

Total = 13

Specializing - IT

Qus: 285

Registration No: 

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Total Number of Pages: 2 (1)

MBA  
15MNG402D

4th Semester Regular Examination – 2016-17  
DATA MINING FOR BUSINESS INTELLIGENCE (DBI)

BRANCH(S): MBA

Time: 3 Hours

Max Marks: 100

Q Code : Z915

Answer Question No.1 & 2 which 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) What is Data-warehousing?
  - b) What is Business Intelligence?
  - c) What is Fact Table?
  - d) Write different stages of Data-warehousing?
  - e) What is Data Mining?
  - f) What is Online Analytical Processing?
  - g) What is Star Schema?
  - h) What is linear regression?
  - i) List the different preprocessing steps for data classification and prediction.
  - j) What is ER model?

- Q2 Answer the questions.(Fill in the blanks with appropriate answer) (2 x 10)
- a) BI stands for \_\_\_\_\_.
  - b) OLTP stands for \_\_\_\_\_.
  - c) ODS stands for \_\_\_\_\_.
  - d) ROLAP stands for \_\_\_\_\_.
  - e) SAP stands for \_\_\_\_\_.
  - f) PSA stands for \_\_\_\_\_.
  - g) MOLAP stands for \_\_\_\_\_.
  - h) ETL stands for \_\_\_\_\_.
  - i) MVPP stands for \_\_\_\_\_.
  - j) DAG stands for \_\_\_\_\_.

225-2330

**Part – B (Answer any four questions)**

- Q3 a) What is Business intelligence tool? Discuss the typical capabilities of a business intelligence tool? (10)  
b) Distinguish between Classification and clustering. (5)
- Q4 a) Discuss the relationship between data compression and data mining (7.5)  
b) What is two phase association rule? Discuss the difficulties associated with two phase association rule. (7.5)
- Q5 What is Normalization? Discuss the different types of Normalization with example. (15)
- Q6 a) How does data-warehouse help in improving the business of an organization? Discuss. (8)  
b) Compare and contrast the design indexing schemes useful in data warehousing environment. (7)
- Q7 a) In what way can a classifier handle missing data? Discuss. (7.5)  
b) What are precision and recall? How do they differ from accuracy? (7.5)
- Q8 Write Short Notes (Any Two) (7.5 x 2)  
a) Data Slicing and dicing.  
b) Data Cleansing  
c) Decision Tree  
d) DBMS

Specialization — (2)

Registration no:

OPERATION



Total Number of Pages: 2

MBA  
15MNG402E

4<sup>TH</sup> SEMESTER REGULAR EXAMINATION, 2016-17  
Management of Service Operations (MSO)

Branch: MBA

Time: 3 Hours

Max marks: 100

Q.CODE : Z918

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

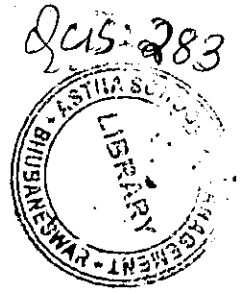
The figures in the right hand margin indicate marks.

- Q1 Fill in the blanks:- (2 x 10)
- a) ..... is a system in which various inputs are transformed into intangible goods.  
a. Production Management b. Service Management c. Operations Management d. Input Management
  - b) A ..... refers to the plan of actions to achieve a specific target.  
Services b. Operations c. Production d. Strategy
  - c) An individual who is expert in making strategies and planning action is called:  
a. Director b. Planner c. Manager d. Strategist
  - d) What does ALDEP stand for?  
a. Facility Layout Algorithm Using Graphics b. Computerised Facilities Design c. Automated layout Design Program d. Algorithmic Design Program
  - e) What does CRM stand for?  
a. Consumer Relationship Manager b. Customer Relation Manager c. Customer Relationship Management d. Customer Requirement Management
  - f) The term PERT stands for..... evaluation and ..... technique.  
a. Programme b. Project c. Report d. Review
  - g) ISO 9000 pertains to ..... management. It concerns what an organisation does to ensure that its products and services conform to its ..... requirements.
  - h) ISO 14000 concerns what an organisation does to minimize harmful effects to the ..... caused by its .....
  - i) Service quality is evaluated against the ..... of the customer.  
a. Cost of service b. Quality c. Satisfaction d. None of the above

