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R18

Course Code: C30126



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Regular & Supplementary Examinations Feb/March-2023

Course Name: **PRODUCTION & OPERATIONS MANAGEMENT**

(Master of Business Administration)

Date: 27.02.2023 AN

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 various types of Production systems. 4M
2. List out and explain the principles of good plant layout. 4M
3. Distinguish between Motion study & Time study. 4M
4. Explain the concept of ABC Analysis. 4M
5. What are the benefits of ISO certification for an organization? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Discuss briefly about the skills and knowledge needed to become a successful Operations Manager. 10M

OR

6. B). Discuss the importance of Production and Operations Management in a developing country. 10M

7. A). Discuss the factors influencing the location of facilities. What are the advantages and disadvantages of selecting a site in an urban area and in a rural area? 10M

OR

7. B). i) Discuss the various optimization approaches used to solve an aggregate planning problem. 5M

- ii) Describe the major types of layout patterns and indicate their merits and demerits. 5M

8. A). What is work study and explain the steps in motion study and time study? 10M

OR

8. B). A group of six jobs is to be processed through a two machine flow shop. The first operation involves clearing and the second involves painting. Determine a sequence that will minimize the total completion time for this group of jobs. Also compute the idle time. 10M

Jobs	A	B	C	D	E	F
Cleaning days for M1	5	4	8	2	6	12
Painting days for M2	5	3	9	7	8	15

(P.T.O.)

9. A). Define the term "Materials Management & State the importance of materials management in an organization. 10M

OR

9. B). Explain the different systems of Inventory control using examples. 10M

10. A). i) Discuss the procedures involved in analyzing variable Quality control chart. 5M

ii) Explain the acceptance sampling and mention the scope and need of such plans in industry. 5M

OR

10. B). Explain the concept of Just-In-Time and also explain its contributions to Scheduling decisions. 10M

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Course Code: C30127



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA III Semester Regular & Supplementary Examinations Feb/March-2023

Course Name: **STRATEGIC MANAGEMENT**

(Master of Business Administration)

Date: 01.03.2023 AN

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 mission and vision. 4M
2. Elaborate on IE matrix. 4M
3. Explain the concept of globalization. 4M
4. What is turnaround strategy? Discuss with the help of an example. 4M
5. Discuss the problems in measuring the performance. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Discuss the various steps involved in strategic management process with the help of example. 10M
- OR**
6. B). Apply Porter's value chain analysis to a pharmaceutical industry. 10M
7. A). Construct a TOWS matrix for an industry of your choice. 10M
- OR**
7. B). Explain various types of strategies with the help of examples. 10M
8. A). Elaborate on the strategies for competing in globalized markets. 10M
- OR**
8. B). Explain planning systems for strategy implementation. 10M
9. A). Discuss about strategies and competitive advantage in diversified companies and its evaluation. 10M
- OR**
9. B). Briefly describe about mergers and acquisitions with examples. 10M
10. A). Elaborate on the use of qualitative and quantitative benchmarking to evaluate performance. 10M
- OR**
10. B). Explain corporate evaluation and feedback in Indian and international context. 10M

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Course Code: C30128



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Regular & Supplementary Examinations Feb/March-2023

Course Name: BUSINESS ANALYTICS

(Master of Business Administration)

Date: 03.03.2023 AN

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 significance of Business analytics? 4M
2. Why rational decision making is important? 4M
3. Write short notes on Microsoft office. 4M
4. What is data enrichment? 4M
5. How to track the value of analytics? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the framework of Business Analytics. 10M
- OR**
6. B). What is Business analytics? Explain the brief history of Business Analytics. 10M
7. A). Explain the types of decision layers in decision farming. 10M
- OR**
7. B). Explain any two tools of data visualization. 10M
8. A). Differentiate between Data structuring & Data transformation. 10M
- OR**
8. B). Briefly explain:
 - i) Scatter plot 5M
 - ii) Histogram 5M
9. A). Explain with an example about data privacy & surveillance. 10M
- OR**
9. B). What is a spreadsheet? How you can organize and manage data in spreadsheet? 10M
10. A). Briefly discuss the challenges in establish data capabilities in the organization. 10M
- OR**
10. B). Explain the analytics maturity model. 10M

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Course Code: C30135



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Regular & Supplementary Examinations Feb/March-2023

Course Name: **CONSUMER BEHAVIOR**

(Master of Business Administration)

