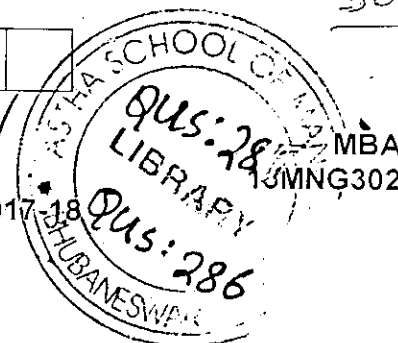3rd Semester Regular Examination 2017-18
Business Law
BRANCH : MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: B677
Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1   Answer the following questions :   (2 x 10)
- a) What do you mean by share qualification? What happens in the absence of such qualification?
- b) Explain about the resolutions requiring special notice.
- c) Under what circumstances court will compulsorily dissolve a company?
- d) Distinguish between coercion and undue influence with examples.
- e) A minor does not have licence to cheat. What are its legal implications?
- f) What are the occasions for the court to refuse demand for specific performance by the opponent?
- g) What are the rights of a finder of goods?
- h) Explain the circumstances under which the contract of agency cannot be discharged?
- i) Explain FOR,C&F and CIF contracts.
- j) Explain the contract of service and contract for service.

Q2   Fill up the blanks in the following questions.   (2x10)
- a) When the contract is perfectly valid but cannot be enforced because of some technical defects, it is called as--------.
- b) An application filed by aprospective applicant to a company is an example of -------------.
- c) Fiduciary relations is all about the relationship of -------and ------.
- d) A promises to pay Rs.5000/- to B if he feels like to pay. This agreement is--------------.
- e) Any increase of profit from the goods bailed belongs to----------.
- f) The goods which are to be produced by the seller after making of the contract is known as ----------.
- g) The unpaid seller can exercise the right of lien over the goodswhere he has possession of the goods in the capacity as --------------.
- h) Risk of loss on insolvency of the buyer is borne by -----------.
- i) An appeal filed with State Commission or National Commission shall be heard as expeditiously as possible and efforts shall be made to dispose the appeal within a period of --------------.
- j) -------------- prospectus is issued in order to test the market before finalizing the issue size and price.

Q3   a) All contracts are agreements, but all agreements are not contracts. Discuss with examples.   (7.5)

     b) Distinguish between void agreement and voidable contract with examples. Also explain unilateral contract and bilateral contract   (7.5)

Q4 a) Explain the legal rules regarding consideration with examples (7.5)

b) What do you mean by no consideration no contract? Are there any exception to this rule? Explain with examples. (7.5)

Q5 a) What do you mean by breach of contract? What remedies are available to the aggrieved party? (7.5)

b) What are the varieties of damages one aggrieved party can claim for? (7.5)

Q6 a) What is a bailment contract? Explain the rights of bailor and bailee? (7.5)

b) Discuss the concept of possessory lien. How can a lien get terminated? (7.5)

Q7 a) Discuss the rules regarding delivery of goods with examples (7.5)

b) What is the meaning of Nemodat quod non habet? Explain the exceptions if any. (7.5)

Q8 Write short notes on any two (7.5x2)
a) Features of a company
b) Unfair Trade Practices
c) Contents of Memorandum of Association.

3rd Semester Regular Examination 2017-18
Cost and Management Accounting
BRANCH: MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: B676
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) How can a Management Accountant help in formulating a strategy?
b) What is the relevant range? How does the relevant range explain cost behavior?
c) Distinguish between invetoriable costs and period costs.
d) Could a company producing multiple products compute its break even point? How?
e) Define cost pool, cost tracing, cost allocation and cost allocation base.
f) What is an activity based approach to designing a costing system?
g) What factors reduce the effectiveness of the companies' budgeting?
h) Distinguish between a favourable variance and an unfavourable variance in terms of cost and revenue.
i) What are the factors that affect the break-even point under variable costing and absorption costing?
j) Describe two potential problems that should be avoided in relevant cost analysis?

Q2 Fill up the blanks in the following questions. (2x10)
a) A cost that is computed in advance before production starts is----------.
b) Cost accounts should provide information which would enable the management to fix remunerative------------------.
c) ----------costs are not assigned to the product but are charged as expenses against revenue.
d) Under ABC analysis, A stands for-------------items.
e) When contract is not complete at the end of the financial year, loss on incomplete contract is transferred to-------------------.
f) The cost unit in an electric generating company is ---------------.where as in a hospital it is ---------.
g) Avoidable losses arising from the nature of the production process is termed as---------- and unavoidable loss is---------.
h) Marginal costing does not include ----------------cost.
i) A written document that guides the executive in preparing budgets is termed as -----------------------.
j) Shortcomings of the traditional budget is rectified by ----------budget.

Q3 a) X ltd. has been offered a choice to buy either Machine A or Machine B. You are required to compute (7.5)
BEPfor each of the machines
The level of sales at which both the machines can earn equal profits
The range of sales at which one machine is more profitable than the other.

The relevant data are as follows:

Machine	A	B
Annual outputs in units	12,000	12,000
Fixed cost	30,000	16,000
Profit above the level of production	30,000	24,000

The market price is expected to be Rs 10.00 per unit.

b) The profit / volume ratio of X ltd is 50% and the margin of safety is 40%. You are required to compute the net profit is sales volume is Rs 50,000. **(7.5)**

Q4 a) SP Ltd's selected data for the month of august related to current year are presented below (in thousand repees): **(10)**

Beginning work - in progress inventory　2,000
Beginning direct materials inventory　900
Direct materials purchased　3,600
Direct materials used　3,750
Variable manufacturing overhead 2,500
Total manufacturing overhead 4,800
Total manufacturing cost 16,000
Cost of goods manufactured 16,500
Cost of goods sold 17,000
Ending finished goods inventory 1,250

Calculate the following costs:
a) Direct Materials Inventory as on 31st august.
b) Fixed manufacturing overhead costs for aug
c) Direct manufacturing labour cost for aug
d) Work in progress inventory as 31st aug
e) Goods available for sale in aug
f) finished goods inventory as on 31st aug

b) What are the factors that affect the classification of cost as direct or indirect ? **(5)**

Q5 a) What are the different costing methods available? Name the industries which use these costing methods? **(5)**

b) From the following data relating to two different vehicles A and B, compute the cost per running mile: **(10)**

Particulars	A	B
Annual Mileage run	15,000	6000
Cost of vehicles	25,000	15,000
Annual Road Licence	750	750
Annual Insurance	700	400
Annual Garrage Rent	600	500
Annual Supervision,Salariesetc	1200	1200
Driver Wageper hour	8	8
Cost of petrol per litre	60	60
Miles run per liter	20	20
Repair charges per mile	0.20	0.20
Tyre allocation per mile	0.80	0.60
Estimated life of the vehicle	1 lakh miles	75,000 miles

You are to charge interest on cost of vehicles at 5% per annum. The vehicles run 20miles per hour on an average.

