

PG/AUG23/COMMON/II-A

**FACULTY OF ARTS/SCIENCE/COMMERCE/SOCIAL SCIENCES/MANAGEMENT**  
**MA/MSC/MCOM/MBA II SEMESTER (CBCS-OLD) EXAMINATION AUG/SEPT 2023**  
**FUNDAMENTALS OF COMPUTERS AND OFFICE AUTOMATION**  
**FOUNDATION COURSE**  
**(COMMON FOR ALL COURSES)**

**TIME: 2 HRS]**

**[MAX. MARKS: 40**

**SECTION – A (2 X 5 = 10 Marks)**

- 1 **Write notes on**
  - a Uses of Computer
  - b Headers, Footers and Notes
  - c Creation of formula in Libre office calc
  - d Describe various ‘Compose’ options for email

**SECTION – B (2 X 15 = 30 Marks)**  
**Answer ALL Questions**

- 2 a) What is Central Processing Unit in computer? Write its features and explain its components

**OR**

- b) Elaborate on various text formatting features available in Libreoffice writer
- 3 a) Describe (i) Formatting data in Libreoffice Calc  
(ii) Data Pilot

**OR**

- b) Describe the steps to create a new presentation and add slide transitions to it?

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**FACULTY OF BUSINESS MANAGEMENT**  
**M.B.A II SEMESTER (CBCS R-16 & R-21) EXAMINATION AUG/SEPT 2023**  
**HUMAN RESOUCRE MANAGEMENT**  
**PAPER - I**

**TIME: 3 HRS]**

**[MAX. MARKS: 80**

**SECTION - A (5 X 3 = 15 Marks) ANSWER ANY FIVE OF THE FOLLOWING**

- 1 A HRD
- B Knowledge management
- C Job description
- D e-selection
- E Executive development
- F Industrial dispute
- G Balanced score card
- H Attrition

**SECTION – B (5 X 10 = 50 Marks) ANSWER ALL QUESTIONS**

- 2 A Explain the nature and scope of HRM.

**OR**

- B Write short notes on (i) e-HRM (ii) Role and responsibilities of HR manager

- 3 A What factors do you consider while forecasting manpower needs of an organization?

**OR**

- B What is testing in selection? Explain its utility, reliability in the selection process.

- 4 A Suggest an ideal induction procedure for sales executives in an electronic organization.

**OR**

- B Describe in detail the process of performance appraisal.

- 5 A Explain the necessary conditions for the maintenance of sound industrial relations.

**OR**

- B Describe the strengths and weakness of trade unions in India.

- 6 A Discuss the legal, benchmarking and strategic approach to HR audit.

**OR**

- B Who owns and drives talent management in a firm? Corroborate with examples.

**7 SECTION – C : CASE STUDY : (15 MARKS)**

An important post of Foreman is to be filled in Visakha Ceramics Ltd. In the Company, two persons are available for the post. They are Murali and Surender. Their bio-data is furnished below:

Murali is 42 years old and joined the company about 20 years back, after his matriculation. Thereafter, he qualified himself thorough Correspondence Courses and presently fulfils the requirements of the post of Foreman. He has good relations even with other departmental heads and well spoken off. He is somewhat rigid in these thoughts and mostly depends on his own experience. While taking decisions, but generally take right decision.

Surender is comparatively younger and is 35 years old. He joined the Company after his College education and has acquired 10 years experience in the Company. His working records are also good. He has an open mind and is a good listener. He is not that confident of himself and believes in discussing though with juniors, before deciding on anything. His decisions, such obtained, have seldom failed him. Further, he is quite active and good at work.

From the standpoint of the Company's interest and overall efficiency of the organization, whom do you prefer for the post of Foreman and why?

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**FACULTY OF BUSINESS MANAGEMENT**  
**M.B.A II SEMESTER (CBCS R-16 & R-21) EXAMINATION AUG/SEPT 2023**  
**MARKETING MANAGEMENT**  
**PAPER - II**

**TIME: 3 HRS]****[MAX. MARKS: 80]****SECTION - A (5 X 3 = 15 Marks) ANSWER ANY FIVE OF THE FOLLOWING**

1	A Define Marketing Management	E Direct Marketing
	B Market challengers	F Demographic Environment
	C Characteristics of Services	G Repositioning Strategies
	D Importance of Brand Equity	H Product Mix

**SECTION – B (5 X 10 = 50 Marks) ANSWER ALL QUESTIONS**

2 A Define Marketing. Discuss in brief the scope and importance of Marketing Management?

**OR**

B Write a note on 'An overview of Indian Marketing environment'.

