

Registration No :

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Total Number of Pages : 02

MBA
18MBA402A

4th Semester Regular / Back Examination : 2021-22

Product & Branding Management

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

Time : 3 Hour

Max Marks : 100

Q.Code : J221

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 :

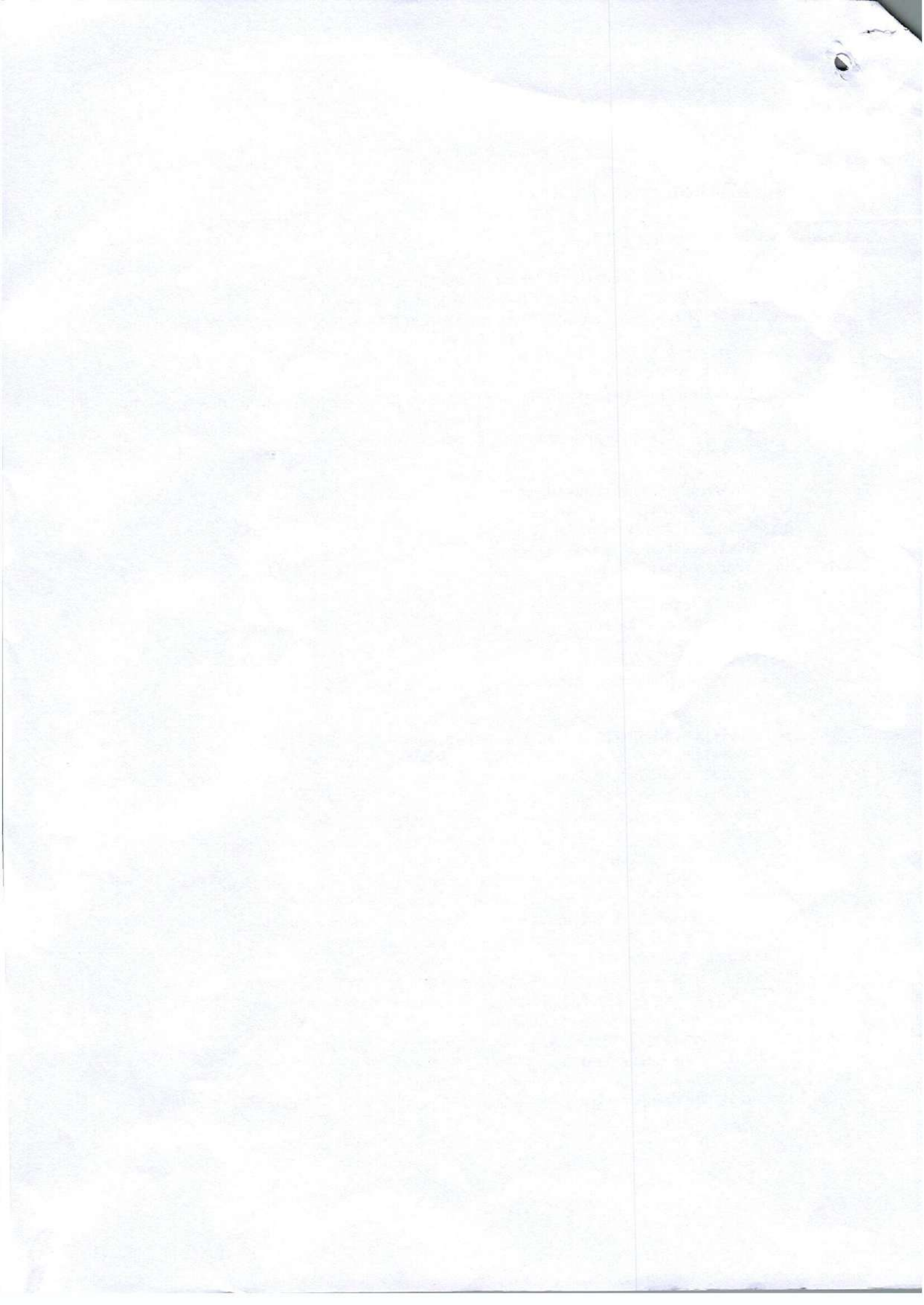
- What is branding?
- What do you mean by brand prism?
- What do you mean by branding ethics?
- What is brand extension?
- Explain the concept of brand hierarchy.
- Explain brand identity.
- What is brand attitude?
- What do mean by brand association?
- What is brand endorsement?
- What do you mean by online branding?

