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Total Number of Pages : 02

Course: MBA

Sub Code: 18MBA302C

3rd Semester Regular/Back Examination: 2023-24

Employee Relations

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MM, MBA, RM

Time: 3 Hours

Max Marks: 100

Q. Code: N408

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :

(2 x 10)

- What is the purpose of social dialogue?
- How outsourcing impact industrial relations?
- What do you mean by employer's association?
- What is an industrial union?
- Why workers' empowerment is important?
- How neoliberalism impact employee relations?
- What are the levels of strategy in an organization?
- What do you mean by employee relations?
- What is Gandhi's thought on labour welfare?
- What do you mean by a craft union?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- How conventional approached shaped industrial relations system?
- Discuss the relevance and methods of workers' participation.
- Discuss the significance and principles of trade unionism.
- Elucidate how proactive HR policies shape the industrial harmony.
- How strategic decisions influence industrial relations?
- Discuss objectives and contents of code of conduct.
- Does employee relations is essential for organizational growth? Comment.
- Elucidate the structure and functions of ILO.
- Discuss the process and benefits of collective bargaining.
- Why the concept of "psychological contract" is gaining significance these days?
- Managing employee relations is an art. Analyze.
- Distinguish the approach of bi-partism and tri-partism.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What do you mean by strategic employee relations? Explain the proactive measures for maintenance of industrial peace and harmony. (16)
- Q4** What do you mean by industrial dispute? Explain the process of dispute resolution in industries. (16)
- Q5** Elucidate the grievances management system in India. What are the roles of different stakeholders in industrial harmony? (16)
- Q6** What are the recent changes and burgeoning challenges in employee relations globally? (16)

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Course: MBA
Sub-Code: 18MBA303C

3rd Semester Regular/Back Examination: 2023-24
SUBJECT: Compensation and Benefit Management
BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MM, MBA, RM
Time: 3 Hour
Max Marks: 100
Q.Code: N440

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

- Q1 Answer the following questions: (2 x 10)
- Define Compensation in your own words.
 - What is Wage Policy? Is it essential for the organization?
 - What is the need of the Incentive plan for the Organization?
 - Outline various types of fringe benefits?
 - What do you understand by Job Evaluation?
 - What is merit-based Pay? Is it essential?
 - What do you understand by payment by Results?
 - Write a short Note on Employee Stock Ownership Plans?
 - What are the Retirement benefits? Why it is required?
 - What are the Merits and Demerits of the Incentives?

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- Employee joins and continues in a firm because of Payment. Comment.
 - What is the significance of Compensation & Benefit Management? Explain.
 - Explain the components of Executive Compensations.
 - What are the Emerging Trends in Employees Compensation? Explain.
 - What are the criteria for wage fixation? Explain.
 - What are the consequences of pay dissatisfaction?
 - What is organizational compensation policy? How it is different from one organization to other?
 - Is recognition enough to motivate employees or does remuneration also matter?
 - Compare the time wage system with piece wage system.
 - How labor market factors affect the compensation administration?
 - What are the statutory Benefits which included in the Remuneration? Why these are important? Explain.
 - What is wage fund theory? Explain.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Describe the concept and importance of Job Evaluation. Discuss various methods of job evaluation. **(16)**
- Q4** Discuss the Organizational Responsibility regarding the Compensation program and critically examine the issues and current trends. **(16)**
- Q5** Classify different incentive schemes of an organization and their suitability in different context. Discuss the characteristics of ideal incentive schemes. **(16)**
- Q6** Compensation and Benefit Management is one of the critical aspects of the organization. Explain in detail. **(16)**

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Course: MBA

Sub Code: 18MBA304C

3rd Semester Regular / Back Examination: 2023-24

SUBJECT: Performance Management System

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MM, MBA, RM

Time: 3 Hour

Max Marks: 100

Q Code: N474

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) How periodic reviews are important in performance management?
- b) Write a short note on "Management by objectives".
- c) How communication is important in performance appraisal?
- d) What are the performance biases?
- e) Why training is important implication of performance management?
- f) How personality traits sometimes cause biasness in performance appraisal?
- g) What is performance based incentive?
- h) What is performance coaching?
- i) Write a short note on high performance culture?
- j) What is transparency in performance appraisal?

Part-II

Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Q2
- a) What are the innovative performance measures?
 - b) Discuss the role of internal and external equity in performance appraisal.
 - c) Discuss different types of pay for performance plans.
 - d) How to obtain and analyze important performance information?
 - e) Differentiate performance appraisal from potential appraisal.
 - f) Differentiate team based performance plans from individual performance plans.
 - g) How the legal frameworks affect the performance management system?
 - h) Explain the process of analyzing performance problems.
 - i) Differentiate systematic and personal obstacles in performance appraisal.
 - j) Discuss "do only what you get paid for"? How it is relevant in today's world?
 - k) Explain principles for defining performance measures.
 - l) Describe the guiding principles of performance management?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Elucidate the performance management system. What are the principles and implications of performance management? **(16)**
- Q4** Explain the concept of linking reward to performance. What are the strategies of managing performance? **(16)**
- Q5** What do you mean by KPA? Do you think this is advancement over traditional methods performance appraisal? How do you justify this? **(16)**
- Q4** Discuss the performance management system and key strategies adopted by a service sector firm. **(16)**

