive technologies are _____ and _____.

Q2 Answer briefly the following questions: (2 x 10)

- Who is called a serial entrepreneur and who is called an Intrapreneur?
- What is Proof of Concept?
- What is meant by commercialization of technology?
- Name one organization in the government sector and another in the non-government sector which support and promote entrepreneurship in India.
- Name two venture capital funds of India.
- Does Odisha have a Startup Policy? If yes, which Department of the Government of Odisha is responsible for implementation of this policy?
- Name the phases of development of a startup.
- What is Intellectual property? Explain with an example.
- Give one good reason favouring and another against the takeover of Whatsapp by Face Book.
- What is the meaning of "scalable" and "replicable" in the context of business model for a startup?

(21)

Q3

Case analysis:

In 2014, a study entitled 'Gender and Livelihoods impacts of clean cook stoves in South Asia' was supported by Practical Action. The study reveals that cooking is a primary job for most women in Indian villages and the countryside. It also brings out that using conventional cook stoves causes respiratory diseases for women and children on account of profuse smoke emission out of firewood burning. (15)

A Gramin Mahila Udyog in Koraput District took up the challenge of finding out a solution to this problem. Practical Action's India office provided technical and financial support for this group through a project called ACCESS (Access to Clean Cook-stoves for Economic Sustainability and Social Wellbeing) funded by the Johnson Matthey.

The Mahila udyog renamed as Access Gramin Mahila Udyog eventually developed a solution with their untiring efforts. The Low Smoke Cook Stove designed by this group won the prestigious Youth Innovation Fund Award in March 2016 with a cash prize of rupees one lakh for the low smoke cook stove.

This group comprises of 12 tribal women from 5 blocks gathered under the leadership of K Madhabi. At 26 years, she is now a successful entrepreneur and able to show a path to many like her in the community. Madhabi is also instrumental in disseminating knowledge about using low smoke cook stoves. She advocates for better living for all women and dedicated to the cause.

The cook stove prepared by the group is energy efficient, reduces the smoke to almost zero level and the cooking time by nearly 50%. It consumes less firewood compared to traditional cook stoves. The stove got quality certification from MSME Department and Orissa University of Agriculture and Technology.

The group has been registered under the MSME Department as a business unit and has set up a small manufacturing facility. It has started getting regular orders and is working hard to meet the demands.

"Life is not the same as before. We are now treated with much respect in our community," says Madhabi.

Questions:

- (i) Identify the different stages of new firm creation in the above case and critical tasks undertaken by Ms. K Madhabi as an entrepreneur.
- (ii) Prepare a 5 year roadmap for scaling up the business of the low smoke cook stove unit.

Q4

What are the characteristic traits of an entrepreneur? What knowledge and skills are essential to succeed as an entrepreneur? (15)

Q5

What is Entrepreneurial Ecosystem? Name the components of the (15)

ecosystem and role of each component individually and collectively in entrepreneurship development in a country or a region.

Q6 What is Business Incubator? How does a startup benefit from a business incubator? What is virtual business incubation? (15)

Q7 "Management degree is a gateway to successful entrepreneurship." Discuss. (15)

Q8 Write short notes (any two): (7.5 x 2)

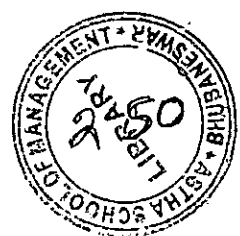
- a) Angel funding
- b) Mentoring
- c) Causes of entrepreneurial failure

Qus: 250

3

Registration No

			C	O	R	E			
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Total Number of Pages: 02

MBA
15MNG302

3rd Semester Regular / Back EXAMINATION, 2016-17

BUSINESS LAW

Branch : MBA

Time: 3 Hours

Max Marks: 100

Q.CODE:Y555

Answer Question No.1 and 2 which is compulsory and any four from the rest. The figures in the right hand margin indicate marks.

Q1 Answer the following questions: (2 x 10)

- a) A Contract is usually treated as ----- if it has not been obtained -----.
- b) ----- and ----- are important sources of Business law.
- c) If consideration is not -----, it cannot be a ----- at any point of time
- d) Generally --- follows ownership whether paid or -----.
- e) The breach of Warranty gives rise to ----- but not a right to -----
- f) A Complainant can make a complaint before ----- in relation to -----.
- g) The court may lift the corporate veil under ----- and -----.
- h) The AOA of a company controls ----- and defines -----.
- i) A minor's contract is ----- even if the minor attains -----
- j) An individual can be a director if he is a ----- or his name is mentioned in the ----- of the company.

Q2 Answer the following questions: (2 x 10)

- a) What is the need for managers to know about business law?
- b) Damodar, executed a mortgage in favour of Chintu, a minor who has advanced the money. Is this mortgage valid?
- c) Anjan agreed to pay Bhusan Rs.1,00,000 if Bhusan marries chanda. Chanda was already married to Deepak at the time of agreement. Is the agreement valid?
- d) What are the fundamental principles of a contract?
- e) Soda water was sold by A to B in bottles. B was injured by the bursting of one of the bottles. Can B claim damages from A?
- f) What are implied warranties?
- g) How is a complaint made?

CS/

- h) Mr X and Mr Y were only two members of a privately limited company. Both of them have been killed in an air crash. Does this company cease to exist?
- i) There are only two members of a company and both of them are not on speaking terms. Can the company be wound up on this ground?
- j) What is meant by "Doctrine of ultra-vires"?

Q3 *Many a times the aggrieved party to a contract becomes helpless to find what-to-do when the other party does not carry out his obligations. As a Legal consultant advise such a party what recourses are available to him under Contract Act ?* 15

Q4 Generally in case of bailment for reward the parties enjoy certain rights over the other. Explain the same with examples. Will they forfeit such rights in case of gratuitous bailment? 15

Q5 Who is a consumer? When should he/she go for a complaint under the CPA, 1986? Explain in detail the jurisdictions of the consumer disputes redressal agencies under the Cosumer Protection Act,1986. 15

Q6 What are the two fundamental documents that a company must have as its constitution? What are the clauses of the MOA of a company? 15

Q7 In the famous case *Saloman-Vs Saloman &Co ltd*-a-very-important principle of company form of business was evolved. Explain the case and the principle. Along with it what other elements are found in the Company? Explain. 15

Q8 Write short notes on: 7.5+7.5= 15

- a) Quasi contract
- b) No consideration no contract.

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Registration no:

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Total Number of Pages: 02

MBA
15 MNG 304B

3rd Semester Regular Examination – 2016-17
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

BRANCH: MBA

Time: 3 Hours

Max marks: 100

Q Code: Y741

Answer Question No.1 & 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

- Q1 Answer the following questions: (2 x 10)
- (a) Diversifiable risk and Non-diversifiable risk results in _____ risk.
 - (b) Errors of judgement by management (choose one: diversifiable / undiversifiable) is a source of _____ risk.
 - (c) The impact of demonetization on security prices is an example of _____ risk. (choose one: systematic / un-systematic)
 - (d) _____ is a measure of the rate of change of return of a security due to change in the market return. (Alpha / Beta)
 - (e) A portfolio that gives highest return with lowest risk is known as _____. (choose one: Excellent / Optimal / Feasible set)
 - (f) Through _____ analysis, one predicts the future based on past trends.
 - (g) Daily price fluctuations are also known as _____ movements. (Choose one: primary / secondary / tertiary)
 - (h) When all information whether public or confidential are reflected in the current share prices, we refer to _____ form of market efficiency. (choose one: strong / semi-strong / weak)
 - (i) All investments must result in _____. (choose one: acquisition of asset / high return / low risk)
 - (j) Borrowing money to purchase securities is known as _____.
- Q2 Explain the following notions of concepts: (2x10)
- (a) Notion of dominance.
 - (b) Systematic risk.
 - (c) Investment Vs Gambling.
 - (d) Sharpe's single index model
 - (e) Sunrise industries.
 - (f) Three phases of a bull market.
 - (g) Support and resistance levels.
 - (h) Measurement of risk under 2 asset case portfolio.
 - (i) Rupee cost averaging.

