

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

MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

ELECTIVE-MARKETING RESEARCH

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. Which one of the following are the features of Marketing Research?
 - a. Wide & Comprehensive Scope
 - b. Science and Art
 - c. Systematic and Scientific
 - d. All of these
2. The type of research used to describe things such as the market potential for a product is called:
 - a. Experimental research
 - b. Descriptive research
 - c. Causal research
 - d. Exploratory research
3. In a marketing research process, primary data can be collected through
 - a. Observation and focus groups
 - b. Experiments
 - c. Surveys and behavioural data
 - d. All of the above
4. Which one of these methods has the highest response rate?
 - a. Online
 - b. Personal
 - c. Phone
 - d. Postal
5. A sample must be _____
 - a. Representative
 - b. Homogeneous
 - c. Adequate
 - d. All of these
6. Sample size is determined on the basis of
 - a. availability of resources
 - b. method of sampling followed
 - c. nature of study
 - d. All of these
7. The essentials of good MR report is/are _____
 - a. Style
 - b. Layout
 - c. Clarity
 - d. All of these

8. A technical report mainly focuses on

- | | |
|--|---------------------|
| a. assumptions made while conducting a study | c. methods employed |
| b. detailed presentation of findings | d. all of these |

9. Second step of new product development is

- | | |
|----------------------|------------------------|
| a. Generating ideas | c. Idea screening |
| b. Business analysis | d. Product development |

10. The responsibility of national bodies which have adopted the code is called

- | | | | |
|----------------|-----------|------------|--------------|
| a. Enforcement | b. Agency | c. Sponsor | d. Informant |
|----------------|-----------|------------|--------------|

PART – B (10 x 2 = 20 marks)

1. Define Market Research.
2. What is research methodology?
3. What is secondary data?
4. Define pre-testing.
5. Define sampling error
6. What are the characteristics of a good sample design?
7. What is verbal report?
8. What do you meant by interpretation?
9. What do you mean by test marketing?
10. Define informant

PART – C (5 x 14 = 70 marks)

1. (a) Briefly explain the concept of descriptive research design.

OR

- (b) (a) Explain the components of research design.
- (b) Write a short note on longitudinal analysis

- 2.(a) Briefly explain the sources of secondary data.

OR

- (b) Discuss the problems faced by the researcher during data collection. How to overcome those problems?

(p.t.o)

3.(a) Briefly explain the different kinds of non - probability sampling techniques with its advantages and disadvantages.

OR

(b) a) Elucidate how a sampling frame is developed?

b) Explain how a sampling method is selected?

4. (a) Write a detailed note on documentation in the context of research report.

OR

(b) Briefly explain the mechanism followed by the researcher while writing a research report.

5.(a) State and explain the various pricing policies and practices followed by large scale business enterprises

OR

(b) Discuss the ICC rules regarding reporting standards

**VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

INTERNATIONAL MARKETING MANAGEMENT

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. When a firm uses the same marketing strategies abroad as that used at home, it probably is-
 - A. Ethnocentric
 - B. Polycentric
 - C. Geocentric
 - D. all
2. This kind of international marketing study contrasts two or more marketing systems to identify similarities and differences.
 - A. Domestic marketing
 - B. Foreign marketing
 - C. Comparative marketing
 - D. Extensive marketing
3. . International product life cycle has important implications for a company's-----
 - A. Product planning
 - B. Strategy
 - C. Brand image
 - D. all
4. Analyzing a product as innovation & using the product component model provides the marketer a lead for
 - A. Adaptation
 - B. Competition
 - C. Observation
 - D. all
5. What are most trade policies driven by?
 - A. Conflicts of interest between nations.
 - B. Conflicts of interest within nations.
 - C. Disagreements regarding who should produce certain products.
 - D. Disagreements on the prices of major commodities

- 6 This merchant intermediary does not take possession of the goods purchased.
- Export merchant
 - Export drop shipper
 - Export distributor
 - all
7. Most international trade today is classified as trade in
- Agricultural products
 - Services
 - Manufactured products
 - Dairy products
8. Which of the following is explained as the number of characters that are assigned to objects, persons, states or events as per the established rules?
- Research plan
 - Questionnaire
 - Sample survey
 - Data.
9. The concept of marketing mix was developed by _____
- Dr. Philip Kotler
 - Rosser Reeves
 - Christian Gronroos
 - Neil H. Borden
10. Full name of Fera is-
- Foreign Exchange Regulation Act
 - Foreign Exchange Rating Act
 - Foreign Exchange Ratio Act
 - Foreign Exim Rate Act

PART – B (10 x 2 = 20 marks)

- What are the motives of international marketing
- What is the nature of multinational marketing?
- What factors determine the environment of international marketing?
- What importance is the use of information technology for business activities
- What makes the concept of competitiveness and competitive product?
- What are the features of exports as a form of access to the international market?

(p.t.o)

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7. What is the tree of the purposes in the international marketing?
8. What is the desk research?
9. What are the features of the development of the advertising message?
10. How to choose an advertising agency?

PART – C (5 x 14 = 70 marks)

- 1.(a) What reasons the caused emergence of the international marketing?

OR

- (b) What reasons led to the emergence of the need for international marketing?

- 2.(a) Elaborate the procedure of processing and export order. Also, highlight role of export finance in prompting international trade.

OR

- (b) What is cross-cultural analysis in international marketing?

- 3.(a) What are the features of joint ventures as a form of access to the international market?

OR

- (b) What is the essence of funding supply of goods when factoring services?

- 4.(a) What is the imitation in the international market research?

OR

- (b) In what need and problems of positioning of goods and firm in the foreign market consists?

- 5.(a) What is the price formation and price policy?

OR

- (b) How to assess the effectiveness of international advertising?

VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

LOGISTICS & SUPPLY CHAIN MANAGEMENT

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. The supply chain concept originated in what discipline?
a. Marketing b. Operations c. Logistics d. Production
2. Which of the following is a benefit to a business of reducing its production times?
a. It will hold less stock c. It sales will increase
b. Its staff will be more motivated d. It could create a competitive advantage
3. Which method of purchasing is the most economical and involves more capital investment?
a. Speculative b. Blanket c. Bulk d. Hand to mouth
4. _____ supplier limits supplier to gain more control over quality and quantity
5. Which of the following is not true for forecasting?
a. Forecasts are rarely perfect
b. The underlying casual system will remain same in the future
c. Forecast for group of items is accurate than individual item
d. Short range forecasts are less accurate than long range forecasts
6. What type of process would a paper mill be most likely to use?
a. Continuous flow b. Project c. Job shop d. Flow shop
7. Required rate of return is multiplied per unit cost of purchased units for calculating
a. Irrelevant Inventory Carrying Costs
b. Relevant Opportunity Cost of Capital
c. Relevant Purchase Order Costs
d. Relevant Inventory Carrying Costs

(p.t.o)

8. If EOQ = 360 units, order costs are \$5 per order, and carrying costs are \$.20 per unit, what is the annual usage in units?

- a. 129,600 b. 25,920 c. 2,592 d. 18,720

9. Unit numbers permitted by channels for a typical customer in one single purchase is classified as

- a. shopper size b. lot size c. spatial size d. jobber size

10. Small orders and frequent ordering are characteristics of:

- a. economic order quantity (EOQ) c. inventory management
b. quick response (QR) inventory planning d. logistics

PART – B (10 x 2 = 20 marks)

1. What do you mean by return logistics?
2. What is the objective of cross-docking?
3. What are the important logistics recourses?
4. Why CRM is considered as a tool for ERP?
5. List out the six components of forecasting
6. Write a brief note on CPFR.
7. Give any two advantages of supply chain management
8. How smart pricing is helping in SCM?
9. List out the four elements of supply chain strategy
10. List out the benefits of ERP

PART – C (5 x 14 = 70 marks)

- 1.(a) Draw a neat sketch on transport functionality

OR

- (b) Elaborate a detailed note on the classification of material handling systems

- 2.(a) Explain how SCIS links logistics activities into an integrated process.

OR

- (b) Write an elaborate note on information system functionality with diagrams

(p.t.o)

3.(a) Explain about the Delphi technique and its advantages

OR

(b) Logistics planning require the best possible estimate of location demand. Explain.

4.(a) How can supply chain management be applied to an organization?

OR

(b) Write in detail about product design and production sourcing

5.(a) Briefly discuss about the push and pull systems

OR

(b) How the single stage inventory is controlled by management?

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MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

LOGISTICS MANAGEMENT

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. _____ operations precede manufacturing.
2. _____ decision determines in house production and outsourcing
3. Inventory directly impacts _____ and _____.
4. Expand VMI _____.
5. Warehouses combining one or more features are _____.
6. Expand ETC.
7. SWOT stands for _____
8. MRP stands for _____.
9. DPO stands for _____.
10. The entire supply chain is managed by _____.

PART – B (10 x 2 = 20 marks)

1. Define Logistics.
2. Define critical items
3. Define inventory
4. Define bill of lading
5. Define bulk breaking
6. How does Goods Surveyors support logistics?
7. Write a note on SWOT.
8. What is centralisation?

(p.t.o.)

9. Present a note on COGS
10. List the barriers to internal integration

PART – C (5 x 14 = 70 marks)

1.(a) Explain the objectives and functions of Logistics

OR

(b) Outsourcing of Logistics services is a boon to manufacturing – discuss with examples

2. (a) What is selective control? Discuss in detail any four selective control measures

OR

(b) Selective inventory control may not be always successful – agree or disagree with your points.

3.(a) Elaborate on the benefits of warehousing

OR

(b) Compare the Indian stand at Asian level with reference to Logistics service quality

4.(a) Discuss the principles of Logistics Information System.

OR

(b) Discuss the role of IT in Logistics.

5.(a) Explain the key financial metrics in Logistics

OR

(b) Bring out the reasons behind outsourcing of logistics activity

VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Second Semester

CORPORATE GOVERNANCE & SOCIAL RESPONSIBILITY

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

maximum:100Marks

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 & Law overlap. This is called _____
 - b. Yellow area
 - c. White area
 - c. Black area
 - d. Grey area
3. Which one is not considered as ethical dilemma
 - a. Corruption
 - b. Tax evasion
 - c. Conflict of interest
 - d. Code of ethics
4. Environmental issues are considered _____
 - c. Population
 - c. Deforestation
 - d. Plastic and other wastes
 - d. All 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. Which of the following perspectives takes the strongest stance in support of sustainability?
 - a. Communalist
 - b. Deep ecology
 - c. Free market
 - d. Accommodating
7. The environmental ethics approaches to _____
 - a. Anthropocentrism
 - b. Biocentrism
 - c. Ecocentrism
 - d. All of these

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

OR

(b) Elaborate the features and sources for Indian Values

4.(a) Examine the role of CII towards business community

OR

(b) What do you mean by economic Growth and explain the various stages in a country's economic growth?