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Course: MBA
Sub Code: 18MBA301C

3rd Semester Regular/Back Examination: 2023-24

Manpower Planning

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MM, MBA, RM

Time: 3 Hours

Max Marks: 100

Q. Code: N645

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :

(2 x 10)

- What do you mean by staffing?
- What is the aim of behavioral interviews?
- How employee turnover can be identified?
- What do you mean by total manpower cost?
- Write a short note on skill inventory.
- State the techniques of HRP.
- Write a short note on trend analysis?
- How employees' dashboard helpful for manpower planning?
- Write a short note on under utilization of manpower.
- How manpower control and reviews works?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- What are the principles to be followed for effective human resource planning?
- How job analysis helps manpower planning?
- Business is a system of processes. Comment.
- Discuss the process of identification of manpower requirement.
- How manpower planning helpful in strategic management? Discuss.
- What are the obstacles causes manpower forecasting difficult?
- Differentiate between demands and supply forecasting.
- Explain the process of organizational competency building.
- How the macro factors influence workforce planning?
- Elucidate the use of technology in manpower planning.
- Explain the significance of strategic staffing.
- How the extant trends impact manpower decisions?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Discuss the micro and macro level purpose of manpower planning. How HR planning is linked to other functions of an organization? (16)
- Q4** Discuss how the mathematical and statistical techniques useful in manpower forecasting. (16)
- Q5** Define competency and competencies assessment. Outline the procedure of competency mapping. (16)
- Q6** Strategic manpower planning is crucial for sustainability of an organization. Critically examine with suitable example. (16)

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Course: MBA
Sub_Code: 18MBA301A

3rd Semester Regular/Back Examination: 2023-24

SUBJECT: Consumer Behaviour

BRANCH(S): BA, FM, FM&HRM, GM, HRM, LSCM, MM, MBA, MBA (A & M), MBA (M & F), RM

Time: 3 Hour

Max Marks: 100

Q.Code: N641

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Define attitude.
- What is family life cycle?
- What are the types of motivation?
- What is culture in CB?
- Who are netizens?
- What is gestalt theory?
- Define Blackbox.
- What is omni channel behaviour?
- What is perception in consumer behaviour?
- Define consumer behaviour.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Discuss the factors influencing consumer decision making.
- What is the role of social media in shaping consumer behaviour?
- What are the elements of culture that influence consumer behaviour?
- Write your views on changing consumer behaviour and its dynamics.
- What is psychoanalytic theory?
- What is the role of reference groups in consumer decision making?
- Discuss value and life style (VALS).
- What are the components of attitude? Discuss their importance in consumer behaviour.
- How is the consumer behaviour different in online and offline market?
- What is the role of social class in consumer behaviour?
- What is Cross cultural understanding? Explain.
- What is opinion leadership process?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Discuss the Engel Kollat Blackwell Model. (16)
- Q4** Critically evaluate the learning theory influencing most on consumer behaviour. (16)
- Q5** Needs are not created by marketers, they pre-exist. Critically discuss. (16)
- Q6** Outline the diffusion and adoption process of innovation with suitable examples. (16)

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Course: MBA
Sub_Code: 18MBA302A

3rd Semester Regular/Back Examination: 2023-24

SUBJECT: Sales & Distribution Management

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM,MM,MBA,MBA(A&M), MBA(M & F), RM

Time: 3 Hour

Max Marks: 100

Q.Code : N389

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What is sales management?
- Write two objectives of sales management.
- Define training.
- Who is a sales force?
- What is distribution management?
- Why is distribution management important?
- What is stock turnover ratio?
- What is logistics management?
- Define retailing.
- What do you mean by Online marketing?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Explain the various functions of sales management.
- How is sales organization set-up? Discuss with examples.
- Discuss the stages involved in the selling process.
- Distinguish between recruitment and selection of sales force.
- Give a brief note on salesforce management.
- Explain the concept of sales analytics.
- How customer is oriented marketing channel designed? Explain with example.
- Give a brief note on management of channel behaviour.
- What is dealer stocking? Why is it important? Discuss.
- Explain retail logistic planning with suitable example.
- Give a brief note on inventory management decisions.
- Explain supply chain management in Online marketing.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Why are sales force training needed? How are they motivated and compensated? Discuss about the sales force management. (16)
- Q4** How is territory of sales force designed and managed? Discuss about the evaluation of sales force highlighting on sales budget. (16)
- Q5** What is channel conflict? What are its sources? Explain in detail channel conflict management. (16)
- Q6** "Transportation decision is important in logistics management". Illustrate in the light of supply chain management. (16)

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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA304A