4

Q6 Discuss the following terms with appropriate formula and diagrams, if any: (15)

BEP

Margin of safety

Key factor

P/V Ratio

Sensitivity analysis

Q7 a) A glass manufacturing company requires you to calculate and present the (10) budget for the next year from the following information:

Sales:

a.Toughened glass   Rs 3,00,000

b. Bent Toughened glassRs 5,00,000

Direct Material Cost	60 % of sales
Direct Wages	20 workers at Rs150 per month
FactoryOverheads	
Indirect Labour Works Manager	Rs 500 per month
Foreman	Rs 400 per month
Stores and spares	2.5% on sales
Depreciation on machinery	Rs 12,600
Light and Power	Rs 5,000
Repairs and Maintenance	Rs 8000
Other sundries	10% on direct wages
Administration, Selling and Distribution Expenses	Rs 14,000 per year

b) Distinguish between ideal standard and normal standard. (5)

(7.5x2)

Q8 Write short notes on any TWO :

a) Importance of sales variance

b) Secondary distribution of overhead

c) Job Costing vs Process costing

d) Objectives of material control

CORE - Paper

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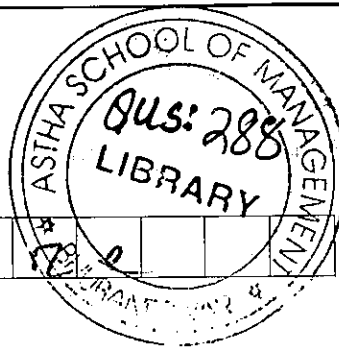
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Total Number of Pages: 02

· MBA
15MNG303

3rd Semester Regular Examination: 2017-18
Entrepreneurship & Business Incubation
BRANCH : MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: B678

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) How do you classify entrepreneurship?
b) Define the small scale business unit in India?
c) What is the meaning of "replicable" in the context of business model for a startup"?
d) What is business incubation?
e) What are the different forms of incubation centers?
f) Why is commercialization of technology necessary?
g) What is intrapreneurship?
h) What is the difference between start up and business incubation?
i) What is disruptive technology?
j) What is start up culture?

Q2 Fill up the blanks in the following questions. (2x10)
a) Business incubation marketing is............
b) An incubator provides ------------ to a start up at an affordable cost.
c) Start up eco system includes...............
d) FFF stands for ----------
e) ------------------and ....frame the Industrial policies of the country as well as state.
f) Benchmarking means............................
g) An entrepreneur learns from both _____and _____of his venture.
h) ....is the organization in the government sector which supports and promotes entrepreneurship in India.
i) The phases of development of a startup are-------------------------.
j) Virtual Business Incubation means--------------------.

Q3 a) "Entrepreneurs are made not born" Comment on this statement and outline various traits of a successful entrepreneur. (7.5)

b) Do you agree that the entrepreneurs are change agents? Justify your answer. (7.5)

Q4 a) What do you mean by a business plan? Consider yourself as a small scale manufacturer, prepare a business plan highlighting on its various components. (7.5)

b) Discuss the environment clearance procedure for starting a small enterprise. (7.5)

Q5 a) Why do we consider working capital as the life blood of any enterprise? (7.5)

b) Explain how a startup is financed. Discuss the different stages of financing (7.5)

Q6 Define industrial sickness with special reference to small scale industry. (15)
Discuss various causes and consequences of industrial sickness in India.

Q7 Discuss the start up development phases. (15)

Q8 Write short notes on any TWO : (7.5x2)
a) Bankability of a project
b) Venture capital and angel financing
c) Regulatory clearance for setting up a business

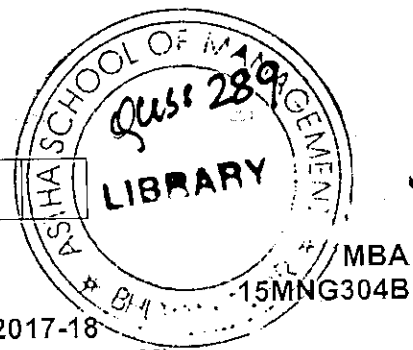Registration No: [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

Total Number of Pages: 02

3rd Semester Regular Examination 2017-18
Security Analysis and Portfolio Management (SAPM)
BRANCH : MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: B680
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 Explain the following: (2x10)
  a) Short sell and long buy
  b) EIC analysis
  c) Types of Speculators.
  d) Gambling vsinvestmentvs speculation
  e) Support and Resistance patterns
  f) Stop orders
  g) Riskless borrowing and lending
  h) Capital Market line
  i) Systematic and Unsystematic risk
  j) Problems with frequent portfolio revision

Q2 Fill up the blanks in the following questions. (2x10)
  a) In a fully diversified portfolio the relevant measure of risk is————.
  b) Treynor ratio is an appropriate measure of performance evaluation in a ———— - portfolio.
  c) A Portfolio Manager's predictive ability is known from the use of ——ratio.
  d) A security is said to be underpriced when the ——return exceeds the —— return.
  e) Dow theory was developed to explain ——————.
  f) All available information is reflected in ——form of efficient market.
  g) History repeats itself is the fundamental notion in ——analysis.
  h) Candlestick with a long body and without shadow is a ——————.
  i) An investor has a portfolio with the combination of stocks and bonds in the ratio of 75:25.He is ————in portfolio management.
  j) Company X Ltd has a beta of 1.5. the expected return is 15 % and the risk free interest rate is 5%. The market Return is————%.

Q3 a) Explain the theoretical foundation in Markowitz model, bringing out the concepts of opportunity set of portfolio, efficient frontier and limitation. Don't forget to show graphical presentation. (10)
  b) How many parametersmust be estimated to analyse the risk return of a portfolio of 40 shares asper Markowitz model and Sharpe'ssingle index model? (5)

Q4 a) You are a Fund Manager. Your client is holding some shares and **(10)** debentures whose significant data are found to be as follows :

Details	Cost Rs	Dividend Rs	Market Price Rs	Beta
ABC	8000	800	8200	0.8
PQR	10,000	1000	12,000	0.7
XYZ	12,000	1200	18,000	0.5
MN Bonds	50,000	5000	60,000	1.0

Assuming a risk free rate of 8% calculate
  a. Expected rate of return in each of the above using CAPM
  b. Average return of the portfolio

b) What is Beta? Explain the significance of positive, negative and zero value of **(5)** Beta.

Q5 a) Suppose an analyst has provided you the following estimates in respect of **(7.5)** equity shares of Century, Escorts and ACC :

Security	C	E	A
Expected Monthly returns per cent	10	8	18
Standard deviation per cent	12	15	15

Correlation coefficients of returns between

  C and E = 0.4
  C and A = 0.6
  E and A = 0.3

Assuming that equal amounts of the available funds will be invested in the three stocks, estimate the portfolio's mean return and standard deviation.

b) Construct a table showing the decision inputs required for 3 securities and **(7.5)** write the formula to find the measure of risk.