(2 x 10)

Part-II

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

- A brand is much more than a product. Explain
- "Brand loyalty is an asset." Discuss
- How are the Brand image and Brand personality interrelated?
- Co-branding includes strategic alliance.' Is it true? Discuss various types of Co-branding in detail.
- A leading firm in the 'Fast Moving Consumer Goods' sector found through researchers that there is vast potential in the branded flour (atta) market that could be tapped. On the basis of this company decides to enter the market. Discuss the process of designing the positioning strategy for the product.
- How can you build a brand's image? Discuss with suitable examples.
- Explain the concept and significance of Brand architecture with examples.
- Discuss Brand Valuation in detail.
- Explain the various issues involved in managing brand equity.
- What are the desirable qualities of a Brand Name? Elaborate with suitable examples
- Explain the different strategies for Brand Revitalization

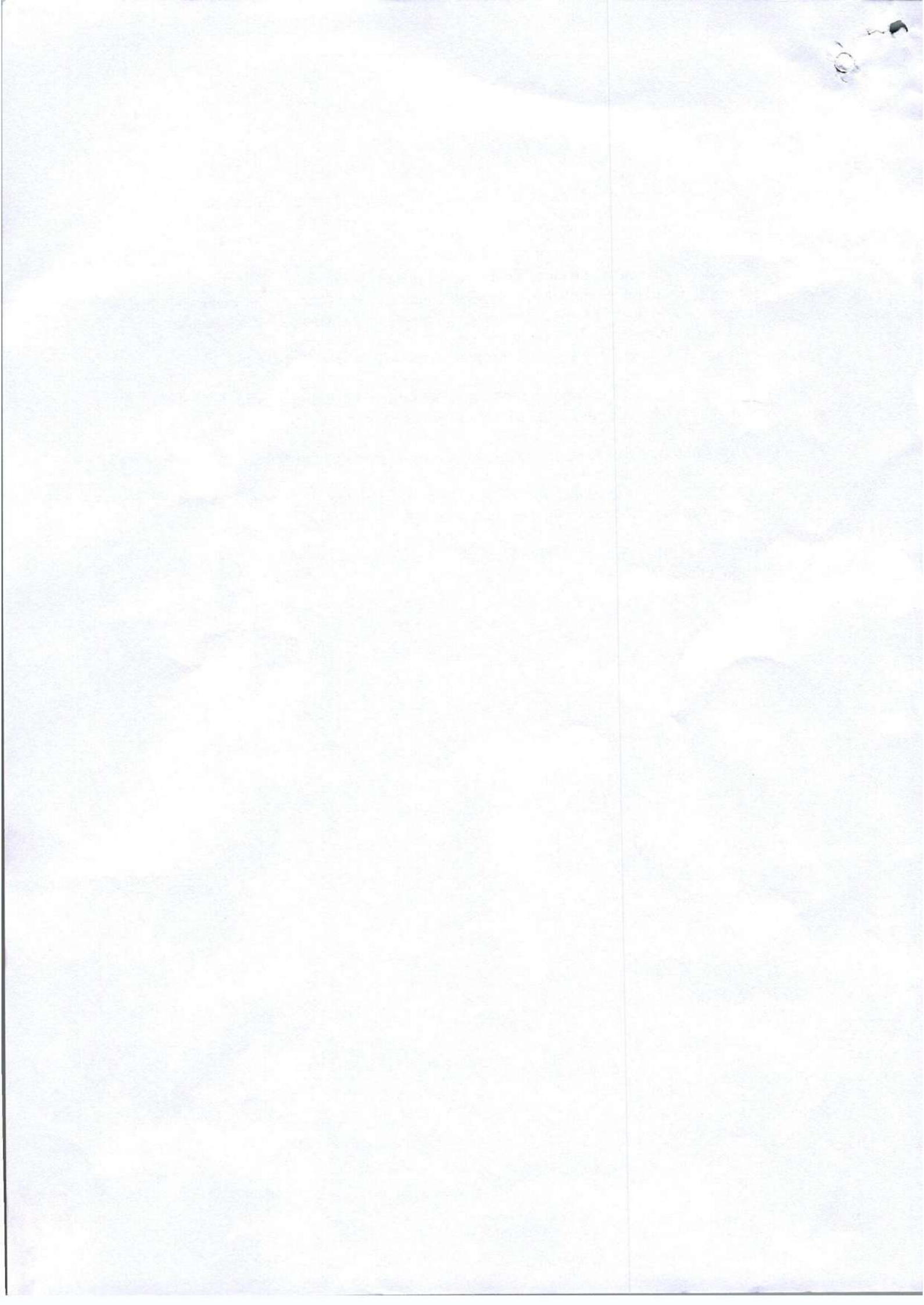


- l) What kind of role does the consumer play in building a brand? Substantiate your answer with an illustration.

Part-III

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

- Q3** Identify a fading brand. What suggestions can you offer to revitalize its brand equity? Discuss the different approaches and strategies which would seem to offer better return on investment. (16)
- Q4** a) Identify four established global brands. Explain the reasons for the global success of the brands you choose. (8)
- b) Highlight the importance of the following elements in building a Brand:
• Brand symbol • Brand Logo • Packaging • Slogans (8)
- Q5** a) Why brand positioning & brand building is necessary? Illustrate your answer with a suitable example. (8)
- b) 'Products increase customer choice, brands simplify it.' Elaborate this statement in context to 'Brand Positioning. (8)
- Q6** Elaborate and suggest Brand Repositioning strategy for a brand of your choice preferably from Automobile industry. (16)



Registration No :

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Total Number of Pages : 02