3rd Semester Regular/Back Examination: 2023-24

SUBJECT: Service Marketing

BRANCH(S): BA, FM, FM&HRM, GM, HRM, LSCM, MM, MBA, MBA (A & M), MBA (M & F), RM

Time: 3 Hour

Max Marks: 100

Q.Code: N446

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What do you mean by "Zone of Tolerance"?
- What do you mean by service Product?
- What is Moment of truth?
- Differentiate between standardization and customization.
- Define and explain customer life time value.
- How remote encounter is different from face to face encounter?
- What are the components of service marketing triangle? Sketch their relationship.
- Differentiate between augmented service and potential service. Give example.
- What are the additional 'P's in Service Marketing? How do they differentiate products and services?
- Can service be packaged? Justify your answer.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Discuss Branding and Packaging of Services.
- What is Service Marketing? Explain its basic characteristics.
- Discuss marketing challenges in service Business.
- What are the various ways by which service can be classified? Discuss.
- When a guest checks into a luxury five-star hotel, what are the different points at which he or she is likely to have a service encounter? Explain.
- Explain the role of visibility in service design.
- How can a service marketer make use of data mining to improve its performance?
- Define service quality. Explain the GAP Model of service quality in the context of Indian Railways.
- Explain the process of service delivery by "Zomato".
- Why service providers link employee satisfaction and customer satisfaction to company's profit? Justify the inter-relatedness with example.

- k) The service scape creates a mood, an attraction or a desire to visit the service provider. Explain with examples.
- l) Companies often find pricing of services more difficult than pricing of goods. Explain various approaches for pricing of services.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What is SERVQUAL? Using this scale how can you measure and compare public and private hospitals of your city? Explain appropriate components of each scale. **(16)**
- Q4** What do you mean by service blue printing? Map a flow chart or service blue print of an Automated Teller Machine (ATM) for delivery of cash. **(16)**
- Q5** "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. **(16)**
- Q6** Explain the role of CRM and outline the customer retention strategies in service marketing in the context of hotel industries. **(16)**

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Course: MBA
Sub_Code: 18MBA303A

3rd Semester Regular/Back Examination: 2023-24

SUBJECT: Digital Marketing

BRANCH(S): BA,FM,FM&HRM,GM,HRM,LSCM,MM,MBA,MBA (A & M),MBA (M & F),RM

Time: 3 Hour

Max Marks: 100

Q.Code: N425

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What is digital marketing?
- What is SEM?
- Who is a digital consumer?
- What are the different types of digital marketing?
- What is web analytics?
- Give two examples of digital community.
- What do you mean by SEO?
- What is PPC?
- What is email marketing?
- What is affiliate marketing?

Part-II

Q2 Only Focused-Short Answer Type Questions: (Answer Any Eight out of Twelve) (6 x 8)

- Briefly describe different types of SEO.
- Describe the benefits of Paid, Owned and Earned Media (POEM) framework.
- Briefly describe digital marketing landscape.
- What are the advantages and disadvantages of social media advertising?
- Briefly describe Audience Analysis and Acquisition Analysis.
- How do you manage CX in digital marketing?
- Write a short note on mobile marketing.
- Briefly describe different Ad placement techniques.
- What factors would you like to consider before creating a digital community?
- Briefly describe on page and off page SEO techniques.
- Illustrate how consumer segmentation and positioning is done through online tools.
- Affiliate marketing helps in creating strategic partnership. Explain.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What is mobile marketing? Describe different mobile advertising formats. (16)
- Q4** Describe key drivers of digital marketing in India with statistical inputs. (16)
- Q5** What is Google Analytics? Explain the process of Google ad campaign. (16)
- Q6** What are the different types of blogs? Describe blogging as a digital marketing strategy. (16)

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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA301B

3rd Semester Regular/Back Examination: 2023-24

SUBJECT: Security Analysis and Portfolio Management

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, LSCM, MM, MBA, MBA (M & F), RM

Time: 3 Hour

Max Marks: 100

Q.Code: N636

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Explain in brief the four characteristics of Investment.
- What do you mean by trade-off between risk and return?
- Who are the four types of speculators?
- Explain the concept of Short sale with an example.
- What is Beta? How is it interpreted?
- What happens to the risk of a portfolio as more and more securities are added to it?
- Security A has a beta of 0.60 and Security B has a beta of 1.25. Calculate the expected return for these securities, assuming that the risk free rate is 5% and the expected return of the market is 12%.
- What do you mean by Efficient Market Hypothesis?
- What do you mean by Support level and resistance level?
- What are the needs of evaluating portfolio?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- What is Systematic risk? Discuss the elements of systematic risk.
- Distinguish between business risk and financial risk.
- A stock costing Rs. 300 does not carry any dividend. The possible prices the stock might sell at the end of the year and the probability of each are:

| Possible prices | probability |
|-----------------|-------------|
| 250 | 0.10 |
| 270 | 0.25 |
| 300 | 0.35 |
| 350 | 0.20 |
| 400 | 0.10 |

- What is the expected return?
- What is the variance of the returns?