Q6 a) What is efficient market hypothesis? Discuss the various forms of market **(7.5)** efficiency

b) Discuss the fundamental notions of security analysis. **(7.5)**

Q7 a) Explain the principles of Rupee Cost Averagingand Constant Ratio Plan with **(7.5)** clear examples.

b) From the following data measure the performance of the security through the **(7.5)** known three ratios:

	Portfolio	Market
Average Return	0.45	0.25
Beta	1.3	1.0
Standard Deviation	0.42	0.30
Non-systematic Risk	1.18	0

Q8 **Write short notes on any TWO :** **(7.5x2)**
  a) Hypothesis of Dow theory
  b) Business Risk Vs Financial Risk
  c) Formation of bullish and bearish trend in the stock market.
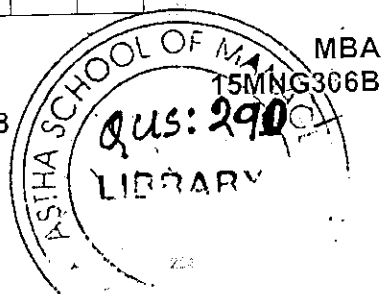 **d)** Criticism of trend analysis

3rd Semester Regular Examination 2017-18
Financial Markets and Services (FMS)
BRANCH: MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: B690
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 briefly.   (2x10)
  a) What is Venture capital?
  b) Mention two features of Hire Purchase.
  c) What do you mean by GDR?
  d) Name two money market intermediaries.
  e) Why Certificate of deposits is issued by banks and financial institutions?
  f) In which forms investors earn return from their equity investment?
  g) Name two fund based financial services?
  h) Mention two features of growth fund?
  i) What do you mean by "Adhoc".
  j) What do you mean by S &P CNX Nifty?

Q2   Fill in the gaps with appropriate answer: (2 x 10)
  a) A person appointed by Stock broker to assist him in security trading is called------------ .
  b) IICRA is a ---------- institution.
  c) Insider trading is a ------------------- practice in the stock market.
  d) Registration of a Stock Broker is ---------------.
  e) When the number of shares is less than the market lot, this is called --------------- (irregular lot, odd lot)
  f) The market for extremely short period loan is
  g) Project Counseling is a function of-----------
  h) Discount and Finance House of India(DFHI) is a --------------------- institution.
  i) Credit Capital Venture Fund (India) Limited is a Venture Capital Company under------------ -- sector.
  j) -------------- is a process of registering securities of a company for trading on a recognized stock exchange.

Q3   Explain different types of Leasing. What are the problems of Leasing in India?   (15)

Q4 a) Explain the services of Merchant Bankers in India.   (7.5)
  b) Enumerate the challenges faced by the Merchant bankers in India in the present context.   (7.5)

Q5   Critically analyse the role of Stock Exchange in the Indian Capital market along with its limitations?   (15)

Q6 a) Explain the origin and development of Credit rating agencies in India.   (5)
  b) Explain the methodology followed by CRISIL in rating credit instruments.   (10)

Q7   What are the characteristics of 'Commercial Paper'? Describe the development of Commercial Paper market in India.   (15)

Q8   Write short answer on any TWO: (7.5x2)
  a) Insider Trading
  b) Deep Discount Bonds
  c) Call Money market

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MBA
15MNG307B

3rd Semester Regular Examination 2017-18
Strategic Financial Management (SFM)
BRANCH : MBA
Time: 3 Hours
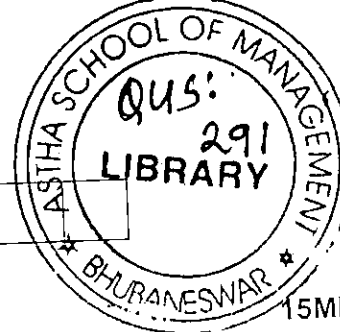**Max Marks: 100**
Q.CODE: B695

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

(2x10)

Q1 Answer the following questions:
a) Write two activities that are not called "Corporate Restructuring".
b) What is buyback of shares? Why companies re-purchase its own share?
c) What are the tools used in Financial Engineering?
d) What do you mean by absolute control over a company in acquisition?
e) What is a special purpose vehicle? Give at least two examples such SPV operating in Odisha
f) What is a balance scorecard? What are its advantages?
g) What do you mean by benchmarking?
h) What is divesture?
i) What do you mean by vertical merger and reverse merger?
j) What is a strategic alliance?

(2x10)

Q2 Fill up the blanks :
a) Strategic financial management is a combination of--------- and---------.
b) Organic growth is achieved by--------------- and external growth is achieved by---------------------.
c) Mergers and acquisitions are regulated under the laws in India which are --------and --------------.
d) ------ shows the action taken by management to reduce manpower drastically
e) ----------- represents a hybrid investment in the sense that it combines the features of both equity and debt.
f) The process through which a company reorganizes its debt obligations is known as------------------.
g) If a listed company offers to exchange the securities at a higher quoted price is known as -----------.
h) Ina bid of takeover if a company gives existing shareholders a right to buy shares at a price lower than market price it is the case of ----------.
i) Under ---------- strategy, the firm moves into new activities with or without experience.
j) The process through which a company reorganizes its debt obligation is-----

Q3 a) What are the various methods of acquiring control over a target company? (7.5)
b) Discuss the major causes of M&A failure. (7.5)

Q4 a) List and explain the various methods used for "financial evaluation" of target company with respect to mergers and acquisitions. (7.5)

  b) Define the term "Restructuring". List and elaborate on the various reasons / motives behind corporate restructuring. (7.5)

Q5 a) Distinguish between spin offs and split offs. How these forms of corporate restructuring are different or similartoequity carve out? (7.5)

  b) What are the defensive measures used against Anti takeover bids? Explain each with examples. (7.5)

Q6 State and explain the broad categories of strategic financial decisions that are normally made by financial managers of an organization. (15)

Q7 a) What do you mean by LBO? Explain in detail how does it take place?

  b) What is MBO? Explain in detail the friendly and hostile MBO. What are the advantages and disadvantages of MBO? (7.5)
  (7.5)

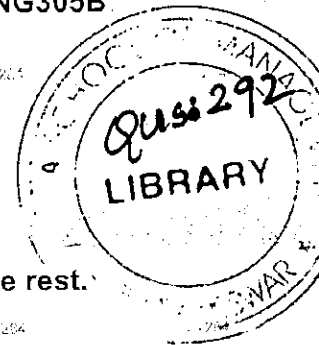**Q8** Write short notes on any TWO :
  a) SBU
  b) EVA (7.5x2)
  c) White knight

Total Number of Pages : 02

MBA
15MNG305B

3rd Semester Regular Examination 2017-18
Financial Derivatives (FD)
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : B685

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 :   (2x10)
- a) What categories of investors / traders use derivatives?
- b) A rice farmer is happy to note that the price per kg for the type of rice that his farm produces is around Rs.15 now. However, the farmer will get the corps only after two months. He fears that the prices might fall in the meantime. How can the farmer use forwards to reduce his risk?
- c) Will forwards always result in profit? Under what circumstances will a trader feel that he would have been better off without the forward?
- d) What is margin? Is this applicable only to futures contracts?
- e) What is basis risk? Is it important in hedging?
- f) What is convergence? Why does it occur?
- g) How are options different from futures?
- h) Is buying the call same as writing a put?
- i) Under what circumstances are : (a) a short hedge and (b) a long hedge suitable ?
- j) Name stock exchanges where derivatives are traded in India.

                                                         (2×10)

Q2
- a) In index futures, the spot value is represented by -----------.
- b) The principle of convergence is useful in----------.
- c) When the basis weakens futures price-----------the spot price.
- d) The maximum amount that a person can gain from a European call is---------.
- e) It is not possible to determine maximum losses in .... (strangle/ straddle/spread)
  If stock price is 30,present value of exercise price is 25 and call price is 6, the corresponding put must be ------
- f) If stock price is 30,present value of exercise price is 25 and call price is 6, the corresponding put must be ------
- g) The maximum number of periods for which the binomial model can be used for price determination is..........
- h) An employee stock option can be thought of as----------
- i) Margins are levied in futures contract from------of futures
- j) In a --------portfolio,a different set of assets is used involving the same investment.

