

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
First Semester
MANAGEMENT CONCEPTS AND BUSINESS COMMUNICATION

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Management reconciles the individual goals with _____
 - a. Industrial goals
 - b. Departmental goals
 - c. Organisational goals
 - d. None of the above
2. Who is the father of Scientific Management?
 - a. F.W. Taylor
 - b. Parker Follet
 - c. Henry Foyal
 - d. Mc Gregor
3. _____ is a process of selection from a set of alternative courses of action
 - a. Communication
 - b. Planning
 - c. Decision-Making
 - d. Staffing
4. Which form of organisation are useful for quick transmission of information
 - a. Vertical
 - b. Committee
 - c. Horizontal
 - d. None of these
5. Unilateral decisions are not taken by _____
 - a. Lassie faire leader
 - b. Democratic leader
 - c. Autocratic leader
 - d. Functional leader
6. Control gives scope for
 - a. Delegation of Authority
 - b. Accountability
 - c. Delegation of Responsibility
 - d. None of the Above
7. Delay in communication can be overcome by _____
 - a. Longer Communication Channel
 - b. Shorter Communication Channel
 - c. Direct-Contact
 - d. Feed Back
8. Effective communication requires an atmosphere of _____
 - a. Trust and Confidence
 - b. Moral and Immoral
 - c. Likes and Dislikes
 - d. None of the Above
9. The letterhead appears at the _____ of the business letter.
 - a. top
 - b. bottom
 - c. centre
 - d. Back
10. Set off the list of Do and Don'ts by using-----
 - a. Body
 - b. letter heads
 - c. Bullets
 - d. Formal

PART – B (10 x 2 = 20 Marks)

1. Expand 'POSDCORB'
2. Whether management is an activity or a process or both? Clarify
3. Differentiate strategic planning and tactical planning
4. Define organisation
5. Define Motivation
6. Mention the advantages of motivation
7. List out the various effective media in communication

8. Define 'Business Presentation'
9. State the any four essentials of writing e-mail
10. State the essentials of negotiation skills

PART-C (5 x 14=70 Marks)

1. (a) **Case Study:**

Ms. Bharati passed her M.B.B.S examination in the first division in 2003. Later on in the year 2006, she passed her M.S. examination as an eye specialist. She was awarded a gold medal in this examination. After completing her studies she joined a big hospital as an 'Eye Surgeon'. She is performing ten operations successfully every day.

Question:

What aspects of Ms. Bharati's above experience is science and what aspect in art? Critically Evaluate

2. (a) Explain Planning. Describe in brief the steps involved in the process of planning. How and why is each step important?

OR

- (b) Describe a matrix organization. What are its advantages and disadvantages?

3. (a) Describe theory X and theory Y

OR

(b) Describe the essential elements of the managerial function of directing. Explain in brief the importance of directing

4. (a) Describe the measures to overcome the physical and psychological barriers in communication process

OR

(b) Explain the source, identification and various steps involved with preparation to presentation on latest business articles

5. (a) Explain memorandum. What is its purpose? Suggest guidelines for memo writing.

OR

(b) Explain the ways to enhance the communication using non-verbal cues.

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VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM

M.B.A. DEGREE EXAMINATION –April / May - 2019

First Semester

MANAGERIAL ECONOMICS

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. A mixed economy:
 - a. Allocates resources via supply but not demand
 - b. Allocates resources via demand but not supply
 - c. Allocates resources via supply and demand
 - d. Allocates resources via market forces and government intervention
2. If an economy moves from producing 10 units of A and 4 units of B to producing 7 As and 5Bs, the opportunity cost of the 5th B is:
 - a. 7As
 - b. 10As
 - c. 3As
 - d. 5As
3. The price elasticity of supply is +4. The price increases by 15%. Sales were originally 200 units. What will they be now?
 - a. 80 units
 - b. 320 units
 - c. 60 units
 - d. 120 units
4. Average revenue is
 - a. Equal to price
 - b. More than price
 - c. Less than price
 - d. Zero
5. Which of the following is **not** a characteristic of risk?
 - a. The greater the uncertainty, the greater the risk.
 - b. The greater the potential risk, the greater the potential return investors will expect.
 - c. The later the cash flows are expected to be received, the greater the risk.
 - d. The shorter the expected holding period, the greater the risk
6. Net present value
 - a. is gross domestic product less depreciation
 - b. is sales volume less sales and excise taxes
 - c. is profit after taxes
 - d. ignores the time value of money
7. A reflationary policy could include:
 - a. decreasing injections
 - b. increasing interest rates
 - c. increasing taxation rates
 - d. increasing government spending
8. In a boom:
 - a. Surpluses are likely to occur
 - b. Supply will increase immediately to match demand
 - c. Prices are likely to fall
 - d. Shortages may occur
9. The difference between gross investment and net investment is:
 - a. Depreciation
 - b. Acceleration
 - c. Deceleration
 - d. Capital investment
10. Lower interest rates are likely to:
 - a. Decrease consumption
 - b. Encourage saving
 - c. Increase cost of borrowing
 - d. Increase borrowing and spending

PART – B (10 x 2 = 20 Marks)

1. List out the different forms of organization
2. Define the term Elasticity of demand
3. Write a short note on homogeneous product.
4. Give a short note on price leadership
5. Define pay back method
6. Write a short note on break even chart
7. Define GNP
8. What is per capita income?
9. Define national income
10. Define inflation

PART-C (5 x 14=70 Marks)

1. (a) Define organization? What are the various forms of organization?
OR
(b) Explain the concept of Income elasticity of demand and its types

2. (a) Explain the various degrees of price discrimination
OR
(b) How price and output is determined under monopoly competition? Give an example

3. (a) Discuss the methods of appraising profitability
OR
(b) Describe pay back method and its limitations

4. (a) Explain the basic concepts in national income
OR
(b) Give a detailed description of economic factors and its concepts

5. (a) Explain the various causes for price rises in an economy
OR
(b) Explain the growth rate of employment in different sectors

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University) SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
First Semester

STATISTICS FOR MANAGERS

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Which of the following is not an example of compressed data?
 - a. Frequency Distribution
 - b. Data Array
 - c. Histogram
 - d. Ogive
2. When referring to a curve that tails off to the right end, you would call it
 - a. Symmetrical
 - b. Negatively skewed
 - c. Skewed right
 - d. Positively skewed
3. In a normal curve the coverage of $\mu + 1\sigma$ is
 - a. 68%
 - b. 95.5%
 - c. 99.7%
 - d. None of these
4. Which of the following is an example of a statistic?
 - a. μ
 - b. N
 - c. σ
 - d. \bar{X}
5. Suppose we are attempting to estimate a population variance by using S^2 . It is incorrect to calculate S^2 as $\sum \frac{(X - \bar{X})^2}{n-1}$ because the value would be
 - a. Biased
 - b. Inefficient
 - c. inconsistent
 - d. insufficient
6. A single number used to estimate an unknown population parameter is called
 - a. Point estimate
 - b. Estimate
 - c. Interval estimate
 - d. Estimator
7. The variation of the Y values around the regression line is best expressed as
 - a. $\Sigma(Y - \bar{Y})^2$
 - b. $\Sigma(Y + \bar{Y})^2$
 - c. $\Sigma(Y - Y_C)^2$
 - d. $\Sigma(Y + Y_C)$
8. The known variable or variables in regression analysis is
 - a. Dependent variable
 - b. Continuous variable
 - c. Independent variable
 - d. Discrete variable
9. In time series, the variation within a year called as _____
 - a. secular trend
 - b. cyclical variation
 - c. seasonal variation
 - d. irregular variation
10. Suppose you were considering a time series of data for the quarters of 2011 and 2012. the third quarter of 2012 would coded as
 - a. 2
 - b. 3
 - c. 5
 - d. 6

PART – B (10 x 2 = 20 Marks)

1. What do you mean by data array? Give an example
2. Define standard deviation.
3. Define the term (a) finite population, and (b) Infinite population
4. Define sampling distribution
5. What is an estimator? Give an example.
6. Give the formula for obtaining sample size for estimating a population proportion
7. What do you mean by positive correlation?
8. Give the formula for obtaining correlation coefficient for bivariate grouped data
9. What is cyclical variation?
10. List the advantages of free hand method.

PART-C (5 x 14=70 Marks)

1. (a) Prepare a frequency distribution of the number of letters in a word from the following excerpt (ignore punctuation marks).

“In the beginning”, said a Persian Poet, “Allah took a rose, a lily, a dove, a serpent, a little honey, a dead sea Apple and a handful of clay. When he looked at the amalgam – it was a woman”.

Also obtain

- (i) The number of words with six letters or more.
- (ii) The proportion of words with 5 letters or less, and
- (iii) The percentage of words with number of letters between 2 and 8

OR

- (b) The following data give the savings bank accounts balances of nine sample households selected in a survey. These figures are in rupees.

745	2,000	1,500	68,000	461	549	3,750	1,800	4,795
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- a) Find the mean and median for these data.
 - b) Which of these two summary measures is more appropriate for this series?
 - c) Find the standard deviation for these data
2. (a) The weekly wages of 2000 workmen is normally distributed with mean wage of Rs.70 and wage standard deviation of Rs.5. Estimate the number of workers whose weekly wages are
 - (a) between Rs.70 and Rs.71;
 - (b) between Rs.69 and Rs.73;
 - (c) More than Rs.72
 - (d) less than Rs.65

OR

(p.t.o)

Sl.No.409

(b) 15% of the people in the small community of sands point have type - B blood. A random sample of 500 persons is selected. What is the probability that the sample proportion of people with blood type – B is

- (a) More than 17.5% (b) Less than 14% (c) Between 16% and 18%

3 .(a) A sample of 150 bulbs of brand - A showed an average life of 1800 hours with a standard deviation of 15 hours. Another sample of 100 bulbs of brand – B produced an average life of 1500 hours with a standard deviation of 11 hours. Find a 95% and 99% confidence interval for the difference of the mean life of the population of A & B brand bulbs

OR

(b) According to one sample estimate for a big city, 80% females and 45% males start wearing specks before they attain the age of 40. Find 98% confidence interval for the difference between the two proportions for the city as a whole

4. (a) Find out the regression equations from the following data.

X	27	32	39	41	47	52	61
Y	18	35	24	37	23	27	47

And also calculate the correlation coefficient

OR

(b) The ranking of ten students in Statistics and Mathematics are as follows.

Statistics	3	5	8	4	7	10	2	1	6	9
Mathematics	6	4	9	8	1	2	3	10	5	7

What is the coefficient of rank correlation?

5. (a) The seasonal indices of sales of a firm are as under.

Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Seasonal Index	106	105	101	104	98	96	93	89	92	102	106	108

If the firm is expecting a total sale of Rs. 42, 00,000 during 2014, estimate the sale for the individual months of 2014

OR

(b) The Dean of the Faculty of Management Studies, which operates on a trimester system, has compiled the following quarterly new enrolment of MBA students for the last three years from 2012 to 2014 and the results are as follows.

Year	Fall	Winter	Spring	Summer
2012	200	180	185	95
2013	220	188	175	83
2014	220	176	161	87

By using the ratio to moving average method, calculate the seasonal index for each quarter

VINAYAKA MISSIONS RESEARCH FOUNDATION
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M.B.A. DEGREE EXAMINATION –April / May 2019
First Semester

LEGAL ASPECTS IN BUSINESS

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Under which section Contract of indemnity comes ?
 - a. Secs. 124 and 126
 - b. Secs. 124 and 125
 - c. Secs. 126 and 127
 - d. Secs. 125 and 126
2. A contract of Insurance is
 - a. Contingent contract
 - b. Wagering agreement
 - c. Contract of guarantee
 - d. Unilateral contract
3. Registration of partnership is
 - a. Compulsory
 - b. Not necessary
 - c. Optional
 - d. None of these
4. The presumed that the holder of the negotiable instrument is a ____
 - a. Holder
 - b. Payee
 - c. Holder in due course
 - d. None of these
5. The minimum number of members for a public limited company is
 - a. 2
 - b. 3
 - c. 7
 - d. 10
6. The minimum subscription specified in the prospectus must be received within
 - a. 90 days
 - b. 130 days
 - c. 120 days
 - d. 60 days
7. Registration of dealers under TNGST Act is _____.
 - a. Section 2.
 - b. Section 21
 - c. Section 20.
 - d. Section 22
8. Sales tax may be classified into _____.
 - a. 2 categories.
 - b. 4 categories.
 - c. 3 categories.
 - d. 5 categories
9. The Consumer Protection (Amendment) Act was passed in the year
 - a. 1994
 - b. 1990
 - c. 1993
 - d. 1998
10. The Controller of Certifying Authority appointed by
 - a. State Government
 - b. Central Government
 - c. By nomination of directors
 - d. None of these

PART – B (10 x 2 = 20 Marks)

1. Differentiate between agreement and contract
2. What is meant by revocation?
3. What is the relationship that exists among partners?
4. Define 'Holder' and 'Holder in due course'.
5. What does the Articles of Association deal with?
6. What do you understand by redeemable debentures?
7. What is multiple-point sales tax?
8. List the kinds of registration according to The Tamilnadu Sales Tax Act, 1959
9. What are the types of Alternative Dispute Resolution?
10. Define Originator

PART-C (5 x 14=70 Marks)

1. **Case study** – Mr. A contracted with 'B' to supply him 500 tones of iron steel of Rs. 5000 per ton, to be delivered of a specified time. Thereafter, 'A' contract with 'C' for purchase of 500 tone of iron steel of Rs. 4800 per ton and at the same time for the purpose of performing his contract enter into with 'B'. 'C' failed to perform his contract in due course. 'A' procured any iron steel and 'B' rescinded the contract.