MBA
18MBA401E

4th Semester Regular / Back Examination: 2021-22

STRATEGIC MANAGEMENT OF IT

BRANCH(S): BA, GM, IB, MBA, MBA (M & F)

Time : 3 Hour

Max Marks : 100

Q.Code : J353

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 × 10)

- What does Expert System mean in the context of Information systems?
- What is an AI system in terms of its usefulness in business?
- What is the purpose of doing Business Process Reengineering?
- How is Boundary System relevant for IT systems in an organisation?
- What is meant by Value Chain analysis approach?
- What are the characteristics features of a Decision Support System?
- What is Cloud computing?
- Mention the prominent stages in Software project management process.
- In which way is the concept of Software as Service beneficial to customers and to service providers?
- Give two prominent examples of digital disruptions in our day-to-day routine works.

Part-II

Q2

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

- What are the different ways by which an IT manager can change the legacy system in an organization?
- Write short notes on IT investment opportunity matrix.
- Discuss what will be the future technologies available in computer system industry? Discuss in detail.
- Explain the tools available to the managers at different levels for controlling the organization.
- What do you mean by E-Commerce? Explain the various model of E-Commerce.
- What do you mean by "DSS"? Discuss types of DSS in details.
- What is the relevance and importance of KPIs (Key Performance Indicators) in ERP?
- What do you mean by "T-form" organization? Discuss different kinds of T-form organizations with its structure.
- What are the major obstacles faced while applying Information Systems in a real life business organization?
- How is Strategic Grid useful to determine the strategic relevance of IT/IS to the organization.

- k) Explain the drivers behind transformation in organizational process, along with the implications.
- l) What is meant by Inter-Organisational Systems (IOS) from strategic management perspectives. Elucidate with examples.