Q3
- a) Explain the features of an OTC market. What are the advantages of OTC contract vis-à-vis exchange traded contracts?   (7.5)
- b) Briefly discuss the factors contributing to the growth of financial derivatives   (7.5)

Sketch the polar plots   i) $G(s)H(s) = \dfrac{1}{1+ST}$ ii) $G(s)H(s) = \dfrac{1}{S(1+ST)}$

Q4 a) From the following information find the value of a forward contract: (7.5)

Date of contract: 1st April, 2014
Date of maturity: 31st December 2014
Forward price as on 1st April 2014 with expiry date 31st December 2014: Rs.20,000/-
Forward price as on 1st July 2014 with expiry date 31st December 2014: Rs.25,600/-.
Rate of interest: 6%

b) What is margin money? What are different forms of margin money? (7.5)

Q5 a) Calculate the profit or loss from the following transactions: (7.5)

Spot price: Rs.31,000
Interest Rate: 7% per annum
Storage cost: 3% of commodity per annum
Transportation cost: Nil
Use cost of carry model.

b) What is option moneyness? Explain the following concepts in context of option moneyness. (7.5)
In-the-money, Out-of-the money, At the money

Q6 a) What are the different types of financial derivatives? Explain their features in brief. (7.5)

b) There are three major participants in derivative markets. They are Hedgers, Speculators and Arbitrageurs. Explain their functions with suitable examples. (7.5)

Q7 a) Briefly explain the following arbitrage strategy of cost-of-carry model : (7.5)
Cash-and-carry arbitrage
Reverse cash-and-carry arbitrage.

b) Determine the futures price from the following data : (7.5)

Sport price of the commodity	=	Rs.90,000
Storage cost	=	6% p.a. of spot price
Insurance cost	=	4% p.a. of spot price
Transportation cost	=	3% (fixed)
Financing cost	=	12% p.a.
Carry period	=	6 months

Use cost-of-carry model.

Q8 What is Black-Scholes formula for option pricing ? What are the assumptions ? Discuss. (15)

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MBA
15MNG307A
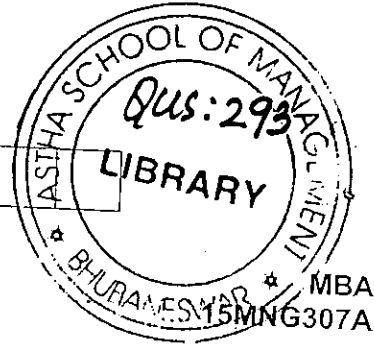
3rd Semester Regular Examination 2017-18
Retail Marketing (RM)
BRANCH : MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: B694

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　　Fill in the blanks :

a) The variety stores of India are called --------- stores　　　　　　　(2x10)
b) A store running in the name of a well known branded store is known as a---------
c) A large organized store where people like to meet each other and spend time together is known as-----------------
d) The escalators used in a store are part of the ------------------- of the store
e) The exact place where the store is located is known as the------------- of the store
f) Post purchase contact with the customer is part of ------------------
g) A family owned store, carrying varieties of FMCGs in the neighborhood is known as-----------------
h) An organized store whose selling strategy is mark down is known as----------------
i) The peripheral trading zone is otherwise known as the ------------- zone
j) A downtown is ---------------- business district.

Q2　　Answer the following questions :

a) What is a signage?　　　　　　　　　　　　　　　　　　　　　　(2×10)
b) What is window-shopping?
c) What is click-n-mortar retailing?
d) What is understood by Footfall?
e) What is RFID?
f) What is understood by a departmental store?
g) What is a freestanding location?
h) What is a Grid layout?
i) What is meant by private branding?
j) What is retail equity?

Q3　a)　What is the purpose of CRM in today's organized world of retailing? Exemplify your answer.　　(7.5)

　　b)　Analyze the role of CRM in the FMCG vs. FMCD markets.　　(7.5)

Q4　a)　How does a retailer select a location? What are the considerations?　　(7.5)

　　b)　What kind of a location is ideal for a street vendor of idly and dosa? Why?　　(7.5)

Q5　a)　How important is visual merchandising in retailing and why?　　(7.5)

　　b)　How would a retailer visually merchandise gold ornaments?　　(7.5)

Q6 a) HRM in retailing is a crucial factor in the success of it. What is your take on it?   (7.5)
    b) How should one use instruments of HRM in a store like Pantaloon?   (7.5)

Q7 a) What role consumer behavior plays in retail buying situations?   (7.5)
    b) Apply decision process approach in impulse buying in the retail store?   (7.5)

Q8   Write short answer on any TWO: (7.5x2)
    a) Store image management
    b) Retailing Ethics
    c) Store
    d) Formats

13
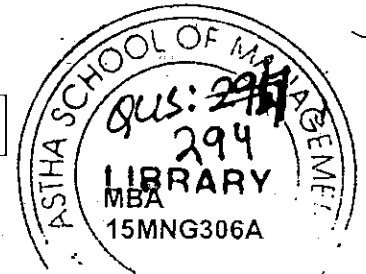
3rd Semester Regular Examination 2017-18
Consumer Behaviour (CB)
BRANCH : MBA
Time: 03 Hours
Max Marks: 100
Q.CODE: B689

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 :**   (2×10)
- a) Decision Process Approach explains consumer behavior as a------------
- b) Personality with time and environmental changes----------
- c) Drive is an----------stimulus
- d) Elderly parents with dependent College-going children belong to-------------stage of Family Life Cycle.
- e) Perception above the Absolute Threshold is known as---------------
- f) Gestalt stands for -----------
- g) Affect part of Tri-component Model stands for------------
- h) Motivation starts from----------------
- i) Significant Stimuli indicate stimuli obtained from --------------
- j) Multi Mediation Model has been propounded by------------------------

Q2   **Answer the following Questions :**   (2×10)
- a) What is Limen?
- b) What is VALS?
- c) What is meant by intervening variables?
- d) What is Acculturation?
- e) What is understood by Stimulus Ambiguity?
- f) Who is an Opinion Leader?
- g) What is meant by Reinforcement in Learning?
- h) What is the role of a Subculture?
- i) What is meant by Innovation?
- j) What represents a human mind in Consumer Behavior?

Q3   KTMMotorbikesis planning to launch a 650cc mobike to cater to the needs of the Indian market. It is priced at Rs. 6.5 Lakhs. Give your own estimation of its acceptability in the market. Considering the other parallel products available, what in your view would be the response of the market to the KTM mobike? Analyze your answer from consumer behavior perspectives.   (15)

Q4   a) Explain Personality and its role in Consumer Behavior with example.   (7.5)
      b) How does Personality affect in purchases of LED televisions?   (7.5)

Q5   a) What are the elements of Decision Process Approach?   (7.5)
      b) In the purchase of gym equipment, how is the process applied?   (7.5)

Q6 a) How do Bachelorhood purchase decisions differ from those of Honeymooners? Why?   (7.5)
   b) How do you explain purchases of FMCDs in the different stages of Full Nest in the   (7.5)
      Family Life Cycle?