What would be the amount of damages which 'A' could claimed from 'C' in the circumstances?

2. (a) Explain the position of minor in the partnership firm

OR

(b) Distinguish between, "The Holder" and "The Holder in Due Course". Also state the privileges of Holder in due course

3. (a) What is Memorandum of Association? What are its contents? State briefly the contents of Articles of Association

OR

(b) Explain the procedure involved by issue of prospectus. States the essential content are included in the prospectus

4. (a) What are the reforms in indirect tax system? Explain the drawbacks of the CST.

OR

(b) State the good if any exempt from TNGST Act

5. (a) Discuss the salient features of Consumer Protection Act, 1986

OR

(b) What are the rights of the Consumer under Consumer Protection Act, 1986?

VINAYAKA MISSIONS RESEARCH FOUNDATION
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First Semester

ACCOUNTING FOR MANAGERS

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Accounting based equation is based on
 - a. Going concern concept
 - b. Dual aspect concept
 - c. Money measurement concept
 - d. Cost concept
2. Preliminary expenses is a/an
 - a. Asset
 - b. Liability
 - c. Income
 - d. None of these
3. Cost of goods purchased for resale is an example of
 - a. capital expenditure
 - b. revenue expenditure
 - c. deferred revenue expenditure
 - d. liability
4. Which one of the following does not require provision of depreciation
 - a. Leased assets
 - b. Land
 - c. loose tools
 - d. fixed asset
5. The current assets to current liability ratio is said to be satisfactory if it is
 - a. 1:2
 - b. 2:1
 - c. 1:1
 - d. 2:3
6. Tax paid
 - a. Application of fund
 - b. No flow of fund
 - c. Sources of und
 - d. Funds from operation
7. Contribution margin is also known as
 - a. Marginal income
 - b. Net Income
 - c. Gross profit
 - d. Prime cost
8. Overhead cost variance may be analyzed into
 - a. Two variances
 - b. Three Variances
 - c. Four variances
 - d. None of these
9. Calculate sales variance and analyse it on the basis of data given below:

Products	Budget	Actual
X	10,000 units @ Rs. 20	6,000 units @ Rs. 24
Y	5,000 units @ Rs. 10	9,000 units @ Rs. 9

10. In cost accounting, the stock is valued at
- Cost price
 - Market price
 - Cost price or market price whichever is less
 - Cost price or market price whichever is high

PART – B (10 x 2 = 20 Marks)

- What are the three types of accounts?
- Define Hybrid basis of accounting
- Define Deferred Revenue
- A machine is purchased for Rs. 10,000 and it is estimated that after its useful life of 3 years these scrap would amount to Rs. 1,000. It is decided to depreciate the machine by the diminishing balance method. Find out the per cent rate of depreciation per annum
- Define Funds flow analysis
- Calculate gross profit ratio for the following

Sales	Rs. 500000
Sales return	Rs. 50000
Closing stock	Rs. 35000
Opening stock	Rs. 70000
Purchase	Rs. 350000

- Calculate contribution and profit from the following details:

Sales	... Rs. 12000
Variable Cost	... Rs. 7000
Fixed Cost	... Rs. 4000

- Calculate BEP in units and value for the following:

Total cost	Rs. 50000
Total variable cost	Rs. 30000
Sales (5000 units)	Rs. 50000

- Define Cost Sheet

- Prepare a cost sheet from the following data.

- Raw material used ... Rs. 60,000
- Wages ... Rs. 15,000

Work Expenses is charged at 100% of wages.

Office overhead is charged at 25% on works cost.

Selling overhead is 10% of cost of production

(p.t.o)

Sl.No.142

PART-C (5 x 14=70 Marks)

1. (a) Distinguish between Double entry system and Single Entry system

OR

(b) Journalize the following transaction, post them in the ledger and balance the accounts as on 31st December, 2015.

Dec. 1. Mr. Ajith started business with Cash Rs. 75,000.

1. Purchased machinery for Rs. 12,000
3. He opened an account with Indian Bank Rs. 20,000
5. Good purchased from Kamala Rs. 15,000
10. Paid to Kamala in full settlement Rs. 14,500.
14. Goods sold to Mr. Balaji Rs. 20,000
16. Cash received from Mr. Balaji Rs. 5,000.
18. Goods purchased for Rs. 10,000
25. Goods sold for Rs. 25,000
31. Interest on Capital @ 10% for the month
31. Depreciate machinery @10% for the month

2. (a) Distinguish between

- a. Provision and Reserve
- b. General Reserve and Reserve Fund
- c. Capital Reserve and Revenue Reserve

OR

(b) A five year lease worth Rs. 30,000 is to be depreciated by Annuity system, the unwritten balance of the asset bearing interest at 5%. The annual amount to be written off as by the Annuity Table is 6,929.24.

Show the working of the lease account for the five years

3 .(a) Explain Cash flow statement. What are the advantages of cash flow statement? Give the specimen of cash flow statement

OR

(p.t.o)

Sl.No.142

(b) From the following details relating to the account of ABC Ltd., Balance sheets on 31st December, you are required to prepare fund flow statement, 2014.

BALANCE SHEET

Liabilities	2013 Rs.	2014 Rs.	Assets	2013 Rs.	2014 Rs.
Share Capital	4,00,000	3,00,000	Good will	90,000	1,00,000
Reserves	1,00,000	80,000	Plant & Machinery	4,29,250	2,98,000
Profit & Loss A/c	50,000	30,000	Debenture Discount	5,000	8,000
Debentures	1,00,000	1,50,000	Prepaid Expenses	5,750	4,000
Provision for Taxation	40,000	50,000	Investment	60,000	1,00,000
Trade Creditor	70,000	90,000	Sundry Debtors	1,10,000	1,60,000
Proposed Dividend	40,000	30,000	Stock	80,000	50,000
			Cash and Bank	20,000	10,000
	8,00,000	7,30,000		8,00,000	7,30,000

The following additional information has also been given:

1. 15% Depreciation has been charged in the accounts on Plant and Machinery
2. Old Machines costing Rs. 50,000 (WDV Rs. 20,000) have been sold for Rs. 35,000.
3. A machine costing Rs. 10,000 (WDV Rs. 3,000) has been discharged.
4. Rs. 10,000 profit has been earned by sale of investments.
5. Debentures have been redeemed at 5% premium.

Rs. 45,000 income tax has paid and adjusted against Provision for Taxation

4. (a) Discuss the advantages and disadvantages of standard costing

OR

(b) Calculate sales variance and analyse it on the basis of data given below:

Products	Budget	Actual
X	10,000 units @ Rs. 20	6,000 units @ Rs. 24
Y	5,000 units @ Rs. 10	9,000 units @ Rs. 9

5. (a) Explain the various methods of classification of cost with relevant examples

OR

(p.t.o)

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(b) Draw a statement of cost form the following particulars:

Opening Stock: **Rs.**

1. Materials 2,00,000
2. Work-in-progress 60,000
3. Finished goods 5,000

Closing Stock:

1. Materials 1,80,000
2. Work-in-progress 50,000
3. Finished goods 15,000

Materials purchased 5,00,000

Direct Wages 1,50,000

Manufacturing expenses 1,00,000

Sales 8,00,000

Selling and distribution expenses 20,000

Sl.No.142

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Second Semester

MANAGING PEOPLE IN ORGANIZATION
(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Which of the following is not a process of project human resource management?
 - a. Organizational Planning
 - b. Information Distribution
 - c. Staff Acquisition
 - d. Team Development
2. Welfare Officers are to be appointed if Organisation is engaging _____ or more employees.
 - a. 500
 - b. 250
 - c. 600
 - d. 750
3. In organizations, _____ programs ensure that protected classes are retained and their opportunities are maintained.
 - a. needs-based analysis
 - b. global human resource management
 - c. functional
 - d. affirmative action
4. Human Resource Management aims to maximize employees as well as organizational
 - a. Effectiveness
 - b. Efficiency
 - c. Economy
 - d. Performativity
5. Asking a candidate for an automotive mechanic's position to deconstruct and reconstruct part of an engine motor would be an example of what kind of selection device.
 - a. spatial test
 - b. performance-simulation test
 - c. intelligence test
 - d. interview
6. Recruitment is the process of _____.
 - a. hiring employees from competitors
 - b. locating, identifying, and attracting potential employees
 - c. measuring the pressure in the local labor market
 - d. hiring from outside the organization
7. Which of the following is not a type of performance appraisal?
 - a. Appraisal of managers.
 - b. 45 degree appraisal.
 - c. Team based appraisal.
 - d. Customer appraisals
8. The systems model of training contains three phases: _____, training and development, and evaluation.
 - a. Preparation
 - b. Introduction
 - c. Assessment
 - d. organizing
9. The employee welfare facilities available outside the organization are called
 - a. intra-mural facilities
 - b. extravagance
 - c. extra-mural facilities
 - d. None of the above
10. The Maternity Benefit Act was introduced in the year
 - a. 1948
 - b. 1976
 - c. 1923
 - d. 1961

(p.t.o)

PART – B (10 x 2 = 20 Marks)

1. List the different kinds of roles of the HR Manager
2. Define the term job re-design
3. Job Description – Define
4. Mention the objectives of HR Planning
5. List out the external factors affecting recruitment
6. Define trade test
7. Write any four importance of training
8. What is 360 degree feedback?
9. What is ranking method?
10. Define earnings

PART-C (5 x 14=70 Marks)

1. (a) Discuss various objectives of Human Resource Management.

OR

- (b) Explain the procedure for formulation of HR policy

2. (a) Explain the factors affecting Human Resource Planning process in detail

OR

- (b) Explain in detail with suitable example on the needs of HR planning

3. (a) Explain the recruitment process of any particular organization of your own choice

OR

- (b) Differentiate between selection and placement

4. (a) Explain the purpose of performance appraisal in HRM

OR

- (b) Distinguish between training and development to help the employee and employer to assume right responsibilities

5. Case Study

Compensation Management at Tata Consultancy Services Ltd.: Coping with Turbulent Times in the Indian IT Industry

The case discusses the compensation management practices at Tata Consultancy Services Ltd. (TCS), one of the leading Indian IT companies. TCS' compensation management system was based on the EVA model. With the implementation of Economic Value Added (EVA)-based compensation, the salary of employees comprised of two parts – fixed and variable. The variable part of the salary was arrived after considering business unit EVA, corporate EVA, and also individual performance EVA. During the fourth quarter of the financial year (FY) 2007-2008, TCS announced its plans to slash 1.5 percent of the variable component of employee salaries since its EVA targets for the third quarter of FY 2007-2008 were not met

The announcement came as a jolt not only to TCS employees but also to the entire Indian IT industry. The company came in for severe criticism and it was accused of not being transparent with respect to EVA calculation. However, some analysts felt that the pay cuts were a result of the macroeconomic challenges that the Indian IT companies were facing -- rapid appreciation of the rupee against the US dollar and the recession in the US economy (USA was the largest market for the Indian IT companies)

Issues:

1. Analyze TCS' HR practices with respect to its policy related to compensation of its employees.
 2. Discuss various concepts related to compensation management.
 3. Discuss the importance of variable compensation in light of its ability to motivate employees and enhance organizational productivity.
 4. Discuss the pros and cons of the EVA-based compensation management system and also analyze EVA as a performance measurement tool.
 5. Understand the rationale behind the cut in the compensation of the employees at TCS.
 6. Understand how macroeconomic variables could affect a company's HR policies.
- Appreciate the importance of HR goals and strategies in the success of an organization

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VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Second Semester
APPLIED OPERATIONS RESEARCH FOR MANAGERS

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Operations Research is outcome of
 - a. Combined efforts of talents of all fields
 - b. Economics and Engineering
 - c. Political problems
 - d. National emergency
2. The number at the intersection of key row and key column is known as
 - a. Column element
 - b. Key element
 - c. Row element
 - d. Cross element
3. Basic transportation problem was stated initiated by
 - a. Hans
 - b. Koopman
 - c. Cooper
 - d. Hitchcock
4. In cyclic traveling salesman problem the elements of diagonal from left top to right bottom are
 - a. Zero
 - b. All are infinity
 - c. All negative elements
 - d. All are ones
5. If there are n jobs to be performed, one at a time, on each of m machines, the possible sequence would be
 - a. $(n!)^m$
 - b. $(m!)^n$
 - c. $(n)^m$
 - d. $(m)^n$
6. If there are 4 tasks to perform, each of which requires processing on 2 different machines, the number of theoretically possible sequence is:
 - a. 579
 - b. 570
 - c. 576
 - d. 0
7. Network models have advantage in terms of project
 - a. Planning
 - b. Scheduling
 - c. Controlling
 - d. All of these
8. the critical path satisfy the condition that
 - a. $E_i = L_i$ and $E_j = L_j$
 - b. $L_j - E_i = L_i - L_j$
 - c. $L_j - E_i = L_i - E_j = d$ (constant)
 - d. All of the above
9. A type of decision-making environment is
 - a. Certainty
 - b. Risk
 - c. uncertainty
 - d. All of the above

10. The difference between the expected profit under conditions of risk and the expected profit with perfect information is called

- a. Expected value of perfect information
- b. Expected opportunity loss
- c. Expected marginal loss
- d. None of the above

PART – B (10 x 2 = 20 Marks)

1. Define the term Feasible Region
2. Define degeneracy of LPP
3. Define optimal solution in TP
4. How do you solve the maximization case of AP?
5. Idle time - Explain
6. Define the term players
7. Concurrent activities – Explain
8. Mention the types of failures in replacement theory
9. Define risk
10. What are the steps involved in decision making process

PART-C (5 x 14=70 Marks)

1. (a) A firm manufactures two products A & B on which the profits earned per unit are Rs.3/- & Rs. 4/- respectively. Each product is processed on two machines M_1 and M_2 . Product - A requires one minute of processing time on M_1 and two minutes on M_2 , while B requires one minute on M_1 and one minute on M_2 . Machine M_1 is available for not more than 7 hrs 30minutes while machine M_2 is available for 10 hours during any working day. Find the number of units of products A & B to be manufactured to get maximum profit

OR

(b) Use the simplex method to solve the LPP

$$\text{Min. } Z = -X_1 + X_2 - 3X_3$$

Subject to the constraints

$$X_1 + X_2 + X_3 \leq 10$$

$$-2X_1 + X_3 \geq -2$$

$$2X_1 - 2X_2 + 3X_3 \leq 0$$

$$\text{and } X_1, X_2, X_3 \geq 0$$

2. (a) A product is manufactured by 4 factories A, B, C, & D. Their unit production costs are Rs. 2/-, Rs. 3/-, Re.1/- and Rs. 5/- respectively. Production capacity of the factories are 50, 70, 40, and 50 units respectively. The product is supplied to four stores S_1 , S_2 , S_3 , & S_4 , requirements of which are 25, 35, 105, and 20 units respectively. Unit transportation costs are given below.