(20)

(j) SML Vs CML

Q3 What is a portfolio? What are the different phases in portfolio management? Explain in detail. (15)

Q4 What is risk? Discuss the elements of risk. How do you measure the risk and return of a portfolio comprising 3 assets only. (15)

Q5 What is technical analysis? What are its basic principles? Discuss different form of charts. (15)

Q6 What is a feasible set of portfolios? Examine the contribution of Markowitz in portfolio selection. Do you see any short comings in Markowitz model? Discuss. (15)

Q7 The variance and covariance matrix is given below: (15)

Wt.		0.2	0.3	0.5
		A	B	C
0.2	A	52	63	36
0.3	B	63	38	74
0.5	C	36	74	45

Find the portfolio risk.

Q8 The following table shows the returns of securities X and Y in a portfolio. Find: (15)

- (a) Covariance.
- (b) Correlation coefficient.
- (c) Portfolio return.
- (d) Portfolio risk

Year	Return (X) %	Return (Y) %
2010	40	-10
2011	-10	40
2012	35	05
2013	-5	35
2014	15	15

5

Qus-252



Registration no:

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Total Number of Pages: 2

MBA
15MNG306B

3RD SEMESTER REGULAR EXAMINATION, 2016-17
FINANCIAL MARKETS AND SERVICES

Branch: MBA
Time: 3 Hours
Max Marks: 100
Q.CODE:Y712

Answer Question No.1 and 2 which is compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1

Answer the following questions:

(2 x 10)

- a) An efficient financial system through its constituents helps in----- along with----- thereby ensuring higher economic growth.
- b) The Transaction in primary market exists between----- while in secondary market, transactions exist between-----.
- c) Repo market helps in----- through----- in debt instruments.
- d) The objective of BOLT system is increasing----- and improve-----.
- e) Stock exchanges facilitate trade by----- against-----.
- f) The trading system under NEAT operates on a----- and ----- basis.
- g) Incase of open ended funds, investors may----- at any point of time where price is determined by-----.
- h) ----- and----- appoints an AMC to manage the affairs of the fund.
- i) Rating methodology involves an analysis of-----, issuer's business and -----.
- j) Venture capital broadly implies an investment of----- in-----.

Q2

Answer the following questions:

2x10

- a) Who are the players in the unorganized sector of the financial system?
- b) Which are the leading Money market institutions?
- c) What do the circuit breakers or price bands bring about?
- d) What is Margin trading?
- e) What do you mean by "Vetting of offer document or prospectus"?
- f) Why listing is done?
- g) What are the special features of an open-ended fund?
- h) What are the objectives of credit rating?

(19)

- i) State the qualities required of a Merchant banker.
j) What are the different methods of venture capital financing?
- Q3 What functions does Money market perform? Discuss briefly the various types of instruments that are dealt in Money market. 15
- Q4 "Financial markets and Financial institutions play an important role in Financial system". Do you agree? Justify your answer. 15
- Q5 What do you understand by New issue market? Explain the different methods of marketing corporate securities in the New issue market. Explain the regulations governing primary capital market in India. 15
- Q6 Discuss in detail how trading on stock exchanges in India takes place? Critically examine the role of stock exchanges in the financial systems of a country. 15
- Q7 Closed end funds generally invest in securities and financial instruments that are relatively illiquid. Where as most Mutual funds invest in widely traded stocks and bonds. Explain the difference between closed-end and open-end funds and why this liquidity distinction matters? 15
- Q8 Write short notes on: 7.5+7.5=15
- a) Criteria for analysing venture capital proposals
b) Regulatory provisions for venture capital funds in India

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Total Number of Pages: 02

MBA
15 MNG305B

3rd Semester Regular Examination – 2016-17

FINANCIAL DERIVATIVES

BRANCH(S): MBA

Time: 3 Hours

Max Marks: 100

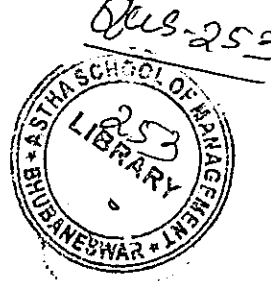
Q.CODE:Y758

Answer Question No.1 and 2 which are compulsory and any four from the rest.

The figures in the right hand margin indicate marks.

- Q1 Answer all questions. Fill in the blanks with appropriate answer. (2 x 10)
- The major players in derivatives market are-----, ----- and Speculators.
 - Two types of option contracts that are facilitated by investors are ----- and -----.
 - The difference between the Future price and Spot price is known as -----.
 - Most common type of Swap contracts are -----and -----.
 - CBOT stands for -----.
 - Short hedge is an arrangement when you take -----position in spot market and -----position in derivatives market.
 - The amount required in an investor's account to start trading is known as -----margin.
 - OTC stands for -----The OTC products traded in India are -----.
 - The concept that says the difference between Spot price and futures prices reduces as time to maturity approaches is known as -----.
 - takes a riskless position and makes instant profits.
- Q2 Answer briefly the following questions: (2 x 10)
- What do you understand by risk? What are different ways to manage them?
 - Define plain vanilla swap.
 - What are Spreads?
 - Differentiate between put and call options.
 - What is the relevance of derivatives in economy?

6



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Total Number of Pages: 02

MBA
15 MNG305B

3rd Semester Regular Examination – 2016-17

FINANCIAL DERIVATIVES

BRANCH(S): MBA

Time: 3 Hours

Max Marks: 100

Q.CODE:Y758

Answer Question No.1 and 2 which are compulsory and any four from the rest.

The figures in the right hand margin indicate marks.

- Q1 Answer all questions. Fill in the blanks with appropriate answer. (2 x 10)
- a) The major players in derivatives market are-----, ----- and Speculators.
 - b) Two types of option contracts that are facilitated by investors are ----- and -----.
 - c) The difference between the Future price and Spot price is known as -----.
 - d) Most common type of Swap contracts are -----and -----.
 - e) CBOT stands for -----.
 - f) Short hedge is an arrangement when you take -----position in spot market and -----position in derivatives market.
 - g) The amount required in an investor's account to start trading is known as -----margin.
 - h) OTC stands for -----The OTC products traded in India are -----.
 - i) The concept that says the difference between Spot price and futures prices reduces as time to maturity approaches is known as -----.
 - j) -----takes a riskless position and makes instant profits.
- Q2 Answer briefly the following questions: (2 x 10)
- a) What do you understand by risk? What are different ways to manage them?
 - b) Define plain vanilla swap.
 - c) What are Spreads?
 - d) Differentiate between put and call options.
 - e) What is the relevance of derivatives in economy?