Part-III

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

- Q3** What are the various models used for managing IT strategically in an organization? Discuss the shift being experienced in managing IT by various organizations. **(16)**
- Q4** What role does Data Resource play in an organization to become more competitive? Explain how Database concepts help in this. **(16)**
- Q5** Explain ERP in details. What is the difference in implementation of ERP in an existing organization and for that in a new organization being set up. **(16)**
- Q6** How the following sectors in India benefited from use of IT. **(16)**
- i) Banking & Insurance
 - ii) Governmental Departments & PSUs

Registration No :

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Total Number of Pages : 02

MBA
18MBA403D

4th Semester Regular / Back Examination: 2021-22

OPERATION RESEARCH APPLICATIONS

BRANCH(S): BA,GM,IB,MBA,MBA(M & F)

Time : 3 Hour

Max Marks :100

Q.Code : J256

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 × 10)

- What do you mean by Kendall's Notation in queuing model.
- Explain the term Collusion and Reneging in Queuing model.
- What do you mean by degeneracy of transportation problem?
- What do you mean by zero one programming problem?
- Write any two applications of Operations research.
- What do you mean by two stage supply chain?
- What do you mean by vehicle routing problem?
- How do you solve bin packing problem?
- What is lower bound in bin packing?
- Explain the concept of traffic intensity. Give an example.

Part-II

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

- Discuss the need of integer programming to mathematical programming.
- Describe Branch and Bound method for the solution of integer programming problem.
- Describe Gomory's method of solving an all integer programming problem.
- What is dynamic programming? Explain its advantages and disadvantages.
- What are the steps involved in dynamic programming algorithm?
- Explain the nature of operations research and its limitations.
- Write short notes on Kuhn-Tucker conditions.
- A manufacturer of baby dolls makes two types of dolls, doll X and doll Y. Processing of these dolls are done on two machines A and B. Doll X requires 2 hours on machine A and 6 hours on Machine B. Doll Y requires 5 hours on machine A and 5 hours on Machine B. There are 16 hours of time per day available on machine A and 30 hours on machine B. The profit is gained on both the dolls is same. Formulate this as IPP?
- Explain the basic principles of dynamic programming using a simple example.
- A TV repairman finds that the time spent on his job has an exponential distribution with mean 30 minutes. If he repairs sets in the order in which they come in. If the arrival of sets is approximately poisson with an average rate of 10 per 8 hours day. What is the repairman's expected idle time each day? How many jobs are ahead of the average set just brought in?

k) Find Total transportation cost using Northwest corner rule.

Storehouse→ Company↓	A	B	C	D	Supply
P	5	8	12	10	200
Q	7	6	8	9	300
R	11	16	12	14	400
Demand	140	250	350	160	900

l) We have five jobs each of which must go through the machines A,B and C. Determine the sequence that will minimize the total elapsed time.

Job no	1	2	3	4	5
M/C A	5	7	6	9	5
M/C B	2	1	4	5	3
M/C C	3	7	5	6	7

Part-III

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

- Q3** Define Operations Research. Discuss various classification of operations research models. **(16)**
- Q4** Solve the following linear programming by Branch and bound technique. **(16)**
 Max $Z = X + Y$
 Subject to $3X + 2Y \leq 12$
 $Y \leq 2$, $X, Y \geq 0$ and X, Y are integer.
- Q5** Use dynamic programming to solve the LPP **(16)**
 Max $Z = X + 9Y$
 Subject to constraint
 $2X + Y \leq 25$
 $Y \leq 11$
 $X, Y \geq 0$
- Q6** (a) Briefly explain Beale's Algorithm for Quadratic programming problem **(8)**
 (b) What are the steps involved in Wolfe's modified simplex method. **(8)**

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Total Number of Pages : 02

MBA
18MBA401D

4th Semester Regular / Back Examination: 2021-22
MANAGEMENT OF MANUFACTURING SYSTEM
BRANCH(S): BA, GM, IB, MBA, MBA (M & F)

Time : 3 Hour

Max Marks : 100

Q.Code : J121

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 × 10)

- State the prime objectives of manufacturing process planning.
- What do you understand by Assembly line?
- Outline the basic concept of Kanban system.
- Highlight the benefits of flexible manufacturing system.
- What purpose Gantt chart solves?
- State the advantages of cellular manufacturing.
- Differentiate between process layout and product layout.
- What is production flow analysis?
- Define Drum- Buffer- Rope (DBR).
- Differentiate between production and manufacturing.

