

H.T No:

**R18**

Course Code: C30113



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
(UGC AUTONOMOUS)

MBA II Semester Supplementary Examinations March/April-2023

Course Name: **HUMAN RESOURCE MANAGEMENT**

(Master of Business Administration)

Date: 21.03.2023 FN

Time: 3 hours

Max.Marks: 70

(Note: Assume suitable data if necessary)

**PART-A**

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. Distinguish Job Description and Job Specification. 4M
2. Recall the types of errors in Interviews. 4M
3. Explain the Succession Planning. 4M
4. List out the Salient Features of Workmen Compensation Act. 4M
5. Summarize the Concept of Social Audit. 4M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the Evolution and Objectives of HRM. 10M
- OR**
6. B). Define Job Analysis, explain the techniques of data collection for Job Analysis. 10M
7. A). Differentiate Recruitment and Selection and classify the sources of Recruitment. 10M
- OR**
7. B). Classify the types of interviews. 10M
8. A). Define Training? Recall the need for training and training need analysis. 10M
- OR**
8. B). Define Performance Appraisal, what is the need and objectives of Performance Appraisal? Recall 360 Degrees Performance Appraisal. 10M
9. A). Elaborate the need for extending Social Security and Welfare Programs. 10M
- OR**
9. B). Discuss the types of Employee Welfare Programs. 10M
10. A). Examine the Industrial Disputes Act 1947. 10M
- OR**
10. B). Define Industrial Relations, Examine the factors influencing IR, and List out the importance and objectives of IR. 10M

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**R18**

Course Code: C30117



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
(UGC AUTONOMOUS)

MBA II Semester Supplementary Examinations March/April-2023

Course Name: **ENTREPRENEURSHIP**

(Master of Business Administration)

Date: 24.03.2023 FN

Time: 3 hours

Max.Marks: 70

(Note: Assume suitable data if necessary)

**PART-A**

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. Who is first generation entrepreneur? Outline the advantages and disadvantages of first-generation entrepreneurs? 4M
2. What is motivational cycle? Illustrate with an example. 4M
3. Explain the disadvantages of franchising. 4M
4. Outline the challenges faced by entrepreneurs in new venture start-ups. 4M
5. What are the strategic actions of an entrepreneur? 4M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). What are the process approaches to entrepreneurship? Explain. 10M
- OR**
6. B). Explain the functions of an entrepreneur. 10M
7. A). Entrepreneurial behavior is the result of entrepreneurial motivation. Support your answer to the given statement. 10M
- OR**
7. B). What are the twenty first century trends in entrepreneurship? Explain. 10M
8. A). Examine the techniques for generating ideas that leads to launching entrepreneurial ventures. 10M
- OR**
8. B). Explain the various methods to initiate entrepreneurial ventures 10M
9. A). What is an intellectual property? Explain the trademarks, copyrights and trade secrets with suitable examples. 10M
- OR**
9. B). Analyze the critical factors for new-venture development. 10M
10. A). What is growth strategy? Explain the internal and external growth strategies. 10M
- OR**
10. B). Women entrepreneurs face the problems while performing entrepreneurial activities. Do you agree? Support your answer. 10M

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**R18**

Course Code: C30114



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
(UGC AUTONOMOUS)

MBA II Semester Supplementary Examinations March/April-2023

Course Name: **FINANCIAL MANAGEMENT**

(Master of Business Administration)

Date: 28.03.2023 FN

Time: 3 hours

Max.Marks: 70

(Note: Assume suitable data if necessary)

**PART-A**

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. Define Financial Management. What are its objectives? 4M
2. Compare and contrast weighted average and cost of capital. 4M
3. Explain the degree of Operating Leverage. 4M
4. Describe forms of dividend. 4M
5. Name the four Sources of working capital. 4M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Define the concept of time Value of Money? Why do individual prefer present value of money? 10M

**OR**

6. B). What are the Functions of Financial Management? 10M

7. A). Distinguish between the weighted average cost of capital and the marginal cost of capital which one should be used in capital budgeting and valuation of the firm. 10M

**OR**

7. B). Analyze the Different Sources of Finance. 10M

8. A). Explain the Brief Assumptions of MM Theory. 10M

**OR**

8. B). XYZ Company limited is expecting an Annual EBIT Of Rs 200,000 The company has 500,000 in 10% Debentures the cost of capital or capitalization rate is 12.5 compute the value of the firm. 10M

9. A). What is Working Capital? Describe the need and Importance of Working Capital. 10M

**OR**

9. B). The following figures are collected from the Annual Report of XYZ LTD 10M  
Net Profit= 30,00,000  
Out standing 12% Preference Shares =100,000  
No of Equity share= 300,000  
Return on Investment =20%  
Cost of Capital (Ke) =16%  
Compute the Appropriate Pay-out ratio so as to keep the share price at Rs 42 Using Walter's model.