3 A Explain the process of identifying and analysing competitors.

**OR**

B What are the various levels of Market Segmentation? Discuss the basis for Segmenting Consumer Markets?

4 A Explain the components of modern Marketing Information System?

**OR**

B What is the meaning of Service? Explain the nature and Importance of services in the present scenario?

5 A Explain the process of New Product Development.

**OR**

B Discuss the concept and various steps in setting the price.

6 A Discuss how to develop and manage an Advertising programme?

**OR**

B What is Marketing Communication Mix? Write about the principles of personal selling in detail.

7 **SECTION – C : CASE STUDY : (15 MARKS)**

Kitchen appliance maker TTK Prestige is planning an aggressive growth strategy for the forthcoming time period. The company plans to spend around Rs. 500 million over the next 24 months towards above and below the line marketing activities and campaigns. About 60 percent of the marketing budget will go towards television commercials (above-the-line activity), and 30 percent will move to below the line activities. Madura handles both the creative and media business for TTK Prestige. Indian stars Deepika and Anushka will drive the promotional campaigns for TTK Prestige. TTK group of companies has planned a growth of at least 30 percent for the next year on the back of diversified kitchen appliances. TTK Prestige has added a number of diversified kitchen appliances to their portfolio over the last three years. Many other new products launches, including OTG and microwave ovens are planned over the next few months.

The advertising campaign aims to bring about a pan-India presence for the brand. The brand is presumed to be strong in the southern and western part of the country, and therefore, this campaign and the product PN, a cooker with an inner fitting lid has been designed keeping especially the northern and eastern customer in mind.

The company plans to back up advertising by strengthening the distribution network. TTK Prestige has ambitious plans to increase their market share of the Kitchen appliances market. TTKP has 90 franchise 'Smart kitchen' outlets all over India. Overall, TTKP claims a market network of around 14,000 outlets which include multi-brand stores and large format stores such as Big Bazaar and Central. Another 100 Smart Kitchen outlets are planned over the next year around the country, with a higher concentration in North and East of India to support its advertising campaign.

Questions

1. Suggest appropriate Marketing Communication Mix to increase its market share and Justify?
2. What type of Ad copy you suggest to promote TTK Kitchen appliances?

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**FACULTY OF BUSINESS MANAGEMENT**  
**M.B.A II SEMESTER (CBCS R16 OLD & R21NEW) EXAMINATIONS AUG/SEPT 2023**  
**FINANCIAL MANAGEMENT**  
**PAPER - III**

**Time: 3 Hrs.]****[Max. Marks: 80****SECTION - A (5 X 3 = 15 Marks) ANSWER ANY FIVE OF THE FOLLOWING**

1	A	Wealth maximization	E	Dividend policy
	B	Cost of retained earnings	F	Inventory management
	C	Accounting rate of return	G	Overall cost of capital
	D	Sensitivity analysis	H	Leverage

**SECTION – B (5 X 10 = 50 Marks) ANSWER ALL QUESTIONS**

2 A Define the term ‘Financial Management’. Explain the objectives of Financial management in detail.

**OR**

B Define the term “Financial Planning”. Explain the methodology for estimating Financial Requirements.

3 A Explain the MM approach in relation to capital structure with the help of suitable examples.

**OR**

B Ishan pipe manufacturers provides you with the following information—

Particulars	2021	2022
Sales revenue	34,00,000	38,00,000
Variable cost	18,50,000	21,00,000
Fixed cost	6,00,000	6,00,000
Equity share capital( 100/-face value)	50,00,000	
7% Debenture(100/-face value)	22,00,000	

The company is liable to pay the tax of 45percent.

