

No. of Printed Pages : 03

Roll No.

18BB2001

M.B.A. EXAMINATION, 2022

(Second Semester)

(C Scheme) (Main & Re-appear)

(MBA)

MBA102C

ORGANIZATIONAL BEHAVIOUR

Time : 3 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 *Five* questions in all. All questions carry equal marks.

Unit I

1. What is Organizational Behaviour ? Discuss in detail contributing disciplines and models of OB.
2. What are the various methods of Attitude Measurement ? How does attitude measurement help the management ?

Unit II

3. What are the various theories of Personality ? According to you which theory of personality is more comprehensive ? Give reasons.
4. What is learning ? Discuss in detail various theories of learning.

Unit III

5. Define the term Group. Why are groups formed ? Also distinguish between formal and informal groups.

6. Write short notes on the following :
 - (a) Conflict Management
 - (b) Sources of Power.

Unit IV

7. What is meant by Organizational Culture ? How is organizational culture created and sustained ?
8. Write short notes on the following :
 - (a) Lewin's three-step model of change
 - (b) Employees resistance to change.

8. Write notes on the following :

- (a) Social and ethical issues of e-Commerce
- (b) e-Supply chain management.

No. of Printed Pages : 04

Roll No.

18BB2002

M.B.A. EXAMINATION, 2022

(Second Semester)

(C Scheme) (Main & Re-appear)

(Master of Business Administration)

MBA104C

MANAGEMENT INFORMATION SYSTEM
AND E-COMMERCE

Time : 3 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 *Five* questions in all. All questions carry equal marks.

Unit I

1. (a) State the key characteristics and different types of information.
(b) Explain with the help of a diagram various types of information systems and their interrelationships.
2. Discuss in detail the role of information systems in breaking business barriers and improving business quality of organizations.

Unit II

3. What do you understand by system implementation ? What are different implementation strategies for a newly developed MIS ? Also describe the steps involved in the implementation procedure.

4. What do you understand by marketing information system ? What are the types of decisions taken by marketing managers with the help of marketing information system ? Also, describe the sources of marketing decisions.

Unit III

5. State the meaning and unique features of e-Commerce. What are the different types of e-Commerce models ? Explain with the help of suitable examples.
6. What should be taken care in the development of an e-Commerce website ? Also, explain the factors critical in optimizing websites for better performance.

Unit IV

7. What do you understand by electronic payment system ? How online users make payment through internet ?

No. of Printed Pages : 03

Roll No.

18BB2003

M.B.A. EXAMINATION, 2022

(Second Semester)

(C Scheme) (Main & Re-appear)

(MBA)

MBA106C

BUSINESS RESEARCH METHODS

Time : 3 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 *Five* questions in all. All questions carry equal marks.

Unit I

1. How would you define Business Research ?
What are the major components of a good research study ? Illustrate with an example.
2. Discuss the different research approaches and also explain the steps involved in scientific research process.

Unit II

3. Discuss the research problems in different functional areas of management in present scenario in India.
4. Write short notes on the following :
 - (a) Difference between dependent and independent variables
 - (b) Qualitative and Quantitative research.

Unit III

5. Enumerate the different methods of collecting data. Explain its merits and demerits.

6. State the reasons why sampling is used in the context of research studies.

Unit IV

7. Write short notes on the following :
 - (a) Role of data analysis and estimation in research
 - (b) Analysis of variance
 - (c) Use of SPSS and Excel in data analysis.
8. “Report writing is more an art that hinges upon practice and experience.” Discuss.

No. of Printed Pages : 03

Roll No.

18BB2004

M.B.A. EXAMINATION, 2022

(Second Semester)

(C Scheme) (Main & Re-appear)

(Master of Business Administration)

MBA108C

CORPORATE FINANCE

Time : 3 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 *Five* questions in all. All questions carry equal marks.

Unit I

1. “To organised finance functions in globalised business environment in India, new role of finance manager is emerging.” Elucidate.
2. What does capital market mean ? How do capital markets work ? Why do we need capital market ?

Unit II

3. “Investment decision are the key of success in long run for any corporate.” Explain the statement. Also discuss how investment decision are evaluated.
4. “Capital budgeting is full of risk and uncertainty.” Explain. As a finance manager how will you analyse risk and uncertainty in capital budgeting ?

Unit III

5. What is cost of capital in financial management ? How is cost of capital relevant in capital budgeting decision ?
6. Discuss different approaches of capital structure decision in brief. Which is the best approach for the capital structure ?

Unit IV

7. What is the basis for dividend policy ? Also discuss different types of dividend policy announced by corporate to pay dividend.
8. What are the fundamentals of working capital ? Discuss the factors that affect working capital management of an organisation.

No. of Printed Pages : 03

Roll No.

18BB2005

M.B.A. EXAMINATION, 2022

(Second Semester)

(C Scheme) (Main & Re-appear)

(MBA)

MBA110C

MARKETING MANAGEMENT

Time : 3 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 *Five* questions in all. All questions carry equal marks.

Unit I

1. Why are continuous improvement and feedback measures important aspects of successfully implementing a strategic marketing plan ? **15**
2. Why does a high net promoter score contribute to consumer loyalty, sales growth and profitability ? **15**

Unit II

3. What is the advantage to understanding the customer's total experience with a product ? **15**
4. How are customer needs shaped and what role do these forces play in the segmentation process ? **15**

Unit III

5. Why would an extension of a product line to include a small number of related products contribute to higher level of profitability ? **15**

6. Why do volumes, prices and margins vary over the product life-cycle ? **15**

Unit IV

7. How would you go about determining the profit impact of an alternative channel system ? **15**
8. How should a business use the advertising carryover effect in evaluating the sales response and profitability of a marketing communication ? **15**

No. of Printed Pages : 03

Roll No.

18BB2006

M.B.A. EXAMINATION, 2022

(Second Semester)

(C Scheme) (Main & Re-appear)

(Master of Business Administration)

MBA112C

HUMAN RESOURCE MANAGEMENT

Time : 3 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 *Five* questions in all. All questions carry equal marks.

Unit I

1. Differentiate between the Personnel Management and Human Resource Management. Discuss the functions and scope of Human Resource Management.
2. Explain in detail the evolution and the changing environment of HRM in India.

Unit II

3. What is job evaluation ? Explain the objectives and different methods of job evaluation with its relative advantages and disadvantages.
4. Define human resource planning and its importance. Outline the steps involved in the process of human resource planning.

Unit III

5. Explain the meaning, benefits and the problems of career planning and career development. What do you suggest to minimize career problem ?

6. Why is there a need for training ? List out the steps involved in a training program.

Unit IV

7. Define Industrial Relation. Explain the various approaches of Industrial Relation.
8. Write the meaning, need and types of fringe benefits offer to employees in India.