(18)

- f) Explain differences between financial derivatives and commodity derivatives.
- g) How does cost of carry model explain pricing of future contracts?
- h) List all the exchanges that facilitate derivatives trading in India.
- i) What do you understand by day to day settlement?
- j) How are OTC traded products different from exchange traded products? Give some examples of both.
- Q3 A stockbroker is holding 1000 shares of reliance industries limited. Each selling currently at Rs. 1800. A future contract expiring in one month is trading at Rs. 1808. Each contract is of 100 shares. If the stockholder can borrow or invest at 12% p.a, can he take advantage of the situation identifying arbitrage opportunity? (15)
- Q4 "Derivatives are best risk management tools but not in the reach of common investor." Discuss the statement in lieu of general features and criticism of derivatives. Explain the different types of derivatives and major players in derivatives market. (15)
- Q5 How does a swap contract work? Explain Currency swap and Interest rate swap contracts along with appropriate examples and mechanism of settlement. (15)
- Q6 What is binomial model of option pricing? Calculate the value of a two year call option with strike price Rs 105, stock price Rs 100, Risk free interest rate is 8%p.a and prices can move up by 10 % and down by 5%. (15)
- Q7 Describe in detail Black Scholes model of option pricing, Stating its features, use, advantages and limitations. Calculate the value of call option using following details- (15)
- Stock Price -Rs.30
 Excise Price-Rs 25
 Risk free interest rate-12% p.a
 Variance-0.16
 Time period-3 months
 $N(.978) = .836$
 $N(.753) = .773$
- Q8 Write shorts on (any two): (7.5 x 2)
- a) Straddle and Strangle spread
 b) Options Greeks
 c) Commodity Derivatives and their trading in India

7

Ques-254



Registration no:

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Total Number of Pages: 2

MBA
15MNG307B

3rd SEMESTER REGULAR EXAMINATION, 2016-17
STRATEGIC FINANCIAL MANAGEMENT

Branch: MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: Y669

Answer Question No.1 and 2 which is compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1 Answer the following questions: (2 x 10)

- Strategic financial management is a combination of----- and-----.
- Strategic financial management aims at creating value through finance by----- and-----.
- The SGR of a firm is the----- given the-----.
- Whether a purchase is considered a merger or an acquisition really depends on----- and-----.
- YTM is the rate that----- just equal to-----.
- Duration is a measure of----- to-----.
- Organic growth is achieved by----- and external growth is achieved by-----.
- Most important indicators for comparison between companies are----- and-----.
- In the post merger integration phase----- are merged with-----.
- Rescue financing is the provision of----- to-----.

Q2 Answer the following questions: (2x10)

- What are the dimensions of strategic management and financial policy interface?
- What is SGR for a company with share holders' equity of 4,00,000 and net income of 100,000 subject to the condition that 40,000 of net income is to be re invested as dividends?
- The dividend history of a company is Rs.5.5, Rs.6.05 and Rs.6.65 for the past three years, earliest to latest. The company's P/E ratio is 8. Find the present value of the stock.
- When a merger deal have a bootstrapping effect on the company's EPS?
- When can mergers or potential acquisitions be successful?
- What are the steps to success when negotiating an acquisition?
- Distinguish between White Knights and White Squires.
- State the points of difference between LBO and MBO
- What is meant by Tracking stocks?
- What are the different types of downsizing strategy?

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- Q3 a) State and explain the broad categories of strategic financial decisions that are normally made by financial managers of an organization. (7)
- b) Explain the interface of financial policy and strategic management. (8)

4 Following is the balance sheet of Hypothetical Company Limited as on March 31, 2016. (15)

(Rs. In lakh)		Amount	Assets	Amount
Liabilities			Fixed Assets	300
Share capital			Less: Depreciation	60
80,000 11% preference shares of Rs.100 each, fully paid-up	80		Current Assets:	240
2,40,000 Equity Share Rs.100 each, fully paid-up	240		Stock	200
Profit & Loss Account	46		Debtors	100
10% Debentures	40		Cash and Bank	20
Trade creditors	142		Preliminary expenses	4
Provision for Income Tax	16			
		564		564

Additional Information:

A firm of professional valuers has provided the following market estimates of its various assets; fixed assets Rs.260 lakh, stocks Rs.204 lakh, debtors Rs.90 lakh. All other assets are to be taken at their balance sheet values.

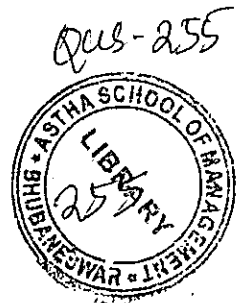
The company is yet to declare and pay dividend on preference shares.

The valuers also estimate the current sale proceeds of the firm's assets, in the event of its liquidation; fixed assets Rs.210 lakh, stock Rs.180 lakh, debtors Rs.80 lakh. Besides, the firm is to incur Rs.30 lakh as liquidation costs.

You are required to compute the net asset value per share as per book value, market value and liquidation value bases.

- 5 a) Explain the synergy initiatives behind mergers and acquisitions. (7)
- b) Explain the Reverse merger. Present its merit in rehabilitating perhaps an ailing parent. (8)
- 6 How do Take over target concerns react to Take over threats? What strategic options are there to enhance their interest? (15)
- 7 a) If the required rate of return on a common stock were to increase, what would you expect to happen to the price of a share of the stock (assuming no other changes). (7)
- b) ABC company paid Rs.1.5 of dividends this year. If its dividends are expected to grow at a rate of 3% per year, what is the expected dividend per share for ABC co. five years from today? (8)
- 8 What is due diligence? What are the acquirer's considerations in due diligence? State the attributes of successful due diligence in merger and acquisition process of transaction. (15)

8



Registration No:

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Total Number of Pages: 02

MBA
15MNG306A

3rd Semester Regular Examination 2016-17
CONSUMER BEHAVIOR
BRANCH: MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: Y711

Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

(2 x 10)

Q1 Fill in the Blanks:

- a) Psychographic segmentation is also known as _____
- b) The impregnable opaque black box stands for _____
- c) The lowest level at which an individual can experience a sensation is known as _____
- d) An Attitude Model consisting "Affect" as the only component is known as _____
- e) Super Ego depicts society's _____ codes of conduct
- f) Learning of the culture of one's own society is known as _____
- g) The stimulus that comes from within to satisfy a need is known as _____
- h) The Multi-mediation Model has been given by _____
- i) The configuration of perceptual organizations is known as _____
- j) TAT is a kind of _____ Technique

Q2 Answer the following questions:

(2 x 10)

- a) What is meant by VALS?
- b) What is understood by Gestalt?
- c) What do you understand by Supraliminal Perception?
- d) What is Limen?
- e) What does "Id" signify?
- f) What is understood by Distributive Approach?
- g) What is S-R Relationship?
- h) What is meant by Role Model?
- i) What does "Attitude" mean?
- j) What is meant by cross cultural effect?

Part – B (Answer any four questions)

Q3

Lay down Sheth's Family Decision-making Model with example. What is its importance in study of consumer buying behavior?

(15)

Q4

Analyze purchase decision making with changing role of family members as they progress in the Family Life Cycle.