(p.t.o)

	S₁	S₂	S₃	S₄
A	2	4	6	11
B	10	8	7	5
C	13	3	9	12
D	4	6	8	3

Find the transportation plan such that the total production and transportation cost is minimum

OR

(b) A department head has four tasks to be performed with three subordinates, the subordinates differs in efficiency. The estimates of the time, each subordinate would take to perform, is given below in the table. How should he allocate the tasks one to each man, so as to minimize the total man hours?

Task \ Men	A	B	C
	I	9	26
II	13	27	6
III	35	20	15
IV	18	30	20

3.(a) (i) Consider the game G with the following pay - off

		Player B	
		I	II
Player A	I	2	6
	II	-2	λ

a) Show that G is strictly determinable, whatever λ may be

b) Determine the value of G.

(7 Marks)

(ii) Two players A & B match coins. If the coins show two heads, A wins Rs.2/-, if there are two tails A wins nothing, and loses Re.1/-. When there are one head and one tail. Determine the optimum strategies for the players and the value of the game.

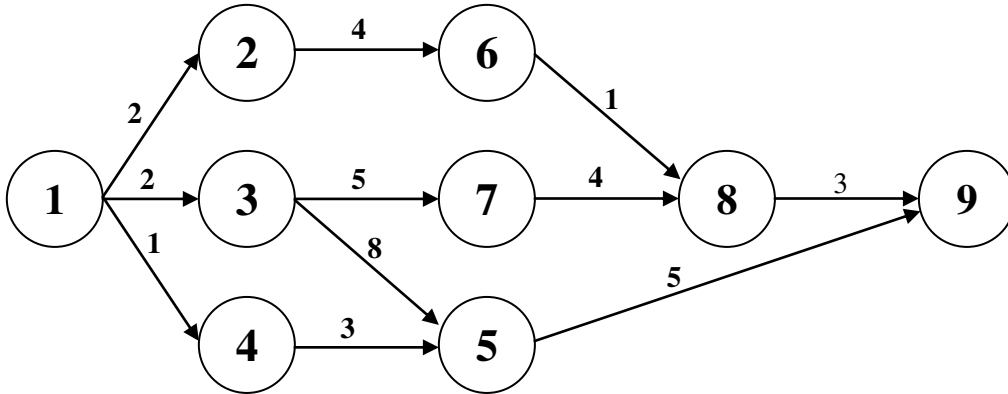
(7 Marks)

OR

(b) Solve the following rectangular game by using graphical method.

		Player B				
		I	II	III	IV	
Player A	I	(3	3	4	0
	II		5	4	3	7
)				

4. (a) (i) Identify the critical path for the following network diagram. **(5 Marks)**



(ii) A firm is considering replacement of a machine whose cost price is Rs.17500 and the scrap value is Rs.500. The maintenance costs (in Rs.) are found from experience to be as follows.

Year :	1	2	3	4	5	6	7	8
Maintenance								
Cost (Rs.) :	200	300	3500	1200	1800	2,400	3,300	4,500

When the machine should be replaced? **(9 Marks)**

OR

(b) Calculate earliest start, earliest finish, latest start and latest finish of each activity of the project given below and determine the critical path of the project, Total float, Independent float and free float.

Activity	1-2	1-3	1-5	2-3	2-4	3-4	3-5	3-6	4-6	5-6
Duration (in weeks)	8	7	12	4	10	3	5	10	7	4

5. (a) The parker flower shop promises its customers delivery within four hours on all flower orders. All flowers are purchased on the previous day and delivered to parker by 8.00AM. the next morning. Parker’s daily demand for roses is as follows

(p.t.o)

Demand	7	8	9	10
Probability	0.1	0.2	0.4	0.3

Parker purchases roses for Rs.10.00 per dozen and sells them for Rs.30.00. All unsold roses are donated to a local hospital. How many dozens of roses should Parker order each evening to maximize its profits? What is the optimum expected profit

OR

(b) A department store with a bakery section is faced with the problem of how many cakes to buy in order to meet the day's demand. The departmental store prefers not to sell day old cakes in competition, left over cakes are therefore, a complete loss. On the other hand, if a customer desires a cake and all of them have been sold, the customer will buy elsewhere and the sales will be lost. The store has therefore, collected information on the past sales based on selected 100 day period as shown in table below.

Sales per day	15	16	17	18
No. of days	20	40	30	10
Probability	0.2	0.4	0.3	0.1

Construct the conditional profit and the opportunity loss tables. What is the optimal number of cakes that should be bought each day? A cake costs Rs. 2/- and sells for Rs. 2.50

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VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Second Semester

FINANCIAL MANAGEMENT

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Compounding techniques is _____
 - a. Same as discounting technique.
 - b. Slightly different from discounting technique.
 - c. Exactly opposite of discounting technique.
 - d. None of these
2. The word finance comes from Latin word _____
 - a. Finis
 - b. Finans
 - c. Finan
 - d. Finas
3. Capital budgeting refers to the _____
 - a. Raising Capital
 - b. Overall cost of capital
 - c. Management technique of planning capital expenditure of the company
 - d. Cost of capital
4. The capital rationing involves _____
 - a. Finding ways to reduce the cost
 - b. Choice of combination of available projects in a way to maximise the total NPV
 - c. Increasing the amount of investment
 - d. Increasing the project
5. Financial leverage is zero when _____
 - a. Firm uses no debt
 - b. A firm uses equity
 - c. A firm uses debt
 - d. A firm uses no equity
6. Trading on Equity refers to _____
 - a. Using debt capital along with own capital
 - b. Smaller borrowing and larger profits
 - c. Selling of equity shares
 - d. Selling debentures
7. The following factor determine capital structure _____
 - a. Trading on equity
 - b. Nature of enterprise
 - c. Government policy
 - d. All the above
8. The most appropriate dividend policy is payment of _____ dividend per share.
 - a. Constant
 - b. Variable
 - c. Low
 - d. Zero
9. Cash management is a trade off between _____
 - a. Cost of carrying cash and necessity of maintaining liquidity
 - b. Carrying cost and storage cost
 - c. Cost of carrying cash and cost of investment
 - d. Carrying cash

10. Economic ordering quantity is the profit at which both ____
- Inventory carrying cost and ordering cost are maximum
 - Inventory carrying cost and ordering cost are zero
 - Inventory carrying cost is minimum
 - Inventory carrying cost and ordering cost are minimum

PART – B (10 x 2 = 20 Marks)

- State any four the importance of financial management
- Differentiate risk from uncertainty. [any two]
- Explain Mutually Exclusive Project Decisions
- ABC Ltd is proposing to take up a project which will need an investment of Rs. 40,000. The net income before depreciation and tax is estimated the first five years as follows: Rs. 10,000, Rs.12,000, Rs. 14,000, Rs.16,000 and Rs. 20,000. Depreciation is to be charged according to the straight line method. Tax rate is 50%. Calculate the Accounting Rate of Return
- Explain the term ‘Cost of Debt and provide an example
- Explain Composite leverage
- Explain optimum capital structure
- Define dividend policy
- Define Permanent working capital and Temporary working capital
- What are the components of receivable management?

PART-C (5 x 14=70 Marks)

1. Case study

Dr. Gupta is running a manufacturing factory produce automobile components. He is in the field for the past 12 years. In the recent past, he is having the problem of over inventory and also find it difficult to manage his financial obligations. Since he made this venture with a little amount of capital and a bank loan, he was not in a position to take strong decisions. He is approaching a financial consultant to solve his issues. Assume you are the consultant appointed by Dr. Gupta and answer the following questions:

- What are your suggestions to Dr. Gupta to overcome inventory issues?
- How will you analyse the case to solve the financial problems?

2. (a) X Ltd is considering the purchase of new machine which will carry out operations performed by labour. A and B are alternative models. From the following information, you are required to prepare a profitability statement and work out the pay-back period in respect of each machine:

	Machine A	Machine B
Estimated life of machine (Years)	5	6
Cost of Machine	Rs. 1,50,000	Rs. 2,50,000
Cost of indirect materials	6,000	8,000
Estimated saving in scrap	10,000	15,000
Additional cost of maintenance	19,000	27,000
Estimated saving in direct wages:		
Employees not required (Number)	150	200
Wages per employee	600	600

(p.t.o)

Taxation is to regarded as 50% of profit (ignore depreciation for calculation of tax). Which model would you recommend? State your reasons

OR

(b) A project costs Rs. 36,000 and is expected to generate cash inflows of Rs. 11,200 annually for 5 years. Calculate Internal Rate of Return of the project

3 .(a) Excel industries limited has assets of Rs. 1,60,000 which have been financed with Rs. 52,000 of debt and Rs. 90,000 of equity and a general reserve of Rs. 18,000. The firms total profits after interest and taxes for the ended 31st March 2014, were Rs. 13,000. It pays 8% interest on borrowed funds and is in the 50% tax bracket. It has 900 equity shares of Rs. 100 each selling at a market price of Rs. 120 per share. What is the weighted average cost of capital?

OR

(b) Determine the EPS of a textile company which has EBIT of Rs. 1, 60, 000. Its capital structure consists of the following securities.

- 10% Debentures ... Rs. 5, 00, 000
- 12% Preference Shares ... Rs. 1, 00, 000
- Equity Shares of Rs. 100 each... Rs. 4, 00, 000

The company is in the 55% tax bracket. Determine:

- i) the firms EPS
- ii) the percentage changes in EPS associated with 30% increase and 30% decrease in EBIT.
- iii) The degree of financial leverage

4. (a) From the following information determine the value of firms; P and Q belongs to the homogeneous risk class under a) the NI approach and b) the NOI approach.

	Levered firm P	Unlevered firm Q
EBIT	Rs. 2,00,000	Rs. 2,00,000
Interest (0.10)	50,000	-
Equity Capitalisation rate	0.20	
Corporate tax rate	0.35	

Which of the two firms has an optimal capital structure?

OR

(b) The following information relates to Maruti Ltd:

Earnings per share (EPS)	Rs.10
Cost of capital (k)	10%
Rate of return (r)	15%

Determine the market price per share under the Gordon model, if retention is:

- a) 60% b) 40% and c) 10%

5. (a) Explain the term “Working Capital”. Explain the factors affecting the working capital requirements of a business

OR

(b) What do you mean by receivables management – explain? What are the motives and cost of maintaining receivables? Also explain the objectives of Receivable Management.

**VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University) , SALEM**

M.B.A. DEGREE EXAMINATION –April / May - 2019

Second Semester

**CORPORATE GOVERNANCE AND SOCIAL
RESPONSIBILITY**

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Truthfulness in marketing communication is an example of
 - a. Ethics
 - b. Corporate Social Responsibility
 - c. Business ethics
 - d. Marketing Ethics
2. Ethics is derived from the _____ word
 - a. Greek
 - b. Latin
 - c. Chinese
 - d. German
3. Which one is not considered as ethical dilemma
 - a. Corruption
 - b. Tax evasion
 - c. Conflict of interest
 - d. Code of ethics
4. In India, values and ethical behavior are influenced by ____
 - a. Culture
 - b. Society
 - c. Both (a) and (b)
 - d. None of these
5. In a _____ organisation, decision making is delegated as far down the chain of command as possible
 - a. Decentralized
 - b. Creative
 - c. Flexible
 - d. centralized
6. The prominent features of MRTP Act, include the following
 - a. Monopolistic Trade Practices
 - b. Unfair Trade practices
 - c. Restrictive Trade Practices
 - d. All of these
7. The ecological footprint is an _____ tool for ecological resources
 - a. Accounting
 - b. Decision making
 - c. Management
 - d. Financial
8. CII drafted 'Desirable Corporate Governance – A Code' in
 - a. 1997
 - b. 2000
 - c. 2002
 - d. 2005
9. Which clause of Companies Act, 2013 makes CSR mandatory
 - a. 15
 - b. 135
 - c. 13
 - d. 153
10. Public Company must have least _____ directors; Private Company must have least _____ directors.
 - a. 5 and 4
 - b. 2 and 3
 - c. 4 and 5
 - d. 3 and 2

(p.t.o)

PART – B (10 x 2 = 20 Marks)

1. How would you explain Code of Conduct?
2. What are the objectives of Business Ethics?
3. Write short note on Code of Ethics
4. Explain 'Discrimination'
5. Explain Communist Theory?
6. Differentiate Micro and Macro Political Risk
7. Discuss Economic Planning
8. List the various developmental initiatives of CII.
9. Highlight the characteristics of Corporate Governance.
10. List few differences between Capital market and Money Market

PART-C (5 x 14=70 Marks)

1. (a) Can you explain the role and usefulness of moral theories in ethical practices?