Date: 06.03.2023 AN

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 is the significance of Consumer Behavior? 4M
2. How does family decision making differ from most organizational decision making? 4M
3. Describe the Components of attitude. 4M
4. What is Problem Recognition? 4M
5. Illustrate the sources of Consumer Information. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). A marketer in the cosmetics industry once remarked: "In the factory, we make cosmetics; in the drugstore we sell hope" how does this relate to the marketing concept and the need of the marketers to understand consumer behaviour? 10M

OR

6. B). You are the marketing manager of a newly established company. Design the segmenting and positioning strategy for following products: 10M
- i) laptop
 - ii) Wrist watch
 - iii) Cosmetics

7. A). Why do values differ across cultures? Are the cultures of the world becoming more similar or more distinct? 10M

OR

7. B). Will the regional Sub-cultures become more or less distinct over the next 20 years? Why? 10M

8. A). Explain various Theories of personality. 10M

OR

8. B). How does Maslow's need hierarchy explain consumer motivation? Which level of need can be used to motivate purchase of following products/ services (any two). 10M
- i) Multivitamin tablets
 - ii) Motor bikes
 - iii) Pension plans

(P.T.O..)

9. A). "A dis-satisfied customer is an unpaid salesman of your competitor." Explain the statement giving importance of consumer behavior in present marketing scenario. 10M

OR

9. B). You are planning to buy your first personal home computer though you have been using one for a long time in your office. Explain your buying process using information processing model. 10M

10. A). What is 'Consumerism'? Explain the significance of 'Consumerism' in Marketing. 10M

OR

10. B). Explain in detail Consumer Rights and Responsibilities. 10M

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Course Code: C30141



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Regular & Supplementary Examinations Feb/March-2023

Course Name: **COST & MANAGEMENT ACCOUNTING**

(Master of Business Administration)

Date: 06.03.2023 AN

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 Management Accounting 4M
2. What are the objectives of Job Costing? 4M
3. What are the Marginal Costing terms used in Cost Control? 4M
4. Write few lines about Zero Based Budgeting. 4M
5. Write a short note on Standard costing. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the Scope and Classification of Cost Accounting. 10M

OR

6. B). Define Management Accounting and explain the tools and techniques of management accounting in detail. 10M

7. A). Prepare a Cost Sheet for the year ended 31.03.2019. The following data relating to the manufacture of Shirts: 10M

- Number of Shirts manufactured during the month 1000.
- Direct material consumed 20000.
- Direct Labour 8000.
- Indirect Labour (in factory) 2500.
- Supervision costs (in factory) 1000.
- Factory premises rent 1600.
- Factory lighting 600.
- Oil for machines 100.
- Depreciation of machines 500.
- Office overheads 8000.
- Office Salaries 2000.
- Misc. office expenses 1000.
- Selling and Distribution overheads 6000.

NOTE: A profit margin of 20% on the total cost of goods is expected on the sale of shirts.

OR

7. B). What is Activity-based costing? Explain the activity based costing process flow and how it is used? 10M

(P.T.O..)

8. A). What are all the major elements should be involved in make or buy cost estimate and estimate the analysis for make or buy decision. 10M

OR

8. B). Explain the term Margin of Safety and its importance, applications with suitable examples. 10M

9. A). Define Budget? Explain different types of Budgets with examples. 10M

OR

9. B). What is Budget? Explain the steps involved in Budgetary Control. 10M

10. A). The standard cost card shows the following details relating to material needed to produce 1 kg of groundnut oil: 10M

- Quantity of groundnut oil required 3 kg.
- Price of groundnut Rs. 2.5 per kg

Actual Production data:

Production during the month 1000 kg
Quantity of material used 3500 kg
Price of groundnut oil Rs. 3 per kg

You are required to:

- i) Calculate the material cost variance
- ii) Calculate the material price variance
- iii) Material usage variance.

OR

10. B). Discuss Material and Labour Variance in detail. 10M

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Course Code: C30147



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Regular & Supplementary Examinations Feb/March-2023

Course Name: **PERFORMANCE MANAGEMENT**

(Master of Business Administration)

Date: 06.03.2023 AN

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. Explain the importance of Performance Management. 4M
2. Recall the End-Cycle review process. 4M
3. Identify the need for structure and documentation of Performance Management Planning. 4M
4. Relate the team performance as an issue in Performance Management and Reward. 4M
5. Summarize the concept, "Quick Response Manufacturing". 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Discuss about the Organizational Justice Theory and its applications in performance Management. 10M
- OR**
6. B). Summarize the principles of Performance Management. 10M
7. A). Examine the elements of Performance Management planning Process. 10M
- OR**
7. B). Explain the overview of Performance Management as a system. 10M
8. A). Outline the Manager's responsibility and Employee's responsibility in gathering Performance Information. 10M
- OR**
8. B). Analyze the mechanics of Performance Management Planning and creation of PM document. 10M
9. A). Demonstrate the challenges of linking Performance and Reward with illustrations in real-time scenario. 10M
- OR**
9. B). Explain how the performance of learning organizations and virtual teams is managed. 10M
10. A). Explain Mc Kinsey 7S Framework in detail. 10M
- OR**
10. B). Discover how the quality of planning and Design of Performance Management can be improved. 10M