(15)

- Q5 Elaborate on different stages of Personality Development in detail and differentiate Personality from Trait. Exemplify your answer. (15)
- Q6 What major factors influence consumer decision-making? Detail out your answer with justification. (15)
- Q7 Explain the Multi Attribute Model of Attitude with example. Justify how it satisfies the definition of Attitude. (15)
- Q8 Write notes on any THREE of the following: (3 x5)
- a) Psychological Field
 - b) Central Control Unit (CCU)
 - c) Social Media and Consumer Behavior
 - d) Diffusion of Innovations
 - e) Psychoanalytic Theory

9

QUS-256



Registration No:

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Total Number of Pages: 02

MBA
15MNG305A

3rd Semester Regular Examination 2016-17

SERVICES MARKETING

BRANCH: MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: Y759

**Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.**

Part – A (Answer all the questions)

- Q1** Answer the following questions: (2 x 10)
- a) How remote encounter is different from face to place encounter ?
 - b) What do you mean by moments of truth ?
 - c) What is basic service package ?
 - d) Differentiate between augmented service and potential service. Give example.
 - e) Define and explain customer life time value.
 - f) What do you mean by zone of tolerance ?
 - g) What is service recovery Paradox ?
 - h) How service can be tangibalised ?
 - i) Can service be packaged ? Justify your answer.
 - j) In what way outsourcing helps in service operation ?
- Q2** Answer all questions. Fill in the blanks with appropriate answer. (2 x 10)
- a) In addition to four 'P's in marketing, there are three special 'P's for services which are process, people and _____.
 - b) Augmented service provides service quality to people beyond their _____.
 - c) Services go through a life cycle similar to products, with the important stages like Introduction, growth, _____ and decline.
 - d) The marketing components of service marketing triangle are internal, external and _____.
 - e) _____ is the minimum level of service the customer will accept.
 - f) The components of measurement in SERVQUAL are reliability, Assurance, Tangible, _____ and _____.
 - g) Intangibility, variability and _____ are three broad differences between goods and services.
 - h) A service _____ is the best way to describe what happens to a consumer.
 - i) All encounters or transactions where the customer interacted with the company are _____.
 - j) _____ is the articulation of a brand building strategy for a service.

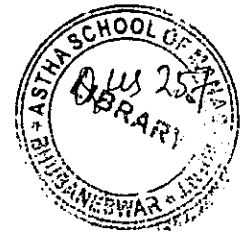
(15)

Part – B (Answer any four questions)

- Q3 Explain the feature of services and how this is different from goods. Describe how consumer behavior in services buying might be different from consumer behavior in the Purchase of goods. (15)
- Q4 Describe the Gaps model. Apply it to the Indian Railways and explain how it could be used to plug the possible gaps in service quality of Indian railways. (15)
- Q5 What is SERVQUAL ? Using this scale how can you measure and compare public and private hospitals of your city ? Explain appropriate components of each scale. (15)
- Q6 a) What is servicescapes ? How it is different from Physical evidence? Explain it taking example of any mall. (7.5)
- b) What do you mean by service blue printing? Map a flow chart or service blue print of an Automated Teller Machine (ATM) for delivery of cash. (7.5)
- Q7 An integration of internal marketing and external marketing is necessary to perform interactive marketing effectively. Discuss giving suitable example. (15)
- Q8 Explain the role of CRM and outline the customer retention strategies in service marketing in the context of hotel industries. (15)

10

QUS: 257



Registration No:

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Total Number of Pages: 02

MBA
15MNG304A

3rd Semester Regular Examination 2016-17
SALES & DISTRIBUTION MANAGEMENT

BRANCH: MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: Y740

Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

Q1

Answer the following questions:

(2 x 10)

- a) The ----- stage of the personal selling process involves the first meeting between the sales person and the prospect, which aims to get the prospect's attention, stimulate interest, and build a working relationship
- b) ----- type of sales organization violates the principle of unity of command.
- c) In----- type of compensation plan a sales person is paid a fixed amount regularly and provides a sense of security.
- d) A type of selling, in which a sales person provides value added benefits to the buyer and creates a climate of lasting mutual trust and confidence is called-----.
- e) A sales person who moves around the market and builds goodwill and reputation for the product and the firm is known as----- salesman.
- f) A type of interview, in which each applicant for sales job is asked a patterned and similar questions is called ----- interview.
- g) In----- distribution pattern a product is sold through as many outlets as possible.
- h) ----- involves following down all the sales leads in the target market and gives a starting push to the personal selling process.
- i) A----- VMS has a distinct characteristic of combination of successive stages of production and distribution under a single ownership.
- j) In ----- method of sales forecasting, the managers or executives of the organization combine their experience and judgment to determine the sales potential.

Q2

Answer the following:

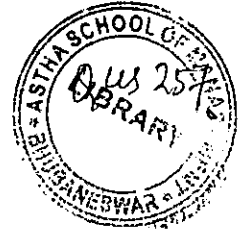
(2 x 10)

- a) What do you mean by 'closing the sale'?
- b) Who is an order-getter salesman?
- c) Explain the clover-leaf shape of sales territory.
- d) Distinguish between transactional selling and relational selling.
- e) What do you mean by sales quota?
- f) What do you mean by Drop shipment wholesaler?
- g) What is VMS?
- h) What are the four types of utilities a marketing distribution system usually provides to its customers?
- i) What is Work Load method of determining the sales force size?

(14)

10

QUS: 257



Registration No:

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Total Number of Pages: 02

MBA
15MNG304A**3rd Semester Regular Examination 2016-17****SALES & DISTRIBUTION MANAGEMENT**

BRANCH: MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: Y740

**Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.**

Part – A (Answer all the questions)

Q1

Answer the following questions:

(2 x 10)

- The ----- stage of the personal selling process involves the first meeting between the sales person and the prospect, which aims to get the prospect's attention, stimulate interest, and build a working relationship
- _____ type of sales organization violates the principle of unity of command.
- In----- type of compensation plan a sales person is paid a fixed amount regularly and provides a sense of security.
- A type of selling, in which a sales person provides value added benefits to the buyer and creates a climate of lasting mutual trust and confidence is called-----.
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- A----- VMS has a distinct characteristic of combination of successive stages of production and distribution under a single ownership.
- In ----- method of sales forecasting, the managers or executives of the organization combine their experience and judgment to determine the sales potential.

Q2

Answer the following:

(2 x 10)

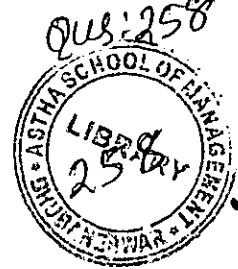
- What do you mean by 'closing the sale'?
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- What do you mean by sales quota?
- What do you mean by Drop shipment wholesaler?
- What is VMS?
- What are the four types of utilities a marketing distribution system usually provides to its customers?
- What is Work Load method of determining the sales force size?

