

18BB2001

MBA EXAMINATION, 2021

(Second Semester)

(C Scheme) (Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MBA102C

Organizational Behaviour

Time : 2½ Hours

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Four* questions in all. All questions carry equal marks.

1. Define the term Organizational Behaviour. Also explain contributing disciplines and challenges of OB.
2. What are Values ? Also explain types and formation of values in detail.
3. What do you mean by Personality ? Discuss its determinants and theories of personality in detail.
4. Write short notes on the following :
 - (a) Learning and Reinforcement.
 - (b) Sources of Emotions.
5. What do you mean by Teams ? Also explain types of team and difference between groups and teams.

6. What is Organizational Conflict ? Discuss its sources and management of conflict in detail.
7. Write short notes on the following :
 - (a) Determinants of organizational climate.
 - (b) Resistance to change
8. What do you mean by Organizational Effectiveness ? Also explain various approaches and factors influencing organizational effectiveness.

18BB2002

M.B.A. EXAMINATION, 2021

(Second Semester)

(C Scheme) (Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MBA104C

Management Information System and E-Commerce

Time : 2½ Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Four* questions in all. All questions carry equal marks.

1. What is an information system ? What are the major challenges in using information systems ? How do managers handle these challenges in business organizations ?
2. How does information system help an organization in breaking its business barriers ? Also briefly describe the strategic role of information systems in improving the business quality.
3. What are the different methodologies used in the development of a system ? Explain any *one* in detail.
4. What is role of accounting information system in decision-making ? Also distinguish between accounting information system and financial information system.

5. What do you mean by e-Commerce business model ? What are its key elements ? Discuss in detail.
6. Write in detail about the major considerations in the development process of an e-Commerce website.
7. Clarify the concept of online publishing and discuss various content publishing approaches in virtual environment.
8. What is e-Procurement ? How cost savings may arise from e-Procurement ? What major risks are involved with e-Procurement ?

18BB2003

M.B.A. EXAMINATION, 2021

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(MBA)

MBA106C

BUSINESS RESEARCH METHODS

Time : 2½ Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Four* questions in all. All questions carry equal marks.

1. What are the objectives of research ? Stepwise explain the different steps involved in a research process.
2. Write short notes on the following :
 - (a) Precautions to the researchers in India.
 - (b) Research approaches.
3. Give your understanding about a good research design. Explain in brief about experimental research design.
4. Briefly explain the following :
 - (a) Necessity of defining the research problem.
 - (b) Types of descriptive research designs.

5. Write short notes on the following :
 - (a) Sample survey *versus* Census survey.
 - (b) Comment on non-probability sampling.

6. Differentiate between Questionnaire and Schedule. Describe few important precautions in the preparation of Questionnaire.

7. Define hypothesis. Stepwise explain the procedure for testing hypothesis.

8. Briefly explain the following :
 - (a) How do you find Regression Coefficient ?
 - (b) Layout of research report.

18BB2004

M.B.A. EXAMINATION, 2021

(Second Semester)

(C Scheme) (Main & Re-appear)

(MBA)

MBA108C

CORPORATE FINANCE

Time : 2½ Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Four* questions in all. All questions carry equal marks.

1. Elaborate the meaning of financial management. Also discuss the functions and scope of financial management.
2. What is meant by security financing ? Explain the various sources of financing.
3. What is meant by the term Capital Budgeting ? How is Capital Budgeting Techniques relevant in Investment Decision ?
4. Discuss different risk evaluation techniques with examples.
5. What do you understand by capital structure ? What are major determinants of capital structure ?