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Course Code: C30136



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA III Semester Regular & Supplementary Examinations Feb/March-2023

Course Name: SALES & DISTRIBUTION MANAGEMENT

(Master of Business Administration)

Date: 09.03.2023 AN

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 out selling strategies. 4M
2. Explain briefly market cost analysis. 4M
3. Illustrate the sales force compensation. 4M
4. Classify the distribution channels for rural markets. 4M
5. Explain the designing the channels system. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the following: i) Selling skills and ii) Selling process. 10M
- OR**
6. B). Define sales management. Explain the importance of sales management? Give suitable examples. 10M
7. A). Analyze the methods of sales forecasting. 10M
- OR**
7. B). Illustrate the routing and scheduling sales persons? Give suitable examples. 10M
8. A). Explain the following: i) Sales force motivation and ii) Sales force evaluation. 10M
- OR**
8. B). Discuss about recruitment and selection of the sales force management. 10M
9. A). Explain the motivating and evaluating channel members in distribution management. 10M
- OR**
9. B). Illustrate designing the marketing channels in distribution management. 10M
10. A). Classify the ethical issues in sales distribution management. 10M
- OR**
10. B). Explain the following: i) Managing retailers and ii) Wholesalers and Franchisers. 10M

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Course Code: C30142



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Regular & Supplementary Examinations Feb/March-2023

Course Name: **SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

(Master of Business Administration)

Date: 09.03.2023 AN

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 investment alternatives in India? 4M
2. What are the assumptions of mean-variance approach? 4M
3. Define bond convexity. What causes convexity in bonds? 4M
4. What are common trading strategies using options? 4M
5. What do you mean by mutual fund? Explain its structure. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Define Investment. Explain the process of investment undertaken by the Investor. 10M
- OR**
6. B). What is Financial System? Explain the structure of Indian Financial system. 10M
7. A). Define risk? Explain different types of risks in investment? 10M
- OR**
7. B). What are the basic assumptions of CAPM? What are the advantages of adopting CAPM in Portfolio Management? 10M
8. A). What do you know about Duration? Explain the relationship between duration and price change. 10M
- OR**
8. B). A bond of face value Rs. 1000 was issued five years ago at a coupon rate of 10 per cent. The bond had a maturity period of 10 years and as of today, therefore, five more years are left for final repayment at par. If the current market interest rate is 14 per cent, calculate the present value of the bond. 10M
9. A). Define derivatives. Demonstrate the future and forward contracts. 10M
- OR**
9. B). Fundamental analysis includes Economic, Industry and company analysis. Brief out each one and their significance. 10M

(P.T.O.)

10. A). Explain the classification of mutual funds in India.

10M

OR

10. B).

FUNDS	RETURNS	RISK	BETA
ABC	9	18	0.72
XYZ	17	37	1.33
MARKET INDEX	12	29	1.0

10M

Assuming the risk free rate as 6%, calculate

- i) Sharpe measure
- ii) Tryonors measure
- iii) Jensons model
- iv) Fama model

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Course Code: C30148



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA III Semester Regular & Supplementary Examinations Feb/March-2023

Course Name: **STRATEGIC HUMAN RESOURCE MANAGEMENT**

(Master of Business Administration)

Date: 09.03.2023 AN

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. Describe about high performance working model. 4M
2. Interpret the steps in recruitment and selection process. 4M
3. Examine the purpose of HR Policies. 4M
4. Assess the factors influencing Employee engagement. 4M
5. Validate the International SHRM strategic issues. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Distinguish between Strategic HR Management Vs. Traditional HR Management. 10M
- OR**
6. B). Outline the environmental trends and HR Challenges. 10M
7. A). Summaries the strategies for enhancing employee work performance. 10M
- OR**
7. B). Examine the HR surplus and strategies with examples. 10M
8. A). Validate the on the job & off the job methods of training and development. 10M
- OR**
8. B). Describe the barriers for effective implementation of HR Policies. 10M
9. A). Determine the types and benefits of competencies for effective execution of HRM functions. 10M
- OR**
9. B). Review the strategies for enhancing employee engagement 10M
10. A). Exemplify the following approaches for recruitment: 10M
i) Employer Branding and ii) Contest Recruitment
- OR**
10. B). Debate the role of human capital management in present technological scenario. 10M