- d) Discuss about the basic principles of technical analysis.
- e) Explain Japanese candlesticks through diagram.
- f) How many parameters should be estimated to analyse the risk-return profile of a 60-stock portfolio using Markowitz model and Sharpe single index model?
- g) What are the methods for evaluation of portfolio? Explain.
- h) Explain the concept of Elliot Wave theory.
- i) Distinguish between Fundamental analysis and Technical analysis
- j) "Company analysis is the final stage of fundamental analysis". Discuss the main components of such company analysis.
- k) Explain with a diagram and appropriate pricing model you would evaluate the pricing of securities
- l) Explain with example 'constant rupee value plan'.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** The current price of stock A and stock B are Rs. 80 and Rs. 60 respectively. At the end of the year, the price of stocks A and B and their associated probabilities are given as follows. Which stock you should buy? **(16)**

| Stock A | Stock B | Probability |
|---------|---------|-------------|
| 74 | 55 | 0.30 |
| 80 | 60 | 0.40 |
| 85 | 66 | 0.30 |

- Q4** An investor has analysed a share for a one year period. The share is currently selling for Rs. 42.00. It does not pay dividend. There is fifty-fifty chance that the share will sell at Rs. 65 or Rs. 75 by the year end. **(16)**

- i. Find the expected return and risk.
- ii. If 250 shares are acquired with 80% of borrowed funds, what would be the return and risk for this deal? Assume the cost of borrowed funds as 12%.

- Q5** Discuss the need for revision of portfolio, its constraints and portfolio strategies. **(16)**

- Q6** Write short notes on any two: **(8x2)**
- i. Dow Theory
 - ii. Fama's Net selectivity
 - iii. Markowitz Model

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Course: MBA
Sub_Code: 18MBA302B

3rd Semester Regular/Back Examination: 2023-24

SUBJECT: Financial Derivatives

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, LSCM, MM, MBA, MBA(M&F), RM

Time: 3 Hour

Max Marks: 100

Q. Code: N404

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions with examples:

(2 x 10)

- What do you mean by "Arbitrage"?
- What is standardization?
- Differentiate between call and put options.
- What is financial swap?
- What is a forward contract?
- Differentiate between spot price and exercise price.
- Why does convergence occur?
- Is buying the call same as writing a put?
- Is margin applicable only to future contracts? Justify.
- What do you mean by pricing of an option?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- "Forward contracts are zero-sum games". Explain the statement.
- Describe the key types of Financial derivatives in India.
- Explain the concepts of ITM, ATM and OTM.
- Write a note on interest rate forward.
- Explain how combination is different from spread.
- Explain how a Forward contract is settled.
- What are the uses of Options?
- What are the different ways to manage risk?
- Critically examine the factors contributing to the growth of Financial Derivatives.
- Write a note on three different types of Option styles with examples.
- Explain with example "Cost of carry Model".
- Analyze the major risks that occur in Financial markets.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Who are the traders in a derivative market? Discuss their role in the market. (16)
- Q4** What do you understand about the Margin System? Explain it. (16)
Suppose the Gold futures contract size is 100gms
Investor buys one December Gold futures on 1/11/2023 at Rs500/gm.
Find the value of contract, Initial Margin (assuming it to be 10%) and Maintenance Margin at 75%.
Set up a Buyer's Margin Account if the closing prices of gold /gm is as follows:
Rs 500, 506, 498, 490, 492, 487, 494, 502, 510 and 520.
- Q5** What are Option Combinations? Explain the same with setting up of pay off tables for any of the combinations with imaginary data. (16)
- Q6** Explain with the help of a suitable example the mechanism of cross currency swap. (16)

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Course: MBA
Sub_Code: 18MBA303B

3rd Semester Regular/Back Examination: 2023-24

Advanced Management Accounting

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, LSCM, MM, MBA, MBA (M & F), RM

Time: 3 Hour

Max Marks: 100

Q.Code : N435

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What is the relevance of Angle of Incidence?
- Define Cost centre and profit centre.
- What constitutes overhead? Write down various classifications of Overhead.
- Distinguish between Product cost and period cost
- In which type of costing the concepts of abnormal gain or loss come into picture? What is the formula for calculating abnormal gain?
- Classify the cost on the basis of behaviour with example.
- What is the meaning of cost driver?
- What is ZBB? Write two advantages.
- What is activity based costing?
- What is material mix variance? Why does it occur?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- What is meant by methods of costing? Discuss any two methods.
- What are techniques of costing? Explain one technique commonly used by management.
- What is process costing? What are the features of Process costing? Give examples of four industries in which it is generally applied.
- Distinguish between Job costing & Contract costing. Explain various methods for calculation of notional profit in contract costing.
- What are the advantages of setting up of budgetary control in a manufacturing company?
- What are merits of Flexible budget?
- Which items are not included while computing total cost of goods or services?
- The standard material required manufacturing one unit of product A is 5 Kg and the sale price per kilogram of material is Rs. 3. The cost records reveal that 16,000 Kg of material costing Rs. 52,000 were used for producing 3000 units of product A. Calculate the variances.