Q7 a) Explain the role of Social Media in the promotion of Government programs?   (7.5)
   b) Do they really help the government? Elaborate with example.   (7.5)

Q8   **Answer any TWO :**   (7.5×2)
   a) Cognitive Theory
   b) Nicosia Model
   c) Black Box Model.

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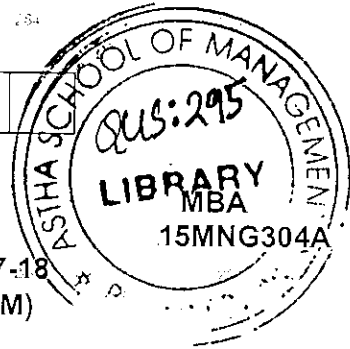
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3rd Semester Regular Examination 2017-18
Sales & Distribution Management (SDM)
BRANCH : MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: B679

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   Fill in the Blanks :   (2x10)

a)   A distribution system in which producers, wholesalers and retailers operate as a unified system is called----------.

b)   ------ channel conflict takes place among the channel members at different levels of the channel.

c)   An element of value chain which involves activities associated with receiving storing and disseminating inputs to the product is called------ logistics.

d)   A path traced in the direct or indirect transfer of title to a product as it moves from a producer to the ultimate consumer is called ------------.

e)   A type of sales organization in which separate sales forces are assigned for each product category is called------ organization.

f)   ---- is an external source of recruitment of sales people in which company personnel can provide the management with leads to potential recruits from outside the firm.

g)   In Maslow's Need Hierarchy theory of motivation, Esteem Need comes in between ----- Need and --------- Need.

h)   Under ------ type of sales force compensation plan there is a direct link between the remuneration and the sales performance and productivity.

i)   In ------ step of the personal selling process a sales person makes initial contact with the prospective customer and creates a favorable first impression.

j)   In ---- technique of sales forecasting a group of experts articulate their opinions in an environment in which the majority opinion is not disclosed to prevent it from influencing others.

Q2   Explain the following :
a)   Sales quota   (2×10)
b)   Bulk breaking
c)   Product assortment
d)   Exclusive ·distribution

e)   Wedge shaped sales territory
f)   Sales contest
g)   Closing the sale
h)   Mom and Pop store
i)   Work load Approach to create sales territory
j)   Sales potential

Q3   Discuss various types of compensation plan for the sales force. While designing a   (15)
suitable compensation package for your sales force what factors should you take into consideration?

Q4 "The channel design process takes into account both the logistical and commercial **(15)** aspects of a specific channel." Explain the statement and discuss the steps involved in the process of designing a customer oriented distribution channel.

Q5 "Personal selling is a two-way traffic." Why is it said so? Explain various steps **(15)** involved in the personal selling process and discuss the situations which are conducive for effective personal selling.

Q6 The followings are the common objections raised by most distributors (from their **(15)** perspective).As a sales manager you are required to make plans and address these concerns to motivate the distributors within the framework of your company policies.(Assume policies)

Your product is exactly as good as that of the competitors nothing more than that as claimed by you.

What is the discount (profit) for me?

Your price is too high compared to the competitors.

Q7 Do you feel managing international channel is radically different from managing **(15)** domestic channel of distribution? Give reasons for your answer and discuss various modes of international entry decisions with their implications.

Q8 Answer the following questions : **(7.5x2)**
a) Explain various methods of preparing sales budget.
b) Write a note on the relevance of effective supply chain management

H6

3rd Semester Regular Examination 2017-18
Services Marketing (SM)
BRANCH : MBA
Time: 3 Hours
Max Marks: 100
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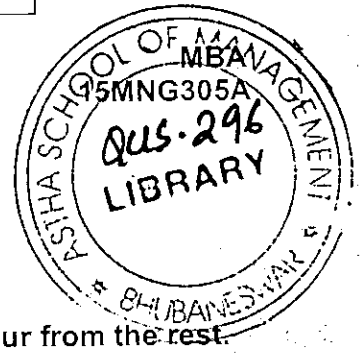
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Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1 Answer the following questions : (2x10)
a) What do you understand by service failure?
b) What constitutes the service blue print?
c) What are the five criteria of evaluating service quality?
d) How service can be tangibalised?
e) What is the difference between augmented service and potential service?
f) Differentiate between standardization and customization.
g) How services can be packaged?
h) What do you mean by moments of truth?
i) What do you mean by zone of tolerance?
j) What is service recovery paradox?

Q2 Fill in the blanks with appropriate answer. (2×10)
a) A Service _____ is basically a flow chart of the service process.
b) _____ encounter is where customers interact with a service or part of it, through the mail.
c) Various components of service triangle are internal, external and _____.
d) The extended marketing mix elements in service are people, process and _____.
e) Augmented service provides service quality to people beyond their _____.
f) A service _____ is the best way to describe what happens to a consumer.
g) _____ is the service received minus service expected.
h) The objective of _____ type of pricing is to gain more market share.
i) _____ type pricing is mostly used for customized service.
j) A delighted customer may become _____ to the brand in future.

Q3 "Services are deeds, acts or Performances". Explain the statement in the perspective of Service Marketing. Make a comparative analysis between Goods and Services highlighting the characteristics of services. (15)

Q4 Do both the employee satisfaction and customer satisfaction drive the service profit chain? Explain giving suitable examples. List out the steps a company should take for satisfying its employees as well as customers. (15)

Q5 Draw the Gap Model and explain various types of gaps in delivery of services with suitable examples. Also state the advantage and limitation of the Gap Model. **(15)**

Q6 "Matching capacity and demand is difficult in service marketing as services cannot be stored". Explain different strategic approaches for managing supply and demand for services. **(15)**

Q7 "Consumers have a more difficult time evaluating and choosing services than goods". Explain the service decision making process highlighting how different is it from that of goods. **(15)**

Q8 Many banks are now targeting high net worth individuals for expending their business. In view of customer life time value, design various components of Customer Relationship Management (CRM) to establish long term relationship with this target segment. **(15)**

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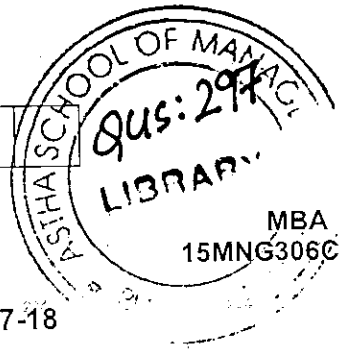
3rd Semester Regular Examination 2017-18
Industrial Relations (IR)
BRANCH: MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: B691

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 : (2×10)

a) Trade union means any combination formed primarily for the purpose of regulating the relations between
(A) Workmen and employers permanently (B) Workmen and workmen permanently
(C) Workmen and employers, workmen and workmen, employers and employers temporary or permanent (D) Workmen and employers, workmen and workmen, employers and employers permanent

b) _____ refers to all types of relationship between all the parties concerned with industry.
(A) Industrial relations.(B) Human relations. (C) General relations. (D) All of these.

