

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages:

Course: MBA  
Sub\_Code: 18MBA401D

4<sup>th</sup> Semester Regular / Back Examination, 2023  
SUBJECT : MANAGEMENT OF MANUFACTURING SYSTEM  
BRANCH(S): MBA, RM, BA, GM

Time: 3 Hour  
Max Marks : 100  
Q.Code: M558

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)**

- Outline the basic concept of Kanban system.
- What do you understand by Assembly line?
- Differentiate between pull and push concept of Kanban.
- Outline the benefits of flexible manufacturing system.
- What is production flow analysis?
- State the advantages of JIT production system.
- What purpose Gantt chart solves?
- What do you understand by machine loading?
- Differentiate between production and manufacturing.
- What is understood by machine loading?

**Part-II**

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

- Discuss the factors which affect the productivity of a manufacturing system.
- Elucidate the DBR Methodology.
- State the qualitative analysis in cellular manufacturing.
- Discuss the requirements of good manufacturing and assembly lines.
- What is the role of demand management in Assemble- to -order environment?
- Explain the process mapping in work environment.
- Outline the framework of Flexible Manufacturing System.
- Enumerate the constraints in manufacturing system.
- What do you mean by inter- cell movement? How can it be minimized?
- Outline the constraints in manufacturing system.
- Briefly explain the concept of "control based on theory of constraints".
- Differentiate between process layout and product layout with examples.

**Part-III**

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

- Q3** Explain the various steps involved in a production flow analysis (PFA). Also point out the advantages and disadvantages associated with it. FMS. (16)
- Q4** "An effective layout of plant not only optimizes the space utilization but reduces material handling cost ". Elaborate the statement explaining essential of good plant layout and factors which are needed to be considered while adopting a particular type of layout. (16)
- Q5** Enumerate the scope for FMS in the world of manufacturing today. State the types and composition. (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)

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

MBA/MBAP  
18MBA401B

4<sup>th</sup> / 6<sup>th</sup> Semester Back Examination: 2022-23

SUBJECT: BUSINESS TAXATION

BRANCH(S): MBA / MBAP

Time : 3 Hour

Max Marks : 100

Q.Code : M081

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)

- Who is a deemed assessee?
- Who is an assessee in default?
- Under what heads you will classify income of a person?
- What do you mean by rounding of total income and rounding off tax?
- Who should have a PAN in India?
- Who are exempted from quoting PAN?
- When does payment of short term capital gains tax arise?
- What do you mean by Allowance and Special allowance? Give examples.
- How do you treat an income as an Indian Income or as a Foreign income?
- What is the taxability of advance salary and arrear salary?

Part-II

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

- Discuss the features of Income Tax.
- Explain the cannons of Taxation.
- What is agricultural income? What does it include? What is the tax liability?
- Is there any income which are assessed to tax the same year in which he earns it? What are these?
- What are provident fund? Explain the different kinds of provident funds.
- Explain the tax treatment of house rent allowance.
- Incidence of tax is greatest for the resident, moderate for resident but not ordinarily resident and less for non-resident. Substantiate.
- What are perks? Explain different types of perks.
- What are the situations where rental income is not treated as house property income?
- What are the deductions allowed from Annual Value of house property while computing the income from house property?
- Distinguish between income from business and income from profession.
- Discuss the provisions regarding investment allowance for investment in new plant and machinery.

**Part-III**

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

- Q3** State six incomes chargeable under the income from other sources. Discuss the inadmissible expenses under section 57. (16)
- Q4** Discuss the salient features of GST. (16)
- Q5** Explain the positive and negative impact of GST. (16)
- Q6** Following incomes are received by Mr. Ajay (resident) in the previous year. Compute his taxable income from the head other sources. (16)
- a. Director's fees Rs. 10,000
  - b. Interest from post office savings bank account 500
  - c. Dividend received from cooperative society Rs. 7000
  - d. Winning from Andhra Pradesh State Lottery Rs. 28,000 net
  - e. Family pension received Rs. 30,000 pa
  - f. Dividend received on preference shares Rs. 10,000 pa
  - g. Insurance commission received Rs. 23500 ( Expenses incurred in earning insurance commission Rs. 2500)
  - h. Mr. Ajay received a gold chain from his friend as gift. Its fair market value is Rs. 32,000 and painting from another friend as gift. Its fair market value is Rs. 18,000.