5.(a) Explain the concept of CSR and explain the various types of CSR.

OR

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

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**VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

**ELECTIVE-HEALTH CARE MANAGEMENT AND
POLICY**

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. In 1998 about three fourth of the world's population was lived in the _____ countries
2. Generally mothers face greater risk of dying below the age of ____ and above the age of _____
3. The thrust of the Nations basic development was determined under the revised _____ programme of the Prime Minister
4. In 1986, the government of India appointed the _____ committee for health manpower planning.
5. Medical care is a subset of _____ healthcare system
6. _____ hospitals are those which are established and incorporated under the societies Registration Act, 1860.
7. _____ analysis has been developed as a method of approach to examine the advantages and disadvantages of alternative policy options and the efficacy and cost of individual health care services.
8. _____ cost is a simple but important cost.
9. The Indian Red cross Society was established in _____
10. The abbreviation for UNFPA is _____.

PART – B (10 x 2 = 20 marks)

1. Define SEAR.
2. Define Nutrition

3. Define MPO
4. Why the Diabetes health programme failed in India?
5. Define health care
6. List out the elements of primary health care
7. Define environment
8. List out some of the developed countries
9. Define Indian Red Cross Association
10. Define UNDP

PART – C (5 x 14 = 70 marks)

1.(a) Explain demographic trends in India

OR

(b) Explain the consequences of population Growth in Indian context

2.(a) Explain the significance of Mudaliar committee and list out its recommendations

OR

(b) Explain “Health policy “and its need

3.(a) Briefly explain the Basic health services needed for the human being.

OR

(b) List out the various elements of Primary Health care

4.(a) How Socio – economic factors of the country affect health services?

OR

(b) Write a note on the influence of NGO’s in Indian medical system

5.(a) Discuss the role of Indian council for child welfare

OR

(b) Briefly discuss the role of World Bank.

**VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

ELECTIVE-WAREHOUSING AND INVENTORY MANAGEMENT

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. AGV stands for _____.
2. Mechanized sortation system uses a _____.
3. FTL stands for _____.
4. Out of stock level is also called as _____.
5. The DRP requirements are meet by _____
6. A _____ system is fully modelled to reduce unnecessary lags
7. The total vehicle travel distance consists of loaded and _____.
8. An example of an overhead material handling equipment could be _____.
9. The best equipment for a congested area is _____.
10. Number of cranes required is directly proportionate to a number of pallets
to be moved. True/ False

PART – B (10 x 2 = 20 marks)

1. Define Warehousing
2. Briefly discuss RDC
3. List any two types of inventory
4. What is pick-to-clear?
5. Define lead time
6. What does the term inventory position refer to?
7. Define vehicle utilization
8. Give an example of a storage system

(p.t.o)

9. Highlight the benefits of ASRS
10. Give one reason to justify how bar coding increases productivity?

PART – C (5 x 14 = 70 marks)

- 1.(a) List and discuss the factors that affect the location of a warehouse

OR

- (b) Suggest ways to minimise warehouse cost

- 2.(a) Selective control on inventory is essential for effective inventory control – justify.

OR

- (b) Explain the various selective inventory control techniques

- 3.(a) Compare and contrast dependent and independent demand system.

OR

- (b) Multi-Echelon systems are more complex than Single-Echelon systems – agree or disagree

- 4.(a) Elaborate the role of a material handling system with reference to a large scale electronics manufacturing company

OR

- (b) Can you refer an organisation as a bench mark in material handling and explain their system of material handling?

- 5.(a) How is bar coding applied in Logistics industry?

OR

- (b) ASRS do not have great scope in the Indian context – agree or disagree with your views

VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

ELECTIVE - BANKING AND FINANCIAL SERVICES

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. Fixed deposits and recurring deposits are?
 - a. Repayable after an agreed period
 - b. Repayable after death of depositors
 - c. Repayable on demand
 - d. Not repayable
2. What is the current SLR requirement of banks?
 - a. 40% of the deposits
 - b. 31% of the deposits
 - c. 25% of the deposits
 - d. None of the Above
3. Which bank deals with short-term credit?
 - a. Agricultural bank
 - b. Industrial bank
 - c. Commercial bank
 - d. None of these
4. What is MSF?
 - a. Marginal Standing Facility
 - b. Medium Size finance
 - c. Micro and Small Finance
 - d. Mid Term Sanction facility
5. When was Lead Bank Scheme introduced?
 - a. 1967
 - b. 1968
 - c. 1969
 - d. 1974
6. Nayak Committee Recommendations are applicable for sanction of Fund Based Working Capital Limit upto
 - a. Rs.25 lacs
 - b. Rs.1 crores
 - c. Rs. 2 crores
 - d. Rs. 5 crores
7. Financial Network Services, the Australian banking software firm, has recently been acquired by :
 - a. Wipro
 - b. TCS
 - c. Infosys
 - d. HCL
8. The minimum maturity period for Commercial Paper (CP) is _____ days.
 - a. 14
 - b. 30
 - c. 45
 - d. 7

9. ----- act as an intermediary to link up the sources of ideas and the sources of fund.
- a. Venture capital b. Merchant banking c. Leasing d. none of these.
10. ----- refers to transfer of management control.
- a. Bridging b. Buyout c. Buying d. None of these.

PART – B (10 x 2 = 20 marks)

- 1 Write short note on credit syndication.
2. Give a note on development bank
3. Write a note on Merger.
4. Mention the importance of bankers.
5. What do you mean by GDRs?
6. What is mortgage?
7. Define the term leasing
8. Give the meaning for documents
9. Define the term forfeiting
10. What is a trustee?

PART – C (5 x 14 = 70 marks)

- 1.(a) Explain general utility services

OR

- (b) Explain the functions of SBI

- 2.(a) Explain the procedure regarding opening of a current account by a partnership firm

OR

- (b) Explain the differences between Savings Bank Account and Current account.

- 3.(a) When State Bank of India was established? What are the objectives of SBI?

OR

- (b) Explain the limitations of credit rationing.

- 4.(a) State the difference between Promissory note and bill of exchange

OR

(b) What is a MICR cheque? Explain the various advantages of using MICR cheques.

5.(a) What are the features/characteristics of a banker customer relationship?

OR

(b) Explain the procedures to be followed by a customer to surrender the deposit before the maturity period?

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**VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Second Semester

RESEARCH METHODOLOGY

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. A research relating to natural phenomenon or human behaviour or it is undertaken for increase in knowledge
 - a. Pure research
 - b. Fundamental research
 - c. Basic research
 - d. All of these
2. 'Science' refers to.....
 - a. A system for producing knowledge
 - b. The knowledge produced by a system
 - c. Both a & b
 - d. None of these
3. Sampling is
 - a. The selection of each and every item from population / universe
 - b. The process of drawing a sample from population / universe
 - c. A complete enumeration of all items in a population
 - d. None of these
4. A border patrol checkpoint that stops every passenger van is using
 - a. Simple random sampling
 - b. Complete enumeration
 - c. Systematic sampling
 - d. Stratified sampling
5. Assigning numbers to players is a _____ scale of measurement
 - a. Nominal
 - b. Ordinal
 - c. Interval
 - d. Ratio
6. Questionnaire method cannot be used when the informants are
 - a. Literate
 - b. Illiterate
 - c. Poor
 - d. Rich
7. The calculated chi-square value is _____
 - a. Always positive
 - b. Either positive or negative
 - c. Always negative
 - d. None of these

(b) Explain the various steps involved in the process of construction of a questionnaire

4. (a) Prices of shares of a company on the different days in a month were found to be 66, 70, 69, 70, 71, 63, 64, 68, 69, & 70. Discuss whether the mean price of the shares in the month is 65?

OR

(b) Describe in briefly about the applications of chi square test in business research

5.(a) Describe the layout of a research report covering all relevant points.

OR

(b) Differentiate between practical reports and academic reports

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VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

ELECTIVE - MARKETING OF AGRICULTURAL INPUTS

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum: 100 Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. Physical Marketing functions as classified by Kohls and Uhl:
 - a) Storage and Warehousing
 - b) Buying and Selling
 - c) Financing
 - d) Standardization of grades
2. Agricultural commodities generally move from producers to consumers through-----
 - a) Producer
 - b) Consumer
 - c) Middleman
 - d) None of these
3. Agri Business Farm deals with
 - a) Providing Seeds & Fertilizers
 - b) production and distribution of farm commodities
 - c) Storage
 - d) processing and marketing the finished
4. STATE SEEDS CORPORATION (SSC) was started after seeing the success of_____
 - a) Tarai Development Corporation (TDC)
 - b) Central Seed Committee
 - c) Federation of International Seed Trade
 - d) National Seeds Programme
5. Which type of farming is practiced in areas with high population pressure on land?
 - a) Primitive Subsistence Farming
 - b) Intensive Subsistence Farming
 - c) General Subsistence Farming
 - d) none of the Above
6. Which Country is the largest producer of Chemical Fertilizer in world?
 - a) India
 - b) US
 - c) Brazil
 - d) China

OR

(b) How could you promote seeds by using promotional media

3.(a) How could you strengthening fertilizer dealer network?

OR

(b) What are the recent Government Initiatives to improve Fertilizer Use Scenario?

4.(a) How distribution of pesticides is carried out in India?

OR

(b) How post independence witnessed the growth in supply, demand and marketing of Electricity.

5.(a) What are the different segments in tractor market?

OR

(b) What is farm credit? Explain its supply, price and government policy.

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**VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

ELECTIVE - ENVIRONMENTAL POLLUTION

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum: 100 Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. Environment is the life support system that includes
 - a. Air
 - b. Water
 - c. Land
 - d. All of the above

2. What is the biggest source of pollution in the world?
 - a. Sewage and Garbage
 - b. Automobile Laxity
 - c. Herbicide and Insecticide
 - d. Industrial Tributaries

3. Which is an example of Aerosol?
 - a. Jelly
 - b. Fog
 - c. Butter
 - d. Sponge

4. Industrial pollution doesn't contribute to air pollution.
 - a. True
 - b. False

5. Which of the following is mainly responsible for the causes of water pollution?
 - a. Afforestation
 - b. Oil refineries
 - c. Paper factories
 - d. Both b and c

6. How many main components are there in integrated waste management?
- Two
 - Three
 - Seven
 - Eleven
7. Land Pollution in which land is unsuitable for farming due to high salt content is known as:
- Desertification
 - Salinization
 - Carbonization
 - Oxygenation
8. Pesticides disturb eco-system by eliminating the
- Organisms which form the food chain
 - Micro-organism of crop
 - Organisms which protect the environment
 - None of these
9. Noise pollution is measured in
- Ohm
 - Decibel
 - Joule
 - Ampere
10. The 20 dB noise level is how many times more powerful than the 1 dB noise level?
- 10 times
 - 20 times
 - 100 times
 - 200 times

PART – B (10 x 2 = 20 marks)

1. Components of Environment
2. What is Ecological Pyramid
3. Define Air Pollution
4. What are the causes of Industrial Pollution
5. What is Solid Waste
6. Short notes on Biological Characteristics of Water
7. Explain about the Effects of Soil pollution
8. What is 'Drought'
9. What are the Effects of Noise pollution
10. What is 'sound wave'

PART – C (5 x 14 = 70 marks)

1.(a) What are the major Environmental issues faced

OR

(b) Write about Environment Structure in detail

2.(a) Write in detail about the Effects of Air Pollution

OR

(b) Explain in detail about Industrial Pollution

3. (a) Explain ‘Thermal Pollution’

OR

(b) Explain – Oil Spills

4.(a) Land Degradation – Explain in detail.