MSO: 1000

MSO

- 284 j) The Operations Manager is responsible for planning, organising, directing and controlling the activities that are involved in converting inputs into the desired .....  
a. Quality b. Output c. Product d. Service
- Q2 Answer the following questions: (2x10)
- a) Define briefly scope of service.  
284 b) What is SERVQUAL?  
c) Define Benchmarking.  
d) Briefly explain field service inventory management?  
e) What do you mean by Outsourcing?  
f) What do you understand by competitive environment of services?  
g) How to create customer connection?  
h) Give few example of Field Service Organisation.  
284 i) Briefly explain service operations as profit centre?  
j) Define Service Quality.
- Long answer type questions (Answer any four)
- Q3 What is Service Operations Management? What are the challenges faced by Service Operations Managers? (15)
- 284 Q4 What is field service, how it impacts manufacturing organizations? (15)
- Q5 How services are classified, what are the distinctive characteristics of service operations? (15)
- Q6 What do you understand by Service Package? Briefly explain Customer Value Creation & Satisfaction. (15)
- 284 Q7 How important is customer retention to any business? How can the customer defection rate be reduced? (15)
- Q8 Write short notes on:- (15)
- 284 (a) Taguchi Methods  
(b) Poka - Yoke



3

Registration no:

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Total Number of Pages: 03

MBA  
15 MNG403B

4<sup>th</sup> SEMESTER REGULAR EXAMINATION 2016-17  
FINANCIAL MARKETS AND SERVICES(FMS)

Branch: MBA

Time: 3 Hours

Max marks: 100

Q.CODE:Z579

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

The figures in the right hand margin indicate marks.

Answer the following questions:

(2 x 10)

Q1

- a) In primary markets, first time issued shares to be publicly traded in stock markets is considered as  
traded offering  
public markets  
issuance offering  
initial public offering
- b) Legal document required by Securities Exchange Board stating associated risks and detailed description of issues is classified as  
prospectus  
stated document  
risk detailed document  
exchange commission document
- c) Additional debt instruments or equity instruments of publicly traded firm are included in markets classified as  
flow market  
primary markets  
secondary markets  
funding markets
- d) Risk stating assets are sold at low prices because of sudden surge in withdrawals of liabilities is classified as  
payment risk  
liquidity risk  
income risk  
balance risk
- e) Financial instruments of public markets includes  
transfer funds  
bearer bonds  
shares  
bonds

- f) Institutions classified as depository ones and have loans as their major assets are classified as
  - commercial banks
  - commercial mortgages
  - credit mortgages
  - credit derivative
- g) Commercial paper issued with low interest rate thus commercial paper are categorized as
  - payables rating
  - commercial rating
  - poor credit rating
  - better credit rating
- h) Markets which reallocate liquid funds in relatively fixed amounts are classified as
  - capital markets
  - debt markets
  - secondary markets
  - primary markets
- i) . Depository institutions includes
  - mutual funds
  - commercial banks and thrifts
  - savings banks
  - credit unions
- j) Exchange markets and over counter markets are considered as two types of
  - floating market
  - riskier market
  - secondary market
  - primary market

Q2

**Answer the following questions:**

(2x10)

- (a) What do you mean by Certificate of deposits?
- (b) What is the difference between demand bills and usance bills?
- (c) Distinguish between Rights issue and preferential issue.
- (d) What are the advantages of underwriting?
- (e) Who is a depository participant?
- (f) What are the special features of an open-ended fund?
- (g) Define Net Asset Value.
- (h) Why do we say an investment as a synergetic venture?
- (i) Which industrial characteristics should be considered at the time of rating an organization?
- (j) What are the different methods of venture capital financing?

- Q3 "Financial Intermediaries have to perform the task of Financial innovation to meet the dynamically changing needs of the economy"- Discuss the above statement in the light of the various innovative products introduced in recent times in the Financial services sector. (15)
- Q4 Suppose that long term interest rates are expected to fall in future. How is this to influence the supply of commercial paper and why? Assume that the Government makes a major sale of bonds to the private sector. Explain the likely effect on i) liquidity of the banking system and ii) demand for money market instruments. (7+8)
- Q5 Discuss the drawbacks of the Depository system and suggest measures to make it an efficient one. (15)
- Q6 "SEBI is the watchdog of the securities market". Do you agree? Give reasons in support of your answer. "Stock Exchange is the barometer of a country's prosperity". Explain the statement. (7+8)
- Q7 What are the economic reasons for the existence of Mutual Funds? Why do individuals rather than corporations, hold most mutual funds? Discuss. (15)
- Q8 What is the strategic role of Venture capital in the development of a country? Discuss the scope of venture capital in India. Differentiate among operating lease, financial lease and lease and sales back. (7.5+7.5=15)