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

Course: MBA  
Sub Code: 18MBA402D

4<sup>TH</sup> Semester Regular/Back Examination: 2022-23

SUBJECT: Sourcing Management

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

Time : 3 Hour

Max Marks : 100

Q.Code : M148

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 benefits of global Sourcing.
- b) What do you mean by captive sourcing? Give an example.
- c) Differentiate between short term contract and long term contract.
- d) What are the primary drivers of global sourcing?
- e) Explain the benefit of decentralized distribution Strategy.
- f) What is a competitive tender?
- g) Explain types of systematic risk.
- h) What is the main tool used for risk management?
- i) What do you mean by vendor risk portfolio?
- j) Explain the term BATNA.

**Part-II**

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

- a) What are the problems and challenges of global sourcing? Explain.
- b) What are the reasons for International purchasing?
- c) Write advantages and disadvantages of global sourcing.
- d) How does a company have to be to benefit from global sourcing?
- e) How can be global sourcing successfully?
- f) Write a note on various criteria for evaluation of vendor's performance.
- g) What are the techniques involved in vendor selection process?
- h) Explain advantages and disadvantages of vendor rating.
- i) What do you mean by self certify vendor management? Explain its significance.
- j) What skills do you need to be a global sourcing manager?
- k) Write short notes on supplier's score card.
- l) What do you mean by Learning Curve? What are the factors affecting learning curve?

**Part-III**

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

- Q3** What are the methods involved in Supplier evaluation and selection? (16)
- Q4** Discuss three financial tools that a buyer could use to support a negotiation. (16)
- Q5** What do you mean by supplier performance index? What are the advantages of calculating supplier performance index? What are the challenges associated with developing a measurement system that uses SPI? (16)
- Q6** Write short notes on any two (16)
- (a) Electronic Sourcing
  - (b) Green sourcing
  - (c) Quantity discount model

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA401A

4<sup>th</sup> Semester Regular/ Back Examination: 2022-23

SUBJECT: Retail Management

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

Time: 3 Hours

Max Marks: 100

Q.Code: M559

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) What do you mean by store design?
- b) Write two important aspects of pricing in retailing.
- c) Define the term multi-channel retailing.
- d) What do you mean by chain store?
- e) Define the term store layout.
- f) What is a convenience store?
- g) What is GMROI?
- h) What is licensing?
- i) Define the term distribution centres.
- j) What is retail promotion mix?

**Part-II**

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

- a) Explain the concept of the retail mix and its components.
- b) What is visual merchandising, and how does it impact customer experience?
- c) Discuss the differences between organised and unorganised retailing.
- d) Define retail management and explain its importance in the current business environments.
- e) Describe the advantage of E-retailing over store-based retailing.
- f) What are the factors that a retailer needs to take into account while designing a store?
- g) What are the factors that influence retail consumer behaviour?
- h) Explain the concept of the retail strategic planning process in detail.
- i) Explain the concept of atmospherics in retail. Discuss the components of retail store atmospherics.
- j) Discuss the role of technology in enhancing the in-store shopping experience.
- k) Explain the concept of the retail marketing mix (4Ps) and how it differs from the traditional marketing mix.
- l) Describe the steps involved in developing a retail business plan.

**Part-III**

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

- Q3** a) Analyse and state in detail the factors that are considered in finalising a proper store location. (8x2)
- b) What do you understand by the term retailer? Explain the duties and responsibilities of a retail store manager in today's competitive era.
- Q4** a) Why the use of visual merchandising is increasing day by day? Explain the objective and different elements that make up effective visual Merchandising. (8x2)
- b) Discuss the role of branding in retail and how it influences customer purchasing decisions?
- Q5** a) What are the types of buying decisions in retail marketing? Illustrate with suitable examples. (8x2)
- b) What do you mean by retailing? Explain the store and non-store-based retailers with suitable examples.
- Q6** a) How do retailers determine the optimal pricing strategy for their products? Discuss different pricing strategies retailers can employ. (8x2)
- b) What are the challenges and opportunities associated with international retail expansion?