OR

(b) Explain in detail the Stages of Decomposition.

5.(a) ‘Acoustic wave’ – Explain in detail

OR

(b) List out in detail the different jobs and it’s noise decibel limit

**VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

**ELECTIVE - EXPORT TRADE PROCEDURES AND
DOCUMENTATION**

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. The investment in productive assets and participation in management as stake holders in business enterprises is -----

- (a) FDI (b) FII (c) Balance of Payment (d) SDR

2. When IBM ships products to its subsidiary in Argentina, it will most likely use a draft.

- a) sight b) clean
c) demand d) D/P

3. Which of the following is not a form of offset agreements?

- a) coproduction b) licensed production,
c) subcontractor production, d) cash in advance

4. The Ex-Im Bank was created in and established under its present law in, with the aim of assisting in the- financing of U.S. export trade. It was originally established to finance exports to Europe after World War II:

- a) 1934; 1955 b) 1934;1945 c) 1936; 1955 d) 1936; 1945

5. One of the following policies about exports and imports?

- a) Fiscal policy b) Monetary policy
c) Commercial policy d) Both A and B

6. The foreign Trade (Regulation) Rules was passed in the year ---

- a) 191 b) 1992 c) 1993 d) 1994

7. Which of the following is not a basic objective of documentation in foreign trade?

- a) To assure that the exporter will receive the payment b) To assure that the importer will receive the goods
c) To eliminate risk of non completion d) None of the above

(P.T.O)

8. Which of the following is not a factor in the export decision?
- a) Experience
 - b) Human resource and personnel
 - c) Production capacity
 - d) Financial capacity
9. A(n) is issued by the air carrier and serves as a receipt for the shipper.-----
- a) Consular invoice
 - b) Inspection certificate
 - c) Insurance certificate
 - d) Air waybill
10. The exchange of commodities between two countries is referred as
- a) Balance of trade
 - b) Bilateral trade
 - c) Volume of trade
 - d) Multilateral trade

PART – B (10 x 2 = 20 marks)

1. What did India export before independence?
2. What is direction of foreign trade after independence?
3. What is the trading environment?
4. What is the nature and scope of international trade?
5. What is India foreign trade policy?
6. What was started in India to promote exports?
7. What are the four different methods of export financing?
8. Why is export finance important?
9. What are the steps in export procedure?
10. What are export incentives in India?

PART – C (5 x 14 = 70 marks)

- 1.(a) Explain the Structural Changes in India's Direction of Foreign Trade

OR

- (b) What is the best organisational structure for an export department?

- 2.(a) What are the components of international trading environment?

OR

- (b) What is International Trade? Explain its features. What is difference of it from Inter Regional Trade?

(P.T.O)

Sl.No. 335

3.(a) Explain the following terminology in Export:- (a) FOB, (b)FAS, (c) CFR, (d) CIF

OR

(b) What is ITPO & its functions?

4. (a) Explain role of Exim Bank in Export.

OR

(b) Which is one of the five Cs of pricing?

5.(a) Elaborate various provisions for export in India.

OR

(b) Examine significance of canalization to the export procedure.

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

MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

ELECTIVE - ADVANCE MAINTENANCE 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 down time cost consists of
 - a. Loss of production
 - b. Reduction in sales
 - c. Wages paid to the workers
 - d. All of the above
2. Number of breakdowns is divided by Available machine hours is equal to
 - a. Maintenance effectiveness
 - b. Effectiveness of maintenance planning
 - c. Frequency of breakdown
 - d. None of the above
3. Probability of the event that might occur X Severity of the event if it occurs _____.
 - a. Accident
 - b. Hazard
 - c. Risk
 - d. None of these
4. A service cannot be
 - a. Stored
 - b. Inspected
 - c. Targeted
 - d. Appraised
5. QFD is the way to
 - a. Fix typing errors
 - b. Conduct quality circle meetings
 - c. Fix sampling plans
 - d. Develop product specs
6. The Taguchi Approach is most closely associated with:
 - a. Total Quality Management
 - b. Quality function deployment
 - c. Standardization.
 - d. Robust design.
7. Which of the following is used at the start of the formal purchasing process?
 - a. Invitation to tender
 - b. Purchase order
 - c. Request for quotation
 - d. Purchase requisition

8. EMS stands for

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

9. Many warehouses utilize a _____ to receive, store, and retrieve products.

- | | |
|-------------------|--------------------------------------|
| a. Serial Process | c. Warehouse management system (WMS) |
| b. Storage system | d. Bill of lading |

10. Accuracy implies

- | | |
|--|----------------------------------|
| a. We know customer targets | c. Computerized machines |
| b. Average performance is on target size | d. All products are of same size |

PART – B (10 x 2 = 20 marks)

1. Define reliability.
2. State the types of maintenance budget.
3. Define the term Preventive Maintenance
4. List the benefits of implementing preventive maintenance
5. Define TPM
6. Mention the types of loss measurements in TPM.
7. Define signature analysis.
8. Name any four methods of replacement analysis
9. Write a note on bonded warehouses
10. Name any four methods of training for maintenance.

PART – C (5 x 14 = 70 marks)

1.(a) Maintenance is investment or expenditure. - Discuss

OR

(b) Describe the process of strategic planning and state its importance

(p.t.o)

Sl.No. 334

2.(a) What are all the steps involved in preventive maintenance why preventive maintenance is better than reactive maintenance

OR

(b) Compare the difference between planned maintenance and corrective maintenance.

3.(a) Explain the pros and cons of BDM

OR

(b) Explain the records maintain in the contract maintenance

4.(a) Discuss the repair policies for equipments subject to breakdown

OR

(b) Explain the technical and financial factors for replacements.

5.(a) Discuss in detail the Emerging trend in maintenance management

OR

(b) Discuss the procedure for management obsolescence.

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

MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

ELECTIVE-Hospital Office Automation & 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 functions of a modern office may be divided into ____ types.
2. _____ is the right to make decisions and to take action
3. _____, _____, _____ & _____ are the essential department of the hospital.
4. _____ agencies have no automatic right to a patient's record unless this right is exercised through court
5. Expand the term MIS in health sector is _____.
6. The patients Vs Doctor suits—ie action for negligence of failure to exercise due skill is under court of law. Say true or false.
7. The first official activity of the project team as it initiates the project planning phase is to ____.
 - a. define the business problem
 - b. develop a cost/benefit analysis
 - c. staff the project team
 - d. write a project proposal
8. Visual modeling tools usually contain a database of information about the models and the project, which is called a(n) ____.
 - a. knowledge base
 - b. library
 - c. information base
 - d. repository
9. The future trend in health care services includes video conferencing and _____
10. _____ is the first company who made successful biomedical projects

PART – B (10 x 2 = 20 marks)

1. Define Form.
2. How do they maintain death records in hospitals?
3. List the classification of Records.
4. Horizontal filing – Explain.
5. Expand – EHR
6. What is HIT?
7. Define hacker.
8. Who are called as threat agents?
9. Specify any two advantages of telehealth.
10. Define genomics.

PART – C (5 x 14 = 70 marks)

- 1.(a) Which registers are called vital documents? And what is the information's recorded in it?

OR

- (b) Explain the flow of OPD and IP Patients?

- 2.(a) Discuss on LIC extending support to health sectors

OR

- (b) Define register and explain the uses of in various departments

- 3.(a) Explain briefly about record keeping and mobility

OR

- (b) Discuss the functions of electronic health records in detail

4. (a) Write an essay about legal issues of cyber security.

OR

- (b) Discuss the various ethical issues involved in cyber security.

- 5.(a) Specify any five technological advancement in healthcare industry.

OR

- (b) What are the roles of wireless computing in hospital sector? Discuss.

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

MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

ELECTIVE - SHIPPING AGENCY MANAGEMENT

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum: 100 Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. LCL stands for _____.
2. INTERTANKO stands for _____.
3. NAABSA stands for _____.
4. Parties to whom the company owe money are called _____.
5. Outstanding payments with low possibility of recovery are called _____.
6. LOOP stands for _____.
7. Ownership is transferred by means of _____.
8. In options the customer can choose to buy a currency. True / False
9. International Chamber of Shipping was established in _____.
10. Telex system is now replaced by _____.

PART – B (10 x 2 = 20 marks)

1. What does cabotage mean?
2. Define statement of facts
3. Define breach of contract.
4. Who are creditors?
5. State why a minimal overdraft is healthier for a company?
6. What are outports?
7. Define risk
8. Briefly discuss the principle of average
9. Write a brief note on Intercargo.
10. Present an overview of pie chart.

(P.T.O)

PART – C (5 x 14 = 70 marks)

1.(a) What could be some of the problems when governments help their merchant fleets excessively?

OR

(b) Assuming yourself as a decision maker in a ship owning company, sketch the process of appointing an agent

2.(a) What types of claims do shipowners' P&I club deal with?

OR

(b) With the help of a Performa of a balance sheet, explain the financial position of the company.

3.(a) Describe a situation where ethics would play a part in trade.

OR

(b) Assuming charge as an agent, discuss your expectations from the parties to contract

4.(a) Explain the differences between FOB and CIF with particular reference to the obligations of parties

OR

(b) Discuss in detail the role of insurance in International trade

5.(a) How does United Nations organisation support shipping business?

OR

(b) List the ways to make a presentation lively and interesting.