- f) Institutions classified as depository ones and have loans as their major assets are classified as
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  - credit mortgages
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5



Registration no: 

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Total Number of Pages: 3

MBA  
15MNG402B

4<sup>TH</sup> SEMESTER REGULAR EXAMINATION, 2016-17  
STRATEGIC FINANCIAL MANAGEMENT (SFM)

Branch: MBA  
Time: 3 Hours  
Max marks: 100  
Q.CODE:Z922

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) What is the value of the firm usually based on?
    - a) The value of debt and equity.
    - b) The value of equity.
    - c) The value of debt.
    - d) The value of assets plus liabilities.
  - b) Shareholders wealth increases with the increase in \_\_\_\_
    - a) EPS
    - b) Market value of the firm
    - c) Dividend & market value of the firm
    - d) Market price of the equity share
  - c) Book value of assets includes
    - a) Fixed assets, current asset
    - b) Fixed assets, current asset, intangible asset
    - c) Fixed assets, current asset, fictitious asset
    - d) Fixed assets, current asset, intangible asset, fictitious asset
  - d) The \_\_\_\_\_ is defined as the present value of all cash proceeds to the investor in the stock.
    - a) Dividend payout ratio
    - b) Intrinsic value
    - c) Market capitalization rate
    - d) Plowback ratio
  - e) Market price per share of a firm having equity capital of Rs. 100000 consisting of shares of Rs. 10 each, profit after tax of Rs. 82000, & P/E ratio of 8 is
    - a) Rs. 65.70
    - b) Rs.10.25
    - c) Rs.65.60
    - d) Rs.1.025
  - f) Bonds that does not pay any interest rate are considered as
    - a) Interest free bond b) Zero coupon bond c) Price less coupon bond d) Useless price bonds

- g) Duration which is divided by interest rate plus one is classified as
  - a) Decreased duration b) Increase duration c) Modified duration d) At par duration
- h) Which of the following is typically the most important economy or synergy which is sought from Mergers and Acquisitions activity?
  - a) Economies of scope from applying existing resources to new uses, at little additional cost
  - b) Revenue and Marketing synergies from new, enhanced, or more efficient distribution
  - c) Economies of scale effect from organizational learning
  - d) Economies of scale from doing away with duplication of function between the two firms
- i) Which of the following would be a legitimate stated reason for an acquisition?
  - a) The acquisition of critical mass
  - b) Hubris
  - c) Empire building
  - d) The acquisition of monopoly
- j) \_\_\_\_\_ is equal to (common shareholders' equity/common shares outstanding).
  - a) Book value per share
  - b) Liquidation value per share
  - c) Market value per share

- Q2** Answer the following questions: (2x10)
- a) What are the two broad categories of strategic decisions that are normally made by finance managers in an organization?
  - b) What makes an organization financially sustainable?
  - c) What are the variables required to find SGR?
  - d) What do you mean by price-yield curve? What important points does the price-yield curve bring out?
  - e) Why it is beneficial for a firm with risky cash flows to issue convertible bonds?
  - f) What do you mean by concentric merger and conglomerate merger?
  - g) What reasons motivate specifically international mergers?
  - h) What are the key questions based on which the negotiation plan of an M&A deal is developed?
  - i) What are the key guiding principles for successful post merger integration?
  - j) What do you mean by spinoffs? What are the reasons for spinoffs?
- Q3** Compare and contrast corporate level, business unit level and functional level strategy. State and explain the different dimensions of strategic management and financial policy interface. (7+8)
- Q4** With what does SFM deal with? Discuss in detail the nature, scope and functions of SFM. (15)
- Q5** Explain the factors that motivate mergers. State and explain the suitable representatives of the methods based on assets which are commonly applied (7+8)

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Total Number of Pages: 3

MBA  
15MNG402B

4<sup>TH</sup> SEMESTER REGULAR EXAMINATION, 2016-17  
STRATEGIC FINANCIAL MANAGEMENT (SFM)