Registration No:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

Course: MBA  
Sub Code: 18MBA401C

4<sup>th</sup> Semester Regular/Back Examination: 2022-23

Team Dynamics at Work

MBA,FM&HRM,LSCM,RM,BA,FM,GM, HRM,IB,MM,MBA (M&F)

Time: 3 Hours

Max Marks: 100

Q. Code: M149

Answer Question No.1 (Part-I) 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 basic purpose of a team formation?
- What do you mean by group norms?
- How the corporate culture influences growth of a team?
- What is the training requirement for a team?
- What is a negative team dynamics?
- How creativity of members influence the progress of a team?
- How diversity training helpful for the team members?
- How team success can be measured?
- Write a short note on cross functional team.
- How virtual team communicates?

**Part-II**

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

- What are the prerequisites for a team success?
- Conflict within a team is inevitable. Comment.
- Explain the process of team decision making.
- Managing a team is as challenging as team development. Discuss.
- Elucidate the role of diversity and inclusion in team performance.
- Explain the process of solving a business problem by a team with example.
- Distinguish between a group and a team from organizational perspective.
- Explain the process of group formation.
- What are the internal and external factors influences a team success?
- Team communication is often multidimensional. Comment.
- Explain the balance between cooperation and competition from a team perspective.
- Discuss the emergence and challenges of virtual teams.

**Part-III**

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

- Q3** How to evaluate the team performance? Discuss the reward strategy for a high performing team. (16)
- Q4** Discuss the role and functions of a team leader. Explain how power relations established in a professional team. (16)
- Q5** Elucidate the team building process in an organization. How different types of teams emerge and function in an organization? (16)
- Q6** What are the salient objectives of team dynamics? How to manage the communication and collaboration among the team members? (16)

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

MBA  
18MBA402A

4<sup>th</sup> Semester Regular / Back Examination: 2022-23  
SUBJECT: Product & Branding Management  
MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB, MM

Time : 3 Hour

Max Marks : 100

Q.Code : M205

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 brand positioning?
- What do you mean by Line extension?
- What is brand reinforcement?
- What is co-branding?
- Define Brand Identity prism.
- What is product life cycle?
- Define emerging market.
- What is brand ethics?
- Explain FMCD products and give one example.
- What is marketing-mix?

Part-II

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

- Discuss the challenges and opportunities that the emerging Indian market presents for product managers. Provide examples to support your arguments.
- What is a product? Explain the various types of products.
- Explain the concept of the Product Life Cycle (PLC) and its various stages. How does a company's marketing strategy need to evolve as a product progresses through each stage?
- Define the concept of product management and its significance in the modern business landscape. How does it differ from traditional product development approaches?
- Define brand architecture. Discuss the advantages and challenges of various brand architecture models, considering their impact on consumer perception.
- Define brand equity and its components. Explain how brand equity contributes to the overall valuation of a company.
- What is brand rejuvenation? Discuss the various risks that are expected from a brand during rejuvenation process.

- h) Discuss the key factors that contribute to the success and failure of a brand. Provide a brand example.
- i) Briefly outline the key stages involved in the process of brand building.
- j) Discuss the significance of each stage and the challenges associated with bringing a new product to market.
- k) What is brand identity? Explain the various brand identity traps with suitable examples.
- l) What is brand personality? How companies create brand identity?

### Part-III

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

- Q3 a) Describe the various dimensions used for classifying products. (8x2)
- b) How do these classifications influence the product management strategy within a company?
- Q4 a) Define brand loyalty and explain its significance for Indian businesses. (8x2)
- b) Discuss the strategies that companies can employ to foster and maintain brand loyalty among customers.
- Q5 a) Explain the concept of product mix and product line decisions. (8x2)
- b) How can a company effectively manage its product mix to cater to diverse customer needs while maintaining a coherent brand identity? Illustrate with real-world examples.
- Q6 a) Explain the transformative impact of social media on branding strategies. (8x2)
- b) Discuss how brands leverage various social media platforms to engage with consumers, create brand communities, and amplify brand messages.