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

MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

ELECTIVE - 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 return which the company pays on borrowed funds is termed as
 - a. Dividend
 - b. Interest
 - c. Bonus
 - d. All of these
3. Net working capital is the excess of current asset over _____.
 - a. Current liability
 - b. Net liability
 - c. Total payable
 - d. Total liability
4. In finance, "working capital" means the same thing as
 - a. Total assets
 - b. Current assets.
 - c. Fixed assets.
 - d. Current assets minus current liabilities
5. Uses of funds include a (an):
 - a. Decrease in cash.
 - b. Increase in fixed assets.
 - c. Increase in any liability.
 - d. Tax refund
6. A financial statement that shows the inflows and outflows of cash during a particular period of time is known as:
 - a. Income statement
 - b. Balance sheet
 - c. Statement of retained earnings
 - d. Statement of cash flows
7. What is the most appropriate goal of the firm?
 - a. Shareholder wealth maximization
 - b. Stakeholder maximization
 - c. Profit maximization
 - d. EPS maximization
8. Which of the following is an argument for the relevance of dividends?
 - a. Informational content
 - b. Some investors' preference for current income
 - c. Reduction of uncertainty.
 - d. All of these

9. Which of the following is not one the underlying principles of the corporate governance Combined Code of Practice?

- a. Acceptability b. Openness c. Accountability d. Integrity

10. Which of the following does the term Corporate Social Responsibility relate to?

- a. Environmental practice c. Ethical conduct
b. Human rights and employee relations d. All of these

PART – B (10 x 2 = 20 marks)

1. What do you mean by financial management?
2. Spell out the two major functions of EXIM Bank
3. Define working capital.
4. Define commercial paper
5. State the various sources of risk.
6. Define meta-analysis.
7. Define Inflation.
8. Define dividend policy
9. Expand CII.
10. Mention two ethics for managers.

PART – C (5 x 14 = 70 marks)

1.(a) Explain the form of equity financing. Explain its various features

OR

(b) Discuss the role and functions of Export-Import Bank of India (EXIM)

2.(a) Explain the need for working capital.

OR

(b) Write short notes on:

- a) Commercial Paper b) Inter Corporate Investments

3.(a) Bring out the meaning and utility of Probability Assignment

OR

(b) A limited company is considering investing in a project requiring a capital outlay of Rs. 2,00,000. Forecast of annual income after depreciation but before tax is as follows:

Year	Rs.
1	1,00,000
2	1,00,000
3	80,000
4	80,000
5	40,000

Depreciation may be taken as 20% on original cost and taxation at 50% of net income.

Calculate:

- a. Pay-back method
 - b. Rate of return on original investment
 - c. Rate of return on average investment
 - d. Discounted cash flow method taking cost of capital at 10%
- Excess present value index

4.(a) Explain the importance of investment decisions

OR

(b) Bring out the interdependence of the three importance decisions of a financial manager

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

OR

(b) Explain the ethical practices to be followed by an organization towards its various stakeholders.

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

MBA DEGREE EXAMINATIONS – FEB-2022

First Semester

LEGAL ASPECTS IN BUSINESS

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. A contract is _____.
 - a. Legal obligation.
 - b. An agreement plus a legal obligation.
 - c. Consensus ad idem.
 - d. An agreement plus a legal object
2. In case of void agreement, collateral transactions are
 - d. Also void
 - e. Unenforceable
 - c. Not Affected
 - d. Illegal
3. The basis of partnership is
 - a. Utmost good faith
 - b. Desire to work together
 - c. Money available for investment
 - d. None of these
4. The placing and showing a negotiable instrument before the maker, acceptor or drawee for the sake of acceptance or payment is known as ____
 - a. Presentment
 - b. Collecting banker
 - c. Acceptance
 - 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 interval between two annual general meetings shall not exceed
 - b. 15 months
 - c. 12 months
 - c. 18 months
 - d. 20 months
7. Which one of the following is not included under Central Sales Tax.
 - a. Materials
 - b. Movable Property
 - c. Commodities
 - d. Actionable claims

(p.t.o)

8. Central sales tax was introduced in the year _____.
- a. 1947. b. 1956. c. 1962. d. 1967
9. Cyber law aims to provide legal infrastructure for _____ in India
- a. E-commerce c. Financial Crimes
b. Scam d. None of these
10. The Controller of Certifying Authority appointed by
- a. State Government c. By nomination of directors
b. Central Government d. None of these

PART – B (10 x 2 = 20 marks)

1. Define the term “agreement”.
2. What is meant by revocation?
3. Who is a dormant partner?
4. What is meant by” acceptor”?
5. Define a private limited company.
6. What is an agenda?
7. What is single-point sales tax?
8. What is Quota?
9. Define Cyber law
10. Define Originator.

PART – C (5 x 14 = 70 marks)

1. (a) Explain the essentials of the valid contract.

OR

- (b) What is condition? When a condition may be treated as warrantee?

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

OR

(b) Discuss the various mode of discharge of an instrument. What is Bill of Exchange? Explain the various penalties in case of dishonor of certain cheques for insufficiency of funds in the accounts.

3.(a) Discuss briefly the different kinds of companies

OR

(b) Discuss the different types of resolutions that can be passed in the meetings of a public limited company and the business transacted in each category.

4. (a) Discuss the scope of CST Act and Issues in CST calculations

OR

(b) Explain with detailed calculation of (a) VAT, (b) MODVAT

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

OR

(b) Differentiate 'Alternative Dispute Resolution' and 'Conflict Resolution'?

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

MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

**ELECTIVE – VALUATION AND DOCUMENTATION
WRITING**

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum: 100 Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. A written report becomes a statement binding on the person presenting or submitting such report. **(True/False)**
2. The valuer has to develop his skill for presenting the _____, and _____.
3. Consequence of report is equally distributed for reports on _____ and _____
4. A report should be maximum meaning with minimum words. **(True/False)**
5. In a report structural condition should speak:
a. stability b. safety c. services d. all of these
6. Valuer becomes an agent of his client in real estate valuation. **(True/False)**
7. The date of valuation includes material date that represents the date of completion of the report submission. **(True/False)**
8. The client and the professional valuer should have mutual agreement about the fees. **(True/False)**
9. CAVEATS means:
a. A warning b. Legal notice c. Alterd. All of these
10. A valuation report is important, because it is a
a. Communication tool c. Auditing devise
b. Data for decision making d. All of these

PART – B (10 x 2 = 20 marks)

1. Write a note about oral report.
2. Mention any four roles of data and information in valuation report.
3. What are the accountability of the valuer
4. Write short note on valuation fees.
5. Write short note on the objectivity of form of a report in valuation.
6. Give a key note on “report should be definite and concise”.
7. Explain the importance of a forwarding letter
8. Write a note on orchards
9. Give a key note on general frame work of a valuation report
10. What is subsidiary building?

PART – C (5 x 14 = 70 marks)

- 1.(a) Write an essay about valuation reporting.

OR

- (b) Explain in detail on various aspects involved in determining the fees for Real Estate valuation report process and preparation

- 2.(a) Write an essay about the Important Process of preparation of Real Estate Valuation Report for the purpose of valuation

OR

- (b) Explain the term “CAVEATS” in the Context of Real Estate Valuation report process and preparation?

- 3.(a) Write an essay about the purpose of Valuation with its important parts.

OR

- (b) Write an essay about “Various Techniques of Enquiries” while processing and preparing a Real Estate Valuation Report.

- 4.(a) List and explain the various aspects to be stated while describing the Description of Property to be valued under the sub-heading of Buildings.

OR

(b) Elucidate the legal aspects to be added in addition to the general framework of a valuation report

5.(a) Discuss the various purposes requiring all the details while collecting the data and information.

OR

(b) Explain the information and data required for the valuation purpose of estimating Rating, Insurance Capital Gain and wealth Tax.

Sl.No. 328

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

MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

**ELECTIVE- STRATEGIC HUMAN RESOURCE
MANAGEMENT**

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum: 100 Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. Human resource management is normally in nature
 - a. Proactive
 - b. Reactive
 - c. Combative
 - d. None of these
2. Which of these is the first HR model which dates back to 1984?
 - a. The Harvard Model
 - b. The Fombrun, Tichy and Devanna Model
 - c. The Guest Model
 - d. The Warwick Model
3. Wright and Snell made important contribution to the growth of:
 - a. Strategic labor allocation process model
 - b. Business-oriented model
 - c. Strategic fit model
 - d. None of the above
4. Organizations need to evolve HR policies as they ensure _____ and _____ in treating people.
 - a. Constancy and similarity
 - b. Consistency and uniformity
 - c. Intention and safety
 - d. None of the above
5. Why has the bureaucratic form of organisation been fundamentally questioned?
 - a. The pressures of globalisation have rendered it unsuitable.
 - b. Organisations are experiencing acute pressure to change and pursue innovation as a means of securing business growth.
 - c. Organisations have grown so large that it is almost impossible to create an effective bureaucracy to manage them.
 - d. Information Technology has made it redundant
6. Responding to employees and involving them in decision making is referred to as:
 - a. Quality of work life
 - b. Empowerment
 - c. Autonomy
 - d. Preaction

(P.T.O)

7. What does "E", "R" and "G" stand for in the ERG theory?
- Export, Risk and Guarantee
 - Existence, Relatedness and Growth
 - Exponential, Reliability and Growth
 - None of the above
8. According to Porter, if an organization does not follow either a cost reduction strategy or a differentiation strategy they are:
- Hybrid
 - Stuck in the middle
 - Typical
 - No frills
9. _____ is the process of estimating the quantity and quality of people required to meet future needs of the organization.
- Demand forecasting
 - Environmental forecasting
 - Supply forecasting
 - None of the above
10. Which consulting company is associated with the concept of talent management?
- Price Waterhouse Coopers
 - Deolitte
 - Boston Consulting Group
 - Mckinsey

PART – B (10 x 2 = 20 marks)

- Define SHRM.
- Define strategic fit model.
- How will you create a high-performance environment?
- Define high commitment.
- Give the definition of OD
- Define organizational learning strategy.
- Define job competency.
- Define the term team learning.
- Define whistle blowing
- Explain employee relation strategy?

(P.T.O)

Sl.No. 327

PART – C (5 x 14 = 70 marks)

1.(a) What are the characteristic features of SHRM?

OR

(b) Explain the key roles of SHRM

2. (a) Explain the five steps that involved in developing HR strategies.

OR

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

3.(a) Consider yourself 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.

5.(a) Explain the steps of aligning employee expectations with changing strategy.

OR

(b) Explain the formulation of employee relationship strategy with example.

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

MBA DEGREE EXAMINATIONS – FEB-2022

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. 1. The person who coined the name Operations Research is
 - a. Bellman
 - b. Mc Closky and Trefrehen
 - c. Newman
 - d. None of the above
2. 2. If a negative value appears in the solution values (X_B) column of the simplex table, then the solution is
 - a. Optimal
 - b. Infeasible
 - c. Unbounded
 - d. All of these
3. Basic transportation problem was stated initiated by
 - a. Hans
 - b. Koopman
 - c. Cooper
 - d. Hitchcock
4. In Hungarian method of solving assignment problem, the row opportunity cost matrix is obtained by
 - a. dividing each row by the elements of the row above it
 - b. subtracting the elements of the row from the elements of the row above it
 - c. subtracting the smallest element from all other elements of the row.
 - d. subtracting all the elements of the row from the highest element in the matrix.
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. Game which involve more than two players are called
 - a. Conflicting games
 - b. N-person games
 - c. Negotiable games
 - d. all of the above

(P.T.O)

PART – C (5 x 14 = 70 marks)

1.(a) Naga & Co has two bottling plants, one located at Gandhi Nagar and another at Nehru Nagar. Each plant produces three drinks, whisky, beer and fruit juices named A, B and C respectively. The numbers of bottles produced per day are as follows.