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Course Code: C30137



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Regular & Supplementary Examinations Feb/March-2023

Course Name: **INTEGRATED MARKETING COMMUNICATIONS**

(Master of Business Administration)

Date: 11.03.2023 AN

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 IMC and state its role in Marketing. 4M
2. Explain the objectives and scope for marketing communication Budget. 4M
3. Summarize the functions of Advertising. 4M
4. Discuss the impact of World Wide Web communications. 4M
5. Explain the social and Ethical criticisms in advertising. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Discuss the Integrated Marketing Communications planning process in detail. 10M
- OR**
6. B). Explain the elements in Communication Mix with relevant examples. 10M
7. A). What is Advertising Effectiveness? Discuss different ways to measure advertising effectiveness. 10M
- OR**
7. B). Elaborate different post-testing tools and techniques used in evaluating the IMC. 10M
8. A). Discuss the elements of creative execution in Advertising. 10M
- OR**
8. B). By imagining yourself as a Marketing Manager design an IMC program for execution in radio. 10M
9. A). Direct Marketing has a major role in Integrated Marketing Communication – Discuss. 10M
- OR**
9. B). Define Publicity and corporate Advertising? Explain how P&G is the example for corporate advertising. 10M
10. A). Outline the key points in the regulations mentioned on advertising by the Federal Regulation of Advertising. 10M
- OR**
10. B). Summarize the regulations framed with respect of advertisements to children. 10M

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Course Code: C30143



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA III Semester Regular & Supplementary Examinations Feb/March-2023

Course Name: **FINANCIAL INSTITUTIONS, MARKETS & SERVICES**

(Master of Business Administration)

Date: 11.03.2023 AN

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. Explain the functions of NABARD. 4M
2. What are the challenges faced by the insurance sector? 4M
3. What do you understand by government securities? Explain. 4M
4. Explain the importance of credit rating. 4M
5. Explain debenture trustee. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). What are the techniques used by the RBI for monetary control? Examine. 10M
- OR**
6. B). "Indian economic scenario completely changed with 1991 Policy". Elucidate. 10M
7. A). Examine the structure of public and private sector commercial banks and the reasons for the competition exists between them? 10M
- OR**
7. B). Define IRDA. Explain the role of IRDA in Indian insurance sector. 10M
8. A). "SEBI is to promote healthy and orderly growth of the securities market and secure investor protection". Discuss. 10M
- OR**
8. B). Give a brief account on the structure and functions of call money market in India. 10M
9. A). Differentiate hire purchase financing and lease financing 10M
- OR**
9. B). Discuss the functions and advantages of factoring. 10M
10. A). Examine the functions of investment banking. 10M
- OR**
10. B). Explain the challenges faced by the investment banker. 10M

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Course Code: C30149



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA III Semester Regular & Supplementary Examinations Feb/March-2023

Course Name: **MANAGEMENT OF INDUSTRIAL RELATIONS**

(Master of Business Administration)

Date: 11.03.2023 AN

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 are the three actors of industrial relations? Explain their roles. 4M
2. Explain the measures for prevention of strikes. 4M
3. What is Employees' Provident Fund & Miscellaneous Provisions Act, 1952? 4M
4. Explain rules regarding annual leave with wages. 4M
5. Describe the objectives of Workers Participation in Management. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Define Industrial relations. Explain the role of industrial relations for a better work environment. 10M
- OR**
6. B). Discuss the nature, structure and role of collective bargaining. Outline and ideal process of collective bargaining. 10M
7. A). What authorities have been set up under the Industrial Dispute Act, 1947 for investigating and settlement of Industrial Disputes? 10M
- OR**
7. B). What is strike? Write the different forms of strike. Under What circumstances a strike as legal or illegal. 10M
8. A). Explain the provisions of the Payment of Gratuity Act, 1972 with regard to making nomination by an employer for the purpose of payment of Gratuity. 10M
- OR**
8. B). Discuss the provisions of the payment of wages act, 1936. And explain the concept of deductions from wages for absence from duty. 10M
9. A). What are the contemporary issues in fixing minimum wages on a country wide basis? Explain. 10M
- OR**
9. B). Explain briefly Contract Labour (Regulation and Abolition) Act. 10M
10. A). Identify and explain major factors affecting the Quality of work life. 10M
- OR**
10. B). "Workers' participation in India has not been a resounding success". Do you agree? Give reasons. 10M