c) What will be the minimum number of workers required for organizing a trade union for registration according to the latest amendment under the Trade Unions' Act, 1926?
(A) 7 workers(B) 10 %(C) 100(D) 10% or 100 or 7

d) Under which of the following legislations there is a provision called 'protected workmen'?
(A) Trade Unions Act, 1926(B) Industrial Employment(Standing Orders) Act, 1946
(C) Factories Act, 1948(D) Industrial Disputes Act, 1947

e) 'First come last go and last come first go' is the principle of
(A) Lay-off(B) Closure(C) Retrenchment(D) Dismissal

f) Which of the following is an illegal industrial action as per law?
(A) Mutual Insurance(B) Collective Bargaining(C) Lock out(D) Gherao

g) The minimum bonus which an employer is required to pay even if he suffers losses during the accounting year or there is no allocable surplus is -------- % of the salary or wages during the accounting year
(A) 10% (B)20% (C) 8.33% (D) 6.33%

h) The scope of IR does not include
(A) Employer and employee relation.. (B) Employee and trade union relation.
(C)Employer, employee and trade union relation. (D)Employee and customer relation

i) Grievance Handing Machinery is given in
(A) Industrial Disputes Act (B) Factories Act(C) Both (A) and (B)(D) None of the above

j) A two party process where both strive to arrive at an agreement for settling a dispute , devoid of animosity and mutual hatred is called :
(A) Collective bargaining (B) Workers participation (C) Mediation (D) Conciliation

Q2 a) Define trade union and mention its objectives (2×10)
b) Explain the effects of strike on the strikers and employers
c) What do you mean by voluntary arbitration

d) What is grievance procedure
e) Comment on the composition and function of Works committee
f) What is the procedure of retrenchment. Can re-employment be given to retrenched workmen?
g) Why are standing orders important for industrial establishments in the country
h) Differentiate between reformist union and revolutionary union
i) What is meant by Tools down, pen down and mouth shut strike
j) What are the three tier system of Adjudication

Q3 Define the term Industrial relations. What are its major objectives ? Explain the necessary conditions for the maintenance of sound industrial relations **(15)**

Q4 Why do workers join trade unions ? What are the general problems being faced by trade unions ? Explain **(15)**

Q5 What is meant by collective bargaining ? Bring out clearly the merits and demerits of collective bargaining as methods of settling industrial disputes **(15)**

Q6 Explain the concept of workers, participation in management and its benefits. **(15)**

Q7 "Grievances are the workers problems with management and indiscipline is the management's problem with workers" . Discuss. What could be the possible causes of grievances. List few of them. **(15)**

Q8 Discuss in detail the different methods of settling Industrial disputes as per the Act **(15)**

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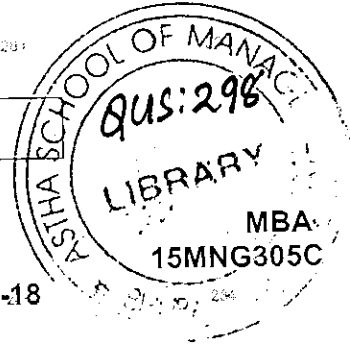
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3rd Semester Regular Examination 2017-18
Compensation Management (CM)
BRANCH : MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: B686

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 : (2x10)

a) Basic compensations given to employees as salaries or wages are called
base pay B) wages C) variable pay D)salaries

b) Compensation given with base pay linked to individual team or organizational performance is classified as
variable pay B) salaries C) base pay D) wages

c) Most common and usual form of direct compensation paid in organizations is
base pay and benefits B) base and variable pay C) variable pay and benefits D) all of above

d) Wages usually adjusted for the prevailing rate of inflation is
A) Real wage B) Fair wage C) Minimum wage D) Living wages

e) Stock option and profit sharing plans are examples of
Base salary B) short term incentive plan C) Long term incentive plan D) All of the above

f) Provision for cars, parking lots and membership in country club are examples of
A)Incentives B) Perks C) Executive compensation D) Fringe benefits

g) Which of the following factors is not an external influencing factor in wages and salary administration?
A) Cost of living B) Labour legislations C) Labour market conditions D) Ability to pay

h) Providing equal pay for jobs of equal nature based on job evaluation ensures
_____in Compensation administration
A) External equity B) Internal equity C) Neutrality D) None of the above

i) The amount of wage fixed for a unit of time fixed on the basis of job evaluation standards is called
A) Standard wage rate B) wage rate C) incentive wage D) Statutory minimum wage

j) Various extra benefits provided to employees in addition to the compensation paid in the form of wage or salary is termed as :
Incentives B) Fringe benefits C) Wage incentives D) Bonus

(2×10)

Q2 Answer the following Questions :

a) What are the advantages of a fair compensation sytem
b) What is meant by job based pay, skill based pay and competency based pay
c) What do you mean by the term rewards and incentives
d) What is compensation survey
e) Human resource Department plays a crucial role in wage and salary administration of a firm, Comment
f) List out few external factors influencing wage and salary administration
g) What is time rate system of wage payment

(13)

h) Explain the benefits of linking pay to performance
i) What does external and internal equity mean in compensation system
j) Explain Executive compensation

Q3 Discuss the factors influencing wage and salary structure? Throw light on the principles of wage and salaries administration.   (15)

Q4 Do you think that non-financial motivators can work more effectively when integrated with financial rewards in a total reward process? Give reasons to support your example with suitable example.   (15)

Q5 What are the different elements of the total compensation ? Is it all about salary only ? Discuss. How is skill based compensation different from competency related compensation.   (15)

Q6 Distinguish between fair wage and living wage . Explain various theories of wages in brief   (15)

Q7 What is job evaluation ? Explain the objectives of job evaluation . What are the techniques do you adopt to evaluate the jobs   (15)

Q8 What are the major objectives of incentive schemes. Explain Halsey and Rowan plan with examples   (15)
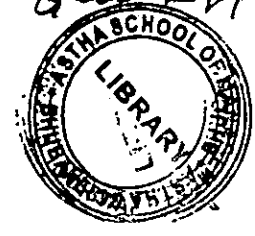
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MBA
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3rd Semester Regular Examination 2017-18
Performance Management (PM)
BRANCH : MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: B696

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: (2x10)
a) Aligning and evaluating employee's performance with company's set goals is called
   A)appraisal management B) performance management c) hierarchy of management
   D) off-the-job training
b) When ratings are collected from supervisors, customers and peers, it is called
   A)350-degree feedback B) 320-degree feedback C) 360-degree feedback D) 380-
   degree feedback
c) An interview, in which supervisor and subordinate review appraisal, is called
   A)structured interview B) unstructured interview C) appraisal interview   D) hiring
   interview
d) When rating of employee trait biases its performance on other traits, it is called
   A)halo effect B) horn effect C) rate effect   D) none of above
e) A rating scale which enlists traits and performance values is called
   A)graphic rating scale method B) management by objectives C) alternation ranking
   method D) in- house development
f) Management of performance ensures
   A)continuous improvement B) discontinue improvement C) performance reviews D)
   both A and C
g) An employee is rated high in performance appraisal because of 'religion', is example
   of
   A)lenient/strict tendency B) bias C) central tendency D) different tendencies
h) In performance management, main feature of performance management is to
   A)increase salary B) planning incentives C) comparing performance with goals D)
   comparing sales figures from last year
i) An equal rating of all employees such as 'good' is called
   A)lenient tendency B) strict tendency C) biasing tendency D) central tendency
j) An advantage of Management by Objectives (MBO) is
   A)avoids central tendency and biases   B) jointly agreed performance objectives C)
   provides behavioral anchors D) ongoing basis evaluation