OR

- (b) How would you improve ethical practices in workplace?

2. (a) What would you suggest for Organizations in implementing ethical practices?

OR

- (b) Examine the environmental issues in Indian context

3. (a) How would you show your understanding on the prominent feature of MRTP Act?

OR

- (b) Socio - Cultural environment has an impact on business organizations - Comment

4. (a) Enumerate the features of Economic Planning

OR

- (b) Illustrate the main features of economic plan and its impact towards business

5. (a) State and explain the mechanism of Corporate Governance

OR

- (b) Elucidate the role of BoD and the challenges faced by BoD

**VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM**

M.B.A. DEGREE EXAMINATION –April / May - 2019

Third Semester

**STRATEGIC MANAGEMENT AND BUSINESS PROCESS
MANAGEMENT**

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. In which decade did HRM originate?
a. 1950s b. 1970s c. 1980s d. 1990s
2. One of the components of corporate level strategy is:
a. Growth strategy' c. Portfolio strategy
b. Parenting strategy d. All of the above
3. Human Resource Management aims to maximize employees as well as organizational
a. Effectiveness b. Economy c. Efficiency d. Performativity
4. *The HR audit needs to be done at _____ levels of the organization.*
a. 2 b. 3 c. 4 d. 5
5. Why do some commentators claim that it is unlikely that the UK economy will become a knowledge economy?
a. The lack of IT education in schools
b. Culturally low in intelligence.
c. Historically low levels of company investment into research and development
d. Unions try to prevent knowledge transfer from management level to the broader workforce
6. Which consulting company is associated with the concept of talent management?
a. Price Waterhouse Coopers c. Boston Consulting Group
b. Deolitte d. Mckinsey
7. Which of the following is a content theory?
a. Expectancy theory c. ERG Theory
b. Equity theory d. None of the above
8. _____ refers to the allocation of people to jobs; it includes initial assignment of new employees, and promotion, transfer, or demotion of present employees.
a. Recruitment b. Placement c. Selection d. None of the above
9. In Taylor's differential piece rate system an inefficient worker is paid only ____ of the piece rate.
120% b. 75% c. 80% d. None of the above
10. The term 'emotional labour' is associated with which author?
a. Arlie Hochschild c. Stephen Fineman
b. David Sims d. Yiannis Gabriel

(p.t.o)

PART – B (10 x 2 = 20 Marks)

1. How you will integrate HR strategy with organizational strategy?
2. List any three process of SHRM
3. How would you assess changes in the internal and external environment?
4. Define high commitment
5. Mention any three areas for developing organizational effectiveness
6. Define organizational learning strategy
7. Define job competency
8. Write short note on post interview evaluation
9. How will you align expectations with strategies?
10. Define consumerism

PART-C (5 x 14=70 Marks)

1. (a) Explain the planning process of SHRM

OR

- (b) How human resource planning contributed to corporate planning process?

2. (a) How will you link HR strategy with competitive strategy in case of competitive advantage?

OR

- (b) Draw a sample for HR strategy for a private sector

3. (a) Consider your self as a HR manager and explain how you will manage resistance to change

OR

- (b) Explain strategies for developing emotion intelligent

4. (a) How would you keep retention as a core strategy?

OR

- (b) Explain the factors that considered for selecting employees

1. 5. Case study

I joined Ashish Mehta's five-member team at Caremark. I had met Ashish during the interview sessions, and was looking forward to working under him. My team members seemed warm and friendly, and comfortable with their work. I introduced myself to the team members and got to know more about each of them.

Wanting to know more about my boss, I casually asked Shobha, one of the team members, about Ashish. Shobha said, "Ashish does not interfere with our work. In fact, you could even say that he tries to ignore us as much as he can." I was surprised by the comment but decided that

(p.t.o)

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Ashish was probably leaving them alone to do their work without any guidance, in order to allow them to realize their full potential. At Aviva, I had worked under Sudhir Reddy and had looked up to him as a guide and mentor - always guiding, but never interfering. Sudhir had let me make my own mistakes and learn from them. He had always encouraged individual ideas, and let the team discover the flaws, if any, through discussion and experience. He rarely held an individual member of his team responsible if the team as a whole failed to deliver - for him the responsibility for any failure was collective. I remembered telling my colleagues at Aviva that the ideal boss would be someone who did not interfere with his/her subordinate's work.

I wanted to believe that Ashish too was the non-interfering type. If that was the case, surely his non-interference would only help me to grow. In my first week at work, I found the atmosphere at the office a bit dull. However, I was quite excited. The team had been assigned a new project and was facing a few glitches with the new software. I thought about the problem till late in the night and had come up with several possible solutions. I could not wait to discuss them with the team and Ashish. I smiled to myself when I thought of how Ashish would react when I told him that I had come up with several possible solutions to the problem. I was sure he would be happy with me having put in so much effort into the project, right from day one. I was daydreaming about all the praise that I was going to get when Ashish walked into the office. I waited for him to go into his workplace, and after five minutes, called him up, asking to see him. He asked me to come in after ten minutes. When I went in, he looked at me blankly and asked, "Yes?" Not sure whether he had recognized me, I introduced myself. He said, "Ok, but why did you want to meet me?" I started to tell him about the problems we were having with the software. But before I could even finish, he told me that he was busy with other things, and that he would send an email with the solution to all the members of the team by the end of the day, and that we could then implement it immediately. I was somewhat taken aback. However, ever the optimist, I thought that he had perhaps already discussed the matter with the team.

I came out of Ashish's cabin and went straight to where my team members sat. I thought it would still be nice to bounce ideas off them and also to see what solutions others might come up with. I told them of all the solutions I had in mind. I waited for the others to come up with their suggestions but not one of them spoke up. I was surprised, and asked them point-blank why they were so disinterested. Sanjay, one of the team members, said, "What is the point in our discussing these things? Shish is not going to have time to listen to us or discuss anything. He will just give us the solution he thinks is the best, and we will just do what he tells us to do; why waste everyone's time?"

I felt my heart sink. Was this the way things worked over here? However, I refused to lose heart and thought that maybe, I could change things a little. But as the days went by, I realized that Ashish was the complete opposite of my old boss. While he was efficient at what he did and extremely intelligent, he had neither the time nor the inclination to groom his subordinates. His solutions to problems were always correct, but he was not willing to discuss or debate the merits of any other ideas that his team might have. He did not hold the team down to their deadlines nor did he ever interfere.

In fact, he rarely said anything at all! If work did not get finished on time, he would just blame the team, and totally disassociate himself from them.

Time and again, I found myself thinking of Sudhir, my old boss, and of how he had been such a positive influence. Ashish, on the other hand, even without actively doing anything, had managed to significantly lower my motivation levels.

I gradually began to lose interest in the work - it had become too mechanical for my taste. I didn't really need to think; my boss had all the answers.

I was learning nothing new, and felt my career was going nowhere. As I became more and more discouraged, my performance suffered. From being someone with immense promise and potential, I was now in danger of becoming just another mediocre techie.

QUESTIONS

1. What, according to you, were the reasons for Rohit's disillusionment? Answer the question using Maslow's Hierarchy of Needs.
2. What should Rohit do to resolve his situation? What can a team leader do to ensure high levels of motivation among his/her team members?

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VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Third Semester

TOTAL QUALITY MANAGEMENT
(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions**PART – A (10 x 1 = 10 Marks)**

1. Service Assurance is
 - a. Confidence with customer
 - b. Employee has knowledge
 - c. Customer has trust
 - d. All of these
2. Identify the example of prevention costs.
 - a. Quality planning
 - b. Product recalls
 - c. Re-inspection
 - d. Customer returns
3. The customer value strategy may be addressed in which of the following topics?
 - a. Projects
 - b. Products
 - c. Services
 - d. Measurement
4. A service cannot be
 - a. Stored
 - b. Inspected
 - c. Targeted
 - d. Appraised
5. Which of the following was developed by Motorola to improve its processes by minimizing defects?
 - a. ISO 9000
 - b. Six sigma
 - c. QS 9000
 - d. TQM
6. An assignable cause is generally known to
 - a. Vendors
 - b. Workers
 - c. Top management
 - d. Customers
7. QFD is the way to
 - a. Fix typing errors
 - b. Conduct quality circle meetings
 - c. Fix sampling plans
 - d. Develop product specs
8. Which of the following components in a "House of Quality" drives the entire QFD process?
 - a. product characteristics
 - b. customer perceptions of competing products
 - c. customer requirements
 - d. roof matrix
9. During 1990s, the following institution(s) began to pay increase attention to quality.
 - a. Education and health care only
 - b. Education, health care, and government
 - c. Health care and government only
 - d. Government and financial institutions only

10. The ISO 50001:2011 standard pertains to:

- a. Equipment Management System
- b. Ecological Management Systems
- c. Environment Management System
- d. Energy Management System

PART – B (10 x 2 = 20 Marks)

1. Name any four prominent TQM pioneers
2. Mention any four duties and responsibilities of the quality council
3. Mention any four components of service quality
4. List any four importances of 5S concepts
5. Point out the merits of six sigma
6. What are the causes of variations due to assignable causes?
7. Why site visits are necessary in a benchmarking process?
8. Describe the term predictive maintenance
9. List out the important benefits of documentation
10. Mention the documents required for the implementation of quality system

PART-C (5 x 14=70 Marks)

1. (a) Describe the characteristics of quality leaders with illustrations

OR

(b) Describe the barriers for implementing TQM in industries

2. (a) Discuss the various stages involved in team building. What are the characteristics of successful teams?

OR

(b) Describe Kano's customer satisfaction model with neat diagram

3. (a) Write short note on: (i) process capability, (ii) process capability index

OR

(b) The following table shows the number of point defects on the surface of a bus body on August 2017.

Body No.	No. of defects	Body No.	No. of defects	Body No.	No. of defects	Body No.	No. of defects
1	13	6	17	11	17	16	6
2	15	7	7	12	11	17	16
3	19	8	9	13	7	18	10
4	8	9	3	14	11	19	2
5	6	10	23	15	14	20	6

(p.t.o)

- a. Compute the value of \bar{C} and its control limits.
 - b. Draw C – chart
 - c. Compute value of \bar{C} and control limits for the future use, if you deem it necessary
4. (a) Discuss in detail the quality function development with suitable diagram

OR

- (b) Write the step by step procedure for implementing FMEA of a product
5. (a) Explain in detail about the documentation of quality system with diagram

OR

- (b) Why is documentation the most common reason for noncompliance?