4 A Explain the concept of Risk analysis in capital budgeting with the help of suitable examples.

**OR**

B With the help of following information, you are required to calculate—a) Pay back period and b) IRR

Year	0	1	2	3	4
CFAT	1,80,000	4,50,000	6,00,000	9,00,000	6,00,000

Cost of Capital 10%

5 A Define the term ‘Working capital’. Explain the concept of forecasting working capital requirements with examples.

**OR**

B XYZ provides you with following information and ask you to compute the operating cycle—

Particulars	Amount
Sales	50,00,000
Opening Stock	6,32,000
Closing stock	5,20,000
Receivables(opening balance)	11,40,000
Receivables (closing balance)	10,20,000
Cost of Goods sold	38,00,000

6 A Define the term dividend policy. Explain the factors influencing dividend policies.

**OR**

B The following information relates to ICL and Co.

Earnings of the company	15,00,000
Paid –up share capital	50,00,000
Dividends paid	5,00,000
Cost of equity capital	9 Percent

You are required to calculate the share price as per Walter's model assuming 100/- face value.

7

**SECTION – C : CASE STUDY : (15 MARKS)**

Determine the weighted average cost of capital using book value and market value weights based on following information:

Book value:	Market price of securities:
Debenture (100 per debenture) 64,00,000	106/-
Preference share (100 per share) 16,00,000	108/-
Equity share (10 per share) 80,00,000	18/-

The external financing opportunities are—

1. 100/- per debenture, redeemable at par after 8 years. The interest rate is 5%. 2% Flotation cost and sales price is 100/-.
2. 100/- per preference share, redeemable at par after 10 years. The dividend rate is 6%. Flotation cost is 3% and sales price is 100/-.
3. Equity share: rupees 2 per share flotation cost and sales price is 18/-. The dividend expected on equity share is 2/- per share. Anticipated growth rate in dividend is 6%. Corporate tax is 35%.

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**FACULTY OF BUSINESS MANAGEMENT**  
**M.BA II SEMESTER (CBCS R-16 & R-21) EXAMINATIONS AUG/SEPT 2023**  
**MANAGEMENT ACCOUNTING**  
**PAPER - IV**

**TIME: 3 HRS]****[MAX. MARKS: 80]****SECTION - A (5 X 3 = 15 Marks) ANSWER ANY FIVE OF THE FOLLOWING**

1 A Management Control System	E Transfer Pricing
B CVP Analysis	F Standard Costing
C Balance Score Card	G Make Or Buy Decision
D Cost Drivers	H Margin Of Safety

**SECTION – B (5 X 10 = 50 Marks) ANSWER ALL QUESTIONS**

2 A Define 'Management Accounting'. Explain the scope and functions of management accounting  
**OR**

B Explain the role of management accounting in decision making  
3 A The following data are obtained from the records of a company.

Particulars	2021 (in Rs.)	2022 (in Rs.)
Sales	80,000	90,000
Profit	10,000	14,000

Calculate: a)P/V Ratio b)Break-Even Point c) Sales required to get desired profit of Rs 30,000

**OR**

B Explain the role of marginal costing in managerial decision making  
4 A Calculate the labour variances from the following information. The following particulars are for 10 units of output

Labour	Standard		Actual	
	Hrs.	Rate	Hrs.	Rate
Skilled	90,000	2	72,000	2.50
Unskilled	60,000	3	63,000	2.00

**OR**

B Define 'Budgetary control'. Explain about the components of effective Budgeting programme.  
5 A Elucidate the ABC system with the help of suitable example.

**OR**

B Compare and contrast between ABC and traditional costing in detail.  
6 A Explain the different types of responsibility centers with the help of example.

**OR**

B Define the term Responsibility centre. Explain the need for divisionalization in detail.