(14)



Part – B (Answer any four questions)

- Q3 . "Selection of a wrong sales person is not only unsuitable for the job but he/she also drains the resources of the company and makes an adverse impact on the reputation of the company" Discuss the statement and explain the steps involved in the selection process of suitable sales force. (15)
- Q4 "Sales organizations should be adaptable to changing environment." Why is it necessary? Explain various forms of sales organizations usually found in the present LPG era (15)
- Q5 Explain the characteristics of a good sales force compensation plan. Draw out a comparison between straight salary plan and straight commission plan of sales force compensation with their relative merits and limitations (15)
- Q6 Why do conflicts occur in a distribution channel? As the sales manager how would you resolve the channel conflicts? Explain your assessment of the impact of the various types of channel conflicts on the channel performance (15)
- Q7 Why should supply chain 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? (15)
- Q8 As a sales manager of the international division of a company, what differences do you perceive in the expectations of customers across the countries and why such differences occur? Explain various modes of international entry decisions and outline their implications (15)



11

Registration No:

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Total Number of Pages: 02

MBA
15 MNG307A

3rd Semester Regular Examination 2016-17
RETAIL MANAGEMENT
BRANCH: MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: Y667

Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.
Question 1 and 2 carry 20 marks each. Rest of the questions carry 15 marks each

Part – A (Answer all the questions)

Q1

Answer the following questions:

(2 x 10)

- a) Small specialty stores expanded to offer a range of categories are called _____
- b) Comparatively smaller stores usually owned by families offering convenience goods to a relatively smaller section of the society are known as _____
- c) Amazon.com is an example of _____
- d) The largest form of retail formats that create a shopping experience by offering outlets for variety of products and services are known as _____
- e) The way a retail outlet arranges the assortment of products in the store for visibility sake is known as _____
- f) The building or the part of building where the store is located is known as _____
- g) A store located in the area where no other store is located in the vicinity is known as a _____
- h) Downtown is an example of an _____ business district
- i) The geographic area from which the retail outlets/shopping centers draw 60% to 65% of its customers is known as _____ zone
- j) RFID is an example of _____ in Retailing

Q2

Answer briefly the following:

(2 x 10)

- a) What is the role of GPS in retailing?
- b) What do you understand by Retail Equity?
- c) What is understood by Brand Equity?
- d) What is a Convenience Store?
- e) Who is a Category Captain?
- f) What is Retail aesthetics?
- g) What is e-tailing?
- h) What do you understand by Retail Supply Chain?
- i) What is understood by Retail Branding?
- j) What kind of a store is Big Bazar?

Part – B (Answer any four questions)

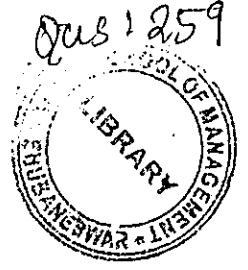
Q3

A multinational fast food chain is considering opening its retail outlet in a mid-size city

(15)

in India. What should be its location and site selection considerations for the purpose? Critically analyze your considerations.

- Q4 ²⁸⁴ India is a growing economy with ²⁸⁴ all-round growth. What do you think would be the ²⁸⁴ future of organized retailing in tier-III cities of the country? Will demonetization ²⁸⁴ affect it? (15)
- Q5 "Retail is in Detail". Why is it said so? Justify your answer by probing in depth. (15)
- Q6 ²⁸⁴ What is the role of store layout in retailing? Lay down the different store layouts with ²⁸⁴ reasons for them being so. (15)
- Q7 "HR lapse can lead to Retail Collapse". Justify the statement by enumerating your ²⁸⁴ answer and critically analyzing it. (15)
- Q8 Write notes on any THREE of the following (15)
- a) ²⁸⁴ Retail Atmospherics
 - b) ²⁸⁴ Retail Organizations
 - c) ²⁸⁴ Selection of Promotion Mix in retailing
 - d) ²⁸⁴ Relationship Marketing in Retailing



Registration No:

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Total Number of Pages:02

MBA
15 MNG305C

3rd Semester Regular Examination 2016-17
COMPENSATION MANAGEMENT
BRANCH: MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: Y757

Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

- Q1** **Answer the following questions:** (2 x 10)
- a) Compensation can be _____ benefits
 - b) _____ are also called "payments by results"
 - c) _____ wages ensure that the employees get an income which is sufficient for meeting their present and future necessities and contingencies
 - d) Most common and usual form of direct compensation paid in organizations is _____
 - e) _____ is best described as reducing the number of levels in the organization's job structure?
 - f) Type of rewards employees get in form of praise for successfully accomplishing goals or completing project is classified as _____
 - g) The difference in wages between workers with different skills in the same industry or between those with comparable skills in different industries or localities is termed as _____
 - h) The process of determining relative worth of the various jobs within the organization , so that differential wages may be paid to jobs of different worth is called _____
 - i) A financial reward system for employees where some or all of their monetary compensation is related to how their performance is assessed relative to stated criteria is termed as _____
 - j) A survey aimed at determining prevailing wage rates is called _____
- Q2** (2 x 10)
- a) Define compensation
 - b) List few factors affecting employees compensation
 - c) What are the major objectives of compensation management
 - d) What does the 3 P's Approach to Compensation Management signify ?
 - e) Are wage differentials justified ? Comment
 - f) What does Golden handcuff and Golden handshake mean ?
 - g) 'Compensation programs must be fair to both the employers and employees' Justify
 - h) Job based pay vrs Knowledge based pay - Elucidate
 - i) Is recognition enough to motivate employees or does remuneration also matters
 - j) What is Executive remuneration? What are its major components

- Q3 "Compensation is an effective tool to motivate employees in an organization" – Discuss. What are the major factors in deciding compensation (15)
- Q4 "Man is a wanting animal". Critically examine the statement in the context of equity considerations in compensation management. Discuss the objectives of sound wage and salary administration (15)
- Q5 Fair wage is a sandwich of minimum wage and living wage? Do you agree? Illustrate various theories of wages in brief (15)
- Q6 a) What are the merits and demerits of time rate and piece rate system of payment of wages (7.5x2)
b) Explain the concept of broad banding in compensation
- Q7 Pay and commission are the tools equally powerful, it should be used as a double edged sword. If one is exceeding the other it will be a demotivating factor. How do you foresee the above statement? Give suitable examples (15)
- Q8 a) What are the different wage incentive plans? What do you mean by gain sharing plans. How does it differ from profit sharing (7.5 X2)
b) In a factory the standard time allowed for producing 80 pieces of a product is eight hours. Bubbly produced 80 pieces of that product while Pooply produced 80 pieces of it in six hours. The time rate is Rs 4 per hour. Calculate the earnings of both as per Rowan incentive plan.

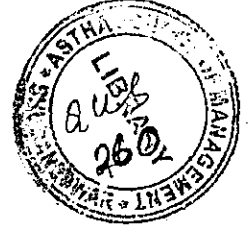
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Total Number of Pages: 02

MBA
15 MNG 307 C

3rd Semester Regular Examination 2016-17
PERFORMANCE MANAGEMENT
BRANCH:
Time: 3 Hours
Max Marks: 100
Q.CODE: Y666



Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

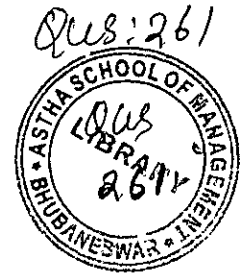
- Q1 Answer the following questions: (2 x 10)
- The simplest and most popular technique for appraising employee performance is _____
 - Appraisals made by superiors, peers and subordinates is called as _____
 - Aligning and evaluating employee's performance with company's set goals is called _____
 - An interview in which supervisor and subordinate review appraisal is called _____
 - Some raters have a tendency to be liberal in their rating by assigning higher rates consistently. Such an error refers to _____
 - The systematic process by which an agency involves its employees as individuals and members of a group in improving organizational effectiveness in the accomplishment of agency mission and goals is termed as _____
 - A method by which the job performance of an employee is documented and evaluated is called _____
 - EFQM stands for _____
 - A type of employee benefit plan which is intended to encourage employees to acquire stocks or ownership in the company is called _____
 - The formulation and implementation of strategies and policies that aim to reward people fairly, equitably and consistently in accordance with their value to the organization is termed as _____
- Q2 Answer the following questions: *Short answer type* (2 x 10)
- Bring out the differences between performance management and performance appraisal
 - Describe the concept of potential appraisal
 - Pay for performance plans act as motivators only when they succeed, justify your answer
 - What is an assessment centre
 - How does having job descriptions contribute to performance management