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

Course: MBA  
Sub\_Code: 18MBA402E

4<sup>th</sup> Semester Regular / Back Examination: 2022-23  
SUBJECT: Managing Digital Innovation and Transformation  
MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB, MM

Time : 3 Hour  
Max Marks : 100  
Q.Code : M204

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)**

- How is digital disruption a blessing for of information systems growth?
- How does Innovations help in the transformation referred to in the statement, "Turn data into assets"?
- Briefly state what is NFT?
- What are the relevant domains of digital transformation in terms of understanding the current Social Media Marketing scenario?
- How digital technology can be useful for small scale organizations?
- What is meant by Social computing in the context of community activities?
- How Information Infrastructure is an important aspect in digital transformation process?
- Give two prominent examples of digital innovation in healthcare management system.
- What is Change Management in the context of innovation and transformation?
- How innovation contributes to Business Process Re-engineering in organisations?

**Part-II**

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

- What is meant by integration between Technology choice and Competitive Advantage? Explain with suitable examples.
- How is crypto currency a game changer in the banking and financial systems? Try to present your view point with proper justification.
- Explain the state of adoption of technologies in UPI based payment systems in our country.
- What are the four stages of technology in the context of service sector innovations and transformation?
- Describe an information system that has undergone drastic changes through usage of cloud computing in the business scenario.
- Explain how social media transformation is impacted through digital innovation and transformation in light of 5G spectrum launched in our country.
- What are the key issues for IT management in a multinational firm (MNC) with reference to innovation and transformation?

- h) Discuss the role of organizational culture in building and managing a virtual organization, with relevant examples.
- i) Technology is for large scale firms or Technology is for small scale firms – Justify your answers with suitable explanations.
- j) Explain how digital transformation can impact organizational business objectives in crisis situations. Furnish relevant examples.
- k) Explain different perspectives of digitization in a CRM process. Substantiate with suitable examples.
- l) Describe the impact Chat GPT (and similar AI based systems) on information systems and how these changes impact work life. Furnish relevant identifiable examples.

### Part-III

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

- Q3 Describe the relevant aspects of classification of digital transformation, and explain how Innovation strategies are impacted by the Technology S-Curve. (16)
- Q4 Is "Industry 4.0 a successful transformation with AI, Cloud Computing and Block-chain etc."? Furnish a few examples to either support or negate the statement and justify your answer with reasons. (16)
- Q5 Explain how the modern retailing is changing due to digital transformations and how it enhances business opportunities. Furnish examples or situations. (16)
- Q6 Explain how innovation in product/service can lead to success for entrepreneurs venturing into start-up business, with industry examples. (16)

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

Course: MBA, MBAP  
Sub\_Code : 18MBA402B/18PTMBA602B

4<sup>th</sup>/6<sup>th</sup> Semester Regular / Back Examination: 2022-23

**BEHAVIOURAL FINANCE**

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

Time : 3 Hour

Max Marks : 100

Q.Code : M 250

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 behavioural finance micro?
- What are the foundations of standard finance?
- Name two Noble Laureates who contributed to the behavioural finance theory?
- What is cognitive dissonance?
- Which biases are grouped as heuristic biases?
- Which types of biases are emotional?
- What is bounded rationality? Who propounded this theory?
- Who is called a rational economic man (REM)?
- Which biases are grouped under prospects theory?
- What is herd mentality in stock investment?

**Part-II**

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

- Discuss the nature of overconfidence bias among investors in the stock market.
- What is regression bias? How could you judge an investor having this bias?
- Describe loss aversion bias and the diagnostic tests.
- Explain mental accounting bias.
- Discuss the nature of confirmation bias among the investors.
- Which factors that do not affect investor behaviour?
- Discuss the features of anchoring bias.
- What is Ellsberg's paradox? Explain in detail.
- What is optimism bias? What are its effects on investors?
- What are the characteristics of bubbles in stock market?
- Who is an average investor? Discuss his risk return profile.
- Discuss the tulip mania.

**Part-III**

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

- Q3 Discuss the external factors which significantly affect the investor behaviour in the stock market. (16)
- Q4 Explain different types of investors and their nature in the stock market. (16)
- Q5 Explain the emotional stages of an investor trading in the stock market in brief. (16)
- Q6 Critically examine if women investors are more biased than the male investors with special reference to the stock market investment. (16)

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

MBA / MBAP  
18MBA402C / 18PTMBA602C

4<sup>th</sup> Semester Regular/ Back Examination: 2022-23

SUBJECT : Strategic HRM

MBA,FM&HRM,LSCM,RM,BA,FM,GM,HRM,IB,MM,MBA (M & F),MBA(PT)

Time : 3 Hour

Max Marks : 100

Q.Code : M339

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 course Objective of SHRM?
- Define Strategic HRM in your own words.
- What do you mean by Strategic HR?
- How Strategic HR is different from Traditional HR?
- What is Investment perspective in HR?
- What is an Integrated HR System?
- What do you understand by Best Fit Approach?
- Define Strategic Performance Management.
- What is competence of Global Managers? State in few lines.
- What are Strategic HR Policies?