- i) A factory produces 100 units of a commodity. The cost of production is as follows:
 Materials : Rs. 10,000
 Wages : Rs. 5,000
 Direct Expenses: Rs. 1,000
 Factory overheads are 125% on wages, and office overheads are 20% on works cost.
 Expected profit is 25% on sales. Calculate the price to be fixed per unit
- j) From the following data, calculate (a) P/V ratio, (b) Variable cost and (c) profit
 Sales Rs. 1,00,000
 Fixed Expenses Rs. 20,000
 BEP Rs. 50,000
- k) Write a short note on Functional budgets.
- l) What are techniques of costing? Explain one technique commonly used by management.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** The following data relate to the produce of a standard product during the month of December 2023 (16)

| | |
|-----------------------|------------------------|
| Raw Material Consumed | Rs.80,000 |
| Direct wages | Rs. 4,000 |
| Machine hours worked | 9,000 Hrs |
| Machine hour rate | Rs. 4.00 |
| Office overheads | 10% of works cost |
| Selling overheads | Rs. 1.50 per unit sold |
| units produced | 4,000 |
| units sold | 3600 @ Rs. 50 each |

You are required to prepare a cost sheet in respect of the above showing:

- (a) Cost per unit
 (b) Profit for the period

- Q4** In a purely competitive market, 10000 pocket computers can be manufactured and sold and a certain profit is generated. It is estimated that 2000 pocket computers need be manufactured and sold in monopoly market to earn the same profit. Profit under both the condition is targeted at Rs. 20,00,000/-. The variable cost per unit is Rs.1000.00 each. And total fixed cost is Rs. 3,70,000/-.Find the sales Price per unit. (16)

- Q5** Compare and contrast among Financial Accounting, Cost Accounting, and Management Accounting. (16)

- Q6** Write short notes on (8x2)
 a) Balance Score card
 b) EVA

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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA304B

3rd Semester Regular/Back Examination: 2023-24

SUBJECT: Project Appraisal and Financing

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, LSCM, MM, MBA, MBA (M & F), RM

Time: 3 Hour

Max Marks: 100

Q. Code: N449

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Define 'Project'. What are its characteristics and elements?
- What are the skills and attributes required for a project Manager?
- Mention the 'project life cycle' phases
- Write a short note on 'Technical appraisal of projects'.
- Explain the Zero based approach.
- What are components that constitute the capital cost of the project?
- List out facts of project analysis
- Discuss the UNIDO approach.
- What is the purpose of project evaluation?
- What is Project Termination?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What are the factors determining initial selection of Project ideas?
- What is the role of tax planning for project investment decision?
- How is detailed project report prepared? Explain.
- Define Project identification. Discuss the criteria for selecting/identifying any particular project.
- How does SWOT analysis help in identification and selection of a project opportunity?
- What do you understand by environmental appraisal of a project?
- Describe the Project appraisal. State and discuss the techniques of project appraisal.
- Explain the mechanism and criticism of social cost benefit analysis.
- Explain the role of financial institutions in project finance. Also write kind of appraisal is done by them.
- Discuss the important aspects of technical appraisal.
- Define Project evaluation. Explain the various methods of project evaluation.
- What tools are available to the project manager to use in monitoring and controlling a project? Identify some characteristics of a good control system.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What types of information are required to study the commercial feasibility of a project? As a project manager how will you analyze these in formations? Discuss. **(16)**
- Q4** What is Project appraisal? Explain the various appraisal methods and tools to accept or reject the project. **(16)**
- Q5** What are the various sources of finance available for the projects in India? Describe briefly the various means of financing of project. **(16)**
- Q6** Briefly explain the techniques, with one example each, used in evaluating the investment proposals under uncertainty in order to choose the best project. **(16)**

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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA304E

3rd Semester Regular Examination: 2023-24

SUBJECT: Managing Digital Platforms

BRANCH(S): GM, MBA

Time: 3 Hour

Max Marks: 100

Q.Code: N605

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What are the different types of digital platforms?
- What is channel optimization?
- Which Digital platform technologies you will prefer to invest in and why?
- Why is Facebook said to as a popular social networking platform
- What are intellectual properties in digital economy?
- What are pricing policies in the future of digital platforms?
- How does AI enhance user experiences online?
- What's the role of blockchain in digital platform security?
- What's the impact of the metaverse on digital platforms?
- Address one challenge of data privacy in the digital landscape.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What are the different types of digital platforms? Explain.
- What emerging technologies are fueling innovation in digital businesses?
- Highlight one major challenge faced by modern digital enterprises.
- Discuss the importance of intellectual properties in the Digital Economy.
- What is a CTO's (Chief Technology Officer) function and responsibility when it comes to organizing the organization's digital platform environment?
- Describe the effects of the Internet and cloud computing on an organization's business processes. Give examples to help make your response and the concepts clear.
- What is meant by cross media marketing strategy?
- What is the role of self-branding strategies in digital marketing?
- In the context of digital platforms, explain the role of user-generated content and its influence on audience engagement.
- In what ways are augmented reality (AR) and virtual reality (VR) shaping the user experience on digital platforms?