- f) Explain the concept of benchmarking in performance planning
- g) Conceptually explain the meaning of tell and sell interview
- h) List few merits and demerits of 360 degree appraisal
- i) What do you mean by profit sharing plan
- j) What does performance counselling mean. List few advantages

Part – B (Answer any four questions)

- Q3 Explain concept of performance management system. How does it differ from performance appraisal. (15)
- Q4 "Accurate appraisal of performance is very difficult". Do you agree. Briefly describe the problems / errors encountered in performance appraisal (15)
- Q5 Why is MBO considered as better method of performance appraisal? Discuss the steps involved in implementing MBO method of appraisal. Weigh up strengths and weaknesses of MBO. What does SMART goal mean in the concept of MBO (15)
- Q6 Why should managements ensure that organizational strategy, structure and systems are aligned before designing a pay for performance plan. What are the different pay for performance plans that can be implemented in an organization (15)
- Q7 "Performance appraisal should be a two way street. Supervisors evaluate their subordinates and subordinates evaluate their supervisors". Do you agree or disagree? Discuss (15)
- Q8 What is BARS? Explain briefly BARS as a method of performance appraisal. Conceptually explain critical incidents (15)

14



Registration No:

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Total Number of Pages: 02

MBA
15MNG304C

3rd Semester Regular Examination 2016-17
EMPLOYMENT LEGISLATIONS
 BRANCH: MBA
 Time: 3 Hours
 Max Marks: 100
 Q.CODE: Y735

Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

- Q1** Answer the following questions: (2 x 10)
- a) A person is qualified to be chosen as a member of the executive or any other office bearer of the registered trade union if he attained the age of _____
 - b) A person who has ultimate control over the affairs of the factory under Factories Act, 1948 is called as _____
 - c) As per Factories Act, 1948 canteen should be provided in factory where more than _____ workers are employed
 - d) Employees' share of contribution under the ESI Act is _____
 - e) Strikes and lock outs are envisaged in _____ Act
 - f) Under the payment of Wages Act, 1936, payment of wages of establishments employing not more than 1000 employees shall be paid within _____ day of the wage month
 - g) Forming of a works committee under the ID Act is mandatory where the no of employees is _____
 - h) The first to introduce the term collective bargaining was _____
 - i) _____ is a specific form of protest organized with the intention to prevent or dissuade the non-striking employees from attending to their work during the strike period?
 - j) Minimum Wages Act was enacted in the year _____
- Q2** Answer the following questions: (2 x 10)
- a) Define a factory as stated in Factories Act 1948
 - b) Googly Inc is a newly set up establishment. Will it be exempted from paying bonus to their employees ?
 - c) State the rights and privileges of a registered trade union.
 - d) List out some restrictions on the employment of women as per Section – 66 of Factories Act.
 - e) Define Retrenchment under ID Act
 - f) When can maternity benefit be forfeited
 - g) What do you mean by customary bonus
 - h) "One party gains at the expense of another" normally refers to which type of collective bargaining? Explain
 - i) When can a strike be declared as illegal ?
 - j) What are the main principles on which trade unionism rests

(10)

- Q3 Define bonus as per the Payment of Bonus Act. . " Bonus is a dynamic concept" – Comment. What are the salient features of the Payment of Bonus Act. (15)
- Q4 Define the term "Contribution and Employer " as per Employees' Provident Funds and Miscellaneous Provisions Act, 1952. Describe the applicability and the broad features of the Act (15)
- Q5 "The Payment of Wages Act, 1936 provides that the wages are to be paid in a particular form at regular intervals and without any unauthorized deductions". Explain. What is the maximum wage period for the payment of wages. (15)
- Q6 Define a trade union according to Trade Union Act. What are the conditions to be satisfied to get a trade union registered ? Can a Registrar refuse to register a Trade Union ? When can registration of a trade union be withdrawn or cancelled and by whom ? (15)
- Q7 State the provisions of the Factories Act 1948 regarding health, safety and welfare of the workers. How is the Chief Inspector appointed under the Factories Act? Discuss his Powers (15)
- Q8 Detail the machinery provided under the Industrial Disputes Act 1947, for the Prevention and Settlement of Industrial disputes. (15)



Registration No:

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Total Number of Pages: 02

MBA
15 MNG306 C

3rd Semester Regular Examination 2016-17
INDUSTRIAL RELATIONS (IR)
BRANCH: MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: Y713

Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

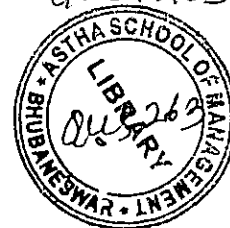
Q1 **Answer the following questions:** **(2 x 10)**

- a) The Trade Unions Act came into operation from _____.
- b) What is the minimum number of trade union members requires in registering themselves as a union? _____
- c) A two party process where both strive to arrive at an agreement for settling a dispute , devoid of animosity and mutual hatred is called _____
- d) Which of the settlement machinery implies a stronger form of intervention and a mediator may be permitted to offer to the parties proposals for settlement? _____
- e) Under section 4 of the Industrial Disputes Act, who appoints a conciliation officer for a specific area or even for a specific industry _____
- f) When the two contending parties are unable to compose their differences by themselves or with the help of the mediator or conciliator, agree to submit the dispute to impartial authority whose decision they are ready to accept is called _____
- g) Which approach assumes that the understanding of industrial relations requires an understanding of the capitalised society _____
- h) PPM manufacturing Company intends to pay bonus to its employees on the eve of Diwali even if they suffer losses during the accounting year and there is no allocable surplus. The statutory minimum bonus which is to be paid is _____
- i) Temporary closing down the undertaking with the intention of forcing workers to accept the demand of the employer is called _____
- j) Gratuity is paid to the employee for every completed year of service or part thereof in excess of six months at the rate of 15 days wages based on last drawn wages by the employee. While calculating the 15 day's wages, the number of working days in a month are taken as _____

Q2 **Answer the following questions:** **(2 x 10)**

- a) Define an Industry
- b) What does Employment relationship signify
- c) What is 'Labour market'?
- d) What is meant by union density
- e) The ID Act, 1947 provides three tier system of adjudication. Name them
- f) When can amalgamation of trade union be effected

- g) Differentiate between "stay away" and "stay -in strike
h) Distinguish between grievance and discipline
i) What does Standing orders signify in the concept of Industrial relations
j) Various actors on the stage of IR play different roles . Throw some light upon the diversity of the roles being played by the actors
- Q3 Conflict and Cooperation are integral part of any organization. Do you agree ? Explain the importance of employer – employee relationship in maintaining a healthy industrial climate (15)
- Q4 "Collective Bargaining assumes Collective wisdom of both labour and management ". Discuss. Explain the process of collective bargaining. Suggest measures for making collective bargaining effective (15)
- Q5 The disputes start arising from a small grievance which results into ultimate resort of strike. Explain. When can a dispute be termed as an industrial dispute . Adjudication and Arbitration are almost similar with a vast difference. Comment (15)
- Q6 "The prompt and effective handling of grievances is essential for maintaining harmonious or healthy industrial relations" .How do you account for this statement ? Examine how grievance management is important both from the perspective of employees and from that of the organisation (15)
- Q7 The rationale for WPM lies in the fact that it gives workers a sense of belongingness to the organization and also a sense of commitment to various decision taken" . Evaluate the statement. Briefly discuss the forms of workers participation in management. (15)
- Q8) Write notes on (any three) : (5 X3)
- a) How does IR-HRM-OB interface each other
 - b) Structure and membership of ILO
 - c) Conditions prescribed under the Trade Union (Amendment) Act, 1947 for the recognition of trade unions. When can a trade union apply for re-recognition
 - d) Works committee – Constitution and function



Registration no:

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Total Number of Pages: 02

MBA
15 MNG-306E

3RD SEMESTER REGULAR EXAMINATION, 2016-17

SUPPLY CHAIN MANAGEMENT

Branch : MBA

Time: 3 Hours

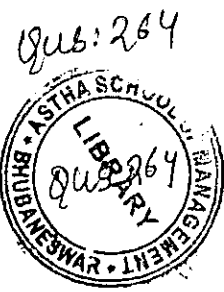
Max Marks: 100

Q. Code : Y717

Answer Question No.1 and 2 which are compulsory and any four from the rest.