Products	Plant at	
	Gandhi Nagar	Nehru Nagar
Whisky (A)	1500	1500
Beer (B)	3000	1000
Fruit Juices (C)	2000	5000

A market survey indicates that during the month of April, there will be a demand of 20,000 bottles of whisky, 40,000 bottles of beer and 44,000 bottles of fruit juices. The operating costs per day for plants at Gandhi Nagar and Nehru Nagar are 600 and 400 monetary units. For how many days each plant be run in April so as to minimize the production cost, while still meeting the market demand?

OR

(b) Show that the following LPP has an unbounded solution.

$$\text{Max. } Z = 4X_1 + X_2 + 3X_3 + 5X_4$$

Subject to the constraints

$$4X_1 - 6X_2 - 5X_3 - 4X_4 \geq -20$$

$$-3X_1 - 2X_2 + 4X_3 + X_4 \leq 10$$

$$-8X_1 - 3X_2 + 3X_3 + 2X_4 \leq 20$$

$$\text{and } X_1, X_2, X_3, X_4 \geq 0$$

2.(a) A company has 3 plants A, B, C and three warehouses X, Y, Z. The number of units available at the plants are 60, 70, & 80 and the demand at X, Y, & Z are 50, 80, & 80 respectively. The unit cost of transportation has been displayed in the table.

	X	Y	Z
A	8	7	3
B	3	8	9
C	11	3	5

Formulate the above data as transportation modal and obtain an optimum solution

OR

(b) A head of department in a college has the problem of assigning courses to teachers with a view to maximizing educational quality in his department. He has available to him one professor, two associate professors and one teaching assistant (TA). Four courses must be offered and, after appropriate evaluation, he has arrived at the following relative ratings (100 = best rating) regarding the ability of each instructor to teach each of the four courses.

Teachers ↓	Course - I	Course - II	Course - III	Course - IV
Professor -1	60	40	60	70
Asso. Prof - 1	20	60	50	70
Asso. Prof - 2	20	30	40	60
T.A	30	10	20	40

How should he assign his staff to the courses to realize his objective?

3.(a) Use graphic method to find the minimum elapsed total time sequence of 2 jobs and five Machines, when we are given the following information.

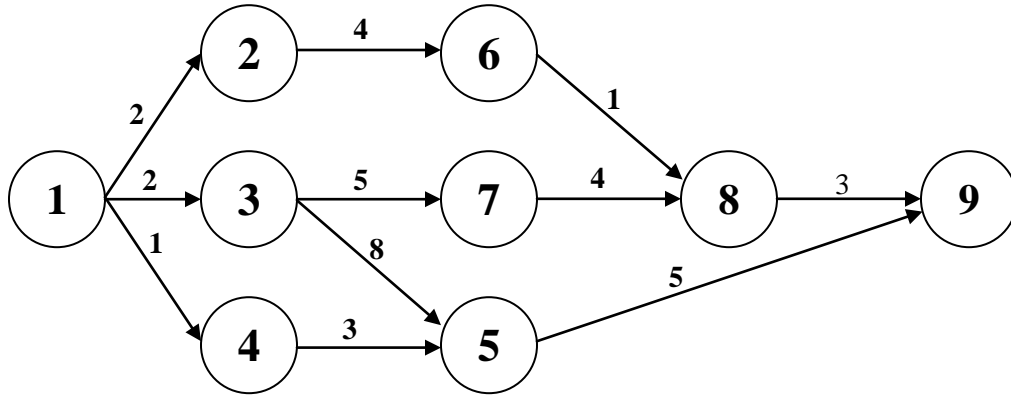
		Machines				
Job-1	Sequence	A	B	C	D	E
	Time (in hrs)	2	3	4	6	2
Job-2	Sequence	C	A	D	E	B
	Time (in hrs)	4	5	3	2	6

OR

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

		Player B			
		I	II	III	IV
Player A	I	$\begin{pmatrix} 3 & 3 & 4 & 0 \\ 4 & 3 & 7 \end{pmatrix}$			
	II				

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?

OR

(b) . The following failure rate have been observed for certain items

Month End	1	2	3	4	5
Probability of failure to date	0.10	0.30	0.55	0.85	1.00

The cost of replacing an individual item is Rs.1.25. The decision is made to replace all items simultaneously at fixed intervals and also to replace an individual item as they fail. If the cost of group replacement is 30 paise, what is the best interval of group replacement?

5.(a) Under an unemployment promotion program, it is proposed to allow sale of news papers on the buses during the off peak hours. The vendor can purchase the news paper at a special concessional rate of 25 paise per copy against the selling price of 40 paise.

Any unsold copies are, however a dead loss. A vendor has estimated the following probability distribution for the number of copies demanded.

Number of copies	15	16	17	18	19	20
Probability	0.04	0.19	0.33	0.26	0.11	0.07

- How many copies should he order so that his expected profit will be maximum?
- Compute EPPI.
- The vendor is thinking of spending on a small market survey to obtain additional information regarding the demand levels. How much should he be willing to spend on such a survey?

OR

(b) The research department of consumer products division has recommended to the marketing department to launch soap with three different perfumes. The marketing manager has to decide the type of perfume to launch under the following estimated payoff for the various levels of sales.

Types of Perfume	Estimated Levels of Sale(units)		
	20,000	10,000	2,000
I	250	15	10
II	40	20	5
III	60	25	3

Examine which type can be chosen under (a) Maximax; (b) Minimax; (c) Maximin; (d) Laplace and (e) Hurwicz criterion [use $\alpha = 0.5$]

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

MBA DEGREE EXAMINATIONS – FEB-2022

Fourth Semester

ELECTIVE- EFFECTIVE LEADERSHIP & MOTIVATION

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. The effectiveness of a leader is dependent upon meeting _____ areas of need within the workgroup:
 - a. One
 - b. Three
 - c. Five
 - d. None of the above
2. An individual's motivation is dependent on:
 - a. Whether path-goal relationships are clarified
 - b. Expectations that increased effort to achieve an improved level of performance will be successful
 - c. Their effective performance
 - d. The necessary direction, guidance, training and support is provided
3. How can you describe the thinking and outlook of transformational leaders?
 - a. Strategic
 - b. Operational
 - c. Functional
 - d. Developmental

(P.T.O)

4. Which of the following statements best characterizes self-managed teams?
- They perform poorly during times of employee layoffs.
 - Their team members often have low levels of job satisfaction.
 - Their team members prefer to work alone.
 - They tend to operate best in non-hierarchical societies.
5. A charismatic leader's ____ is the key to follower acceptance.
- Energy
 - History with the organization
 - Credentials
 - Vision
6. According to Social Identity Theory, what aspect of a group does the leader have to create and/or share?
- group goals
 - group task
 - group identity
 - group values
7. Motivation is the process of stimulating people to accomplish _____
- Desired goals
 - Desired homework
 - Desired assignment
 - Desired homework and assignment
8. According to Maslow, growth needs are
- Needs for knowing, appreciating, and understanding.
 - The basic requirements for survival.
 - Accomplished only after self-actualization.
 - Safety needs.
9. Need of association is a
- moral need
 - social need
 - Problem
 - Conflict

10. Which of the following is categorized as an indirect payment portion of employee compensation?
- Wages
 - Salaries
 - Employer-paid insurance
 - Commissions

PART – B (10 x 2 = 20 marks)

- Mention any four roles of quality leaders.
- Define Leadership and list the essential skills of a leader
- Point out three disadvantages of team work.
- Differentiate between team and group.
- Define the term Charisma.
- What is servant leaders?
- Define Motivation.
- Give a note on esteem needs.
- Why does organization need performance management?
- How Effective delegation can create a positive motivating environment?

PART – C (5 x 14 = 70 marks)

- 1.(a) Explain the qualities required for effective leadership.

OR

- (b) Narrate about the Historical Development of Leadership and its various Theories

2. Discuss the benefits of self managed teams.

OR

- (b) Explain the differences between traditional and self-managed teams.

- 3.(a) Explain the basis of stewardship and servant leadership.

OR

- (b) Describe the three phases of the change process. Identify the major reasons for resisting change.

(P.T.O)

Sl.No. 324

4.(a) How does Herzberg's two factors theory apply to the workplace?

OR

(b) Which motivation theory have you found to be most useful in explaining why people behave in a certain way? Why?

5.(a) Discuss the different models of performance management.

OR

(b) Write a detailed essay on how to motivate employees with a negative attitude.

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

MBA DEGREE EXAMINATIONS – FEB-2022

Fourth Semester

**ELECTIVE-PROJECT MANAGEMENT FOR REAL ESTATE
MANAGEMENT**

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. _____ is a temporary endeavour undertaken to create a unique product, service or result
2. Project manager has more authority (power) than functional manager _____.
3. _____ shows you how to deal with changes to the schedule, like updated deadline or milestones
4. Expert judgment is used to assess the inputs needed to direct and manage execution of the project management plan. [True/False]
5. _____ is the measurement of how closely your product meets its requirements
6. An inspection is the examination of a work product to determine if it conforms to documented standards. [True/False]
7. _____ makes sure everybody gets the right message at the right time
8. _____ is a method involves a one-way stream of information for communication
9. _____ is a kind of clause that you will see in a contract.
10. Procurement negotiations clarify the structure, requirements, and other terms of the purchases so that mutual agreement can be reached prior to signing the contract. [True/False]

PART – B (10 x 2 = 20 marks)

1. What is Functional organisation?
2. Give a note on Project information
3. Define Project Scope Management.

(P.T.O)

4. How project work should be monitored?
5. What are the types of costs involved in project management?
6. Define interpersonal skills
7. Write a note on Acknowledgement in a project Communication Management.
8. What is risk management?
9. What is Force majeure?
10. Define the term "Control stake holder."

PART – C (5 x 14 = 70 marks)

1.(a) Explain various project management office in detail.

OR

(b) Write a detailed note on project information.

2.(a) Explain project scope management in detail

OR

(b) Write an essay on direct and manage project work

3.(a) Write an essay about project cost management

OR

(b) Briefly explain the seven basic quality tools in project management

4.(a) Explain various communication methods that can help to share the information with the stakeholders.

OR

(b) Write an essay about strategies for negative risks.

5.(a) Explain in detail on planned procurement management.