- k) How are businesses adapting their digital strategies to meet the evolving expectations of Generation Z consumers?
- l) How are modern enterprises leveraging artificial intelligence in their digital ecosystems?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Explain the concept of cross-media marketing and its role in creating a cohesive brand experience. (16)
- Q4 Discuss inter platform competition and intra platform competition and examine how leading companies have overcome competition. (16)
- Q5 What exactly is digital media optimization? What are the various methods and techniques for optimizing digital media? (16)
- Q6 If digital platforms were unregulated, examine the potential pros and cons for society and businesses. Provide examples to illustrate effects on user experiences, ethics, and the broader digital landscape. (16)

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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA303E

3rd Semester Regular Examination: 2023-24
SUBJECT: E-Commerce and Digital Markets
BRANCH(S): GM, MBA
Time: 3 Hour
Max Marks: 100
Q.Code: N575

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Differentiate between e-commerce and e-business.
- Explain two B2B e-commerce models with examples.
- How does e-commerce impact the global economy?
- Compare two popular digital marketing channels.
- Write two security features used in electronic payment processing.
- What is the role of a digital signature in e-commerce transactions?
- Define e-CRM and its benefits for businesses.
- What are the different types of payment gateways?
- What is intermediation and dis-intermediation in E-Commerce?
- What are the social and behavioral issues associated with E-Commerce?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Explain the concept of supply chain management in e-commerce and its importance.
- What are the key differences between a brick-and-mortar store and an online store in terms of strategy and operations?
- Describe the impact of mobile technology on the growth of e-commerce.
- List two key metrics used to measure the success of an e-business website.
- How can e-commerce businesses personalize their marketing efforts to improve customer engagement?
- What are digital currencies and how do they work? What are the advantages and disadvantages of using digital currencies?
- Compare and contrast paid advertising options like Pay-Per-Click (PPC) and affiliate marketing.
- Explain the role of search engine optimization (SEO) in driving organic traffic to an e-commerce website.

- i) What are the benefits and challenges of using social media for e-commerce marketing?
- j) Discuss the concept of data privacy and its importance in online transactions.
- k) A local bakery experiencing high foot traffic wants to launch online delivery but lacks technical expertise. What are the potential benefits and risks for the bakery in venturing into online delivery?
- l) A new eco-friendly cleaning product brand struggles to compete with established manufacturers in traditional brick-and-mortar stores. Explain how e-commerce could be a strategic advantage for this brand, considering their niche market.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Present your viewpoints about the impact of e-commerce on traditional retails sector. Considering pros and cons. (16)
- Q4 Compare and contrast two popular digital payment methods (e.g., credit cards, digital wallets) in terms of security, convenience, and transaction fees. Explain which method you would recommend for a specific type of e-commerce business and why. (16)
- Q5 Describe the concept of online marketplaces and their role in e-commerce. Discuss the advantages and disadvantages for businesses to sell through online marketplaces compared to operating their own e-commerce websites. (16)
- Q6 Explain about the growth of E-business entrepreneurship in India. View, how these Businesses add value to Indian economy as well as ease the customer's convenience. (16)

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Course: MBA
Sub_Code: 18MBA302E

3rd Semester Regular Examination: 2023-24

SUBJECT: Business Analytics

BRANCH(S): GM, MBA

Time: 3 Hour

Max Marks: 100

Q.Code: N543

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) Who is a Business Analyst? Define.
- b) What is Business Analytics and Optimization?
- c) What is R-Studio used for?
- d) How many data types are there? Explain.
- e) What are the different data structures in R? Briefly explain them.
- f) What are the tools used to address the business problems?
- g) Name some packages in R, which can be used for data imputation.
- h) Which locations are offered by Excel to open a file?
- i) What are the three types of frequency distributions? Explain.
- j) What is the role of data visualization in managerial decision-making?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Is Python better than R? Explain with reason.
- b) How can data be distributed? What is an example of a data distribution?
- c) What are the steps to build and evaluate a linear regression model in R?
- d) What is a Non-Parametric Test? Explain different types of Non-Parametric Tests.
- e) We know Python is all the rage these days. But to be truly accepting of a great technology, you must know its pitfalls as well. Explain.
- f) What is the main purpose of data validation? What is the importance of the validation rule?
- g) How to do regression with SPSS? How do you calculate correlation and regression in SPSS?
- h) What is data storytelling and visualization? What are the different steps to visual data storytelling?
- i) Explain the data slicing method. Which function is used for slicing the rows of a Data Frame?