(P.T.O.)



10. A). Discuss the different methods of Inventory valuation with Suitable Example. 10M

**OR**

10. B). A firm Estimated demand for a material during the next year is 2,500 Units. 10M  
Acquisitions or ordering cost are Rs 400 per order carrying cost is Rs 50 per unit. the  
safety stock is set 25% of the EOQ. the daily usage is 10 units and the lead-time is  
10 days. Determine A)The EOQ B) The Safety stock C)the re-order point.

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**R18**

Course Code: C30116



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
(UGC AUTONOMOUS)

MBA II Semester Supplementary Examinations March/April-2023

**Course Name: QUANTITATIVE ANALYSIS & BUSINESS DECISIONS**

**(Master of Business Administration)**

**Date: 01.04.2023 FN**

**Time: 3 hours**

**Max.Marks: 70**

(Note: Assume suitable data if necessary)

**PART-A**

**Answer all FIVE questions (Compulsory)**

**Each question carries FOUR marks.**

**5x4=20M**

1. Determine the short comings of using an OR model. 4M
2. Outline the methods for finding initial feasible solution. 4M
3. Describe the maximization case in assignment problem. 4M
4. Develop a decision tree for an uncertain problem of your choice. 4M
5. Evaluate the distributions in queuing model with examples. 4M

**PART-B**

**Answer the following. Each question carries TEN Marks.**

**5x10=50M**

6. A). Examine the application of operations research in different managerial areas and discuss the physical models of OR. 10M

**OR**

6. B). Elaborate different types of models used in OR and discuss the procedure for evolving an operation research model. 10M

7. A). Discuss the rules the must be kept in mind for obtaining solution to the linear programming problems by using graphical method and brief on the ISO-Profit function approach. 10M

**OR**

7. B). A company manufacturing air coolers has 2 plants located at Mumbai and Chennai with a weekly capacity of 200 units and 300 units respectively. The company supplies air coolers to its 4 showrooms situated at Ranchi, Delhi, Lucknow and Kanpur which have a demand of 75, 100, 100 and 30 units respectively. The cost per unit in (Rs) shown the following table

| Plants  | Ranchi | Delhi | Lucknow | Kanpur |
|---------|--------|-------|---------|--------|
| Mumbai  | 90     | 90    | 100     | 100    |
| Chennai | 50     | 70    | 130     | 85     |

Plan the production programme so as to minimize the total cost of transportation, by using Vogel's approximation method, MODI's method.

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



8. A). 'To stimulate interest and provide an atmosphere for intellectual discussion, the faculty of mathematical sciences in an institute decides to hold special seminars on four contemporary topics – Statistics, Operations Research, Discrete Mathematics, Matrices. Each such seminar is to be held once a week. However, scheduling these seminars (one for each topic and not more than one seminar per day) has to be done carefully so that the number of students unable to attend is kept to a minimum. A careful study indicates that the number of students who cannot attend a particular seminar on a specific day is as follows': 10M

| Day       | Statistics | Operations Research | Discrete Mathematics | Matrices |
|-----------|------------|---------------------|----------------------|----------|
| Monday    | 60         | 20                  | 30                   | 20       |
| Tuesday   | 30         | 30                  | 20                   | 30       |
| Wednesday | 10         | 20                  | 10                   | 30       |
| Thursday  | 50         | 40                  | 60                   | 20       |
| Friday    | 40         | 30                  | 40                   | 30       |

Find an optimal schedule for the seminars. Also find the number of students who will be missing at least one seminar.

OR

8. B). A department has five employees with five jobs to be performed. The time (in hours) each man will take to perform each job is given in the effective matrix. 10M

|   | I  | II | III | IV  | V  |
|---|----|----|-----|-----|----|
| A | 85 | 75 | 65  | 125 | 75 |
| B | 90 | 78 | 66  | 132 | 78 |
| C | 75 | 66 | 57  | 114 | 69 |
| D | 80 | 72 | 60  | 120 | 72 |
| E | 76 | 64 | 56  | 112 | 68 |

How should the Jobs be allocated, one per employee, so as to minimize the total man-hours?