Part-II

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

- Discuss the requirements for a good manufacturing and assembly line layout.
- Explain the various tools and techniques used for layout planning and analysis.
- State the qualitative analysis in cellular manufacturing.
- Explain the basic principles of JIT, highlighting the elements of JIT.
- Enumerate the types of Kanban system.
- With a schematic diagram briefly explain the theory of constraints cycle.
- Describe the conceptual framework of Flexible Manufacturing System.
- How can minimization of inter-cell movement be achieved in a cellular manufacturing system?
- What is CONWIP? Draw a comparison with Kanban system.
- Outline the constraints in manufacturing system.
- Discuss the pull and push concept of Kanban.
- State the requirements for a smooth operation planning.

Part-III

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- Q3** Outline the key principles in scheduling. Explain the scheduling procedure and the factors affecting scheduling. **(16)**
- Q4** Discuss the objectives of plant layout. Elucidate the various types of layout. **(16)**
- Q5** Explain the various steps involved in a production flow analysis (PFA). Also point out the advantages and disadvantages associated with it. **(16)**
- Q6** Define process mapping. What are the generic building blocks of process mapping? With a flow chart explain process mapping in work environment. **(16)**

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Total Number of Pages : 02

MBA
18MBA401A

4th Semester Regular / Back Examination : 2021-22

RETAIL MANAGEMENT

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

Time : 3 Hour

Max Marks : 100

Q. Code : J110

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 × 10)

- Describe the process of sorting and assorting in the context of retail display.
- What do you understand by the phrase 'Breaking the bulk'?
- Discuss two economy-related advantages of organised retailing.
- Illustrate the importance of franchise stores.
- Discuss the relevance of telemarketing as a crucial promotional technique.
- What are the two differences between retailing and selling?
- How can technologies assist in the quality control of retail products or services?
- Why the retailers prefer retail chains over independent stores?
- Define the habitual buying behaviour of a retail consumer.
- Differentiate between vertical and horizontal integration in retailing.

Part-II

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

- Which one according to you is the most important element in the retailing mix? Justify your answer.
- What are the different emerging trends in retailing? And how can these trends tackle the shortcomings of classical trends of retailing?
- Do you think the adoption of particular retailing formats is necessary for a retailer? Discuss various non-store-based retail formats.
- Why is the prediction of consumer behaviours necessary to maintain retail competitiveness? Discuss through different buying roles of a retail consumer.
- Few costs associated with the retailing process are dynamic. Justify the sentence by defining the retailers' fixed, variable, and markup cost structures.
- What is the meaning of visual merchandising? Explain its role in enhancing retail aesthetics.
- What are the different components of retail atmospherics? Discuss a few of these components that affect a retail organisation's external stakeholders.
- Discuss different aspects of branding strategies shaping a retailer's image with suitable examples.
- Elaborate on the process of implementing merchandise plans with sequential steps.

- j) Why does a poor location for a retail establishment become a liability in the long run? What steps must be undertaken to decide on an ideal retail location?
- k) Describe various advantages and disadvantages of the application of technologies in retail.
- l) What are the advantages of social media fan pages for promoting retail brands? Explain through an example of your favourite brand.