- j) What is a rattle in R used for? What version of R works with rattle? Explain.
- k) Which regression technique is used in SPSS? Which regression model is most used?
- l) What are t-tests () in R? What is the use of With () and By () functions in R?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Can SPSS be used for confirmatory factor analysis? How do you report factor analysis results in SPSS? How do you interpret factor analysis? (16)
- Q4 What is Business Analytics and optimization? What are the three main components of Business Analysis? (16)
- Q5 "Analysis of qualitative data is best described as a progression, not a stage; an ongoing process, not a one-time event" - Discuss. Why and how are categorization and classification not seen separately in qualitative data analyses? (16)
- Q6 Compute Product Moment Correlation (r) and Rank Difference Correlation (p) between the following sets of scores: (16)
X: 50,42,51,26,35,42,60,41,70,55,62,38
Y: 62,40,61,35,30,52,68,51,84,63,72,80

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MBA
18MBA301E

3rd Semester Regular/Back Examination: 2023-2024

Data Mining For Business Decisions

BRANCH: GM, MBA

Time: 3 Hours

Max Marks: 100

Q.Code: N514

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Distinguish between Data Mining and Data science.
- Name any four basic techniques performed by Data mining.
- What are the two types of predictive modelling?
- What is statistical data mining?
- Association mining falls under which category of data mining?
- What is the need of Apriori algorithm?
- What is an FP Tree?
- What are the various types of measures used in classification?
- How to differentiate between recall and precision?
- What is data transformation? Why is it required?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What are the different stages of data mining process? Explain with diagram.
- What is data cleaning? Is it same as data preprocessing?
- Which algorithms are used for dimension reduction?
- Explain with example the process of Market Basket Analysis.
- Explain what the importance of cross validation is and how it improves the performance of the models?
- What are the different types of data cube operations?
- What is the significance of data visualization? Name four different tools which are used for data visualization in R/Rattle or Python.
- Differentiate between regression and classification.
- How can you apply data mining in healthcare application?

- j) What is the role of Gini index in building a decision tree?
- k) Draw a Box-and-Whisker plot for the data set {3, 7, 8, 5, 10, 12, 15, 23, 15, 18, 14}. Determine the value of interquartile range.
- l) How can you differentiate between Euclidean distance and Manhattan distance? Explain with an example.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain in detail about the different schemas used in multi-dimensional data mining. Provide the examples for star schema and snowflake schema. **(16)**
- Q4** Explain how the Apriori algorithm is used to find frequent item sets in association rule mining process when applied to large databases. Discuss the steps involved and challenges faced in discovering meaningful associations. **(16)**
- Q5** Consider the following binary classification problem where a machine learning model has been trained to distinguish between spam and non-spam emails. The confusion matrix for the classifier is given below. Compute the following performance measures: **(16)**

(i) Accuracy (ii) Precision (iii) Recall (iv) Specificity (v) F1 score

| | Predicted non-spam | Predicted spam |
|-----------------|--------------------|----------------|
| Actual non-spam | 850 | 50 |
| Actual spam | 30 | 120 |

- Q6** Compare and contrast the advantages and disadvantages of Decision Tree, Bayesian, and Neural Network classifiers. Provide insights into situations where each type of these classifiers might be preferred. **(16)**

Registration No:

Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA301D

3rd Semester Regular/Back Examination: 2023-24
SUBJECT: Supply Chain Management and Logistics
BRANCH(S): BA,FM,FM&HRM,GM,HRM,MM,MBA
Time: 3 Hour
Max Marks: 100
Q.Code : N387

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) Explain the term Line -Haul Rate.
- b) Explain the principle of Milk run.
- c) What do you mean by bonded warehouse?
- d) What is vendor managed Inventory?
- e) Distinguish between Vendor rating and Vendor Evaluation.
- f) What do you mean by Fourth Party Logistics?
- g) What are the internal challenges of SCM?
- h) What do you mean by supply chain strategy?
- i) What are the benefits of Containerization?
- j) What do you mean by cross docking? Why cross docking is needed?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) What is bullwhip effect and how does it relate to lack of coordination in Supply Chain?
- b) Identify factors to be considered while designing a distribution network.
- c) Discuss facility decision in detail with the help of a suitable example.
- d) What is warehousing? Explain different functions for which warehouse can be used other than storage.
- e) Explain the current trends and technologies adopted in supply chain outsourcing.
- f) What are the five dimensions of SCM? Explain.
- g) Explain the role of transportation in SCM.
- h) Explain role and importance of reverse logistic in contemporary supply chain.
- i) Differentiate with importance and features of insourcing and Outsourcing.
- j) Write short notes on SCORE Model 4.
- k) What are the benefits of Containerization? Explain its advantages.
- l) What do you mean by Contract? Explain the benefits of Long Term contracts.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 (a) What are the basic types of 3PL firms and which are in most prevalent users? (8)
(b) Discuss concept and benefits of automated warehousing system. (8)
- Q4 What are the various types of forecasting Techniques? Discuss their relative advantages and disadvantages in SCM perspectives. (16)
- Q5 What do you mean by supply chain performance? Explain the importance of balanced scorecard in the measurement of supply chain performance. (16)
- Q6 Discuss the role of Information technology in supply chain. What is the impact of e-business in supply chain? Give any example to support your answer. (16)

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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA302D

3rd Semester Regular/Back Examination: 2023-24
SUBJECT: Pricing and Revenue Management
BRANCH(S): BA, FM, FM&HRM, GM, HRM, MM, MBA
Time: 3 Hour
Max Marks: 100
Q. Code: N422

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions with examples: (2 x 10)