7 **SECTION – C : CASE STUDY : (15 MARKS)**

X ltd is producing four Products and is planning its production mix for the next year. Estimated cost, sales and production data for the next year are as follows:

Products	P	Q	R	S
Selling price (Per Unit) (in Rs)	Rs.50	Rs.64	Rs.106	Rs.88
Material Cost @ Rs 2 per kg	Rs.12	Rs.36	Rs.20	Rs.24
Labour Cost @ Rs 10 per hour	Rs.30	Rs.20	Rs.70	Rs.50
Maximum Demand (Units)	5,000 units	5,000 units	5,000 units	5,000 units

Required: Prepare optimal production under each of the following two assumptions:

a) If labour hours are limited to 50,000 in next year  
b) If material is limited to 1,10,000 kgs in next year

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**FACULTY OF BUSINESS MANAGEMENT**  
**M.BA II SEMESTER(CBCS R21 NEW) EXAMINATIONS AUG/SEPT 23**  
**MANAGERIAL COMMUNICATION**  
**PAPER - V**

**TIME: 3 HRS]**

**[MAX. MARKS: 80**

**SECTION - A (5 X 3 = 15 Marks) ANSWER ANY FIVE OF THE FOLLOWING**

1 A What are the components of communication?  
B Alternative technologies in communication  
C Interpersonal communication  
D Procedure for conducting of meetings  
E Written communication role  
F Memorandums  
G Classical perspective of communication  
H Laden communication

**SECTION – B (5 X 10 = 50 Marks) ANSWER ALL QUESTIONS**

2 A Define communication and discuss the types of communication

**OR**

B “Communication in the global context is a challenge task” – discuss in detail

3 A Explain the strategies for oral presentations?

**OR**

B Explain the role of leaders and participants in conducting of meetings in the organisations

4 A Explain the steps in preparation of business messages

**OR**

B Explain the types of reports and their preparation

5 A Discuss the classical and human perspectives of communication

**OR**

B What are the structural issues affecting communication? Explain

6 A What are the sources and effects of conflicts in communication? Discuss

**OR**

B What are the approaches to manage conflicts in communication?

**SECTION - C : CASE STUDY : 15 Marks**

Mr.Bhaskar working as Manager – Operations, Hyderabad region at OYO Hotels and Homes. The market potential for OYO has been increased drastically over the last 5 years as their services are available at reasonable prices. Mr.Bhaskar has received complaints from the customers that online bookings are not being considered by Hotel property owners as the online booking price is very low in comparison with the direct booking at the property. Even after making payment online also, the customers were not allowed to stay in the hotels. He was also informed that few employees of OYO are making bookings and within few minutes they are also pressing the button checked out with an intention to create issues to the management. The customers who were victimised have sent legal notices to the management of OYO through court.

Questions:

1. What should have been the strategy of Mr.Bhaskar to deal with customers?
2. How do you respond to such situations as manager?
3. What are your suggestions to improve OYO services?

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**FACULTY OF BUSINESS MANAGEMENT**  
**M.B.A II SEMESTER (CBCS R-16 OLD & R-21 NEW) EXAMINATION, AUG/SEPT 2023**  
**OPERATIONS RESEARCH**

**PAPER - VI**

**SECTION-A (5 X 3 =15 Marks) ANSWER ANY FIVE OF THE FOLLOWING**

1	A	Expected Payoff Criteria	E	Sequential decision making
	B	Basic variable	F	Value of the game
	C	Least Cost Method	G	Erlangs Method
	D	Queuing System	H	Savage Model

**SECTION-B(5 X 10=50Marks) ANSWER ALL QUESTIONS**

2 A Discuss in detail about Probabilistic Decision Models?

**OR**

B Find the optimal plan for both the players

		Player B			
		I	Ii	III	IV
Player A	I	-2	0	0	5
	II	4	2	1	3
	III	-4	-3	0	-2
	IV	5	3	-4	2

3 A Explain the assumptions and characteristics of LPP?

**OR**

B Solve the following LPP.

$$\text{Maximize } Z = x_1 + 2x_2 + 3x_3$$

$$\text{Subject to constraints: } x_1 - x_2 + x_3 \geq 4; x_1 + x_2 + x_3 \leq 8; x_1, x_2, x_3 \geq 0$$

4 A Explain the procedure to conduct Hungarian Assignment Method (HAM)?

**OR**

B Obtain the optimum solution to the following transportation problem to minimize the total transportation cost. Find IBFS by Vogel's approximation method.