Branch: MBA

Time: 3 Hours

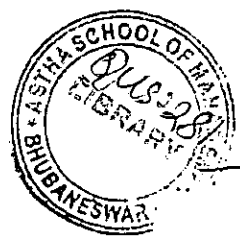
Max marks: 100

Q.CODE:Z922

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)
- What is the value of the firm usually based on?
    - The value of debt and equity.
    - The value of equity.
    - The value of debt.
    - The value of assets plus liabilities.
  - Shareholders wealth increases with the increase in \_\_\_\_
    - EPS
    - Market value of the firm
    - Dividend & market value of the firm
    - Market price of the equity share
  - Book value of assets includes
    - Fixed assets, current asset
    - Fixed assets, current asset, intangible asset
    - Fixed assets, current asset, fictitious asset
    - Fixed assets, current asset, intangible asset, fictitious asset
  - The \_\_\_\_\_ is defined as the present value of all cash proceeds to the investor in the stock.
    - Dividend payout ratio
    - Intrinsic value
    - Market capitalization rate
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    - Rs. 65.70
    - Rs.10.25
    - Rs.65.60
    - Rs.1.025
  - Bonds that does not pay any interest rate are considered as
    - Interest free bond
    - Zero coupon bond
    - Price less coupon bond
    - Useless price bonds



Registration No: 

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Total Number of Pages: 02

MBA  
15MNG403C

**4<sup>th</sup> semester Regular Examination 2016-17**  
**INDUSTRIAL RELATIONS(IR)**  
**BRANCH: MBA**  
**Time: 3 Hours**  
**Max Marks: 100**  
**Q.CODE: Z580**

**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) Dominant aspects of industrial relations are :
  - (A) Co-operation.                      (B) Conflict
  - (C) Both (A) and(B).                  (D) None of these.
  
- b) John Dunlop gave the
  - (A) Gandhian approach                  (B) System approach
  - (C) Oxford approach                    (D) All of these
  
- c) Temporary closing down the undertaking with the intention of forcing workers to accept the demand of the employer is called
  - (A) Lockout                                  (B) Layoff
  - (C) Strike                                    (D) Retrenchment
  
- d) \_\_\_\_\_ is the ultimate remedy for the settlement of industrial dispute through the intervention by the third party appointed by the government
  - (A) Conciliation                            (B) Voluntary Arbitration
  - (C) Adjudication                          (D) Collective bargaining
  
- e) What should be the minimum number required to register a union
  - (A) 100 (B) 7 (C) 6 (D) All of the above
  
- f) \_\_\_\_\_ is a consultive body comprising of 100 or more persons , which aims at giving greater participation to workers
  - (A) Advisory committee                  (B) Managing committees
  - (C) Works committees                    (D) None of these
  
- g) "One party gains at the expense of another" norm refers to which type of collective bargaining
  - (A) Distribute bargaining                (B) Integrative bargaining

- (C) Centralized bargaining (D) None of the above
- h) Registration and conciliation of trade union is governed by  
 (A) Trade unions Act, 1926 (B) The Industrial Disputes Act, 1948  
 (C) The factories Act, 1948 (D) None of the above
- i) The \_\_\_\_\_ consultative machinery comprises two parties via employees and employer  
 (A) Bipartite (B) Tripartite (C) Both a and b  
 (D) None of the above
- j) 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

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

- a) What do you mean by Industrial peace  
 b) What does Industrial relations signify ?  
 c) What do conciliators and mediation officers do?  
 d) What are the types of collective bargaining  
 e) Define an Industrial dispute. What are its major causes  
 f) Why do people join trade unions ? Give reasons  
 g) Define 'Strike'. When strikes and lock-outs are illegal under Industrial Disputes Act 1947.  
 h) Explain the concept of "Industrial Bureaucracy  
 i) List out major types of unions  
 j) What is meant by employee empowerment ? What is its importance

**Q3 Define Industrial relations. List out its objectives and also bring out its importance (15)**

**Q4 "Industrial dispute or Conflict is harmful to Industrial society". Explain. Also delineate the machinery available for resolving them under the Industrial Disputes Act, 1947 (15)**

**Q5 How does a trade union gets registered ? what are the different types of Trade Union in India (15)**

**Q6 "Collective bargaining improves Industrial relations but not productivity". Discuss. What are the major steps in the collective bargaining process (15)**

**Q7 Explain different types of strikes (15)**

**Q8 Write short notes on : (Any three) (5 X 3)**

- a) Workers participation in Management  
 b) Functions of Trade union  
 c) Structure and function of ILO  
 d) Bipartism and Tripartism