Part-III

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

- Q3** What are the roles of price setting structure in determining the strength of competitiveness of a retail brand? Explain different pricing strategies the brand adopts to stay ahead of its rivals. **(16)**
- Q4** What are the different types of consumer purchase behaviours based upon the user's involvement level from retailing perspective? **(16)**
- Q5** Describe how promotional activities ensure the survival and demand of a retail brand in the market. Explain various types of store- and service-based retail formats. **(16)**
- Q6** Define the process of retail communication mix and its relevance in retaining consumers. Additionally, explain the process of the promotional mix, which is required to convey the essence of communication through an appropriate medium. **(16)**

Registration NO:

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Total Number of Pages: 02

MBA / MBAP
18MBA402C / 18PTMBA602C

4th & 6th Semester Regular / Back Examination : 2021-22

STRATEGIC HRM

BRANCH(S): BA, FM, GM, HRM, IB, MBA,

MBA (M & F), MM / MBA(PT)

Q.Code : J251

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 × 10)

- Define the nature of SHRM
- How is SHRM different from HRM?
- What do you understand by Best Fit Approach?
- What are the Investment Perspective in HR
- What are the main characteristics of SHRM?
- What are the 5P's of SHRM?
- What do you mean by Universalistic theory of SHRM?
- Why Alignment of HR Strategy with the Business Strategy is necessary?
- Why is Strategic Performance Management Important?
- Define Core Competency.

Part-II

Q2 Only Focused-Short Answer type Questions- (Answer Any Eight out of Twelve) (6X8)

- Define strategic human resource management. Briefly explain the various barriers to SHRM.
- What are the various approaches to SHRM?
- Distinguish between expatriation and repatriation
- Explain Best Practice Approach with an example of IT Company?
- Define Polycentric. How it is different from ethnocentric?
- Explain the framework of Strategic of HR Management Process
- In what ways does the HRD function relate to the organization's strategy? Give contextual examples?
- Explain the various Factors in selection of expatriates.
- Distinguish between domestic HRM and international HRM
- What is the role of HR in strategic planning process?
- Is Investment in Job Secure Workforce commendable? Explain & Justify.
- What do you mean by Integrated HR Systems, justify it's importance in the organization.

Part-III

Q3 Only Long Answer type Questions (Answer Any Two out of Four) (16)
What differentiates human resource management from strategic human resource management?

- Q4** What are the methods of recruitment in global SHRM? Explain in detail. **(16)**
- Q5** Explain Relationship between HPWP and organizational performance? **(16)**
- Q6** Explain the various theories of SHRM in detail? **(16)**

Registration No :

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Total Number of Pages : 03

MBA
18MBA401B

4th Semester Regular / Back Examination: 2021-22
BUSINESS TAXATION

BRANCH: BA, FM, GM, HRM, IB, MBA,
MBA (M & F), MM

Time : 3 Hour

Max Marks : 100

Q. Code : J160

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 :

(2×10)