Q2   Answer the following questions: (2×10)
a) Distinguish between job evaluation and performance appraisal
b) What is meant by competitive advantage
c) List out few advantages of 360 degree appraisal
d) What is meant by post appraisal interview and what are its major uses
e) No organization can survive without improving its performance. Do you agree ?Justify
   your answer
f) Enlist the objectives of Performance appraisal

g) Is appraising potential more difficult than appraising performance ? Justify your answer

h) List out some common rating errors

i) How performance management helps in employee skill development

j) What is meant by graphic rating scale

Q3 No organization can survive without improving its performance. Do you agree ? Describe the concept of performance management system. (15)

Q4 Explain with the help of appropriate examples how important is job evaluation for developing a compensation structure for the employees in an organization. Examine the different methods of job evaluation and suggest the most suitable method for managing a motivated work force in a competitive environment. (15)

Q5 With reference to performance appraisal / assessment, explain the following
a)Management by Objectives   b) 360 degree appraisal (15)

Q6 Your organization is considering implementing a team performance management system and has asked you as a HR Manager to provide information on what type of performance dimensions should be used to measure team performance. Write an exhaustive note on the recommended performance dimensions to be considered. (15)

Q7 Define and explain the concept of Reward management. What are the major objectives and components of a reward system. What does group incentive mean ? Give some examples. (15)

Q8 Explain the concept of Balance Score Card in detail (15)

3rd Semester Regular Examination 2017-18
Employment Legislations (EL)
BRANCH : MBA
Time : 3 Hours
Max Marks : 100
Q.CODE : B681

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 employer will have to apply to the Government to obtain permission for closure _____ days before the intended date of closure.

b) No women shall be entitled to maternity benefit unless she has actually worked in an establishment of the employer from whom she claims maternity benefit for a period of not less than_____ days in 12 months immediately preceding the date of delivery.

c) _____ Schedule of Employees' Compensation Act prescribes a list of injuries deemed to result in permanent partial disablement.

d) Annually to the Registrar, on or before such date as may be prescribed, a general statement, audited in the prescribed manner, of all receipt and expenditure of every registered Trade Union during the year ending on the date of _____.

e) If the person joined insurance employment for the first time, say on 5th January, his first contribution period will be from 5th January to 31st March and his corresponding first benefit will be from _____ to _____.

f) The time limit for payment of bonus is within _____ months from the close of accounting year.

g) Under Employees' Provident Fund Act, the contribution of Central Government towards pension scheme is_____%.

h) An employee should be entitled bonus only when he has worked for _____ working days in that year.

i) Under Factories Act,1948, the working hours for children should not exceed more than_____ hours and they are not permitted to work during night shift.

j) Allocable surplus for bonus is _____% of available surplus in an accounting year.

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

a) Define manufacturing process.

b) What are the powers of inspector to the factory?

c) What are the objects of Employee State Insurance Act,1948?

d) What are the provisions to term a person as "qualified medical practitioner "?

e) Outline the duties of Board of Conciliation.

f) How are minimum rates of wages are fixed under Minimum Wages Act,1948?

g) What is Employees' Provident Fund Appellate Tribunal?

h) Outline the provisions for amalgamation of trade unions.

i) Write the provisions of medical examination under Employees' Compensation Act?

j) What are the deduction which may be made from wages as per section 7 of Payment of Wages act,1936?

Q3 a) Explain the concept and provisions of voluntary retirement scheme. (7.5)

b) Write a brief note on maternity benefits with reference to Maternity Benefit Act,1961. (7.5)

Q4 a) Discuss the provisions on fixing of minimum rates of wages and cognigence of offence according to Minimum Wages Act,1948. (7.5)

b) Explain the provisions on calculation of bonus according to Payment of Bonus Act,1965. (7.5)

Q5 a) Briefly discuss the "Contributions" with reference to chapter 4 of Employee's State Insurance Act,1972. (7.5)

b) Describe the Employees' Pension Scheme as per the provision of Employees' Provident Fund Act,1952. (7.5)

Q6 a) Discuss the provisions on health and welfare according to Factories Act,1948. (7.5)

b) Write a note on the legal provisions to compensate the employees under the conditions of temporary disablement, permanent disablement and death. (7.5)

Q7 a) Explain the dispute settlement machinery as per Industrial dispute Act,1947. (7.5)

b) Discuss the legal provisions for registration and recognition of trade union according to Trade Union Act,1926. (7.5)

(7.5 x 2)

Q8 **Write shorts on (any TWO) :**
  a) Provisions of lay-off
  b) Golden handshake
  c) Safety provisions in factory

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Total Number of Pages: 02

15MNG306E

3rd Semester Regular Examination 2017-18
Supply Chain Management (SCM)
BRANCH: MBA
Time: 03 Hours
Max Marks: 100
Q.CODE: B693

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 : (2x10)

a) A----------- encompasses all activities associated with the flow and transformation of goods from raw material stage, through to the end user, as well as the associated information flows.

b) A supply chain includes the chain of entities involved in the planning, procurement, production and ------of products and services.

c) In a supply chain, materials flows in one direction while ----- from in both direction.

d) A supply chain is essentially a sequency of ------------ and customers.

e) The time gap between placing of an order and receive of an order is called----------.

f) To reduced inventory management costs, many companies use a system called---.

g) _____ refers to variability in demand orders among supply chain participants.

h) An automobile manufacturing company deciding to manufacture its own tubes and tyres is an example of ------------ integration.

i) PDCA was developed by ---------------------------..

j) Blue Dart Logistics is used ----- party logistics.

Q2 Answer the following Questions : (2×10)

a) State any two causes of bullwhip effect.

b) Explain benefits of cross docking ?

c) What are the different types of Supply Chain ?

d) What do you mean by Vendor Managed Inventory?

e) What do you mean by 4PL?

f) What do you mean by tailored customization?

g) What do you mean by segmented standardization

h) Explain the role of forward integration in SCM.

i) What do you mean by in bound logistics?

j) What is Push Pull supply chain system. Why is it called Idea Mix?