The figures in the right hand margin indicate marks.

- Q1 Answer the following questions: (2 x 10)
- Analysis considers how processes, activities, and decisions actually create costs in the supply chain.
 - Value stream mapping has supporting methods that are often used ----- to analyze and design flows at the system level (across multiple processes).
 - _____ is the design of seamless value-added processes across organization boundaries to meet the real needs of the end customer.
 - using an outsourced supplier to provide some combination of logistics activities such as transportation, warehousing, procurement, manufacturing, inventory management, and customer service .is known as-----
 - The primary objective of any supply chain management is -----
 - A process of consolidating a large number of items in convenient packs is called-----
 - Outsourcing logistics operation to a ----- adds to the bottom line for both retailer and manufacturer.
 - The impact of cost reduction on profits is much larger than the impact of increased -----
 - _____ is a tool to chart how individual processes are currently being conducted and to help lay out new improved processes.
 - Using digital communication to improve -supply chain efficiency is dependent on effective exchange and sharing of -----



Registration No:

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Total Number of Pages: 02

MBA
15 MNG 305 E

3rd Semester Regular Examination 2016-17
TOTAL QUALITY MANAGEMENT
 BRANCH: MBA
 Time: 3 Hours
 Max Marks: 100
 Q.CODE: Y761

Q No 1 and 2 are compulsory and any four from the rest
 The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

Q1

Fill in the blanks from the given choice:-

(2 x 10)

- a) In the late 1970s and early 1980s, the developed countries of North America and Western Europe suffered economically in the face of stiff competition from Japan's ability to produce high-quality ----- at competitive cost. (Technology, Machinery, Goods, Services)
- b) Malcolm Baldrige National Quality Award was established in the year ---- (1984, 1986, 1987, 2001)
- c) "Quality improvement is a ----- effort and conducted throughout the organization." (Continuous, Regular, On-time, Systematic)
- d) "Top management has direct responsibility for ----- improvement." (Quantitative, Quality, Performance, Process)
- e) A management approach of an organisation centred on quality, based on the participation of all its members and aiming at long term success through customer satisfaction and benefits to all members of the organisation and society", defined by-----
 (International Organisation for Standards, British Standards Institution, The American Society for Quality, The Chartered Quality Institute)
- f) Total Quality Management (TQM) is a management approach that originated in the ----- s and has steadily become more popular since the early 1980s. (1945, 1947, 1950, 1972)
- g) Preventing mistakes (defects) from occurring, mistake-proofing is called ----- (TQM, Six-Sigma, Poka-Yoke, KANBAN)
- h) ISO 9000 deals with-----.
- i) ISO 14000 deals with-----.
- j) Zero Defects a TQM concept developed by-----.

Q2

Short answer type questions:-

(2 x 10)

- a) Define Quality Auditing
- b) Briefly explain how control charts helps in quality aspect
- c) What do you mean by total productive maintenance?
- d) What do you mean by Quality Council?
- e) What are the principles of Six Sigma?
- f) How does TQM help in improving Customer Satisfaction?
- g) Define Quality Cost.

- h) Define quality of design?
- i) Define Quality Council.
- j) Briefly explain Customer Retention

Part – B (Answer any four questions)

- Q3 What do you mean by benchmarking? Briefly explain few important benchmarking processes? (15)
- Q4 Explain how organisations benefit when they follow ISO 9000 and ISO 14000 standards. (15)
- Q5 What is Statistical Process Control, briefly explain the uses of control charts for variables and attributes? (15)
- Q6 What are the important components of Total Quality System (TQS)? (15)
- Q7 What are the important factors affecting quality? (15)
- Q8 Explain how quality control systems are designed? (15)
- Q9 Writ short notes on:- (7.5x2)
- a) ISO Standards
 - b) Barriers to TQM implementation.

18



Registration No:

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Total Number of Pages: 02

MBA
15 MNG 304 E

3rd Semester Regular Examination 2016-17

Inventory Management

BRANCH: MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: Y738

Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

- Q1 Answer the following questions: (2 x 10)
- Profit potential is an important factor in a business and ----- plan.
(Market, Technology, Investment, Asset)
 - Selective Inventory Control is a technique in which ----- are physical stocks of items that a manufacturing or service organization holds in stock or efficient running of activities.
(Inventory, Finished Goods, Unfinished Goods, Financial Stock)
 - is the art and science of forecasting customer demand to drive holistic execution of such demand by corporate supply chain and business management. (Test Marketing, Demand Forecasting, Inventory Management, CRM)
 - Lead time is defined as -----.
 - Safety stock is defined as -----.
 - Standardization is defined as -----.
 - An inventory management system in which replenishment stock is ordered when the stock reaches a reorder point and the replenishment quantity is kept fixed irrespective of external circumstances. It is termed as -----.
(Fixed Order Quantity, Safety Stock, Inventory, Stock Management)
 - The ----- is an inventory control system, wherein the order for the replenishment of inventory items is sent periodically or after a fixed time interval.
(Fixed Period Ordering, Fixed Order Quantity, Safety Stock, Inventory)
 - International Buying is defined as -----.
 - Store keeping is defined as a process -----.
- Q2 Short answer type questions:- (2 x 10)
- Briefly explain buffer stock?
 - Briefly explain fixed order quantity.
 - Differentiate between MRP and JIT.
 - What do you mean by project life cycle?
 - Briefly explain what do you understand by warehousing.
 - What do you mean by stock out model?
 - Briefly explain objectives of quality control?
 - What do you mean by codification?
 - Briefly explain value analysis.

(5)

j) Describe briefly capital equipment purchasing?

Part – B (Answer any four questions)

- Q3 Describe in detail multi-item inventory modelling? (15)
- Q4 Explain how demand forecasting is an essential activity for inventory management? (15)
- Q5 Substantiate how vendor evaluation and selection is an important activity in material procurement process? (15)
- Q6 Describe what are the important procurement process in Inventory Management? (15)
- Q7 Explain the importance quality in material management? (15)
- Q8 Write short notes on:- (7.5x2)
- a) Principle and Guidelines for Spare Part Management
 - b) Important Objectives of Quality Control

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Qus: IT



Registration no:

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Total Number of Pages: 2

MBA
15MNG305D

3RD Semester Regular Examination-2016-17

SOFTWARE PROJECT MANAGEMENT

Time: 3 Hours

Max Marks: 100

Q.CODE : Y760

Answer Question No.1&2 which is compulsory and any four from the rest.

The figures in the right hand margin indicate marks.