**Part-II**

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

- Investment in Training & Development is essential in an Organization. Explain with the benefits of investment in Training & Development.
- How can we link HRM Practices to Organization Outcomes? Elaborate with example.
- What are the emerging issues in Strategic HRM? Explain.
- What can be the possible strategies for Training and Development?
- To get Global competitive advantage we may need Global Competent Managers. Do you agree? Elaborate.
- Distinguish between expatriation & repatriation.
- Discuss the strategic issues in international assignments.

- h) Differentiate between 'Best Fit' approach and 'Best Practice' approach.
- i) Managing Global human Resources is a challenging task. Why it is so? Explain with your own understanding.
- j) High Performance Practices are essential to derive competitive advantage. Explain.
- k) How the strategy will help for a better utilization of Human Resources in an Organization? Explain.
- l) Core competencies derive the competitive advantage. If you agree on the statement, explain with example.

### **Part-III**

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

- Q3** Alignment of HRM with Business Strategy is very much essential for growth and profit. How the Organization align both HRM & Business Strategy. Explain with approaches. **(16)**
- Q4** What are the various approaches to strategic HRM? Explain detail. **(16)**
- Q5** What is the investment prospective of Human Resources? In which area of the HRM the investment to be made and why? **(16)**
- Q6** Write notes on the following **(16)**
- i. Employee Engagement Strategy.
  - ii. Corporate Ethics, Values & SHRM

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

Course: MBA  
Sub\_Code: 18MBA403D

4<sup>TH</sup> Semester Regular / Back Examination: 2022-23  
SUBJECT: Operations Research Application  
BRANCH(S): MBA, RM, BA, GM  
Time : 3 Hour  
Max Marks : 100  
Q.Code : M338

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 a pure integer programming problem.
- Which method is commonly used to solve Quadratic programming Problem?
- Where is Branch and Bound method used?
- What are the advantages of dynamic programming?
- What are the methods used in solving integer programming problem?
- Differentiate between top down and the bottom up approach. Give a real life example of Vehicle routing problem.
- Write mathematical model of transportation problem.
- What are the different types of vehicle routing problem?
- Where vehicle routing problem is used?
- Explain the term Balking and Reneging in queuing.

**Part-II**

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

- What do you mean by scheduling system? Explain different types of scheduling system.
- Explain Non primitive priority scheduling with giving advantages and disadvantages.
- What do you mean by Vehicle routing problem? Explain its types.
- What are the different ways to solve Vehicle routing problem?
- What do you mean by portfolio optimization? Explain the process of optimal portfolio.
- A branch of Punjab National bank has only one typist. Since the typing work varies in length, the type rate is randomly distributed approximately a poisson distribution with mean service rate of 8 letters per hour. The letters arrive at a rate of 5 per hour during the entire 8 hours work day. If the type writer is valued at Rs.1.50 per hour. Determine Equipment utilization, the percent time that an arriving letter has to wait, Average system time and average cost due to waiting on the part of typewriter i.e it remaining idle.

g) Find out total transportation cost using Northwest corner rule:

Storehouse→ Company↓	A	B	C	Supply
P	12	15	19	200
Q	10	14	18	300
R	11	19	22	400
<b>Demand</b>	<b>100</b>	<b>550</b>	<b>250</b>	<b>900</b>

- h) What are the variants involved in vehicle routing problem? Explain.  
 i) Explain the steps of Wolfe's method for solving quadratic programming problem.  
 j) State and explain Kuhn-Tucker condition.  
 k) What do you mean by initial basic feasible solution? How to find out initial basic feasible solution using Northwest corner rule giving suitable example.  
 l) Briefly explain elements of Queuing system?