Q3 a) Discuss the need of Supply Chain Management today. (7.5)

b) "The primary focus of SCM is customer centric demand planning". Comment. (7.5)

Q4 a) What is the significance of lean manufacturing philosophy in successful SCM system? (7.5)

b) What is the core theme behind MRP?How JIT system is complementary to MRP concept ? (7.5)

Q5 a) Explain the push/pull view of the process within a supply chain and illustrate it with an example. (7.5)

(26)

b) Discuss the critical steps involved in supplier evaluation and selection process (7.5)

Q6 a) Write short notes on any TWO : (7.5)
    i)   Levels of supply chain
    ii)   Supply chain information system
    iii)   4 PL

b) "Warehousing is becoming an essential service for the industries". Comment. (7.5)

Q7 Discuss the role of SCOR modelling in SCM performance measurement. Explain. (15)

Q8 a) Differentiate the traditional balanced scorecard concept and the supply chain balanced scorecard concept. (7.5)

b) What do you mean by GPS technology. Explain uses of GPS in Fleet Management. (7.5)
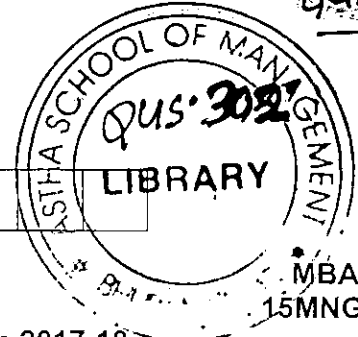
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MBA
15MNG304E

3rd Semester Regular Examination 2017-18
Inventory Management (IM)
BRANCH : MBA
Time: 03 Hours
Max Marks: 100
Q. Code : B683

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   Fill in the blanks: (2 x 10)

(a) Which of the following is not an inventory _____.
     (A) Machine
     (B) Raw Materials
     (C) Finished Products
     (D) Consumable tools

(b) Buffer stock is the level of _____.
     (A) Half of the actual stock
     (B) At which the ordering process should start
     (C) Minimum stock level below which actual stock should not fall
     (D) Maximum stock

(c) Re-usable spares are known as _____.
     (A) Multi use spares
     (B) Repeated usable spares
     (C) Scarp Materials
     (D) Rotable spares

(d) Which of following is an example of Purchasing cost _____
     (A) Incoming Freight
     (B) Storage Cost
     (C) Insurance
     (D) Spoilage

(e) ABC analysis depends on the _____.
     (A) Quality of Material
     (B) Cost of Materials
     (C) Quantity of Materials used
     (D) Annual Consumption Value

(f) Carrying cost increases when the order size is _____
     (A) Increased
     (B) Decreased
     (C) Kept Constant
     (D) None of the above

(g) The cost of insurance and taxes are included in _____
     (A) Ordering Cost
     (B) Holding Cost
     (C) Penalty Cost
     (D) Setup Cost

(h) _____ analysis deals with the frequent of use of the items in the stores.
     (A) ABC
     (B) SDE
     (C) VED
     (D) FSN

(i) Materials Requirement Planning technique is applied to _____ type of Product.
(A) Independent
(B) Dependent
(C) Both I & II
(D) None of these

(j) In _____ system of inventory ,Inventory cost will be more
(A) D
(B) Q
(C) P
(D) None of the Above

Q2   Answer the following Questions :   (2x10)

(a) What do you mean by Hedge Inventory? Give an example.

(b) If the transit time is 11 days and the annual demand for an item is 10,000 units ,What is the average annual inventory in transit.

(c) What is an SKU?

(d) Demand is 200 units a week, the lead time is 3 weeks and the safety stock is 300 units. Calculate the order point.

(e) What is inventory catalogue and mention its list of items.

(f) What are the various methods of disposal of surplus inventory?.

(g) What is VED analysis? Give an Example?

(h) What do you mean by consignment stock?

(i) What are the secondary output of inventory?

(j) What are the three categories of stock out costs?

Q3 (a) Describe and compare pull and push systems of inventory Management.   (7.5)
(b) Explain the procedures of vendor selection?   (7.5)

Q4 (a) What is inventory valuation? What are the various methods of inventory valuation ?   (10)

(b) Find sales forecast for the year 2018,using least square method.   (5)

Year :	2005	2006	2007	2008	2009	2010	2011	2012	2013
Sales(000):	18	15	25	26	29	24	26	28	30

Q5 (a) Define purchasing. Discuss the various methods of purchasing.   (7.5)
(b) What are the procedures involved in international buying ?   (7.5)

Q6 (a) What do you mean by classification of stores? Discuss the purpose of maintaining proper system of store classification.   (7.5)
(b) Discuss the various methods and techniques of codifying the stores.   (7.5)

Q7 (a) What do you mean by negotiation. Discuss the various techniques for negotiating the price.   (7.5)
(b) Discuss the principles and guidelines for spare parts management.   (7.5)

Q8   Write Short note on any THREE :   (5x3=15)
(a) Value analysis
(b) Make or buy decision
(c) JIT
(d) Waste Management

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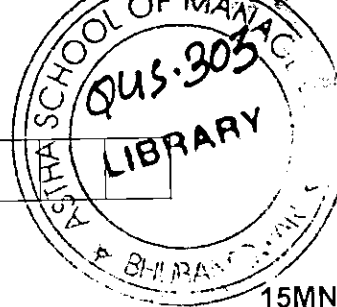
Total Number of Pages: 02

MBA
15MNG305E

3rd Semester Regular Examination 2017-18
Total Quality Management (TQM)
BRANCH : MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: B688

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 : (2x10)

a) Zero defect in manufacturing is the goal of ----------.A fish bone diagram is also known as ------------ diagram.

b) Inspection, scrap, and repaire are examples of ----------- cost. Cost of training is an example of ------------- cost of quality.

c) The quality of performance depend upon ----------and --------------.

d) The various components of Juran's trilogy are quality Planning,----------and -----------.

e) The control chart for number of defects per unit is called--------chart, number of defects per sample is called---------------- chart.

f) The number of items in a lot is called as ----------- while the number of items in a sample is called as-------------.

g) The three parameters of the single sampling are lot size,----------- and --------------.

h) QCs are small groups of employees whose lower limit is ---------and upper limit is ---------------.

i) The concept of Six Sigma was evolved by -------------.and Zero defect was evolved by ----------------.

j) 5 s campaigns are Seri, Seiton, Seiso,------------- and -------------.

(2×10)

Q2 Answer the following Questions :

a) List out any four barriers to TQM implementation.
b) What are the phases of a continuous process improvement cycle?
c) What is quality vaccine? Explain.
d) Explain how quality circles are organised.
e) Explain benefits of ISO 14000.
f) Explain the criteria used for Deming Award.
g) Explain the concept of cost of quality.
h) What is SPC? Explain why it is used.
i) Explain the different types of bench marking?
j) Explain the benefits of six sigma.

Q3 a) Explain briefly the Deming's Quality Philosophy. (7.5)
b) Explain briefly the Crosby 's Quality Philosophy (7.5)

Q4 a) What is quality policy ?What are the steps involved in preparing a quality policy? (7.5)
b) Why integration of ISO 9000 and ISO 14000 are needed. (7.5)

Q5 **a)** From the following data, calculate control limits for Mean chart and Range Chart. **(7.5)** Plot the control chart and comment.

Lot No.	No. Of defectives	Lot No.	No. Of defectives
1	5	11	7
2	4	12	6
3	3	13	3
4	5	14	5
5	4	15	4
6	6	16	2
7	9	17	8
8	15	18	7
9	11	19	6
10	6	20	4

Determine the control limits of p charts and state whether the process is in control.

b) Write short notes on Double Sampling Plan. **(7.5)**

Q6 **a)** What is FMEA? Explain the process of FMEA and also explain the advantages of **(7.5)**
b) FMEA. **(7.5)**
Explain different types of bench marking and also explain what are the reasons for benchmarking?

Q7 **a)** What are the tools and techniques involved in KAIZEN ?Explain. **(7.5)**
b) Explain the role of different team members in six sigma. **(7.5)**

Q8 **a)** Explain benefits of ISO 9000 certified Company **(7.5)**
b) Explain basic structure of House of quality. **(7.5)**