		Destination				Supply
		D1	D2	D3	D4	
Origin	O1	42	48	38	37	16
	O2	40	49	52	51	15
	O3	39	38	40	43	19
Demand		8	9	11	16	

5 A Why queuing theory is important and explain the different models of queuing systems?

**OR**

B In a self service store with one cashier, 8 customers arrive on an average of every 5 minutes and the cashier can serve 10 in 5 minutes. If both arrival and service time are exponentially distributed, then determine

a) Average number of customer waiting in the queue for average.

b) Expected waiting time in the queue

c) What is the probability of having more than 6 customers in the system .

6 A Explain the steps in Sequential decision making?

**OR**

B How sequential decision analysis will help the managers in pricing related problems?

7 **SECTION – C : CASE STUDY : (15 MARKS)**

Solve the transportation problem

		Destination				Supply
		D1	D2	D3	D4	
Source	O1	3	1	7	4	300
	O2	2	6	5	9	400
	O3	8	3	3	2	500
Demand		250	350	400	200	1200

Find the IBFS using VAM and optimal solution using MODI method?

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**FACULTY OF BUSINESS MANAGEMENT**  
**M.B.A II SEMESTER (CBCS R-21 NEW) EXAMINATIONS AUG/SEPT 2023**  
**BUSINESS RESEARCH METHODS**  
**PAPER - VII**

**TIME:3 HRS]****[MAX.MARKS:80]****SECTION-A (5 X 3 =15Marks) ANSWER ANY FIVE OF THE FOLLOWING**

1	A	Scientific investigation	E	Case study
	B	Constructs and variables	F	Exploratory design
	C	Literature survey	G	Primary data
	D	Statement of hypothesis	H	Visual aids

**SECTION-B(5 X 10=50Marks) ANSWER ALL QUESTIONS**

2 A Discuss the ethics in business research.

**OR**

B What are the technologies used in business research? Explain.  
 3 A Describe the steps involved in a research process.

**OR**

B What is the necessity of defining a research problem? Explain.  
 4 A What difference does it make whether you measure in terms of nominal and ordinal scales?

**OR**

B Explain the procedure for developing a Liker-type scale.  
 5 A What are the guiding considerations in the construction of questionnaire?

**OR**

B Distinguish between survey and an experiment.  
 6 A What are the components in the preliminary page? Explain.

**OR**

B What are the guidelines relating to the preparation of a research report?  
 7

**SECTION – C : CASE STUDY : (15 MARKS)**

Transitional Residence, Inc (TRI) is a local non-profit organization located in Madison, Wisconsin. TRI provides assistance to homeless and very low income individuals and families in finding emergency shelter, food, employment, transitional residence and affordable apartment housing. These services are provided through 4 basic TRI programs.

- a) The Drop-in shelter: An emergency drop-in shelter for men located at Grace Church.
- b) The Hospitality House: A day shelter for homeless and very low income men and women.
- c) The Transitional Residence Programs: Provides transitional living arrangements for families and single men for 6 months or more depending on the needs of the individuals/family and the unit.
- d) The Residence opportunity Program: Helps families in obtaining a lease. As part of its planning, the board of directors of TRI was interested in was to conduct a survey of organization's paid staff, volunteers, and guests (the homeless staying at TRI they found particularly useful, which should be revised, and what other programs or services might be of more assistance to guests.

However the analysis of TRI's internal statistics and other published data indicated the need for TRI to narrow its focus. Specifically, internal information indicated the number of agencies serving the male homeless population was decreasing. Moreover, TRI was currently the only Madison shelter that served the male homeless population, and this community appeared to be undeserved. In fact, the number of homeless men staying at TRI's Drop-in shelter had increased 89 percent, from 60% 3 years ago to 1,146 the past year. This was partly due to the closing of other Madison male shelters in the last 3 years. Finally, the TRI shelter was filled beyond its capacity of 66 men per night. During the winter, there were frequently more than 90 men staying at the Drop-in shelter on any given night, with many of them sleeping on the hallway floor.

Given this information, the board of directors decided to use the organization's limited resources to focus first on the Drop-in shelter. More specifically, the board asked for an evaluation of TRI's current facilities and the services for the homeless as well as a determination of what future services and facilities it should try to provide.

**Questions:**

1. What is the research problem?
2. What kind of research design would be appropriate for this purpose?

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