OR

(b) Narrate an essay on manage stakeholder engagement.

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

MBA DEGREE EXAMINATIONS – FEB-2022

Fourth Semester

ELECTIVE- HOSPITAL COUNSELING

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. When a hospital manager is tried under criminal law, the manager is being brought to trial by:
 - a. society as a whole
 - b. an organization.
 - c. the plaintiff's lawyer.
 - d. an individual.
2. In the daily practice of nursing, nurses use critical thinking in:
 - a. setting priorities for the day.
 - b. every decision that is made.
 - c. calling the pharmacy to obtain a medication.
 - d. checking supplies in the client's room.
3. When nurses assist clients in exploring their lifestyle habits and health behaviors to identify health risks, nurses are most likely to use which of the following models?
 - a. medical model
 - b. psychosocial model
 - c. wellness models
 - d. physiological mode
4. The newborn infant's stomach capacity is approximately which of the following in milliliters?
 - a. 50
 - b. 90
 - c. 120
 - d. 160
5. When reading the nursing-care plan of a newly assigned client prior to caring for this client, the LPN/LVN will notice that potential problems are stated using how many parts in the statement?
 - a. One
 - b. Two
 - c. Three
 - d. Four
6. A hospital requires checking and understanding 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?
- a. 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 measurement?
2. What is sovereignty?
3. What is re-educative approach?
4. What is assertive trend?
5. What is self-esteem?
6. Define attitude.
7. What is sweating shakiness?
8. What is alcohol abuse?
9. State the consequences committed to suicide.
10. Define Mental frustrations.

(p.t.o)

PART – C (5 x 14 = 70 marks)

1. (a) Discuss the various needs of counselling. Enumerate the various types of counselling.

OR

(b) “Counselling as a helping relationship” – Elucidate.

2.(a) Describe the relevance of psycho analysis to counseling in hospitals.

OR

(b) Discuss the various stages involving in counselling process

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

OR

(b) Explain needs are met when the employer generates a feeling of acceptance by reinforcing team dynamics

4.(a) Briefly explain the alcohol abuse?

OR

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

5.(a) Why should make essentials for giving good guidance? Explain the various types of guidance

OR

(b) Explain the Problem Oriented Record Management System (PORMS). Discuss in brief the remedial solution to be followed PORMS in Health Care sector

(p.t.o)

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

MBA DEGREE EXAMINATIONS – FEB-2022

Second Semester

MANAGING PEOPLE IN ORGANIZATION

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum: 100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. The human relations' is an outcome of the famous study. The study is known as:
 - a. Organizational study
 - b. Scientific study
 - c. The management study
 - d. The Hawthorne study
2. In which type of organization is team building likely to be most difficult?
 - b. Functional
 - c. Projectized
 - c. Matrix
 - d. Project expediter
3. The first _____ activities of the human resource management (HRM) process ensure that competent employees are identified and selected.
 - a. Two
 - b. three
 - c. four
 - d. five
4. Human resource management helps improve
 - a. Production
 - b. Profits
 - c. Productivity
 - d. Power
5. The selection process is _____.
 - a. determining who is best for a job
 - b. not related to performance in the job
 - c. an exercise in prediction
 - d. determining how to best train employees
6. High-performance work practices include such activities as _____.
 - d. closed communication
 - c. firm job assignments
 - c. centralized decision making
 - d. self-managed teams

7. The performance management distinct feature is
- continuous evaluating
 - never evaluating performances
 - continuous reevaluating
 - evaluating for salary purposes
8. An important advantage of on-the-job training is that
- it provides immediate transfer of training
 - allows employees to learn at their own rate without any pressure to produce
 - provides for greater group interaction
 - reduces the costs of supervision
9. The employee welfare facilities available inside the organization are called
- intra-mural facilities
 - extravagance
 - extra-mural facilities
 - None of the above
10. Section 41 G of the Factories Discuss about the Workers Participation in Management.
- Section 40
 - Section 41
 - Section 41 G
 - Section 41 F

PART – B (10 x 2 = 20 marks)

- Mention the four characteristics of a sound HR Policy.
- Write about competitive advantage.
- Give a note on job Rotation
- Define Lay-off.
- Write on induction.
- Define leniency.
- Discuss any two differences between training and development.
- Mention about Potential Appraisal?
- State any two advantages of job evaluation.
- Define Minimum Wage.

PART – C (5 x 14 = 70 marks)

- (a) Why is HRM assuming great importance in the present context of Global meltdown?

OR

(b) Explain the considerations to be followed while framing HR Policy for organizational effectiveness and productivity.

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

OR

(b) Explain the process of HR Planning.

3.(a) Write the importance of selection test. Explain the different types of test.

OR

(b) Explain the socialization process. Write how well it helps the employees to accommodate themselves in organization

4.(a) 'Is training a necessary?' – Discuss

OR

(b) Examine different advantages and disadvantages of training to know the right need of the organization

5.(a) Explain the concept and objectives of job evaluation to gain employee commitment and participation

OR

(b) Explain the causes of indiscipline

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

MBA DEGREE EXAMINATIONS – FEB-2022

First Semester

STATISTICS FOR MANAGERS

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum: 100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. graphs of frequency distributions are used because
 - a. they have a long history in practical applications
 - b. they attract attention to data patterns
 - c. they allow for easy estimates of values
 - d. both (b) & (c)
2. Which of the following is an example of a relative measure of dispersion?
 - a. Standard deviation
 - b. Coefficient of variation
 - c. Variance
 - d. Range
3. For a normal curve with $\mu = 55$ and $SD = 10$, how much area will be found under the curve to the right of the value 55?
 - a. 1.0
 - b. 0.5
 - c. 0.68
 - d. cannot be determined from the information given
4. A border patrol checkpoint that stops every passenger van is using
 - a. Simple random sampling
 - b. Complete enumeration
 - c. Systematic sampling
 - d. Stratified sampling
5. we can use the normal distribution to represent the sampling distribution of the population when
 - a. the sample size is more than 10
 - b. the sample size is more than 5
 - c. the sample size is less than 50
 - d. none of these
6. Which of the following is an example of an estimator and an estimate?
 - a. $\bar{X} = 50$
 - b. $\mu = 50$
 - c. $\sigma = 50$
 - d. $N = 50$

(p.t.o)

7. Suppose it is calculated that $a = 4$ and $b = 2$ for a particular estimating line with one independent variable. If the independent variable has a value of 2, what value should be expected for the dependent variable?
- a. 8 b. 10 c. - 1 d. 0
8. Amount of change in one variable does not bear a constant ratio to the amount of change in the other variable then the correlation is
- a. Non-linear correlation c. Linear correlation
b. Positive correlation d. Negative correlation
9. In time series, the variation within a year called as _____
- a. secular trend c. seasonal variation
b. cyclical variation d. irregular variation
10. Time-series data may exhibit which of the following behaviors?
- a. Trend b. Seasonality c. Cycles d. All of these

PART – B (10 x 2 = 20 marks)

1. List any four types of data.
2. Define Mode. Give an example.
3. What is random sampling?
4. State the formula to find the standard error of proportion when samples are drawn in without replacement basis.
5. Define interval estimator. Give an example.
6. What do you mean by consistent estimator?
7. State the methods for studying correlation.
8. Define standard error of estimate.
9. What is an irregular variation?
10. Give the formula for determining Relative Cyclical Residual.

(p.t.o)

PART – C (5 x 14 = 70 marks)

1.(a) The credit office of a department store gave the following statements for payment due to customers. Construct a frequency table of the balances due taking class intervals as Rs.50 and under Rs.200, Rs.200 and under Rs.350 etc... also find the percentage cumulative frequencies and interpret these values.

Balance Due in Rs.									
337	570	99	759	487	352	115	60	521	95
563	399	625	215	360	178	827	301	501	199
110	501	201	99	637	328	539	150	417	250
451	595	422	344	186	681	397	790	272	514

OR

(b) The following data are related with the daily expenses of the families in a village. Calculate

arithmetic mean, median, mode and standard deviation.

Expenses (Rs)	30 - 40	40 - 50	50 - 60	60 - 70	70 - 80	80 - 90	90 - 100
No. of families	8	20	25	35	18	9	5

2.(a) Briefly explain the various methods of random sampling techniques.

OR

(b) In a sample of 16 observations drawn from a normal population with a mean of 150 and a variance of 256. What is the probability that a sample mean will be

(i) less than 160? (ii) More than 160 (iii) Between 140 and 165

3.(a) The weights (Kgs) of a sample of 8 cement bags were measured to be 79.8, 80.5, 78.1, 81.3, 80.4, 80.1, 81.3 and 79.5. If the production follows normal distribution, construct 95% and 99% confidence limits for the average weight of cement bags in the whole production.

(p.t.o)

OR

(b) Two independent samples are chosen from two schools A & B and a common test is given in a subject. The scores of the students are as follows.

School – A: 76 68 70 43 94 68 33

School – B: 40 48 92 85 70 76 68 22

Construct 95% and 99% confidence interval for the difference between the average scores of the two schools.

4.(a) The following data relate to advertisement expenditure (in lakhs) and their corresponding sales (in crores)

Advertising Expenditure	10	12	15	23	20
Sales	14	17	23	25	21

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) Below are given the figures of production (in'000 Qtls) of a sugar factory.

Year	2008	2009	2010	2011	2012	2013	2014
Production (in'000 Qtls)	80	90	92	83	94	99	92

i) Fit a straight line trend to these figures by using least square method.

ii) Plot these figures on a graph and shown the trend line.

Estimate the likely production of the company during 2016 and 2017

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

MBA DEGREE EXAMINATIONS – FEB-2022

Fourth Semester

ELECTIVE - INTERNATIONAL RETAILING

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. These things are not known by import in india.
a. Rice b. Fertilizers c. Chemical d. Raw Rubbers
2. Global Presence of giant multinational corporations is and evidence for the existence of globalization.
a. Ecological b. Political c. Agricultural d. Economic
3. _____ has been one of the sectors that is seeing exponential growth
a. International branding b. International pricing
c. Global manufacturing d. None of these
4. The retailers who focus on a narrow product range and cater to a particular customer group are categorised into _____
a. Product fashion retailers b. Fashion design retailers
c. Merchant retailers d. General fashion retailers
5. international sourcing as in the _____ has grown and changed over a period of time.
a. retail location b. retail trade c. retail design d. retail format
6. _____ was the largest retail market in the world
a. India b. China c. United Kingdom d. United States
7. A company that wants to explore international trade without taking on the full - _____ of cross-border business transactions has the option of forming a joint venture with a foreign partner.
a. authority b. power c. technology d. responsibilities

(p.t.o)

8. _____ is the process of developing a firm's brand equity which leads to overseas customers
- Domestic branding
 - International branding
 - local branding
 - national branding
9. The WTO regulates _____, formulates tariffs globally, and also resolves conflicts among member countries.
- Domestic trade
 - Local business
 - Zonal markets
 - international trade
10. Trade promotes promotes and advertises an enterprise or a division or a specific corporation through a corporate _____
- Trade mark
 - Slogan
 - brand name
 - Brand mark

PART – B (10 x 2 = 20 marks)

- Compare global retailing and national retailing.
- How is government of India policy in retailing used?
- What are convenience stores?
- Explain about the term E-tailing?
- What is meant by decision making process?
- Can you list the importance of positioning in retailing?
- Point out the stages in retail planning process?
- Define brand.
- List few challenges of retailing in India.
- How would you show your understanding on the term Job Analysis?