9. A). Describe the steps involved in decision making process and brief on different environments in which the decisions are made with utilities. 10M

OR

9. B). A Businessman two independent investments 'X' and 'Y' available to him, but he lacks the capital to undertake both simultaneously. He can choose to take 'X' first and then stop, or if 'X' is successful then take 'Y' or vice versa. The probability of success of 'X' is 0.7 while 'Y' it is 0.4. Both the investment requires an initial capital outlay off Rs 50,000 and both the return nothing, if the venture is unsuccessful. Successful completion of 'X' will return Rs 28,000 (overcast) and successful completion of 'Y' will return Rs 35,000 (overcast) draw the decision tree and determine the best strategy. 10M

(P.T.O.)

10. A). "Queuing models enable the analyst to study the effect of manipulating decision variables on the operating characteristics of a service system" justify the statement and discuss the notations used in the analysis of a queuing system. 10M

OR

10. B). In a bank, cheques are cashed at a single "teller" counter. Customers arrive at the counter in Poisson manner at an average rate of 30 customers per hour. The teller takes on an average 90 seconds to cash the cheques. The service time has been shown to be exponentially distributed. 10M
- i) Calculate the percentage of time the teller is busy.
  - ii) Calculate the average time a customer is expected to wait.

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**R18**

Course Code: C30120



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
(UGC AUTONOMOUS)

**MBA II Semester Supplementary Examinations March/April-2023**

**Course Name: LOGISTICS & SUPPLY CHAIN MANAGEMENT**  
(Master of Business Administration)

**Date: 06.04.2023 FN**

**Time: 3 hours**

**Max.Marks: 70**

(Note: Assume suitable data if necessary)

**PART-A**

**Answer all FIVE questions (Compulsory)**

**Each question carries FOUR marks.**

**5x4=20M**

1. Give an overview of supply chain management. 4M
2. Why is accurate cost data important for logistics costing? 4M
3. State the strategic use of logistics service alliances. 4M
4. Distinguish between sourcing and outsourcing. 4M
5. Describe the components of global supply chain with a diagram. 4M

**PART-B**

**Answer the following. Each question carries TEN Marks.**

**5x10=50M**

6. A). Define Competitive Advantage? How the firms have to gain competitive advantage through logistic- integrated supply chain. 10M
- OR**
6. B). Discuss the importance of supply chain management for a business enterprise. 10M
7. A). Elaborate on impact of logistics on shareholders value. 10M
- OR**
7. B). Explain the total cost concept with the help of block diagram showing the interrelationships among the various types of costs. 10M
8. A). What is benchmarking? What is its significance in logistics and supply chain management? 10M
- OR**
8. B). What do you mean by channel relationships? How it is useful in customer service enabling and customer retention? 10M
9. A). Discuss the impact of the increase in variability due to "Bullwhip effect" on various performance measures in a supply chain. 10M
- OR**
9. B). What are the various service characteristics on which the selection of a mode of transport depends? 10M
10. A). What is Global supply chain management.? Explain various process in global supply chain management. 10M
- OR**
10. B). Explain the issues and challenges in global supply chain management. 10M

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Course Code: C30121



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
**(UGC AUTONOMOUS)**

**MBA II Semester Supplementary Examinations March/April-2023**

**Course Name: DIGITAL MARKETING**

**(Master of Business Administration)**

**Date: 06.04.2023 FN**

**Time: 3 hours**

**Max.Marks: 70**

**(Note: Assume suitable data if necessary)**

**PART-A**

**Answer all FIVE questions (Compulsory)**

**Each question carries FOUR marks.**

**5x4=20M**

1. List the environmental factors influencing digital marketing and explain PESTLE. 4M
2. Define Digital Marketing. Explain the components of digital marketing. 4M
3. Describe the steps involved in content - Creation on Online media. 4M
4. Explain online channel design for B2B and B2C. 4M
5. Compare trademark and copyright. 4M