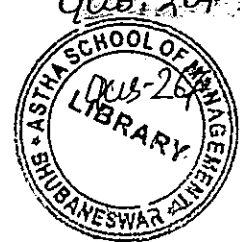
- Q1 Answer the following questions: (2 x 10)
- a) Effective software project management focuses on four P's which are-----
 - b) The first step in project planning is to-----
 - c) Which factors should be considered in choosing the organizational structure for a software team?
 - d) Which of the following is a tool used to secure expert judgment?
a...Peer Review b. Delphi Technique
c. Expected value technique
d. Work Breakdown Structure (WBS)
 - e) What should be done by the project manager to ensure that all work in the project is included?
A. Create a contingency plan B.Create a risk management plan
C. Create a WBS D. Create a scope statement
 - f) How can we estimate the effort required to develop a program.
 - g) Distinguish risk mitigation from risk reduction.
 - h) Differentiate between product metrics and process metrics.
 - i) What is unit testing
 - j) Name the four activity times associated with CPM analysis.
- Q2 Answer the following questions: (2 x 10)
- a) Define Software Engineering?
 - b) What is software process model?
 - c) What is Strategic Assessment?
 - d) What is Technical Assessment?
 - e) Define Verification and Validation.
 - f) What is LOC?
 - g) Define software Reliability.

(4)

- h) Define White box testing
 - i) What are the advantages of developing the prototype of a system
 - j) Why all updating is necessary in a project
- Q3 Explain the drawback of water fall model .Also discuss spiral model with its merits and demerits. (15)
- Q4 Explain some important activities that a software project manager performs during software project planning (15)
- Q5 What do you understand by software project estimation? Discuss various techniques use for software project estimation. (15)
- Q6 What do you mean by the terms cohesion and coupling in the context of software design? How are these concepts useful in arriving at a good design of a system? (15)
- Q7 What is Risk? What is the important type of risks that a software project might suffer from? Explain different Risk Management activities. (15)
- Q8 Discuss the relative merits of ISO 9001 certification and the SEI CMM based quality assessment. (15)
- Q9. Write short notes on any two (7.5x2)
- a) PSP
 - b) Halstead's software science
 - c) SIX Sigma
 - d) Software Quality Matrices

IT

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Registration no:

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Total Number of Pages: 2

MBA
15MNG304D

3rd SEMESTER REGULAR EXAMINATION, 2016-17

DATA BASE MANAGEMENT

Time: 3 Hours

Max Marks: 100

Q. Code : Y734

Answer Question No.1 and 2 which are compulsory and any four from the rest.

The figures in the right hand margin indicate marks.

Q1 Answer the following questions: (2 x 10)

- a) Write the responsibilities of DBA.
- b) What is schema? Give an example.
- c) Data redundancy leads to data inconsistency, Justify?
- d) Define primary key. How many primary key(s) is/are allowed for a relation?
- e) Differentiate database physical structure and logical structure.
- f) What is the use of LIKE operator in SQL? Give an example.
- g) Let R= (A, B, C, D) and a set of functional dependencies F={A→C, AB→D}. Find the closure of {AB}.
- h) Write any two aggregate functions in SQL with example.
- i) What is database dump? Why is it used?
- j) What is meant by database audit and audit trail?

(2x10)

Q2 Fill in the blanks with appropriate answer

- a) A row in a RDBMS is referred as _____.
- b) Properties that describe characteristics of entities are _____.
- c) An entity type that does not have sufficient attributes to form a key is called _____.
- d) _____ is a standard language for interfacing application programs with relational database management system.
- e) _____ data type can store unstructured data .
- f) _____ symbol in SQL indicates that all attributes of the relation are to be retrieved.
- g) _____ Key represents relationship between tables.
- h) A table joined with itself is called _____ join.
- i) If X→Y and Y→Z, then X→Z is known as _____ dependency.
- j) If a table has been normalized so that all determinants are candidate keys, then that table is in _____ normal form

(2)

Q3 A university Academic Section maintains data about the following entities: (15)

- Courses include number, title, credits, syllabus and prerequisites
- Course_Offering include course number, year, semester, section number, instructor(s), timings, and classroom
- Students include student-id, name, and program;
- Instructors include identification number, name, department and title.

Further, the enrollment of students in courses and grades awarded to students in each course they are enrolled for must be appropriately modeled.

Construct an E-R diagram for the University Academic Office. Document all assumptions that you make about the mapping constraints.

Q4 a) Describe three schema architecture and data independence. (8)
b) Explain any three DML commands with proper syntax and example. (7)

Q5 a) Define candidate key and primary key. Suppose a relation $R(A,B,C,D,E)$ has functional dependencies $\{AB \rightarrow C, D \rightarrow A, AE \rightarrow B, CD \rightarrow E, BE \rightarrow D\}$. Find all the candidate keys of R. (8)
b) Why do you require normalization? Define first and second normal forms. Decompose a relation $R(A,B,C,D,E,F)$ in 2NF, given a set of functional dependencies $F = \{AB \rightarrow C, A \rightarrow D, D \rightarrow AE, E \rightarrow F\}$. (7)

Q6 a) What is Distributed Database Management System? How is it different from Client-Server model? Write the advantages of DDBMS. (8)
b) State and explain the desired properties of transaction. (7)

Q7 a) What do you understand by OLAP? How is it different from OLTP? Explain the important OLAP operations. (8)
b) Mention and briefly explain the control measures that are used to provide security of data in a database. (7)

Q8 Write short notes on- (any three) (5x3)

- a) Database Languages
- b) Data Models
- c) Decision-Support System
- d) Data Mining
- e) Recovery using Checkpoints

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Registration no:

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MBA
15 MNG306D

Total Number of Pages: 02

3RD SEMESTER REGULAR EXAMINATION, 2016-17
COMPUTER NETWORKS & SECURITY (CNS)

Branch : MBA
Time: 3 Hours
Max Marks: 100
Q.Code:Y710

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

(2 x 10)

Q1 Answer the following questions:

- a) What are responsibilities of data link layer?
- b) Define Symmetric cryptography.
- c) Specify any two differences between LAN and WAN
- d) What is synchronization problem in data communication?
- e) Define role of repeater.
- f) What is MAN?
- g) How a Brouter is different from a Router?
- h) Define protocol.
- i) Define role of multiplexing.
- j) Define authentication. Give an example.

(2x10)

Q2 Fill in the blanks with appropriate answer

- i The OSI model has ___ layers.
- ii A tree topology is a variation of ___ topology.
- iii The sharing of a medium and its path by two or more devices is called ___.
- iv An IPv6 address consists of ___ bits.
- v DES is an example of ___ cryptography.
- vi RSA uses public key of ___ to encrypt message.
- vii Class ___ addresses are reserved for multicast addresses.
- viii A Sine wave has a frequency of 6HZ. Its period is ___
- ix Number of layers in TCP/IP protocol suite is ___
- x In class A IP address, number of bits reserved for HostId is ___

(27)

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- Q3 What is OSI model. Discuss roles of various layers in short with a diagram. (15)
- Q4 Define Signal encoding. Discuss different encoding methods in brief. (15)
- Q5 Define a Router. Discuss kinds of routing methods briefly. Specify working of any one routing algorithm. (15)
- Q6 Discuss different Networking and internetworking devices. (15)
- Q7 Discuss applications of networking in business and society. (15)
- Q8 Write short notes on- (any three) (5x3)
- a Cryptography
 - b Bluetooth
 - c WWW
 - d Firewall
 - e Network topology