PART – C (5 x 14 = 70 marks)

- 1.(a) Discuss about the recent trends in FDI.

OR

- (b) Give the overview on involvement of government on international retail marketing.

- 2.(a) How the difficulties can related to managing cost, stock out and mark-downs pertaining to retail strategy and operations can be managed?

OR

- (b) Highlight the characteristics and types of service retailing.

(p.t.o)

3.(a) “Location of warehouse is a vital one for retail business” - discuss.

OR

(b) What are the factors to be considered to have an effective Retail pricing decision?

4.(a) Describe and discuss the new retail trends you see in your immediate market area. How do these match to those suggested in books?

OR

(b) Elaborate the concept of retail space utilization and traffic management.

5.(a) Discuss the strategic approach towards effective management in a high profile retail environment.

OR

(b) Explain about the impact of various non-store retailing.

Sl.No. 313

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

MBA DEGREE EXAMINATIONS – FEB-2022

Fourth Semester

ELECTIVE- GREEN MARKETING
(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. Green Marketing emphasizes that are not harmful to the _____
 - a. Society
 - b. Individual
 - c. Environment
 - d. Family
2. From the following, which one is a process innovation?
 - a. Just-in-time inventory system
 - b. Refrigerator
 - c. Hybrid Engine
 - d. Rechargeable batteries
3. Most forms of particulate matter become pollutants through _____
 - a. The burning of fossil fuels
 - b. Solid waste
 - c. biomass
 - d. All of the above
4. CLASP stands for
 - a. Collaborative Labeling and Appliance Standards Programme
 - b. Collective Labeling and Appliance Standards Programme
 - c. Collaborative Leasing and Appliance Standards Programme
 - d. Constant Labeling and Appliance Standards Programme
5. Marketing segmentation should be followed by the targeting and product positioning activities for effective planning and implementation of the
 - a. Marketing plans
 - b. Marketing process
 - c. Business control
 - d. None of these
6. The fourth stage of product innovation is
 - a. Preliminary assessment
 - b. Product launch
 - c. Business case preparation
 - d. Testing and validation

7. From the following, which is not a function of logistics?
- | | |
|-----------------------|----------------------------|
| a. Materials handling | c. warehousing and storage |
| b. Order Processing | d. Quality Control |
8. The Clean Air Act (CAA) was enforced in the year _____
- | | | | |
|---------|---------|---------|---------|
| a. 1970 | b. 1980 | c. 2000 | d. 2010 |
|---------|---------|---------|---------|
9. The disposal of products after they no longer offer utility to the consumer referred as
- | | |
|-----------------|------------------|
| a. Divestment | c. Investment |
| b. Reinvestment | d. None of these |
10. From the following, which one is not a benefit of sustainability reporting?
- Reduced environmental risk
 - Identify savings and efficiencies
 - Conveys an environmental message to limited stake holders
 - Increased discipline about environmental performances

PART – B (10 x 2 = 20 marks)

- Explain the term “Green Marketing”.
- State steps of strategic planning process.
- Explain the Term “Biodiversity”.
- Explain Kyoto Protocol.
- Mention factors to be considered while doing segmenting market.
- Explain the importance of user positioning.
- Difference between Micro Environmental and Macro-environmental issues.
- Explain the term “Fixed cost”.
- Differentiate the terms Premium Vs. Green premium.
- What is steam cracking?

PART – C (5 x 14 = 70 marks)

- (a) Describe the benefits of Green Marketing in the emerging economies.

OR

- (b) Give an account of primary stakeholders in green marketing perspective and also mention the eligibility to become stakeholders in green marketing.
- (a) Explain the any seven influencing factors of climate change on environment and business.

OR

- (b) Describe how the environmental action is designed to reduce human influence on land.

(p.t.o)

3. (a) Describe the criteria used to select target markets in Green Marketing Environment.

OR

(b) Describe a certification label that incorporates both ecological and relational components
Also differentiate between eco-labels and social labels.

4.(a) Give an account on marketing sustainable product line.

OR

(b) Explain the factors that make central role of retailing in supply cycles.

5.(a) Describe the factors that influence the consumption of a product with suitable example.

OR

(b) Explain the various elements of a sustainability reporting.

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

MBA DEGREE EXAMINATIONS – FEB-2022

Fourth Semester

ELECTIVE-HOSPITAL HAZARDS AND DISASTER MANAGEMENT

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. The NSC has a -----for hospital environments.
2. All electrical equipment used in the hospital must be approved for safety by-----
3. Effective segregation alone can ensure ----- management.
4. Special care is needed when old equipment containing ----- is being discarded.
5. Third Party Administrator’s role mainly involves-----
6. A Surveyor’s role includes-----
7. Modern gadgets release and causes.....
8. The _____ Process is a mechanism that allows humanitarian aid organizations to plan, implement, and monitor their activities
9. The major benefit in using Events as a marketing tools against other methods is-----
10. Events provide _____ leads for improving sales.

PART – B (10 x 2 = 20 marks)

1. Define Hospital.
2. What do you physical hazards?
3. Explain and expand IMA.
4. State the main three drawbacks of disposal of waste.
5. What do you mean by Formulary?
6. Expand and explain GKV.
7. What do you mean by Preparedness?

8. What do you food poisoning?
9. What do you mean by food festival?
10. Define hospitals.

PART – C (5 x 14 = 70 marks)

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

OR

- (b) Explain detail the staff health.

2. (a) Explain in detail the incineration and importance of bio medical waste management.

OR

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

- 3.(a) Which type of health insurance is right for you?

OR

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

4. (a) Write a short notes on: (a) floods (b) earthquake

OR

- (b) Discuss in detail the made disaster and management of food positioning.

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.

VINAYAKA MISSIONS RESEARCH FOUNDATION
(Deemed to be University, Salem)
MBA DEGREE EXAMINATIONS – FEB-2022

Fourth Semester

ELECTIVE - SECURITY ANALYSIS & 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. Financial markets are _____
 - a. Securities are bought
 - b. Securities are sold
 - c. Both (a) and (b)
 - d. None of these
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. At present the merchant bankers _____
 - a. Are divided into four categories
 - b. Are divided into three categories
 - c. Have to segregate fund and fee based activity
 - d. Should have net worth of Rs. 3 Cr.
4. _____ agrees to subscribe to a given number of shares in the event of public subscription.
 - a. Underwriter
 - b. Merchant Bankers
 - c. Broker
 - d. All of these
5. Gross domestic product is a logical factor to analyze the economy in picking up a stock because it indicates _____.
 - a. Inflation and deflation
 - b. The status of the economy
 - c. The market value of assets
 - d. The condition of the stock market.
6. _____ also referred to as market risk, is measured by the percentage change in the value of a bond.
 - a. Interest Rate Risk
 - b. Liquidity Risk
 - c. Inflation risk
 - d. Reinvestment Risk
7. In the stock market psychology _____
 - a. Investor s forget the past
 - b. History repeats itself
 - c. More faith in future prediction
 - d. Both (a) and (b).

(P.T.O)

8. _____ reflects the price of investors are willing to pay for every rupee of earnings per share.
- e. Price to Expenses Ratio c. Price to Earning ratio
b. Price to Book value Ratio d. None of these
9. Motives for investment have a stage to _____
- a. Two b. Three c. Four d. Five
10. _____ seeks to design a portfolio meant to replicate the performance of a specific index.
- a. Immunization strategy c. Active bond portfolio strategy
b. Passive strategy d. None of these

PART – B (10 x 2 = 20 marks)

1. Explain speculation.
2. Explain the NAV.
3. Explain BSE and its indices.
4. Explain Foreign Institutional Investors (FII).
5. List out the methods of economics forecasting.
6. Explain the two stage growth model in equity valuation.
7. Explain fundamental analysis.
8. Explain the indicator: Mutual fund liquidity.
9. Explain Sharpe index model.
10. State the factors drive equity returns.

PART – C (5 x 14 = 70 marks)

- 1.(a) Describe briefly the wide array of investment avenues.

OR

- (b) Explain investment decision in individual. Explain the characteristics of investment.

- 2.(a) Discuss the recent policy initiatives and developments in the capital market in India

OR

- (b) Explain in detail the problems faced in the NIM Is debt market play an active role in the capital market- Discuss

(p.t.o)

3.(a) Describe the basic assumptions of CAPM. Explain the advantages of adopting CAPM model in the portfolio management.

OR

(b) The current dividend on an equity share of National Computer Limited is Rs. 5.00. The present growth rate is 50 percent. However, this will decline linearly over a period of 8 years and then stabilize at 10 per cent. What is the intrinsic value per share of National Computers, if investors require a return of 8 percent from its stock?.

4.(a) How would you use ROC to predict the stock price movement? Elucidate with suitable examples.

OR

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

5.(a) Discuss the Fama's measure of net selectivity and decompose it into four components.

OR

(b) The following three portfolios provide the particulars given below:

Portfolio	Average Annual Return	Standard Deviation	Correlation coefficient
A	18	12	0.8
B	14	18	0.6
C	15	8	0.9
Market	13	12	-

Risk free rate of return is 9%.

- i. Rank these portfolios using Sharpe's and Treynor's Methods.
- ii. Compare both indices.

VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Third Semester

INTERNATIONAL BUSINESS MANAGEMENT

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. All commercial transactions between two or more countries are known as:
 - a. foreign trade.
 - b. the balance of payments.
 - c. international business.
 - d. Globalization.
2. In 1999, foreign direct investment soared to unprecedented levels because of large American firms responding to such factors as:
 - a. domestic competition.
 - b. higher oil prices.
 - c. liberalization by host governments in regard to foreign investment.
 - d. stable interest rates worldwide.
3. Technology has had a tremendous impact on international business in all of the following ways EXCEPT:
 - a. the demand for new products and services has increased
 - b. the number of international business transactions has increased
 - c. the managers' ability to control foreign operations has been improved
 - d. it has raised the cost of doing business abroad
4. To operate within a company's external environment, a company's managers should have a working knowledge of the basic social sciences that include all of the following EXCEPT:
 - a. statistics
 - b. anthropology
 - c. sociology
 - d. economics
5. The International Monetary Fund is important because:
 - a. It has sufficient financial resources to deal with a major global financial crisis.
 - b. It has sufficient financial resources to help individual countries facing balance of payments problems.
 - c. Emerging economies can exercise significant influence on it.
 - d. It fixes exchange rates

PART – C (5 x 14 = 70 marks)

1.(a) Discuss in detail the international trade bloc with merits and demerits.