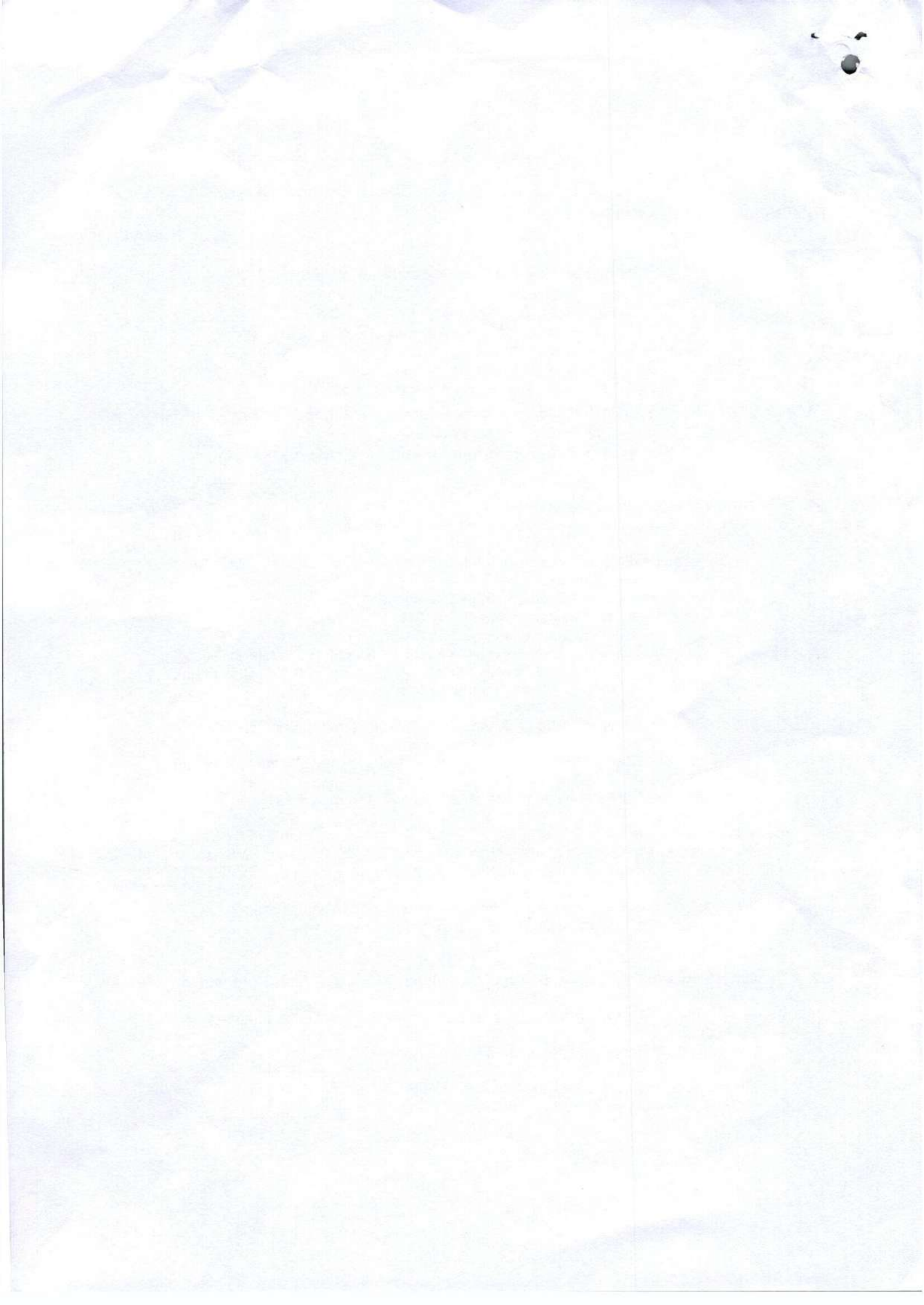
- a) From the assessment year 2020-21 find out the previous year in the following cases:
- For a business commencing on 1-1-2020, books of account maintained on calendar year basis
 - An employee joins his job on 10th September 2019
- b) Define Assessment year as per income Tax Act 1961
- c) What is the eligibility to avail input tax credit?
- d) A company has taken a flat on a monthly rent of Rs.6600. It allots this flat@ Rs.1000 p.m to one of its employees whose salary is Rs.6,00,000 per annum. Compute the value of concessional unfurnished house.
- e) Explain Standard deduction u/s 24(a)
- f) Discuss the deductibility of the following expenditure incurred by Ajay on scientific research.
- Rs. 20000 paid to an approved university for carrying out research on agriculture in Odisha.
 - Rs. 500000 spent on purchase of land for scientific research.
- g) What is perquisite?
- h) Mr. RJ Ltd. of Bhubaneswar supplies goods worth Rs.5,00,000 to Mr. RMS Ltd. of Baleswar. Tax rate is 18%. Compute the taxability and accounting treatment for RJ Ltd.
- i) What do you mean by short term capital asset and long term capital asset?
- j) Why Goods and Services Tax called a Dual concept tax system

Part-II

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

- a) Which of the following incomes are taxable when the residential status of Mr. Susanta is:
- (i) Resident (ii) Not ordinary resident (iii) Non- resident.

Income accrued in Canada but received in india Rs.2000.
Rs.5000 were earned in USA and received there but brought to India.



Rs.10000 earned and received in Srilanka from business controlled from India. House property income from Srilanka Rs.2000.

Rs.10000 was past untaxed foreign income which was brought to India during p.y. Profit earned from a business in Odisha Rs.10000.