6. Given below is the summary of the balance sheet of a company as at 31st December, 2015 :

Liabilities	Rs.	Assets	Rs.
Equity share capital :			
20000 shares of 10 each	2,00,000	Fixed assets	4,00,000
Reserves and surplus	1,30,000	Investments	50,000
8% Debentures (Redeemable at par in 2017)	1,70,000	Current assets	2,00,000
Current Liabilities :			
Short terms loans	1,00,000		
Trade creditors	50,000		
	<u>6,50,000</u>		<u>6,50,000</u>

You are required to calculate the company's weighted average cost of capital using balance sheet valuation. The following additional information is also available :

- (i) 8% debentures were issued at par.
 - (ii) All interest payments are up-to-date and equity dividend is currently 12%.
 - (iii) Short term loan carries interest at 18% p.a.
 - (iv) The shares and debentures of the company are all quoted on the Stock Exchange and current market prices are as follows :
 - Equity Shares Rs. 14 each
 - 8% Debentures Rs. 98 each
 - (v) The rate of tax for the company may be taken at 50%.
7. Give the argument for and against the relevance of dividend pay-out.
8. As a management consultant, you are required to state the consideration involved in estimating the amount of the required working capital. Suggest ways and means to meet the need for working capital in case of a newly started business.

18BB2005

M.B.A. EXAMINATION, 2021

(Second Semester)

(C Scheme) (Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MBA110C

MARKETING MANAGEMENT

Time : 2½ Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Four* questions in all. All questions carry equal marks.

1. What is meant by marketing planning ? Describe the elements of marketing planning. State and explain the components of marketing plan.
2. What are various factors in the marketing environment which must be kept in mind while designing marketing strategies ? Elaborate with illustrations.
3. Why is it essential for a marketer to understand consumer behaviour ? What are reference groups ? How does it affect the persons buying behaviour ?
4. How would you apply your knowledge of segmentation, targeting, and positioning (STP) for Electric car and English movie television channel ?
5. Name *two* products that are in the maturity stage of the product life-cycle. What recommendations do you have for rejuvenating the demand for either of these products ?

6. For each of the following products, should the seller adopt a market-skimming or a market-penetration pricing strategy ? Support your decision in each instance.
- (i) A high technology kitchen chimney
 - (ii) A high fibre enriched box of cookies.
7. Discuss the main objectives of sales promotion. Explain some of the sales promotion methods directed at consumers, which can be used by a detergent manufacturer.
8. What do you mean by channels of distribution ? What are the factors that determine the channel decision for an industrial product ?

18BB2006

M.B.A. EXAMINATION, 2021

(Second Semester)

(C Scheme) (Main & Re-appear)

(MBA)

MBA112C

HUMAN RESOURCE MANAGEMENT

Time : 2½ Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Four* questions in all. All questions carry equal marks.

1. What do you mean by Human Resource Management ? What are the functions of Human Resource Management ?
2. What roles may be assigned to HR manager in a company and how are these different from role of personnel manager ?
3. Discuss in details the steps involved in selection process.
4. What do you mean by the term induction ? Highlight its significance for the organization.
5. Discuss the concept and need of separation from the point of view of employee as well as organization.

6. Write short notes on the following :
- (a) Career Planning Process
 - (b) Development
7. "Performance appraisal is impartial, systematic evaluation of performance of employee." Comment.
8. What is Human Resource Accounting ? Discuss its objectives and significance for organization.

18BB2007

M.B.A. EXAMINATION, 2021

(Second Semester)

(C Scheme) (Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MBA114C

INTERNATIONAL BUSINESS

Time : 2½ Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Four* questions in all. All questions carry equal marks.

1. Explain the term 'International Business'. How international business is different from domestic business ?
2. Explain franchising as an entry mode in international business. What are the advantages and disadvantages of international franchising ?
3. What do you mean by foreign institutional investments. Discuss the benefits and risk associated with foreign institutional investments.
4. Explain Porter's strategy model. Discuss the importance of competitive strategies in international business.
5. Explain comparative advantage theory with the help of example. Enumerate the basic assumptions of comparative advantage theory.

6. What are the reasons of adverse balance of payment ? Provide remedies for adverse balance of payment.
7. Discuss the role and significance of International Monetary Fund. How is it different from IBRD ?
8. .What do you understand by the term TRIPS ? Explain the role of TRIPS in international trade.