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 purposes and Selected IMF Lending Facilities

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) Discuss in detail the foreign direct investment in India with valid reasons.

OR

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

VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Second Semester

MARKETING MANAGEMENT

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. Market where goods are transacted on the spot or immediately
 - a) Future market
 - b) Spot market
 - c) Perfect market
 - d) None of these
2. Risk bearing is a function of.....
 - a) Research
 - b) Exchange
 - c) Physical supply
 - d) Facilitating
3. “We guarantee every product we sell” appeal to.....motive
 - a) Curiosity
 - b) Variety
 - c) Quality
 - d) Comfort
4. Which of the following are the elements of product positioning
 - a) The Product
 - b) The Company
 - c) The Consumer
 - d) All of these
5. The only revenue producing element in the marketing mix is.
 - a) Product
 - b) Price
 - c) Place
 - d) Promotion
6. Rising profits is a feature ofstage of PLC.
 - a) Growth.
 - b) Introduction.
 - c) Maturity
 - d) Saturation.
7. Premium Pricing is a method of.....
 - a) Cost Based Pricing
 - b) Competition Based Pricing
 - c) Demand Based Pricing
 - d) Value Based Pricing
8. Which of the following are possible pricing objectives?
 - a) To maximize profits
 - b) To achieve a target market share
 - c) To match the competition, rather than lead the market
 - d) All of these.

4.(a) Discuss the various influencing factors of promotional mix.

OR

(b) Narrate different advertising media and its merits and limitations.

5.(a) Discuss the various steps involved in marketing research process.

OR

(b) Discuss the various data collection methods with its advantages and limitations.

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VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Fourth Semester

ELECTIVE – INTERNATIONAL FINANCE

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. If a nation during its entire history has borrowed more from the rest of the world than it has lent to the rest of the world, the country is a
 - A. Net lender.
 - B. Net borrower.
 - C. Creditor nation.
 - D. Debtor nation.
2. Net exports equals
 - A. Government saving plus private saving.
 - B. Imports of goods and services minus exports of goods and services.
 - C. Exports of goods and services minus imports of goods and services.
 - D. Both answers A and C are correct.
3. The market in which the currency of one country is exchanged for the currency of another country is the _____.
 - A. Foreign currency market
 - B. Chicago money exchange
 - C. Foreign exchange market
 - D. G8
4. The "debt service ratio" for a country is the ratio of the country's _____ to _____.
 - A. Total external debt; GDP.
 - B. Annual interest payments on external debt; exports of services.
 - C. Annual interest payments on external debt and scheduled annual external debt repayments; export earnings.
 - D. Annual interest payments on external debt; export earnings.

(P.T.O)

5. The official settlements account of a country measures
- A. The receipts from goods and services bought and sold, and transfers to and from foreigners.
 - B. Borrowing and lending between the country's residents and foreigners.
 - C. Net transfer payments between the country's citizens and foreigners.
 - D. The net increase or decrease in the country's official reserves
6. The Balance of Payments accounting system is divided into which 4 accounts?
- A. Quota, capital, errors and omissions, currency
 - B. Quota, errors and omissions, official reserves, current
 - C. Current, capital, official reserves, errors and omissions
 - D. Capital, official reserves, current, quota
7. The foreign exchange rate is the price at which the _____ of one country exchanges for the _____ of another country.
- A. currency; goods
 - B. currency; currency
 - C. currency; financial instruments
 - D. goods; goods
8. If Japanese interest rates rise, the
- A. Demand curve for dollars shifts rightward.
 - B. There is a movement upward along the demand curve for dollars.
 - C. Demand curve for dollars shifts leftward.
 - D. None of the above answers are correct.
9. The quantity of dollars supplied will increase if
- A. Foreign demand for U.S. exports increases.
 - B. Tourism to the United States increases.
 - C. U.S. imports increase.
 - D. U.S. interest rates are high.
10. Each of the following is another name for operating exposure EXCEPT _____.
- A. Economic exposure
 - B. Accounting exposure
 - C. Strategic exposure
 - D. Competitive exposure

PART – B (10 x 2 = 20 marks)

1. State any two differences between Domestic & International Trade.
2. Write down short notes on Dividend Policy
3. What do you mean by Foreign Currency Exchange Rate?
4. What is line of credit?

(P.T.O)

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5. What is deficit in Balance of Payment?
6. Specify the term import substitution?
7. What is spot market?
8. State the types of exchange rates.
9. Define Credit risk.
10. Elucidate Political risk?

PART – C (5 x 14 = 70 marks)

1.(a) Argue the concept of international financial management and its scope.

OR

(b) List the reasons that give rise to international trade?

2.(a) Enumerate in detail how an exchange rate is determined under undelayed and delayed transaction.

OR

(b) Describe in detail the different exchange devices under the Exchange Rate Regime?

3.(a) There are various elements in the current account? Discuss them in detail.

OR

(b) List out recommendations given by Dr. Rangarajan Committee for balance of payment?

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

OR

(b) Write down the factors which are influencing the rate of exchange? Discuss.

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

OR

(b) Distinguish between FERA and FEMA.

VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Second Semester

OPERATIONS MANAGEMENT

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

Maximum:100Marks

Answer **ALL** questions

PART – A (10 x 1 = 10 marks)

1. Which of the following is TRUE about business strategies?
 - a. All firms within an industry will adopt the same strategy.
 - b. Well defined missions make strategic development much easier.
 - c. Strategies are formulated independently of SWOT analysis.
 - d. An organization should stick with its strategy for the life of the business.
2. P/O managers rely heavily on computers in their decision making because
 - a. short planning horizon
 - b. open view of external environment
 - c. optimal goals
 - d. all of the above.
3. The fixed-position layout would be most appropriate in which of the following cases?
 - a. A fast food restaurant
 - b. A gourmet restaurant
 - c. A doctor's office
 - d. Constructing a boeing 777
4. Which type of layout is used to achieve a smooth and rapid flow of large volumes of output?
 - a. Process-oriented
 - b. Product-oriented
 - c. Batch-oriented
 - d. Unit production
5. To get the most profit a company should
 - a. Provide little customer service
 - b. More investment in Production
 - c. Provide the lowest inventory investment
 - d. Provide the highest distribution cost
6. Which among the following methods is largely dependent on the decision maker's choice of factors and weights?
 - a. Factor Rating
 - b. Centre of Gravity
 - c. Rating Plan
 - d. Point Rating

(p.t.o)

7. One type of control chart for attributes is a
a. R chart b. np chart c. P chart d. C chart
8. The main task of quality control is to:
a. Distinguish assignable from random variation
b. Distinguish process variability from process capability
c. Ensure specifications are reliable.
d. Control limits.
9. Which of the following is NOT a method of determining time standards?
a. Time study c. flow diagram
b. PMTS d. Historical experience
10. Personal time allowances are typically in the range of _____ of total time.
a. 10% - 15%. b. 20% - 25% c. 1% - 3% d. 4% - 7%

PART – B (10 x 2 = 20 marks)

1. List four factors which affects while selecting the plant location
2. Define plant capacity.
3. Give three reasons for the importance of material handling in production.
4. Define job specification
5. Write down the formula for EOQ.
6. Abbreviate FIFO.
7. Why the maintenance management is important?
8. List out the advantages on inspection.
9. Explain SIMO chart.
10. List out the types of stop watch

PART – C (5 x 14 = 70 marks)

1.(a) Discuss the recent trends in POM on your own words.

OR

(b) On your own explain the various factors affecting POM.

2.(a) Define ergonomics and how it is related to job design.

OR

(b) Discuss the factors that affect the selection of material handling equipments.

3.(a) What is meant by Pareto's law? Explain its application with neat diagram.

OR

(b) Briefly explain the various functions of inventory.

4.(a) Describe the procedure for preventive maintenance with the help of a diagram.

OR

(b) How inspection is differentiated from quality control? Discuss on your own.

5.(a) Define the term method study and explain its objectives and state its needs.

OR

(b) What is meant by stop watch study? Explain its various types.

VINAYAKA MISSIONS RESEARCH FOUNDATION
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MBA DEGREE EXAMINATIONS – FEB-2022

Fourth Semester

ELECTIVE: CHANGE MANAGEMENT

(Candidates admitted under 2016 Regulations-CBCS)

Time: Three hours

maximum:100Marks

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. In effective change management under the aspects sustaining momentum rely on
 - a. Providing resources for change.
 - b. Reinforcing new behaviours.
 - c. Developing new competencies
 - d. All the above
4. Under a model of perceptual transitional management maintenance & renewal layer is on _____.
 - a. Sustain and enhance belief.
 - b. Regression avoidance.
 - c. Reinforce and justify.
 - d. All the above.
5. The spectrum of possible behaviours towards change _____ passive resistance is
 - a. Non learning
 - b Working to rule
 - c. Pre test
 - d. All the above.
6. The extent of involvement of the action researcher is akin to walking the _____.
 - a. Tight rope
 - b. Stick
 - c. Wall
 - d. All the above
7. The differentiation- integration model was developed by
 - a. Paul Lawrence
 - b. Jay Lorsch
 - c. Both a & b
 - d. None of the above
8. Observation of human behaviour can be done in _____ ways.
 - a. Two
 - b. Three
 - c. Four
 - d. Five

9. A different approach to classifying OD intervention is provided by _____.
- a. Robert Blake
 - b. Jane Mouten
 - c. Both a & b
 - d. George Homans
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 relevant environment for Transformational change.
3. Give the meaning of ‘ trigger layer’
4. Write the meaning of structural stability in the organization.
5. Elucidate is change in a multi-disciplinary activity.
6. Write the meaning of agreement?
7. Give the meaning socio-technical model.
8. Explain personality in change management?
9. Mention the phases of managerial grid.
10. Write the importance on collaborative.

PART – C (5 x 14 = 70 marks)

- 1.(a) Explain the forces of change stemming from external environment?

OR

- (b) Explain the importance of planned external change in change management

- 2.(a) Explain and Discuss ‘ Lewin’s force field analysis model’ in nature of the organization.

OR

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

(p.t.o)

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3.(a) Explain the concept of effective change management in dealing with the future.

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) Identify and discuss in brief the different approaches for the classification of OD intervention

OR

(b) Identify and discuss the different types of interventions that can be used by the process consultant to bring about improvement in the organizational techniques functioning.

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