### Part-III

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

Q3 What are the different types of models used in operation research? Explain. (16)

Q4 What are the tools and techniques used in operations research? Explain. (16)

Q5 The profit for the three markets as a function of sales effort expended, is given in the table below. How will you distribute a given number of salesmen, so as to achieve maximum profit (Using Dynamic Programming) (16)

No of sales Man	0	1	2	3	4	5	6	7
Market1.	40	42	50	60	66	75	82	90
Market2	50	60	65	75	85	95	110	120
Market3	50	60	70	80	88	105	115	130

Q6 Find an optimum integer solution to the following LPP (16)  
 Max  $Z = X + 2Y$   
 Subject to constraint:  $X + Y \leq 7$   
 $2Y \leq 7$   
 $X, Y \geq 0$  and  $X, Y$  are integer

Registration No:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

MBA

18MBA403A / 18PTMBA603A

**SUBJECT : B2B MARKETING**

**MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB, MM, MBA(PT)**

**Time : 3 Hour**

**Max Marks : 100**

**Q.Code: M403**

**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)**

- State the role of gatekeeper in buying center.
- Explain derived demand in B2B marketing with a suitable example.
- Differentiate between modified rebuy and straight rebuy.
- What is a value-added reseller?
- Mention two inventory management methods used in business marketing.
- Outline the steps in B2B buying process.
- Differentiate between tender and quotation
- Highlight the differences between FOB and ex-factory price.
- Outline the functions of order processing in B2B.
- Explain the initial stage in the purchase decision making process.

**Part-II**

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

- Explicate the factors affecting pricing decisions in B2B marketing.
- Effective sales force management is fundamental to the firm's success. Comment.
- How can B2B companies use relationship marketing?
- Discuss the role of branding in business marketing.
- Distinguish between macro segmentation and micro segmentation in B2B marketing.
- Discuss the negotiation strategies a B2B firm should devise in order to boost the sales.
- Explain the key factors that influence B2B buying decisions.
- Describe the differences between B2B and B2C marketing with examples.
- Elaborate the role of various types of business intermediaries.
- Explain the functions of a buying center.
- What is value creation? Why is value creation important in B2B?
- Discuss the online strategies to target your B2B audience.

**Part-III**

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

- Q3** A large consumer goods company recently entered the business market with a new product with broad industrial application. They must develop a channel of distribution through which the product will be sold. Discuss the key factors the company must evaluate while designing the channel. **(16)**
- Q4** What is the significance of logistics management in B2B marketing? Elucidate the logistics activities in supply chain management. **(16)**
- Q5** What are the objectives of B2B branding? Discuss the branding strategies a B2B computer hardware company should devise in order to build customer loyalty and promote its business. **(16)**
- Q6** What are the different types of channel intermediaries in business-to-business marketing? Briefly explain the functions performed by the channel partners in business marketing. **(16)**

Registration No:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

Course: MBA  
Sub\_Code: 18MBA403E

4<sup>th</sup> Semester Regular/ Back Examination: 2022-23

SUBJECT : Managing Software Projects

BRANCH(S): MBA, GM

Time : 3 Hour

Max Marks : 100

Q.Code : M405

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)

- How is a software project different from other projects?
- What is the need to understand the management aspects of software projects?
- What are the ways to categorize software projects?
- What is meant by stakeholders in a software project?
- What is the most prominent aspect that decides whether any software is a success or not?
- What are the major elements in management control for software projects?
- What is the essence of Project Portfolio management?
- What is the need of doing Risk evaluation?
- What is meant by Program management?
- What is the purpose of CBA techniques?

Part-II

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

- What do we understand from the objective of software project management? Substantiate with examples.
- Describe the prominent activities covered under software project management and control.
- Explain the factors or aspects that should be addressed in Strategic Program management. Give suitable examples.

- d) Briefly explain what is meant by "Build or Buy" in selection of appropriate project?
- e) What is meant by "Structure vs. speed of delivery"? Briefly explain with examples.
- f) How is allocation of resources managed within programmes? Furnish examples, wherever possible.
- g) What is the purpose of Risk Evaluation in software project?
- h) What is software proto-typing? How is it useful in software project management process?
- i) What are the possible drawbacks if proper resource allocation is not done within programmes?
- j) State a few reasons for which software project may fail.
- k) Explain software effort estimation in terms of the basis and techniques.
- l) Explain what is meant by 'software quality measures'.