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VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Third Semester

INTERNATIONAL BUSINESS MANAGEMENT
(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions**PART – A (10 x 1 = 10 Marks)**

1. Because a company's international external environment is usually more diverse than its domestic external environment, it is useful to study international business in order to:
 - a. better understand the environment's effect on the conduct of business.
 - b. diversify business functions.
 - c. decide between relativist or normativist practices.
 - d. locate high-value activities in areas with low wages
2. Which of the following is not a force in the Porter Five Forces model?
 - a. Buyers
 - b. Complementary products
 - c. Suppliers
 - d. Industry rivalry
3. Which of the following is FALSE regarding the effects of technology growth on international business?
 - a. Technology has increased the demand for new products and services.
 - b. Improved communications and transportation speed up interactions and improve managers' ability to control foreign operations.
 - c. Conducting business on a domestic level usually involves greater distances than does conducting international business.
 - d. The cost of improved communications and transportation has risen more slowly than costs in general
4. Which of the following is NOT a characteristic of bartering internationally?
 - a. Bartering can be time-consuming.
 - b. Bartering can be expensive.
 - c. Bartering is a type of service export and import.
 - d. Bartering can be risky
5. The existence of money is a beneficial to international business because:
 - a. Each country has its own currency.
 - b. Each country has its own exchange rate.
 - c. Every country's money is acceptable in exchange for goods and services.
 - d. Money avoids costly cross-border bartering of goods and services
6. Ultimatelywas replaced by theon 1st Jan 1995
 - a. GATS, WTO
 - b. WTO, GATT
 - c. GATT, WTO
 - d. IMF, GATT
7. Which of the following refers to data which is original and derived from activities such as field research?
 - a. Quaternary data.
 - b. Tertiary data.
 - c. Primary data.
 - d. Secondary data
8. Which of the following is used for the measurement of distribution of income?
 - a. Laffer Curve
 - b. Engel's Law
 - c. Gini Lorenz Curve
 - d. Phillip Curve
9. Cultural homogeneity refers to —
 - a. inter-cultural movements
 - b. adaptation to the local culture
 - c. cultural uniformity
 - d. cross-cultural movements
10. Pull factors refer to —
 - a. strategic motivation
 - b. offensive motives of internationalization
 - c. market motives of internationalization
 - d. resource-seeking motives

PART – B (10 x 2 = 20 Marks)

1. State any four importance of globalization.
2. Write the meaning for revenue Tariff
3. When a country should take country risk.- Explain
4. Expand the term for BRIC and explain its purpose
5. Write short notes on political monitoring
6. List out any three importance of trade finance
7. State any four importance of international marketing
8. Give the meaning for piggy's packing
9. Expand and explain of DIPP with two of its important purpose
10. Give the meaning for automatic route

PART-C (5 x 14=70 Marks)

1. (a) List out important ten features of international business with valid reason

OR

- (b) List out the tariff barriers in international business. [Minimum six]

2. (a) Describe any seven important Legal and Environmental factors that influence an international business

OR

- (b) The valid Reason for BRICS nations are going to develop a joint bank- Discuss in detail

- 3 .(a) Discuss in detail the ADB operations with valid reasons

OR

- (b) List out the difference between BOP and BOT with description

4. (a) Explain in detail the any seven models of entry into international marketing

OR

- (b) Explain in detail the southeast financial crisis with illustrations

5. (a) Explain in detail, atleast ten guidelines and criteria for Indian direct investment

OR

- (b) Discuss in detail the key issues and challenges of SEZ

**VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM**

M.B.A. DEGREE EXAMINATION –April / May - 2019

Third Semester

**ELECTIVE – INDUSTRIAL RELATIONS AND LABOUR
WELFARE**

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Which of the following is the approaches of industrial relation?
a. Gandhian b. System c. Oxford d. All of these
2. Which of the following statement is true about an industrial dispute
a. The dispute may relate to employment
b. The dispute may relate to non employment
c. The dispute may between worker and worker
d. The dispute may between employer and government
3. A _____ strives to protect maintain and improve economic, social and vocational interest of their members
a. Trade union b. Employer union c. Both a & b d. None of these
4. A trade union should be registered as per the law must have
a. 20% of the workers c. 150 workmen
b. Minimum 17 persons d. None of the above
5. Which of the following is not a principle of industrial relations policy?
a. The code of conduct c. The code of discipline
b. Labour welfare d. None of these
6. The management should redress only those grievances that are
a. real b. imaginary c. real or imaginary d. none of these
7. According to Factories Act, what is the minimum number of worker required in a factory to make an appointment of Labour Welfare Officers
a. 200 b. 500 c. 1000 d. 800
8. According to _____ approach industrial relations a social sub system within the economic and political system
a. System approach c. Human relation approach
b. Leadership approach d. Group discipline approach
9. By which of the following methods workers participation can takes place management
a. Staff or work council c. Board level participation
b. Joint council and Committees d. All of these
10. Workers committee is to be constituted in an industry which is employing- _____ or more employees
a. 75 b. 90 c. 100 d. 804

PART – B (10 x 2 = 20 Marks)

1. List out three objectives of Industrial Relations
2. Define the term 'Employer'.
3. Define trade union

4. List out the contents of collective bargaining
5. Define Discipline
6. Define industrial accident
7. State the health services provided for workers
8. Mention some objectives of ILO
9. Write the objectives of WPM
10. List out the functions of unit councils

PART-C (5 x 14=70 Marks)

1. (a) Discuss the components of Industrial Relations system in detail.

OR

- (b) Explain the classification of Industrial Disputes

2. (a) Define the Term Collective Bargaining and explain the importance of Collective Bargaining

OR

- (b) Explain the important features of trade union?

3. (a) Explain the various causes of accident

OR

- (b) List out the importance of industry health and hygiene

4. (a) Write an essay on ILO and bring out its objectives and principles.

OR

- (b) Explain the importance of welfare services. How it is appraised?

5. (a) Explain in detail the forms of participation

OR

- (b) Explain the factors influencing Workers Participation in Management

Sl.No.330

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Third Semester

CORPORATE FINANCE

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Mutual funds are regulated in India by which among the following?
 a. RBI b. SEBI c. Stock exchanges d. RBI and SEBI both
2. The long-run objective of financial management is to:
 a. Maximize the value of the firm's common stock c. Maximize earnings per share.
 b. Maximize return on investment. d. Maximize market share
3. Working capital management is managing _____.
 a. Long term assets. c. Short term assets and liabilities.
 b. Long terms liabilities. d. Only short term assets
4. For a healthy business the current ratio lies between
 a. 0 to 1.5 b. 1.5 to 3 c. 3 to 4.5 d. 4.5 to 6
5. Which of the following is **NOT** a cash outflow for the firm?
 a. Depreciation b. Dividends c. Interest payments d. Taxes
6. A project would normally be undertaken if its net present value is:
 a. Exactly the same as the NPV of existing projects c. Positive
 b. Negative d. Zero
7. Financial decisions involve _____.
 a. Investment, financing and dividend decisions. c. Investment sales decisions.
 b. Financing cash decisions. d. Investment dividend decisions
8. Modigliani and Miller argue that the dividend decision _____.
 a. Is irrelevant as the value of the firm is based on the earning power of its assets
 b. Is relevant as the value of the firm is not based just on the earning power of its assets
 c. Is irrelevant as dividends represent cash leaving the firm to shareholders, who own the firm anyway
 d. Is relevant as cash outflow always influences other firm decisions
9. The framework for establishing good corporate governance and accountability was originally set up by the
 a. Thornton Committee c. Cadbury Committee
 b. Rowntree Committee d. Nestlé Committee
10. The corporate governance structure of a company reflects the individual companies':
 a. Cultural and economic system. c. Legal and business system.
 b. Social and regulatory system. d. All of these

PART – B (10 x 2 = 20 Marks)

1. List out the two objectives of financial management
2. State the purpose of lease financing
3. List out few examples for current assets
4. What is the meaning of overdraft?
5. State the three types of decision situations in capital budgeting

6. What is Certainty Equivalent Coefficient?
7. What is meant by financing decision?
8. Define dividend policy
9. Define Codes and guidelines
10. Define Ethics in Business

PART-C (5 x 14=70 Marks)

1. (a) Discuss in detail the various functions of a Finance manager

OR

- (b) Explain the various forms of International sources of finance.

2. (a) Discuss in detail on the various concepts of working capital

OR

- (b) What is factoring? Why organizations are using factoring services?

- 3 .(a) Explain where to apply Decision Tree Analysis and also steps to be followed to construct a decision tree

OR

- (b) Lotus Ltd. Is considering the purchase of a machine two alternative models are available. Relevant information is as follows:

Particulars	Machine X Rs.	Machine Y Rs.
Cost of the machine	3,00,000	5,00,000
Life time	4 Years	5 Years
Savings in scrap (materials)	45,000	50,000
Savings in wages	1,40,000	1,80,000
Supervision	10,000	15,000
Maintenance	6000	10,000
Indirect materials	4000	5000
Tax rate	50%	50%

Using the discounted cash flow method, prepare a statement of profitability and recommended the profitable machine. At the prevailing rate of 12%, the present value of Rs. 1 received annually for (a) 4 years – Rs, 3.04 (b) 5 years – Rs, 3.60

4. (a) Describe the various sources of long term and short term finance

OR

- (b) Briefly describe the various types of dividend

5. (a) Explain the various guidelines issued by SEBI on the corporate governance

OR

- (b) Explain the arguments against the social responsibility

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
INTEGRATED – MBA , M.B.A. DEGREE EXAMINATION – April /May - 2019
Fourth Semester

PERFORMANCE MANAGEMENT
(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Performance management is viewed as a process carried out as
 - a) once-a-year task
 - b) twice-a-year activity
 - c) ongoing process or cycle
 - d) None of the above
2. Appraiser describes strengths and weakness of appraisal in a descriptive form
 - a) Ranking
 - b) Essay
 - c) Paired comparison
 - d) Forced distribution
3. Performance appraisal involves all the following except
 - a) Setting work standards
 - b) Comparing performance to standards
 - c) Providing feedback to employee
 - d) Preparing job descriptions for groups of job
4. A supervisor who rates an unfriendly employee low on all traits because of it may be influenced by
 - a) strictness problem
 - b) bias problem
 - c) halo effect
 - d) central tendency
5. Which of the following is not a feature of effective knowledge management?
 - a) More effective application of an organisation's resources
 - b) Better connections between employees
 - c) Knowledge is gathered and stored
 - d) Productivity and creativity is improved
6. _____ includes shared information and communication of tacit knowledge between people
 - a) Externalisation
 - b) Socialization
 - c) Combination
 - d) Internalization
7. When the employees perform their work from the client's workplace or site, it is called
 - a) Telecommuting
 - b) Frontline
 - c) Cyber link
 - d) None of the above
8. The user visits a world through a wearable device
 - a) Immersive experience
 - b) Mirror world
 - c) Telepresence technology
 - d) Desktop systems
9. _____ is a system that deals with transformational power of music in enhancing the productive behaviour of people

- a) Mozart effect b) Mind mapping c) Synectics d) NLP
10. _____ is a mode of thinking that group consensus overrides realistic appraisal of a problem.
- a) Group think b) Underestimation
c) Illusion d) Mind guards

PART – B (10 x 2 = 20 Marks)

1. What are the new perspectives of performance management?
2. Name the models of integrated performance
3. Differentiate forced distribution method from forced choice method.
4. List the objectives of performance appraisal
5. Discuss about serial transfer
6. What is expert transfer?
7. State the application of Mirror world in virtual organization
8. What is MOST virtual?
9. What is innovative management?
10. What is corporate creativity?

PART-C (5 x 14=70 Marks)

1. (a) What are the components of performance management? Explain how it supports for different fields in business?

OR

(b) Explain key performance indicator and key performance area with example
2. (a) Explain the benefits and process of MBO.

OR

(b) How objectives of performance appraisal serve the organization?
3. (a) What are the different elements of a knowledge management programme? How can knowledge management programme be made effective?

OR

(b) Write down the 10 principles in knowledge management
4. (a) Critically examine the typical approach of virtual organization

OR

(b) Explain the emerging HR issues in virtual organization

5. (a) **Case study:**

Creative Problem Solving: RWE npower

In business there is typically a direct relationship between risk and reward. The bigger the risk you take, the greater the possibility of making a high return. The reverse side of this is that high risks can also be associated with spectacular failure.

Engineers working for RWE npower need to understand the commercial implications of the decisions they make. The best decisions will be those that provide good technical solutions while at the same time are commercially successful. Learning to manage risks is important. Decisions taken must be in line with other priorities such as safe working. At RWE npower, health and safety is the number one priority.

Creative problem-solving involves dealing with problems for the very first time. While there are tools and techniques to help find solutions, engineers will need to be creative. They need to decide what methods to use and ultimately how the problems will be solved.

At senior management level, RWE npower has engineers with responsibility for running very large units such as a power station. These senior managers are continually provided with information about every aspect of the performance of the plant. They receive advice and information from a range of specialists. The sorts of problems they encounter include what to do when a weakness is spotted in materials. For example, the giant turbines which power the generators can develop tiny defects over time. The turbines can weigh more than 250 tonnes and rotate 3,000 times a minute. These defects are actively managed and carefully monitored to ensure they do not deteriorate to present a potential safety risk.

When a plant manager is notified that tiny cracks have been found in the turbine, then he or she must come to a decision very quickly.

Which options you will choose as a plant manager: Explain why?

1. Shut down part or all of the plant and start repairs.
2. Take advice from specialist engineers to check whether it is still possible to continue operating while carefully monitoring the weakness.
3. Do nothing.

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**VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM**

M.B.A. DEGREE EXAMINATION –April / May - 2019

Fourth / Tenth Semester

**ELECTIVE – SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT**

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Number of recognized stock exchanges in India _____
a. 25 b. 24 c. 27 d. 23
2. _____ reflects how volatile is the return from an investment relative to market swings.
a. Variance b. Standard Deviation c. Beta d. None of these
3. FII's are permitted _____
a. To invest in the listed companies only
b. To invest in the listed and unlisted companies
c. To invest in the debentures
d. All the above
4. _____ assigns rating primarily to debt securities.
a. Credit Rating Agencies c. Stock Exchanges
b. Debt Market d. None of these
5. Which of the following items might result in dilution of corporate earnings per share at present?
a. Stock options given as incentive to top executive c. Convertible bonds
b. Warrants d. All the above
6. _____ represents the difference between the yield to maturity on a short-term risk-free security and the yield to maturity on a risk free security of a longer maturity.
a. Maturity Premium c. Maturity Discount
b. Default Premium d. None of these
7. Violation of a trend line means _____
a. Moving away from the trend line
b. Changing the direction
c. Penetration of the trend line
d. Cutting the rising the trend line from above
8. _____ reflects the price of investors are willing to pay for every rupee of earnings per share.
a. Price to Expenses Ratio c. Price to Earning ratio
b. Price to Book value Ratio d. None of these

9. Evaluation of portfolio performance measured by _____
- a. Sharp and Treynor
 - b. Markowitz and Treynor
 - c. Sharp and Markowitz
 - d. None of these
10. _____ seeks to design a portfolio meant to replicate the performance of a specific index.
- a. Immunization strategy
 - b. Passive strategy
 - c. Active bond portfolio strategy
 - d. None of these

PART – B (10 x 2 = 20 Marks)

1. Explain speculation
2. Explain Option and futures
3. Explain debt market and its intermediaries
4. Differentiate between primary and secondary market
5. State the factors determining under company analysis
6. Define diffusion index
7. State any three available tools of technical analysis
8. Explain the indicator: Mutual fund liquidity
9. Explain Sharpe index model
10. Explain the 'Equity Risk Premium'

PART-C (5 x 14=70 Marks)

1. (a) "Investment is well grounded and carefully planned speculation". In the light of the above statement explain and differentiate between 'investment' and 'speculation'. How do they differ from 'gambling'?