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MBA

15MNG402C

Total Number of Pages: 02

**4th Semester Regular Examination 2016-17**

**PERFORMANCE MANAGEMENT**

**BRANCH: MBA**

**Time: 3 Hours**

**Max Marks: 100**

**Q.CODE: Z919**

**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) Which of the following terms refers to the process of evaluating an employee's current and/or past performance relative to his or her performance standards?  
(A) Performance appraisal (B) performance management  
(C) Employee selection (D) Job evaluation
- b) The first step in developing a behaviourally anchored rating scale is to :  
A) develop performance dimensions B) generate critical incidents  
C) reallocate incidents D) rating dimensions
- c) Which is the simplest and most popular technique for appraising employee performance?  
(A) BARS (B) critical incident method (C) rating scales (D) MBO
- d) Who is in the best position to observe and evaluate an employee's performance for the purposes of a performance appraisal?  
A) peers B) customers C) top management D) immediate supervisor
- e) The S in the acronym for SMART goals stands for \_\_\_\_ .  
A) specific B) straightforward C) strategic D) source
- f) A \_\_\_\_\_ appraisal method combines the benefits of narratives, critical incidents, and quantified scales with specific behavioral examples of good or poor performance.  
A) Graphic rating scale B) BARS C) MBO D) Narrative
- g) An incentive plan may consist of \_\_\_\_\_.  
(A) Monetary (B) Nonmonetary  
(C) Both 'monetary' and 'nonmonetary' (D) None of the above
- h) Ricky is a conscientious employee, but is viewed by most of the co-workers as unfriendly and the supervisor rates are low on the traits "gets along well with others" and "quality of work." Which of the following problems has most likely affected Ricky's performance appraisal?  
A) central tendency B) leniency C) stereotyping D) halo effect

- i) Uses of performance appraisals such as coaching and career planning, identifying strengths and areas for growth are classified as (A) systematic uses (B) subjective uses (C) development uses (D) administrative uses
- j) Benefits of a good PM system can include:
  - A) An effective HR Department
  - B) Reduced labour costs
  - C) Improved communication
  - D) Focused development

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

- a) Define performance management and describe the importance of performance management .
- b) Is performance appraisal the same as performance management? Justify your answer.
- c) Identify the various performance criteria(standards) that can be established.
- d) According to you who may be responsible for performance appraisal.
- e) How does performance appraisal differ from potential appraisal .
- f) As it is said that " Time is precious than money". How does it affect appraisal system.
- g) Do you believe that there exists any difference between Competence and Competency ? If yes, then what.
- h) Why does current thinking indicates that the appraisal for training should be conducted separately from appraisal for promotion .
- i) Explain the concept of "tell and sell" and "tell and listen" appraisal discussions .
- j) Define Performance related pay. Is it a guaranteed motivator ?

**Q3** What do you know by performance appraisal process. Explain the steps involved in it . Elucidate when to appraise and what to appraise. (15)

**Q4** Performance appraisal is carried out very carefully. But still it is distorted due to some errors.. Discuss them. (15)

**Q5** "Management by objectives" is result oriented approach to carry out the task in most effective and efficient way to get competitive edge over other rivals. Discuss. Explain the steps involved in the process in brief. (15)

**Q6** Define 360 degree appraisal method and why it is called 360 degrees only. Explain the concept of self appraisal. Critically evaluate the role of assessment centre as an appraisal method . (15)

**Q7** Dependence of reward and compensation management on Performance management has lead to a number of questions and debates. What in your opinion could be alternative to this. How do you see the future of performance management in the present organizational scenario. (15)

**Q8** Write short notes on : (any two) (7.5 X2)

- (a) Balance score card
- (b) EFQM model
- (c) Forced distribution method





9

Registration no: 

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Total Number of Pages: 3

MBA  
15MNG402A

**4<sup>TH</sup> SEMESTER REGULAR EXAMINATION, 2016-17**  
**RETAIL MARKETING**  
**Branch: MBA**  
**Time: 3 Hours**  
**Max marks: 100**  
**Q.CODE : Z921**