- b) Mr. Rakesh manager in a company was transferred to Bangalore where he stayed in a hotel free of rent. His salary particulars are:

Salary (P.M) Rs.25000, D.A (P.M): Rs.5000, Conveyance allowance (P.M) Rs.5000, actual expenditure incurred for employment (P.M) Rs.600, City compensatory allowance (P.M) 1000.

Calculate the value of rent free accommodation if he stayed in a hotel for (a) 14 days and actual bill is Rs.6600 (b) 38 days and actual bill is Rs.30,950.

- c) What are the difference between Tax planning and Tax evasion?
 d) Discuss the income which is not included in total income or income tax payable on them?
 e) Mr. Mrutyunjaya is the owner of 2 house properties. The particulars are given below:
 Fair rent Rs.90000, House let out at Rs.10000 per month, Municipal tax paid Rs.10000 (10% of municipal value). Standard rent Rs.1000P.M Determine the Annual value of house if the 2nd house property is vacant for 2 months.
 f) "All assesses are persons but all persons are not assesses, Explain with appropriate examples.
 g) Describe the method of savings available to save tax for salaried individual who wants to make a provision for his old age?
 h) The following is the profit and loss account of merchant for the year ending 31-3-2020

PROFIT AND LOSS ACCOUNT

To office salary	2,06,500	By gross profit	4,36,750
To bad debt written off	1700	By commission	1250
To provision for bad debt	3000	By Discount	500
To Advertisement	53,800	By sundry receipts	200
To fire insurance	550	By Rent of Building	3600
To general expenses	52,750	By Profit on sale	3000
To depreciation	1200	(investment)	
To interest on capital	2000		
To interest on bank loan (due)	1,22,500		
To Net profit			

Compute the Taxable profit from business. The amount of Depreciation Rs.1000. Interest on bank loan paid 1-8-2020. Due date of filing returns is 31-7-2020.

- i) Bring out the difference between the provisions U/S 54 and U/S 54F?
 j) Write a short note on 1. Bondwashing transactions 2.Deemed assesse
 k) From the particulars given by Rohit (resident) compute the taxable capital gain for the assessment year 2020 -21.

Assets	Date of purchase	cost	Date of sale	Sale price	EXP.on sale
Govt. securities	1-10-2018	10000	30-6-2019	15000	200
Furniture	15-2-1993	5000	20-2-2020	3000	nil
(w.d.v on 1-4-19 Rs.4000)					

- l) What are the needs of GST in India?

Part-III

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

Q3 Mr. Khtish a registered dealers in Karnataka from the information given below: **(16)**

Raw materials purchased from foreign market including custom duty paid on imports @ 10% and exclusive IGST 12% is 5,50,000. Raw materials purchased from local market(including GST on material@5% is 2,30,000. Raw materials purchased from Odisha (GST 12% 45000). Transport and insurance Cost 25000. Manufacturing cost 3,50,000. Materials purchased from registered dealers who opted for compositions scheme under GST 4,00,000 (rate of GST 1%) . Profit margin of manufacturing is 10% on the selling price. Mr. Khtish sold 25% of the finished goods to SEZ and the balance to dealer in Bangalore (GST 12%). Compute Net GST liability.

Q4 What do you mean by Composition levy? Describe the various provisions of compositions levy under GST law? **(16)**

Q5 Mr. Mohit is a Production Manager at Chennai. The particulars of his salary income as under: **(16)**

Basic salary	40000	P.M
D.A	15000	P.M
Entertainment allowance	1000	P.M
Medical allowance	500	P.M
HRA	12000	P.M
Rent paid for house	15000	P.M

Car of 1.2 lt. capacity provided by employer for private and official use, employer meet expenses of car. He and his employer contribute 13% of salary R.P.F. interest free loan of 15000 to purchase refrigerator. Compute the income under Head salary for the assessment year 2020-21

Q6 What the different categories are of assesses according to their residential status? How would you determine their residential status? **(16)**