OR

(b) Explain the investment process in detail. What do you mean by investment and speculation? Explain investment versus speculation

2. (a) Elucidate the factors that differentiate one index from another index? Discuss the various indices built with the help of the scrip traded on NSE

OR

(b) Explain the term NSDL. State its functions and how it is beneficial for the investors?

3. (a) Explain how the efficient frontier is determined using Markowitz approach. What are the characteristics of assets that lie on the efficient frontier? What are the strengths and weaknesses of the Markowitz approach?

OR

(p.t.o)

Sl.No.224

(b) The market price of a Rs. 1000 par value bond carrying a coupon rate of 14 per cent and maturing after five years is Rs. 1050. What is the yield to maturity (YTM) on the bond? What is the approximate YTM? What will be the realised yield to maturity if the reinvestment is 12 percent?

4. (a) How does technical analysis differ from fundamental analysis? Explain the ways in which the technicians think before they act?

OR

(b) Explain the procedure commonly employed by investment analysts to estimate the intrinsic value of shares

5. (a) **Case Study**

The stock of Box Limited performs well relative to other stocks during recessionary periods. The stocks of Cox Limited, on the other hand, does well during growth periods. Both the stocks are currently selling for Rs. 100 per share. You assess the rupee return (dividend plus price) of these stocks for the next year as follows:

	Economic Conditions			
	High Growth	Low Growth	Stagnation	Recession
Probability	0.3	0.4	0.2	0.1
Return of Box's Stock	100	110	120	140
Return on Cox's Stock	150	130	90	60

Calculate the expected return and standard deviation of the investing.

- Rs. 1,000 in the equity stock of Box's Limited
- Rs. 1,000 in the equity stock of Cox Limited
- Rs. 500 each in the equity stock of Box and Cox limited

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Fourth Semester

HOSPITAL HAZARDS AND DISASTER MANAGEMENT

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Expansion of NIOSH -----
2. Periodic inspection and monitoring is the responsibility of the ----- committee.
3. -----should carry the biohazard symbol indicating the nature of waste to the patients and public.
4. In water, -----can still bind to metal ions and minerals
5. The minimum paid up capital required for a General Insurance Company is Rs. ___
6. -----terms matches closest with ‘Composite Policy’
7. Climate change points to a need for greater _____ cooperation
8. NGOs most commonly work in the _____ phase of emergency management
9. The major benefit in using Events as a marketing tools against other methods is-----
10. Events provide an avenue to affirm _____

PART – B (10 x 2 = 20 Marks)

1. Define Hospital
2. Infection control committee- Define
3. State any categories of bio medical management.
4. What do you mean by decomposition?
5. What do you mean by High-Risk Pools?
6. Mention any four important duties of national insurance companies
7. Define natural disaster
8. What do you food poisoning?
9. Who is an event manager?
10. Mention any three roles of community in disaster management.

PART-C (5 x 14=70 Marks)

1. (a) Types of hospital hazards –Discus in detail

OR

- (b) Explain detail the staff health

2. (a) TNPCB rules and regulation of bio medical waste management – Explain in detail.

OR

(p.t.o)

(b) Discuss in detail the drawbacks of improper disposal of wastes

3. (a) Write a short notes on (a) Indemnity Insurance (b) Health Maintenance Organizations

OR

(b) Discuss in detail payment terms and conditions of medical insurance.

4. (a) Explain in detail the characteristics and drawbacks of tsunami

OR

(b) Discuss in detail the alcoholic and drug addiction in disaster management

5. (a) Write a short note on (a) Melas in event management. (b) bull fight in event management

OR

(b) Discuss in detail the ambulance management

Sl.No.111

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Fourth Semester

ELECTIVE – HOSPITAL COUNSELLING
(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Which of the following strategies can most help you as a nurse to enhance your ethical practice and client advocacy?
 - a. reading a book on religions of the world
 - b. examining and clarifying your own values
 - c. talking with peers about their beliefs and values
 - d. buying a nursing book on ethical decisions
2. As they progress in their education in hospital administration, will most likely do which of the following things?
 - a. Learn to develop a personal theory of nursing.
 - b. Become less interested in bedside nursing.
 - c. Lose their ability to think critically in clinical areas.
 - d. Have increased enjoyment when doing paperwork
3. The lowest level of needs in Maslow's Hierarchy of Needs is which of the following?
 - a. safety and security needs
 - b. physiologic needs
 - c. love and belonging needs
 - d. self-esteem needs
4. In Virginia Henderson's 1966 definition of hospital counselling, a person/client has which of the following numbers of fundamental needs ?
 - a. 7
 - b. 14
 - c. 18
 - d. 22
5. Bed ratio
 - a. Hospital occupancy
 - b. Physical condition of facilities
 - c. Volume of services provided
 - d. Both a & b
6. A hospital requires to check and understand the applicability of the standard clauses for the institution. In India, all the hospitals have been certified for
 - a. ISO 9000
 - b. ISO 9002
 - c. ISO 9001
 - d. ISO 9003
7. When assessing the noise level that clients are exposed to, the nurse is aware that levels below which of the following number of decibels is usually safe in terms of hearing?
 - a. 85
 - b. 95
 - c. 110
 - d. 120

8. A client asks you how to best prevent vaginal infections. Your best answer would include which of the following statements?

- a. "I would suggest a vinegar douche."
- b. "The pH of the vaginal secretions stops many disease-producing bacteria."
- c. "Drinking cranberry juice will prevent most all of the vaginal infections."
- d. "Your doctor can prescribe a medication that will prevent vaginal infections."

9. You would refer to the early phase of scar tissue formation as which of the following kinds of tissue?

- Keloid b. Cicatrix c. Granulation d. Fibrous

10. Which of the following cells of the body are in almost constant mitosis?

- a. nerve cells b. stomach cells c. muscle cells d. renal cells

PART – B (10 x 2 = 20 Marks)

1. What is mental hygiene movement?
2. What is clinical psychology?
3. What is reconstructive approach?
4. What is positive reconditioning?
5. What is summit of Maslow's motivation theory?
6. Which need are those required to sustain life?
7. What is sweating shakiness?
8. What is drug addiction?
9. What is a management of counselling?
10. State the meaning of stress in workplace

PART-C (5 x 14=70 Marks)

1. (a) Discuss the factors contributing to the emergence of counselling in details

OR

- (b) "Counselling as a helping relationship" – Elucidate

2. (a) Discuss the humanistic approach of counselling in details

OR

- (b) Explain the procedure of counseling implementation strategies in health care sector.

3. (a) Explain in details of various needs. Describe Self-actualization according to Abraham Maslow

OR

- (b) Explain the factors to be concerned while assessing of beliefs related with the counsellor

4. (a) Explain the drug addiction

OR

(p.t.o)

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(b) Explain the counselling principles and procedures of HIV counselling

5. (a) Explain the need and importance of counseling in hospitals? Explain the types of counselling

OR

(b) Explain the styles and strategies adopted by the health care industry for stress management?

Sl.No.156

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Fourth Semester

ELECTIVE – ENTERPRISE RESOURCE PLANNING
(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions**PART – A (10 x 1 = 10 Marks)**

1. The _____ should plan well and execute perfectly the implementation of ERP.
 - a) Organisation
 - b. Vendors
 - c. System developers
 - d. Top Management
2. ERP systems lead to significant cost savings by continuously monitoring _____
3. DSS is quite _____ and is available on request.
 - a. Structured
 - b. Semi-structured
 - c. Non-structured
 - d. Unstructured
4. Which of the following describes an ERP system?
 - a. ERP systems provide a foundation for collaboration between departments
 - b. ERP systems enable people in different business areas to communicate
 - c. ERP systems have been widely adopted in large organizations to store critical knowledge used to make the decisions that drive the organization's performance
 - d. All of the above
5. During the 80s, tools were developed to assist the planning of:
 - a. Production levels
 - b. Capacity requirements
 - c. Priority planning system
 - d. Planning functions
6. _____ module keeps track of liquidation process.
 - a. Market management module
 - b. Treasury module
 - c. Liquidation module
 - d. Enterprise management module
7. Identify the correct statement.
 - a. The only problem with the package vendors is that they are very expensive.
 - b. The only problem with the business consultants is that they are very expensive.
 - c. The only problem with the employee training is that it is very expensive.
 - d. The only problem with the planning of implementation is that it is very expensive
8. As processes become more automated and efficient,
 - a. It is best to treat ERP as an investment as well as a cost-cutting measure.
 - b. It is not best to treat ERP as an investment as well as a cost-cutting measure.
 - c. It is best to treat ERP as an disinvestment as well as a cost-cutting measure.
 - d. It is best to treat ERP as an investment but not as a cost-cutting measure
9. What must a system do to qualify as a true ERP solution?
 - a. Be flexible
 - b. Extend within the company
 - c. Be modular and closed
 - d. All of the above
10. Emerging trends in ERP is/are:
 - a. Open source ERP
 - b. Business analytics
 - c. Supply chain management
 - d. All of these

PART – B (10 x 2 = 20 Marks)

1. What is an Enterprise?
2. How do conventional application packages and ERP packages differ?
3. How the vendor solutions classified
4. What is Crystal Reports in JD Edwards?
5. Define Vendor
6. Define BOA
7. List out the subsystems in Human Resource Management Module.
8. Mention any four functions should be carried out in shipping Module
9. List any two major tasks in SAP
10. Cloud computing – Explain

PART-C (5 x 14=70 Marks)

1. (a) Write short notes on: (a) Data Warehousing. (b) Data mining
OR
(b) Explain ERP and ERP Related Technologies

2. (a) Explain the features & benefits of J.D Edward software solution
OR
(b) Explain about SSA global?

3. (a) Give a brief account on various task performed during Pre-implementation
OR
(b) Explain about project teams

4. (a) Explain the Success and Failure factors of ERP
OR
(b) Explain the subsystems in Manufacturing Module

5. (a) Explain in details about Customer Relation Management
OR
(b) Explain EIA and its significant limitations in detail

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), Salem
M.B.A. DEGREE EXAMINATION –April / May - 2019
Fourth Semester

CUSTOMS PROCEDURES AND DOCUMENTATION
(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Electrical ventilation is part of
2. CHOPOT stands for
3. Fully prepaid is a term used for
4. Does time count if one of the cranes breaks down?
5. Iron ore goes from developing nations to
6. GMT stands for
7. Are goods for use in vessel or aircraft and include fuel and spare
8. Customs Tariff Act was framed in the year...
9. Bill of entry for home consumption and ware housing can be substituted. True or false
10. The importer of goods in storage execute a bond binding himself for ...

PART – B (10 x 2 = 20 Marks)

1. Write a short note on tank-tops.
2. Define bill of lading according to clause 22 & 4
3. Define demurrage.
4. What is 4:2:1 ratio of bauxite?
5. Define order bill of lading
6. List any three dangerous cargos
7. Give a brief account of specified goods
8. Discuss in short the recovery of duties
9. Define an insolvent
10. What is the role of an appellate tribunal?

PART-C (5 x 14=70 Marks)

1. (a) List various cargo fittings and explain their need.

OR

- (b) List and explain the customary terminologies and abbreviations used in Dry Cargo business

(P.T.O)

2. (a) Give the list of definitions of Lay time and explain those definitions

OR

(b) With examples estimate a voyage

3. (a) Highlight and discuss the important elements of Cats.

OR

(b) Discuss the amendments to England Arbitration Act

4. (a) What are the powers to the settlement commission under the customs act, 1962?

OR

(b) How is value determined for purposes of special CVD under the Customs Tariff Act?

5. (a) Explain the regulations addressing clearance of goods under various heads.

OR

(b) Explain the process of levy of duty where standard rate and preferential rates are specified

Sl.No.114

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Fourth Semester

ELECTIVE – CUSTOMS PROCEDURES & DOCUMENTATION

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. DWCC stands for
2. sets out the owners' right to deviate for bunkers during contractual voyage
3. NMPD stands for
4. means the charterer to load / discharge as fast as possible
5. A growing alternate to bill of lading is
6. GMT stands for
7. DFIA means
8. Customs Tariff Act was framed in the year...
9. Bill of entry for home consumption and ware housing can be substituted. True or false
10. The maximum time for the paying the warehouse rent from the date on which it falls due is

PART – B (10 x 2 = 20 Marks)

1. Name the two decks in a common twin-decker ship
2. Define shipping pools
3. Define demurrage
4. How can a reversible day calculated
5. Highlight what a combined transport bill of lading mean
6. Define arbitration
7. Give a brief account of specified goods
8. Give a brief guideline on the loading and unloading of import goods
9. When can a microfilm or a facsimile be considered as evidence?
10. What is the role of an appellate tribunal?