### Part-III

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

- Q3 Describe elaborately the plans, methods and methodologies for software project management with relevance examples. (16)
- Q4 Explain strategic project management process and stepwise project planning in details along with suitable examples. (16)
- Q5 How is evaluation of individual project done? Furnish theoretical examples to explain properly. (16)
- Q6 Describe the basis for software estimating and the effort estimation techniques elaborately. Furnish hypothetical examples to explain the relevance. (16)

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

Course : MBA / MBAP  
Sub Code : 18MBA403B/18PTMBA603B

4<sup>th</sup>/ 6<sup>th</sup> Semester Regular/ Back Examination: 2022-23  
SUBJECT: Mergers and Corporate Restructuring  
MBA,FM&HRM,LSCM,MBA (M & F),RM,BA,FM,GM,HRM,IB,MM, MBA (A & M)

Time : 3 Hour

Max Marks : 100

Q. Code : M453

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 a leveraged buyout.
- What is a conglomerate?
- What is a public offer by one firm to directly buy the shares of another firm is called?
- What do you mean by growth strategy?
- In what conditions the reverse merger can takes place?
- Define integration strategy?
- Who plays the leading role in MBO process?
- Define refinancing activity.
- What are the benefits of take over?
- Who are the regulatory authorities to control the M & A activity?

Part-II

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

- What is the role of strategic intent in corporate restructuring process?
- What are the steps to be taken by corporate to prevent failure of merger and acquisition activity?
- Distinguish between Spin-offs and split-off.
- Discuss how DCF method is applied?
- Explain the various types of merger activities.
- Explain the motives and benefits of international merger.
- Differentiate between external reconstruction and internal reconstruction.
- Differentiate between operating synergy and financial synergy.
- What is the role of SEBI in regulating M & A activities?
- What are the needs of the corporate divestiture? Explain types of divestitures available.
- Give a step wise detail of employee buy outs process.
- Give details of two anti-takeover strategies.

**Part-III**

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

- Q3** Explain in detail the various forms of takeovers and their procedure. (16)
- Q4** Give a detail note on the provisions of Companies Act 2013 regarding merger and acquisition. (16)
- Q5** "The discounted cash flow (DCF) approach is conceptually the best among various approaches for business valuation". Do you agree? Explain your answer with examples. (16)
- Q6** "Recent times are witnessing a surge in M&A activity across the globe". Comment on the statement discussing examples of four recent mergers. (16)

274-22/08/2023

274-22/08/2023-19

274-22/08/2023-19

274-22/08/2023-19

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

MBA / MBAP  
18MBA403C / 18PTMBA603C

4<sup>th</sup> / 6<sup>th</sup> Semester Regular / Back Examination: 2022-23

SUBJECT: Industrial Legislations

MBA,FM&HRM,LSCM,RM,BA,FM,GM,HRM,IB,MM,MBA(M & F),MBA(PT)

Time : 3 Hour

Max Marks : 100

Q. Code : M516

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 woman worker after continuous working for 4 months decides to take leave. How many days of leave she will be entitled to? In case she is a girl of 14.5 years of age, what leave will she be allowed?
- Who are certifying surgeons? Mention two important duties discharged by them.
- A worker lost his mental balance as a result of an injury by accident while working in the factory and committed suicide. Will the employer liable to pay compensation? Justify.
- A worker working in a shed was injured by the fall of a wall which was not the property of the employer. Will the employer be liable to pay compensation to the injured worker? Justify.
- Define the term employment injury as in ESI Act, 1948.
- Can an employer reduce wages of an employee by reason of his liability for the payment of any contribution to the provident fund?
- A, an employee, enters into a contract with his employer B to accept his wages in kind and not in money. Later, A wants to demand wage in cash. State the rights and obligations of A and B.
- Suppose a worker is paid less than the minimum wages, what right does he have to get back his due wages? What should he do?
- There is a dispute between a dismissed employee on one side and the employer on the other side in connection with the non-employment of the employee. Is this an industrial dispute?
- When is an employee disqualified from receiving bonus?

**Part-II**

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

- What are the statutory provisions with respect to maintaining health of the workers of a factory? Discuss.
- What is hazardous process? What are the specific responsibilities of the occupier in relation to hazardous process?