**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) Location decisions are-----
  - a. complex
  - b. simple
  - c. Lackadaisical
  - d. Flexible
- b) Location and site characteristics should interact in a positive and synergistic way with a store's -----
  - a. Interact in synergistic way
  - b. Store's merchandising, operations
  - c. Customer service characteristics
  - d. All of the above
- c) Free-standing locations have advantage of-----
  - a. Other similar stores in vicinity
  - b. No pulling power required
  - c. Need hardly any promotion
  - d. Low property cost
- d) Examples of Planned Business Districts are-----
  - a. Downtown
  - b. Suburban Business District
  - c. Neighborhood Business District
  - d. None of the above
- e) Atmospherics is the consideration of-----
  - a. Physical characteristics of the store
  - b. Does not relate to definite USP
  - c. Increases product search time
  - d. No space management

250  
251

R1

- 251 f) Exterior Atmospherics deals with-----  
a. Store front  
b. Surrounding stores  
c. Parking lot  
d. All of the above
- 252 g) A Race track layout -----  
a. Has many aisles  
b. Does not encourage impulse buying  
c. Uses colors  
d. Offers cumbersome shopping experience
- 253 h) Goods displayed in the store-----  
a. Show the sincerity intention of the store  
b. Inform the customers  
c. Entertain and educate customers  
d. All of the above
- 254 i) A Planogram helps in-----  
a. Only organizes display but does not coordinate  
b. Organizes and coordinates display  
c. Only coordinates display but does not organize  
d. None of the above
- 255 j) Retail space management is-----  
a. Optimum space utilization  
b. Convenience to customers  
c. Convenience to employees  
d. All of the above

Q2

- 254 a) What is vertical transportation?  
b) What is Grid Layout?  
c) How do you explain Retail Branding?  
d) What is understood by Site?  
e) Explain Tertiary Trading Zone.  
f) What is meant by Product Assortment?  
g) What is understood by store foot fall?  
h) What is zoning?  
261 i) Explain Retail Turnover?  
j) What is Law of Retail Gravitation?

(2x10)

Q3

What is Trading Zone analysis? Explain the trading zone considerations for a sports goods store in between Cuttack and Bhubaneswar. (15)

Q4

Explain Visual merchandising. Analyze the visual merchandising aspect of Big Bazaar from customer perspective. (15)

250  
256

RQ

- 254 f) Exterior Atmospherics deals with-----  
a. Store front  
b. Surrounding stores  
c. Parking lot  
d. All of the above
- g) A Race track layout -----  
a Has many aisles  
b. Does not encourage impulse buying  
c. Uses colors  
d. Offers cumbersome shopping experience
- h) Goods displayed in the store-----  
a. Show the sincerity intention of the store  
b. Inform the customers  
c. Entertain and educate customers  
d. All of the above
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What is Trading Zone analysis? Explain the trading zone considerations for a sports goods store in between Cuttack and Bhubaneswar. (15)

Q4

Explain Visual merchandising. Analyze the visual merchandising aspect of Big Bazaar from customer perspective. (15)

- Q5 Analyze Organized Retailing vis-à-vis Unorganized Retailing from the Indian perspective. Which of them has a better future in India? Why? (15)
- Q6 Write notes on any THREE: (15)
- a. Central Place Theory
  - b. Visual Merchandising
  - c. Free-form Layout
  - d. Product Management
- Q7 Explain Merchandise planning and control with example. (15)
- Q8 How is Retail Promotion beneficial to retailing? How is it practiced? Analyze your answer with example(s). (15)

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MBA  
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**4<sup>th</sup> Semester Regular Examination 2016-17**  
**CONSUMER BEHAVIOR(CB)**  
**BRANCH:MBA**  
**Time: 3 Hours**  
**Max Marks: 100**  
**Q.CODE:Z577**

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

- I. Psychographics relate to----- (2x10)
  - a. AIO Analysis                      b. Demographics
  - c. Perception                              d. Personality
  
- ii Attitude towards something is-----
  - a. Culture                                      b. Subculture
  - c. Negative Characteristi      d. Attitude-Object
  
- III. Supraliminal Perception is about-----
  - a. Non perception                      b. Above the Limen
  - c. Below the Limen                      d. Absolute Threshold
  
- IV. Ego relates to-----
  - a. Too much pride                      b. Instinctive Behavior
  - c. Moralistic behavior                      d. Balncing between Id and Super Ego
  
- V. R-R Relationship relates to-----
  - a. Black Box                                      b. Distributive Approach
  - c. Gestalt                                      d. Stimulus Display
  
- VI. Personality Changes relate to-----
  - a. Biological changes                      b. Locational changes
  - c. Occupational changes                      d. All of the Above
  
- VII. A Person who shows you the right path is-----
  - a. A Tout                                      b. A Swagger
  - c. An Imbecile                              d. An Opinion Leader:
  