- What is dynamic pricing?
- What is skimming pricing? Give an example.
- What is penetration pricing? Give an example.
- Define Oligopoly.
- What is monopolistic competition?
- Explain Opportunity cost.
- Why is simulation necessary?
- What do you mean by peak load pricing?
- Why is cost-revenue trade off so important today?
- Name some service sectors where dynamic pricing is followed.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What are the steps involved in setting the price of a product?
- Explain single product dynamic pricing model with replenishment.
- Discuss the different types of pricing of products and services.
- Explain in detail multi product and multi-source pricing.
- Explain how price is determined under perfectly competitive market.
- Explain through a diagram how price is determined under monopoly.
- Explain the features of oligopoly and monopolistic markets.
- Explain the different types of controls.
- Discuss the theory of optimal network control.
- What are the methods involved in bid-price control.
- How is revenue management undertaken in case of airlines? Explain.
- What is generic pricing? What strategies are followed in generic pricing?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 What is LPP? Explain the assumptions and applications in adopting a pricing policy. (16)
- Q4 What factors would you consider to determine the pricing policy and what are its objects? (16)
- Q5 Explain the revenue management practices applied to hotels and hospitals. (16)
- Q6 Write short notes on the following. (16)
- a) non optimality of bid price control
 - b) structure of optimal control

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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA303D

3rd Semester Regular/Back Examination: 2023-24
SUBJECT: Operations Strategy
BRANCH(S): BA, FM, FM&HRM, GM, HRM, MM, MBA
Time: 3 Hour
Max Marks: 100
Q.Code: N646

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) How operations strategy helps in improving business?
- b) Explain "Speed" as performance objective.
- c) What do you mean by variety focus?
- d) What is capacity-lagging strategy?
- e) Give four important factors influencing the choice of location.
- f) Give two points each in favour and against the outsourcing.
- g) What do you mean by automation in process technology?
- h) Give an example of process technology investment to improve the quality.
- i) What do you mean by value chain analysis?
- j) What do you mean by fourth party logistics (4PL)?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Discuss the importance of operations strategy.
- b) Differentiate between the content and the process of the operations strategy.
- c) Discuss the performance objectives of operations.
- d) What are the important issues which shall be considered while changing the capacity level?
- e) What is process technology strategy?
- f) What is strategic importance of product/service development?
- g) What do you mean by forward and backward vertical integration?
- h) Discuss the strategic risks involved in outsourcing.
- i) Discuss the supply network strategy.
- j) What are Lean operations?
- k) What do you mean by breakthrough or innovation-based improvement.
- l) Discuss the environmental sustainability strategy.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain in details the operations strategy. Discuss the operations strategy matrix with an example. (16)
- Q4** What do you mean by capacity strategy? Discuss the factors influencing the timing of capacity change. (16)
- Q5** Discuss the operations strategy analysis for product/service development in details. (16)
- Q6** Discuss the meaning and elements of Total Quality Management (TQM). Explain how TQM, fits into operations strategy. (16)

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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA304D

3rd Semester Regular/Back Examination: 2023-24
SUBJECT: Sales and Operation Planning
BRANCH(S): BA, FM, FM&HRM, GM, HRM, MM, MBA
Time: 3 Hour
Max Marks: 100
Q.Code: N491

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Give two distinguishing factors of manufacturing and service organisations.
- Give two factors influencing operations planning.
- Define forecasting error.
- What is seasonal influence in demand forecast?
- What is capacity cushion?
- Give two examples of business functions used in formulating aggregate plan.
- Give two objectives of MRP.
- What is dependent demand?
- What is dispatching?
- What is theory of constraints?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What do you mean by Sales and Operations Planning?
- What are the objectives of operations planning and control?
- Draw a comparison between the operations planning and control for manufacturing and service Organisation.
- Differentiate between operations planning and operations control.
- Discuss the factors influencing the make or buy decision.
- Discuss the various capacity alternatives.
- What do you mean by materials requirement planning (MRP)?
- Discuss few reasons for which the capacity planning fails.
- What do you mean by operations scheduling?
- Discuss the forward scheduling and backward scheduling as scheduling approach.
- Discuss the characteristics of labour-intensive operations.
- What do you mean by master production scheduling (MPS)?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain your understanding of demand forecasting and discuss the major factors influencing the demand forecast. Discuss the various qualitative method for demand forecast. **(16)**
- Q4** Explain the role and need of aggregate planning. Discuss in details the different aggregate planning strategies. **(16)**
- Q5** Discuss the need and purpose of operations scheduling. The following table gives information about five jobs to be done. **(16)**

| Job | Processing Time | Due Time |
|-----|-----------------|----------|
| 1 | 6 | 9 |
| 2 | 2 | 6 |
| 3 | 3 | 18 |
| 4 | 4 | 11 |
| 5 | 5 | 8 |

- Use (i) Shortest Operations Time (SOT) and (ii) Critical Ratio rule to find the following
- Optimal Sequence
 - Mean Flow Time
 - Average Tardiness

- Q6** What is Enterprise Resource Planning (ERP)? Discuss how ERP can be used in operations planning and control. **(16)**