- c) An employee under the influence of drink touched a live wire while working at a machine and instantaneously died. His widow claimed compensation but the employer took the plea that he was not liable as the accident arose out of a default by the employee. Decide.
- d) Define and discuss "arising out of and in course of employment" as used in Employee's Compensation Act.
- e) What are the different types of benefits provided by the ESI Act, 1948?
- f) Write a note on the scope and object of the EPF & MP act, 1952.
- g) What is the rate of payment of gratuity to an employee? When does an employee forfeit his right to gratuity?
- h) Define wages and industrial establishment under the Payment of Wages Act.
- i) State the constituents of minimum wages underpayment of Minimum Wages Act.
- j) What is a Public utility service unit? Enumerate the statutory provisions prohibiting strikes in a public utility service.
- k) Write a note on grievance settlement authority.
- l) Define a workman and industry under Industrial disputes Act.

### Part-III

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

- |           |  |             |
|-----------|--|-------------|
| <b>Q3</b> | What are the matters to be provided for in the standing orders under the Industrial Employment (Standing Orders) Act, 1946?  | <b>(16)</b> |
| <b>Q4</b> | Write briefly how trade unions are registered and certificates thereof issued under the Trade Union Act, 1926. Can a minor be admitted as a member of a trade union? | <b>(16)</b> |
| <b>Q5</b> | What are the conditions for the eligibility of bonus? When is an employee disqualified from receiving bonus? What is the minimum bonus a company is bound to pay?    | <b>(16)</b> |
| <b>Q6</b> | Discuss the provisions regarding closure of an industrial unit having 500 workers in the roll on the date of closure.  | <b>(16)</b> |

RegistrationNo :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA401E

4<sup>th</sup> Semester Regular / Back Examination: 2022-23

SUBJECT: STRATEGIC MANAGEMENT OF IT

BRANCH(S): MBA, GM

Time: 3 Hour

Max Marks : 100

Q.Code: M517

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 meant by formulation of strategy in IT?
- What are Top-down approaches to planning for strategic IT applications?
- What is the objective behind Value Chain Analysis approach?
- Why is it necessary to have clarity on IT Critical Success Factors?
- What is the importance of future scenarios in IT Strategy?
- Why is Inter-organisational system (IOS) related to strategic management of IT?
- What is meant by organisational movements around the Strategic Grid?
- What are the implications of IT drivers?
- What is the purpose of doing Business Process Reengineering?
- Give examples of digital disruptions you have encountered in some activities.

**Part-II**

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

- Elaborate on IT investment opportunity matrix. Furnish related examples to explain.
- Explain the relevant aspects of Expert System for an organisation in healthcare industry in the context of Information systems.
- Explain the importance and significance of Data Resource for strategic IT systems. Substantiate with industry examples of any sector.
- Explain the difference in approach towards strategic IT systems in an existing organization and that for a new organization being setup.
- Explain digital disruptions in terms of impact on end users, with industry examples.
- Explain the utility of AI system in business organisation.
- How has the tourism and hospitality sector benefitted from IT system? Furnish examples to explain the advantages.

- h) What is meant by Value Chain Analysis for service industries? Explain with relevance to India scenario.
- i) What are the major obstacles faced while applying Information Systems in real life business organization, with some examples?
- j) How is Strategic Grid useful to determine the strategic relevance of IT/IS to the organization?
- k) Explain the implications of the drivers behind a transformation in organizational process.
- l) What is meant by Inter-Organizational Systems (IOS) from the perspective of IT strategy? Elaborate with some examples.

**Part-III**

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

- |           |  |             |
|-----------|--|-------------|
| <b>Q3</b> | In view of the recent Covid-19 scenario, discuss in detail the changes that occurred in managing IT by various organizations. Explain with industry examples.  | <b>(16)</b> |
| <b>Q4</b> | Explain how AI and Cloud Computing are contributing in strategic management of IT in business organizations. Furnish sufficient real life industry examples.   | <b>(16)</b> |
| <b>Q5</b> | Explain the extensive use of IT systems in Education and Training industry in India in the recent past with sufficient examples. Also touch upon its disadvantages.  | <b>(16)</b> |
| <b>Q6</b> | Prepare an IT strategy formulation plan for an imaginary new organization (choose any sector of your liking) covering as much details in terms of levels and formulation of strategy concepts you learnt. Give examples to substantiate your plan. | <b>(16)</b> |