**PART-B**

**Answer the following. Each question carries TEN Marks.**

**5x10=50M**

6. A). Apply the relationship marketing strategies in digital marketing. 10M
- OR**
6. B). What is audience segmentation? Explain the types of audience segmentation in digital marketing. 10M
7. A). Elaborate on website design and website content along with its advantages. 10M
- OR**
7. B). Elaborate on migrating from traditional channels to digital channels. 10M
8. A). Explain the role of E-distribution and e-procurement in B2G and B2C markets, with preferably Indian examples from digital marketing landscape. 10M
- OR**
8. B). What do you mean by payment gateways? Explain the need and importance of payment gateways in online marketing. 10M
9. A). Elaborate on the elements considered in selling through online intermediaries. 10M
- OR**
9. B). Explain the strategies of customization with suitable illustrations. 10M
10. A). Discuss the intellectual property rights application in digital marketing. 10M
- OR**
10. B). Discuss the social networking with Facebook, LinkedIn and other sources. 10M

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Course Code: C30122



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
(UGC AUTONOMOUS)

MBA II Semester Supplementary Examinations March/April-2023

Course Name: **PROJECT MANAGEMENT**

**(Master of Business Administration)**

Date: 06.04.2023 FN

Time: 3 hours

Max.Marks: 70

(Note: Assume suitable data if necessary)

**PART-A**

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. What are the characteristics of a project? 4M
2. What is Social Cost Benefit Analysis? 4M
3. Compare NPV and IRR. 4M
4. What is Network Analysis? When is it used? 4M
5. Explain the roles of a project manager. 4M

**PART-B**

**Answer the following. Each question carries TEN Marks.**

5x10=50M

6. A). Discuss the phases of Project Management Cycle. 10M
- OR**
6. B). Take a service project of your choice. What are you trying to achieve with this project? What need does it satisfy for your customer? Who are your customers? What distinguishes your service from those already available to the customer? 10M
7. A). Explain the project planning framework. 10M
- OR**
7. B). Explain the management and economic feasibility analysis of a project. 10M
8. A). Project involves direct as well as indirect costs and project managers need to use this information in project management. Comment on this statement. 10M
- OR**
8. B). Gaggar & Co. are considering investing ₹ 2,50,000 in new machinery for different departments in their factory. A number of proposals have come from operations. The projects being considered are given below: 10M

| Department | Initial Outlay | Annual cash flow | Life of Project |
|------------|----------------|------------------|-----------------|
| A          | 1,00,000       | 25,000           | 10              |
| B          | 75,000         | 21,000           | 8               |
| C          | 30,000         | 7,000            | 20              |
| D          | 50,000         | 12,500           | 10              |
| E          | 60,000         | 12,000           | 20              |

The Cost of Capital of the company has been fixed at 15% by the accounts department. Rank the above projects on the basis of : i) Payback period and ii) NPV Method.

(P.T.O..)



9. A). "Eliminating waste is a vital part of Lean Production" Comment. 10M
- OR**
9. B). i) What are the elements of Project Quality Management? 3M  
ii) Discuss the tools that can help with Project Quality Management. 7M
10. A). Explain the role of project manager and project teams. 10M
- OR**
10. B). Discuss the role of stress management in project implementation. 10M

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Course Code: C30115



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
(UGC AUTONOMOUS)

MBA II Semester Supplementary Examinations March/April-2023

**Course Name: MARKETING MANAGEMENT**

**(Master of Business Administration)**

**Date: 04.04.2023 FN**

**Time: 3 hours**

**Max.Marks: 70**

(Note: Assume suitable data if necessary)

**PART-A**

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

**5x4=20M**

1. Discuss about the importance of Marketing 4M
2. Define and discuss about consumer behavior. 4M
3. Define Market Segmentation and discuss about the same. 4M
4. Explain about Marketing Channels. 4M
5. Define profit maximization pricing. 4M

**PART-B**

Answer the following. Each question carries TEN Marks.

**5x10=50M**

6. A). What is Marketing Research? Explain its process in detail. 10M
- OR**
6. B). What is Marketing Information System (MIS)? Discuss with suitable example. 10M
7. A). Explain about building customer value. 10M
- OR**
7. B). Discuss about process of adoption branding. 10M
8. A). Elaborate in detail about requirement for effective segmentation. 10M
- OR**
8. B). Discuss about positioning and repositioning maps. 10M
9. A). Explain in detail about channel intermediates and functions. 10M
- OR**
9. B). What are direct and online marketing? Explain in detail. 10M
10. A). Discuss about importance of price and mark-up pricing. 10M
- OR**
10. B). How do you define global marketing? Explain in detail. 10M

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