- VIII. Cognition is-----
  - a. Knowing                                      b. Perception
  - c. Understandingd. All of the Above

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CB

- IX. A Full Nest is-----
- a. Bachelor Stage
  - b. Parents with Children
  - c. One living parent
  - d. Live-in Relationship
- x. Consumer's Evoked Set relates to-----
- a. Anger
  - b. Predisposition
  - c. Physical Inability
  - d. Stupidity

**Q2 Answer the following questions: (2x10)**

- a) What is Absolute Threshold?
- b) What do you understand by Acculturation?
- c) Explain in one sentence Distributive Approach.
- d) What does a Super Egoist mean?
- e) What is the other term used for Organization of Experiences?
- f) Why a model is used to explain consumer behavior?
- g) What is a Single Component Attitude Model?
- h) What is VALS?
- i) What is meant by Social Media?
- j) Who is an Influencer?

**Q3 Explain the Consumer Decision Process Approach with an Air Conditioner as your example. (15)**

**Q4 What do you understand by Diffusion of Innovations? A new kind of washing machine has been innovated; which can agitate and spin by simple manual use of pedals. How would you diffuse the innovation? Think from market segmentation point of view. (15)**

**Q5 How do you explain Personality and Trait? A quick-tempered bright student later in life becomes a Professor. How would you relate his classroom behavior from Personality and Trait perspectives003F (15)**

**Q6 Explain different stages of Family Life Cycle from marketers' point of view. Which product marketer wins at what stage? Justify your answer. (15)**

**Q7 What is understood by attitude? Explain the models you have studied to explain Attitude. Do exemplify your answer (15)**

**Q8 Any Three (5x3)**

- a) Problem Recognition stage of Engel Kollat and Blackwell Model.
- b) Impact of Culture on Consumer Behavior.
- c) Motivation.
- d) Psychoanalytic Theory in understanding Consumer Behavior

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MBA  
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**4<sup>th</sup> Semester Regular Examination 2016-17**  
**LEADERSHIP AND TEAM BUILDING(LTB)**  
**BRANCH:MBA**  
**Time: 3 Hours**  
**Max Marks: 100**  
**Q.CODE: Z766**

**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 Leadership relates to a \_\_\_\_\_, while a leader is a \_\_\_\_\_  
A) Concept, Theory      B) Cultural trait, Behaviour  
c) Process, Person      D) All of the above
- b Which of the following has been identified as a source of power in leadership?  
A) Reward    B) Punishment    C) Legitimate referent  
D) All of the above
- c Mr. X is the only person in the company with expertise in the E-Commerce field. This source of power is called:  
A) Reward power      B) Knowledge power  
c) Reference power      D) None of the above
- d The more leaders are admired and respected, the more members \_\_\_\_\_ their behavior  
A) Resent B) Admire C) Imitate D) Endorse
- e Appropriate leader behaviors in a group are shaped by the \_\_\_\_\_ of the group.  
A) Traits B) Needs C) Behaviour D) Style
- f Which of the following types of leader is most likely to say whatever the group does is fine with him or her?  
A) Laissez fire leader B) Democratic leader  
B) Autocratic Leader D) Designated leaders
- g Which source of power comes from what others believe a member knows or can do?  
A) Expert power B) Referent power C) Legitimate power  
D) Designated power
- h Human communication that modifies the attitudes and behaviors of others in order to meet group goals and needs is the definition of:  
A) Leadership B) A leader C) Group goals D) Group dynamics
- i The examination of characteristics relating to leadership, such as enthusiasm, verbal skills, creativity, critical thinking ability, and self-confidence, is referred to as a:  
A) Traits approach B) Comunication approach  
B) Styles approach D) Situational approach

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LTB

- j) According to Fieldler's contingency theory, which of the following factors is most related to appropriate leader behaviors?  
A) Leader – Member relation B) Task structure  
B) Strength of leader position power D) All of the above  
C)

(2 x 10)

Q2

Answer the following questions:

- a) Define leadership
- b) Differentiate between a leader and a manager
- c) List out some factors that influence leadership style
- d) Define the term "team" and differentiate it from group
- e) What causes team failure
- f) What do you mean by a problem solving team
- g) How to make a team effective
- h) How to evaluate team building
- i) Explain organizational power
- J) What is group dynamics

Q3

A leader is developed and not born". Do you agree with this. Explain with reasons