PART-C (5 x 14=70 Marks)

1. (a) Give a detailed account of various specialized ships

OR

- (b) List and explain the important charter party clauses

2. (a) Give the list of definitions of Lay time and explain those definitions

OR

- (b) With examples estimate a voyage

(P.T.O)

3 .(a) Highlight and discuss the important elements of Cats

OR

(b) Explain the origin of arbitration in shipping industry

4. (a) When can a penalty be imposed equivalent to duty under section 114A of the customs Act, 1962? Explain with examples

OR

(b) How is value determined for purposes of special CVD under the Customs Tariff Act?

5. (a) Discuss the process and regulation of import and export baggage

OR

(b) Highlight the power of central government to levy protective duties in certain cases and explain

Sl.No.229

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Fourth Semester

ELECTIVE – CUSTOMS PROCEDURES AND
DOCUMENTATION

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. The ability to the customer to track various orders is
2. is a common technique that helps in selecting optimal network design
3. Costs associated with loading, unloading and handling of goods is called
4. The best mode of transportation in terms of dependability is
5. ITS stands for
6. lo/lo stands for
7. IMO stands for.....
8. BAF stands for
9. EXW stands for ...
10. GA stands for

PART – B (10 x 2 = 20 Marks)

1. What do you understand by the term Inventory?
2. List two factors affecting distribution network planning
3. Who is a transporter or shipper?
4. What is stowability?
5. List any two secondary functions of AFMS
6. Highlight the importance of air draft
7. What is high value cargo?
8. List the two significant adjustment factors
9. GA stands for
10. Highlight any three legal aspects of bill of lading

PART-C (5 x 14=70 Marks)

1. (a) Write a note on warehousing discussing the various types of warehouses operational today

OR

- (b) Discuss in detail “Channel Mapping” strategy

2. (a) What factors influences transportation costs, explain in brief

OR

(p.t.o)

(b) Explain transportation administration process?

3 .(a) What do you understand by Intelligent Transportation System?

OR

(b) What are the major differences between 'Liner' and 'Tramp' trades?

4. (a) Explain, with examples, 'Peak Season' and 'Lean Season' in shipping business

OR

(b) Write a detailed note on ramps explaining its types with advantages and disadvantages.

5. (a) What is a Flag of Convenience (FOC) country An FOC is advantageous for Shipping Industry. Explain

OR

(b) What is Liner Consortium?

Sl.No.230

**VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM**

M.B.A. DEGREE EXAMINATION –April / May - 2019

Fourth Semester

**FREIGHT FORWARDING, STEVEFRORING & PORT
OPERATIONS**

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Cargo which freight is charged on its weight
2. is a material obtained after physical or chemical separation of undesirable ingredients from natural ores?
3.does not heat spontaneously but is easily inflammable and readily fuses when heated slightly
4. UEL stand for
5. The main property of salt is that it is
6. mostly comes packed in wooden crates in a variety of shapes and sizes.
7. SOLAS stands for ...
8. is not uncommon for crew to engage for up to three years continuous seagoing service
9. The agent must not make any profits in relation to his dealings upon behalf his principal.
10. Hauge Rules were agreed in the year

PART – B (10 x 2 = 20 Marks)

1. List any two hazards of concentrates
2. Define solid bulk cargoes
3. Chart down the poisonous toxic substances
4. What is a cargo operation?
5. What is a steel billet?
6. What is restriction on employment?
7. What is Port State Control?
8. How many hours for loading and discharging tanker are usually allowed?
9. What is a manifest?
10. What is a “disbursement”?

PART-C (5 x 14=70 Marks)

1. (a) Write a brief note on cargo documents with suitable examples

OR

- (b) Discuss in detail “Lifting Gear”

(P.T.O)

2. (a) Mention the physical characteristics of a container with their types?

OR

(b) Mention the methods of gas-freeing tanks and discuss the tanker operation systems?

3 .(a) Mention the various methods of handling of cargoes?

OR

(b) Elaborate the importance of safety of ship and crew, safety of cargo and economy of operations?

4. (a) List out the importance of time counting with suitable examples

OR

(b) Mention various types of certificates in briefly

5. (a) Draft “heads on agreement” – Explain why each one has been included

OR

(b) Describe in detail on P & I associations, noting protest and general average?

Sl.No.112

**VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM**

M.B.A. DEGREE EXAMINATION –April / May - 2019

Fourth Semester

**ELECTIVE – FREIGHT FORWARDING, STEVEDORING &
PORT OPERATIONS**

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. Allowance is made for his volume occupied by the frame, beams and
2. Allowance is made for his volume occupied by the frame, beams and
3.is the term given to coat left over from earlier mining which has been dumped into fresh water ponds and later reclaimed for shipment
4. The amount of evaporation depends on theof the liquid
5. Unrefined Sugar is known as
6. Onions and potatoes must be kept dry as they germinate and rot in condition
7.is a system which is by no means exclusively directed against FOC ships
8. service are fundamental to a ship's arrival and departure
9.contains information upon which the 'Description of Goods' element is based
10. Agent prioritized task were to obtain.....

PART – B (10 x 2 = 20 Marks)

1. What do you understand by the term moisture content?
2. Give an example of dead weight cargo
3. List any two aims of dangerous goods?
4. State few point on refrigerator system
5. List the handling methods of paper rolls
6. Define Dock labourers act
7. What is Port State Control?
8. Who pays for lights on deck and in the holds when working at night?
9. What is a manifest?
10. Which countries are the principal exporters of coal and which are the main importers?

PART-C (5 x 14=70 Marks)

1. (a) List and explain the various precautions before loading the cargoes

OR

- (b) Discuss in detail "Lifting Gear"

2. (a) Mention the physical characteristics of a container with their types?

OR

(b) Explain the special attention requires for deck cargo during loading and carriage

3 .(a) What do you understand by ‘The Dock Labourers Act’?

OR

(b) Elaborate the importance of safety of ship and crew, safety of cargo and economy of operations?

4. (a) Write a brief note on Demurrage and Despatch

OR

(b) Mention various types of certificates in briefly

5. (a) Briefly explain the statement of actual events

OR

(b) Mention in details the elements in office organization?

Sl.No.158

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Fourth Semester

AVIATION OPERATIONS AND MANAGEMENT

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. IATA has developed and launched the _____ survey, specifically designed for the aviation industry
2. In December 2018, _____ was inaugurated making Kerala the only state in India to have four international airports
3. DGCA has five Regional Air Safety offices located at Delhi, Mumbai, Chennai, Kolkata and Hyderabad.
4. _____ is a short- to medium-range twinjet narrow-body airliner developed and manufactured by Boeing Commercial Airplanes in the United States.
5. The BCAS was reorganized into an independent department on 1st April, 1987 under the Ministry of Civil Aviation as a sequel to the _____ in June 1985
6. _____ includes items left in the aircraft structure during manufacture/repairs, debris on the runway and solids encountered in flight (e.g. hail and dust)
7. _____ is one of the earliest native books on aviation, dated to 1904, with the designs of aircraft, which are deemed unrealistic by the experts
8. _____ is an international convention which regulates liability for international carriage of persons, luggage, or goods performed by aircraft for reward
9. _____ helps to ensure that the airport runway, taxiway, and apron (or ramp) is not subjected to excessive wear and tear, thus prolonging the usable life of the runway while promoting safe operations of the aircraft landing thereon.
10. DGCA under the provisions of _____ issues/renew or revalidates the Certificate of Airworthiness

PART – B (10 x 2 = 20 Marks)

1. What is wage?
2. What is no frills airline? Name a few Indian No frill airline
3. What do you understand about Terminal Management?
4. Write name of any two countries in IATA TC-1
5. What is ATF?
6. In which convention gives the full details of Aviation security?
7. What is B type fire and solution for it?
8. What are the aims of IATA?
9. Define cargo.
10. What is hand baggage and registered baggage?

PART-C (5 x 14=70 Marks)

1. (a) Explain IATA structure and functions in detail

OR

(b) What are the infrastructures facilities available at airport for commercial airline operations?

2. (a) Explain the International Conventions about in aviation

OR

(b) Give a brief notes about types of aerodrome marking and its important.

3 .(a) What are the roles played by oil companies on aviation and impact of air noise and airline revenue?

OR

(b) Explain in detail about allied services in terminal building

4. (a) Explain about IATA corporate and its structure & its functions

OR

(b) Explain the function of ATC

5. (a) Who are all involved in aircraft accident investigation and explain their contribution

OR

(b) Explain in detail about proration with neat diagram

Sl.No.113

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Fourth Semester

ELECTIVE – AVIATION ALLIED SERVICES MANAGEMENT
(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions**PART – A (10 x 1 = 10 Marks)**

1. The majority of aircraft also need an airport with the infrastructure for the _____ & _____ of crew, cargo, and passengers
2. When a passenger pays for a prepaid taxi then he has collected printed receipt, the system automatically allots a taxi and its details appear on the _____
3. A _____ is an unscheduled flight that is not part of a regular airline routing
4. _____ is a coordinated time scale, maintained by the Bureau International des Poids et Mesures (BIPM)
5. _____ is common currency followed by aboard passengers during travelling
6. A _____ hat extends from an airport terminal to an aircraft and allows secure boarding
7. A dry lease is a leasing arrangement whereby an aircraft financing entity (lessor), Air Lease Corporation, provides an aircraft without crew, ground staff etc...
8. Aircraft leases are leases used to operate aircraft without the financial burden of buying them
9. The right or privilege, in respect of scheduled international air services, granted by one State to another State or States to fly across its territory without landing _____
10. _____ cracking is an asphaltic concrete pavement distress type in which cracks or breaks run approximately parallel to the pavement centerline

PART – B (10 x 2 = 20 Marks)

1. What is international transport?
2. What is baggage scanning?
3. Who is young passenger
4. What is Inter Terminal Transportation?
5. Who is responsible for entire airport security?
6. Write about Ground handling Agents
7. Write short notes about CRS
8. What is a demerged charge?
9. What is traffic right?
10. What is Origin and destination?

PART-C (5 x 14=70 Marks)

1. (a) What are thee facilities available for departure passenger and arrival passenger at airport?

OR**(P.T.O)**

(b) How airport fire prevention is maintain

2. (a) Explain in detail about special handling of Passenger need special assistant in air travel

OR

(b) Explain about IROE, and LOC

3 .(a) What is passenger processing at airport and explain?

OR

(b) Answer the following questions your own opinion.

i) Make a SWOT analysis in aviation industry.

ii) In your opinion discuss about future in India Aviation and its contribution to national economy

4. (a) Explain the primary things to be noted CHAPTER III as per the Chicago Convention 1944?

OR

(b) Explain the types of house-keeping in airport and its importance

5. (a) What is freedom of Air? Explain in detail from 1 to 5 and 9

OR

(b) What do you understand by airline profit centre and how the airline benefited?

Sl.No.159

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM
M.B.A. DEGREE EXAMINATION –April / May - 2019
Fourth Semester

ELECTIVE – AVIATION SECURITY AND CARGO
(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. First hijacking reported in the history of civil aviation in the world
a. 1976 b. 1931 c. 1971 d. 1944
2. Allocation of bays is the duties of?
a. Apron control b. Airline c. CISF d. None of these
3. The area between any pax inspection or screening control point and aircraft in which access is controlled
a. Airside b. Security hold area c. Land side d. Sterile area
4. The rule of Aircraft Rule 1937 related to Entry into public aerodromes
a. Rule 8 b. Rule 24 c. Rule 8A d. None of the above
5. NCASQCP deals with
a. Civil aviation security b. PAX c. Safety d. Aircraft
6. Access Control point should contain
a. Barrier and Gates b. Only Gates c. Only Barriers d. Nothing
7. What is the punishment for hijacking as per the Anti hijacking Act 1982?
a. Life imprisonment and fine c. Death sentence
b. Only fine d. Both a and b
8. Objective of physical barrier are to
a. Define area c. Delay intrusion
b. Provide access control point d. All of above
9. Security measures for Cargo are
a. Physical check c. Cooling off method
b. X-ray examination d. All the above
10. Measuring unit of an X-Ray is
a. Meter b. Milli roentgen c. Roentgen d. None of the above

PART – B (10 x 2 = 20 Marks)

1. What is Passenger check in?
2. Who is responsible for airline security?
3. Define baggage?
4. What is cabin baggage?
5. What is low density cargo?
6. Define Value

7. What is cooling off period?
8. Give short note about cost and freight (C&F)?
9. Give short note about AOG?
10. Give short note about live animal carriage?

PART-C (5 x 14=70 Marks)

1. (a) Explain about death on board?

OR

- (b) What are the allied services associated with aviation

2. (a) Describe airline and airport security

OR

- (b) Write in detail about airport security

3. (a) Explain about boom threat drill

OR

- (b) Make a SWOT analysis on cargo industry and explain each of them

4. (a) Briefly explain about shipper's rights and duties

OR

- (b) Explain the passenger health regulation to travel by air

5. (a) Explain in detail about ULD and its verity, and it's advantage in ground handling?

OR

- (b) Explain about process of cargo inbound and outbound?