(15)

Q4

What are the chief characteristics of the contingency approach to leadership. Outline the major features of contingency theory

(15)

Q5

In the context of modern organizations, discuss some aspects of the style of the present day leader managers

(15)

Q6

The term "model" rather than "theory" is deliberately chosen because situational leadership does not attempt to explain why things happen - Comment

(15)

Q7

Key to the concept of team is communication within the group - Comment. Explain the importance of goal setting for a team

(15)

Q8

What do you understand by the Managerial Grid? Is it possible to achieve the coordinates (9,9) on the grid-Discuss

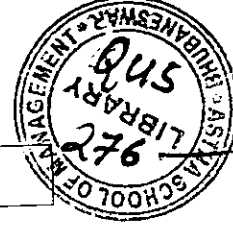
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MBA  
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4<sup>th</sup> SEMESTER REGULAR EXAMINATION 2016-17

STRATEGIC MANAGEMENT

BRANCH: MBA

Time: 3 Hours

Max Marks: 100

Q. Code: Z454

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

The figures in the right hand margin indicate marks.

(2x 10)

Q1

Fill up the gaps in the following questions

- a) Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all \_\_\_\_\_ activities of an organization  
i) Strategy formulation      ii) Strategy implementation  
iii) Long-range planning      iv) Short-range planning
- b) The \_\_\_\_\_ answers the questions "what do we want to become?" whereas \_\_\_\_\_ answers the question "what is our business?"  
i) Vision; Mission statement      ii) Short term objective; long term objective  
iii) Objective; strategy  
iv) Goals; objectives
- c) All of these, except \_\_\_\_\_ are the part of Porter's competitive forces in industry  
Potential entry of new competitors  
Bargaining power of the suppliers  
Development of substitute products  
Bargaining power of the unions
- d) \_\_\_\_\_ is adding new unrelated products or services to the product portfolio of the company  
i) Concentric diversification      ii) Conglomerate diversification  
iii) Horizontal integration      iv) Vertical integration
- e) \_\_\_\_\_ strategy would be effective when the new products have a counter cyclical sales patterns compared to an organization present products  
i) Forward integration      ii) Retrenchment  
iii) Horizontal diversification      iv) Market penetration
- f) In \_\_\_\_\_ scenario, a joint venture is likely to be more attractive than acquisition  
i) Horizontal integration      ii) Vertical integration  
iii) New market entry      iv) Large resource pool
- g) Divestment is a \_\_\_\_\_ kind of strategy  
i) An asset reduction strategy      ii) A weakness reduction strategy  
iii) A product reduction strategy      iv) A cost reduction strategy

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- h) Turnaround strategy involve change at \_\_\_\_\_ level of strategy  
i) Corporate ii) Functional  
iii) Operational iv) All levels
- i) Core competence leads to \_\_\_\_\_  
i) Competitive advantage ii) Synergy  
iii) Cost leadership iv) None
- j) \_\_\_\_\_ is one of the four quadrants of the BCG growth- share Matrix, where a SBU has a small market share in a rapidly growing industry.  
i) Star ii) Cash cow  
iii) Problem child iv) Dog

Q2 Answer briefly the following questions (2x10)

- a) State the competitive forces that a firm faces.  
b) Why a clear strategic intent is desirable?  
c) Write the hierarchical levels of strategic management.  
d) Why does strategic management fail?  
e) Differentiate between conglomerate and concentric diversification.  
f) Outline the hierarchy of strategic management  
g) Why strategic alliances are formed?  
h) Define cash cow.  
i) What is entrepreneurial mode of strategic decisions making?  
j) Name the 7s of Mckinsey 7-S framework.

Q3 Discuss the rationale behind Mergers and Acquisitions. Taking the help of a recent M & A, explain the various issues pertaining to the same. (15)

Q4 Discuss the importance and relevance of Business portfolio management. With a schematic diagram explain GE nine cell matrix. (15)

Q5 How strategic management process can be carried out smoothly? Discuss the steps involved in it. (15)

Q6 With a schematic diagram explain value chain analysis. Enumerate the various steps involved in it. (15)

Q7 Explain the barriers to strategic evaluation process. How that can be overcome? Discuss a few controlling techniques frequently used in the sphere of strategic management. (15)

Q8 Write short notes on- ( any three) (5x3)  
a) Balance score card  
b) Competitive advantage  
c) Joint venture  
d) Diversification