Sl.No.231

**VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM**

M.B.A. DEGREE EXAMINATION –April / May - 2019

Fourth / Tenth Semester

ELECTIVE - CHANGE MANAGEMENT

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions

PART – A (10 x 1 = 10 Marks)

1. As industries and products converge along with the markets they serve there is a growing realization that _____
 - a. Holistic approach
 - b. Conceptual approach
 - c. Behaviouristic approach
 - d. Historical approach
2. A planned decision to change the company's line of service necessitates _____.
 - a. Organisational Change.
 - b. Cultural change.
 - c. Unorganisational Change.
 - d. Societal change
3. A willingness to change norms and procedures _____.
 - a. Must exist
 - b. Must not exist
 - c. Both (a) & (b)
 - d. None of the above
4. Which one is free from a model of organisational change?
 - a. System model of change.
 - b. Continuous change Process Model.
 - c. Force field analysis.
 - d. Motivating change
5. Every change has some impact on _____.
 - a. People
 - b. Pupil.
 - c. Material.
 - d. Resource
6. The spectrum of possible behaviours towards change _____passive resistance is
 - a. Non learning
 - b Working to rule
 - c. Pre test
 - d. All the above
7. OD practitioners use to assess an organisation are referred to as _____.
 - a. Diagnostic Model
 - b. Critical Model
 - c. Analytical Model
 - d. None of the above
8. Management literature has identified _____important leadership tasks;
 - a. Four
 - b. Five
 - c. Six
 - d. Seven
9. Depth of intervention is an useful dimension for classifying intervention according to Harrison in the year of _____.
 - a. 1970
 - b. 1870
 - c. 1990
 - d. 2000
10. The concept of team development interventions is _____.
 - a. Role Analysis technique
 - b. Process Consultation
 - c. Role negotiation technique
 - d. All the above

PART – B (10 x 2 = 20 Marks)

1. Explain the Concept “Imperative of change”.
2. Explain the importance of “Administration system” in any business environment
3. Give the meaning of creating change
4. Give the meaning of is frustration

5. Elucidate is change in a multi-disciplinary activity
6. Give the meaning of are threats
7. Explain weisbord's model for organizational diagnosis
8. State on flexibility
9. Mention the phases of managerial grid
10. Define increase organizational effectiveness

PART-C (5 x 14=70 Marks)

1. (a) Explain your views on internal forces of change with a need of the hour.

OR

(b) Identify and discuss different varieties of changes that the business world is experiencing presently.

2. (a) If you are the change consultant to a new organization, what step could you think of in the fifth phase of the model where GREINER talked about the "crisis of 'psychological saturation' of employees"? How will you address this crisis?

OR

(b) How people are reacting to change to cope with changes occurring in the organization

- 3 .(a) Discuss the keys to mastering change in the change management

OR

(b) Narrate retaining life into a change strategy

4. (a) Explain Weisbord's model for organizational diagnosis in change management

OR

(b) Enumerate the golden rules of the change agents in change management

5. (a) Compare and contrast role negotiation techniques and role analysis techniques with suitable examples

OR

(b) Discuss and exemplify the relevance of inter group development on OD interventions in the organization

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM

M.B.A. DEGREE EXAMINATION –April / May - 2019
Fourth / Tenth Semester

ELECTIVE – INTERNATIONAL FINANCE
(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer ALL questions

PART – A (10 x 1 = 10 Marks)

1. An increase in the Japanese interest rate will _____ the demand for dollars and lead the dollar to _____.
 A. Increase; Appreciate C. Decrease; Depreciate
 B. Decrease; Appreciate D. Increase; Depreciate
2. Today, the United States is a I. net borrower II. net lender III. debtor nation IV. creditor nation
 A. II and III C. II and IV
 B. I and III D. I and IV
3. When the U.S. dollar depreciates against the yen, the yen _____ and the exchange rate _____.
 A. Appreciates; Rises C. Depreciates; Rises
 B. Depreciates; Falls D. Appreciates; Falls
4. This is the official name of the World Bank.
 A. The International Finance Corporation
 B. International Development Association
 C. International Bank for Reconstruction and Development
 D. Multilateral Investment Guarantee Agency
5. In part, a country's current account measures
 A. Its current debt as opposed to its long-term debt.
 B. Receipts from the sale of goods and services to foreigners and payments for goods and services bought from foreigners.
 C. Net increases and decreases in a country's holdings of foreign currency.
 D. Borrowing and lending activity between the country's residents and foreigners
6. A country's balance of payments accounts records all of the following items except
 A. International trading C. International lending
 B. International taxes D. International borrowing
7. The foreign exchange rate is the price at which the _____ of one country exchanges for the _____ of another country.
 A. currency; goods C. currency; financial instruments
 B. currency; currency D. goods; goods
8. The _____ the exchange rate, the _____ are foreign-produced goods and hence the smaller the quantity of dollars supplied.
 A. Greater; cheaper C. Lower; cheaper
 B. Lower; more expensive D. Greater; more expensive
9. A Eurodollar is:
 A. A dollar bank deposit in a bank outside of the United States
 B. A currency issued by the World Bank and pegged to the US dollar
 C. Another name for a Special Drawing Right (SDR)
 D. A dollar draft issued by the Bank for International Settlements (BIS) in Switzerland

10. If the prices in the United States rise faster than those in other countries,
- Then interest rate parity must not hold.
 - The exchange rate falls.
 - The interest rate in the United States falls.
 - The exchange rate rises

PART – B (10 x 2 = 20 Marks)

- State any two differences between Domestic & International Trade
- What do you mean by import substitution?
- Connate SDR?
- Expand FOB
- Specify what is Balance of Trade?
- What is capital account?
- Explicate future market
- What are hybrid exchange rates?
- Clarify the term netting
- What are Bulls and bears?

PART-C (5 x 14=70 Marks)

1. CASE STUDY:

More than one billion people (i.e., one sixth of the world's population) live in extreme poverty with lack of water, proper nutrition, basic healthcare and the welfare services needed to survive. This is in spite of the fact that various loans and grants have been extended to alleviate poverty. On September 8th 2000, 152 Heads of State attending the UN's Millennium Summit unanimously adopted Millennium Development Goals (MDGs) taking a collective responsibility to uphold the principles of human dignity, equality and equity at a global level. But the implementation of the goals was hampered due to the shortage of funds. To finance the MDGs, Gordon Brown, the UK's Chancellor of the Exchequer, proposed the setting up of an International Finance Facility, which would aim to increase worldwide aid funding from \$50 billion to \$100 billion, by issuing bonds that were backed by aid pledges made by donor countries, in the international capital markets.

Question:

To discuss the pros and cons of International Finance Facility and its commitment to poverty alleviation

2. (a) What are the prerequisites accepted after the collapse of the Bretton Woods Exchange Rate System?

OR

(b) Outline the objectives, functions, and resources of IMF and explain the benefits, which have flowed to India for being its members

3. (a) Give a brief description on the constraints of the capital account?

OR

(b) What do you understand by 'fundamental disequilibrium' in the balance of payments?

Discuss the various methods of correcting disequilibrium in the balance of payments

4. (a) Who are all the parties involved in the foreign exchange market?

OR

(b) Elucidate the various methods of exchange control

5. (a) What do you mean by Accounting Exposure and Economic Exposure? Discuss in brief

OR

(b) How to manage currency and exchange rate risk for small business

Sl.No.285

**VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM****M.B.A. DEGREE EXAMINATION –April / May- 2019
Fourth / Tenth Semester****ELECTIVE – GREEN MARKETING**

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions**PART – A (10 x 1 = 10 Marks)**

1. Green products are recognized nationally or internationally through
 - a. Certification
 - b. Certification and eco-labeling
 - c. Eco-labeling
 - d. None of the above
2. Surrounding factors of marketing actions is
 - a. Environmental considerations
 - b. Macroeconomic sectors
 - c. Marketing strategies
 - d. All of the above
3. Natural greenhouse effect raises the earth's temperature by approximately
 - a. 40° C
 - b. 30° C
 - c. 35° C
 - d. 45° C
4. Kyoto Protocol was implemented and began on _____
 - a. February 16, 2005
 - b. February 26, 2005
 - c. February 16, 2006
 - d. February 26, 2007
5. Buyers are divided into different groups basing on life styles. This segmentation is called _____
 - a. Demographic
 - b. Behavioural
 - c. Psychographic
 - d. None of the above
6. The fourth stage of product innovation is
 - a. Preliminary assessment
 - b. Product launch
 - c. Business case preparation
 - d. Testing and validation
7. The benefits of sustainable supply cycles are
 - a. Improved efficiency and profitability
 - b. Enhanced brand reputation
 - c. Better management of risk
 - d. All of the above
8. The form of packaging used by the consumer to transport product away from a retail establishment is _____
 - a. Post-retail packaging
 - b. Retail packaging
 - c. Pre-retail Packaging
 - d. Packaging
9. In consumer decision making process, second phase of pre-purchase stage is
 - a. Need recognition
 - b. Evaluation
 - c. Search
 - d. None of these

10. According to IPCC, estimates that the aviation contribution to global warming is _____ of the sum of all anthropogenic effects and projects.

- a. 4.2% b. 3.5% c. 3.0% d. 4.5%

PART – B (10 x 2 = 20 Marks)

1. Explain the importance of “Service” with an Example
2. Why do you need a Mission statement? Give an example
3. Explain the Term “Biodiversity”
4. Mention any four “Point sources”
5. Mention the importance of Positioning in green Environment
6. Explain with illustration about benefit positioning.
7. List out any four benefits of sustainable supply cycles
8. Describe Component restriction.
9. Whole building concept – Explain
10. What is steam cracking?

PART-C (5 x 14=70 Marks)

1. (a) Explain the impact of Green marketing for sustainable growth of national economy
OR
(b) Describe the factors supporting and against associated with marketing action in the Green marketing environment.
2. (a) Explain the any seven influencing factors of climate change on environment and business
OR
(b) Explain the Kyoto mechanisms that facilitate the exchange of emission credits
3. (a) Describe the criteria used to select target markets in Green Marketing Environment
OR
(b) Explain the possibilities of using direct marketing as a component of the promotional mix? Under what circumstances would direct marketing be classified as either promotion or retailing?
4. (a) Explain the procedure for obtaining ISO 14000 certification for manufacturing industries
OR
(b) Explain the factors that make central role of retailing in supply cycles.
5. (a) Explain how sustainable marketing action designed to influence post-purchase decisions.
OR
(b) Who can get benefit out of reporting on social performance, and how do they benefit from this practice?

**VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University), SALEM****M.B.A. DEGREE EXAMINATION –April / May - 2019
Fourth / Tenth Semester****MANAGEMENT CONTROL SYSTEM**

(Candidates admitted under 2016 Regulations- CBCS)

Time: Three hours

Maximum:100 marks

Answer **ALL** questions**PART – A (10 x 1 = 10 Marks)**

1. _____ is not the function of Management
 - a. Planning
 - b. Organising
 - c. Directing
 - d. Recording
2. _____ aims to co-ordinate the individual goals with the top organisational goals
 - a. M.B.O.
 - b. M.B.E.
 - c. Staffing
 - d. Controlling
3. The _____ process commences at corporate level. Here the organization sets out its overall mission, purpose, and values.
 - a. Researching
 - b. Strategic planning
 - c. Controlling
 - d. Managing
4. What specific information can a complete organizational chart give?
 - a. It shows what specific decisions are taken on different levels of the hierarchy
 - b. It shows the general logic for grouping the company into units on different levels.
 - c. It gives us complete information about the degree of decentralization.
 - d. Organizational analysis
5. According to Deming, Quality problems are due to _____
 - a. Management
 - b. Method
 - c. Machine
 - d. Material
6. During which century, the manufacturers began to include quality processes in quality practices?
 - a. 17th century
 - b. 18th century
 - c. 19th century
 - d. 20th century
7. QFD is a method for
 - a. Controlling quality in production
 - b. Controlling quality in restaurants
 - c. Finding out what customer wants
 - d. Translating customer needs to product specs
8. An approach that starts with a failure or potential failure and works backward is:
 - a. Failure mode and effect analysis
 - b. Fault tree analysis
 - c. Accident investigation
 - d. Complaint analysis
9. Which of the following is viewed as a Consistent Pair?
 - a. ISO 9000 and ISO 9004
 - b. ISO 1992 and ISO 1997
 - c. ISO 1987 and ISO 1992
 - d. ISO 9001 and ISO 9004

10. EMS stands for

- a. Environmental management system
- b. Engineering management system
- c. Employees management system
- d. Equipment management system

PART – B (10 x 2 = 20 Marks)

1. Mention three characteristics of management control
2. Give the classifications of management thoughts
3. Mention any four characteristics of the control function
4. State the use of groups
5. Point out any four dimensions of quality
6. Name any four role of senior management
7. List any four objectives of benchmarking.
8. Explain with an example on target
9. List out the important benefits of documentation
10. Give a note on third party registrar

PART-C (5 x 14=70 Marks)

1. (a) Explain the elements of management control process with suitable examples

OR

- (b) Discuss in details the four levers of control

2. (a) Write the nature of planning. Why should planning be regarded as an essential function of management?

OR

- (b) Briefly discuss the techniques and processes of decision making in business organization

3. (a) Describe the characteristics of quality leaders with illustrations

OR

- (b) Explain the roles of senior management in successful implementation of TQM

4. (a) Explain the steps followed in quality planning

OR

- (b) Discuss in detail about quality information feedback

5. (a) Explain in detail about the documentation of quality system with diagram

OR

- (b) Why is documentation the most common reason for noncompliance?
