H.T No: | | | | | | | | | | | **R22** Course Code: C400306

CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA II Semester Regular Examinations September-2023

Course Name: HUMAN RESOURCE MANAGEMENT

(Master of Business Administration)

Date: 04.09.2023 FN **Time: 3 hours** **Max.Marks: 60**

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)
Each question carries ONE mark. **10x1=10M**

1. State the meaning of Job Analysis. 1 M
2. Memorize the meaning of Job Rotation. 1 M
3. Identify the sources of recruitment. 1 M
4. Memorize the basic types of interviews. 1 M
5. Indicate the importance of Training and Development. 1 M
6. State the meaning of Succession Planning. 1 M
7. Memorize the meaning of Employee Remuneration. 1 M
8. Identify the basic factors in determining the pay rates. 1 M
9. Recall the meaning of Collective Bargaining. 1 M
10. State the meaning of Trade Union. 1 M

PART-B

Answer the following. Each question carries TEN Marks. **5x10=50M**

11.A). Interpret the functions of HRM. 10M

OR

11. B). Summarize HR roles and responsibilities. 10M

12. A). Appraise the process of HRP. 10M

OR

12. B). Illustrate the Selection Process. 10M

13. A). Analyse the Methods of Training. 10M

OR

13. B). Explain the Performance Appraisal Process. 10M

14. A). Evaluate the Job Evaluation Methods. 10M

OR

14. B). Contrast the salient features of Workmen Compensation Act. 10M

15. A). Illustrate Grievance Redressal Mechanism. 10M

OR

15. B). Summarize the key highlights of Payment of Gratuity Act 1982. 10M

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H.T No: | | | | | | | | | | | **R22** **Course Code: C400307**

CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA II Semester Regular Examinations September-2023

Course Name: FINANCIAL MANAGEMENT

(Master of Business Administration)

Date: 06.09.2023 FN **Time: 3 hours** **Max.Marks: 60**

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark. **10x1=10M.**

1. Define the concept of time value of money. 1 M
2. Write about investment function. 1 M
3. What do you understand by cost of capital? 1 M
4. Define present value. 1 M
5. What do you understand by capital? 1 M
6. Recall the concept of EPS. 1 M
7. What is Share-splits? 1 M
8. Define Right issue. 1 M
9. What is Net Working capital? 1 M
10. Define Operating Cycle. 1 M

PART-B

Answer the following. Each question carries TEN Marks. **5x10=50M**

11.A). "Financial management is the process of putting the available funds to the best advantage from the long term point of view of business objectives." Discuss? And also explain the functions of financial management? 10M

OR

11. B). Explain the objectives of financial management. And also discuss the financial management role in the contemporary scenario. 10M

12. A). A project expected cash flows are as follows: 10M

Year	0	1	2	3	4	5
Cash Flows	50,000	20,000	15,000	20,000	25,000	20,000

Calculate i) Profitability index ii) Net Present Value @ 10% PV Factor.

OR

12. B). Hari & Co. is planning to issue 14% perpetual preference shares with a face value of Rs. 100 each. Flotation costs are estimated at 4% of the sales price. Compute. 10M

(i) Cost of preference shares if they are issued at (a) face/par Value, (b) 10% premium and (c) 5% discount.

(ii) Compute cost of preference shares in these situations assuming 5% dividend tax.

(P.T.O..)

13. A). Examine net income approach and net operating income approach assumptions and limitations. 10M

OR

13. B). From the information given below calculate the operating leverage, financial leverage and combined leverage of company 'x' and company 'y'. 10M

Particulars	Company X (Rs)	Company Y (Rs)
Sales	50,00,000	80,00,000
Variable cost	20,00,000	25,00,000
Fixed cost	12,00,000	15,00,000
Interest	5,00,000	10,00,000

Which company in your opinion has greater risk and why?

14. A). Examine the factors affecting dividend policy. 10M

OR

14. B). Given the following information about ABC Ltd. Show the effect of the dividend policy on the market price per share, using Walter's model. EPS =Rs.10, Ke=15%. 10M
Assumed rate of return A) 18% B) 12% C) 15%
(NOTE: -CONSIDER 0%, 50%, and 100% as payout ratios)

15. A). Prepare cash budget for the 3 months ending on 30.06.2016 from the following information. 10M

i)

Month	Sales	Materials	Wages	Overheads
Feb	26,000	12,600	5,000	2,700
Mar	15,000	9,000	3,000	1,900
Apr	16,000	9,200	3,200	2,000
May	17,000	20,000	3,600	2,200
June	18,000	12,400	4,000	2,300

ii) **Credit terms are:**
Sales/debtors – 10% sales are in cash, 50 % of the credit sales are collected in the next month and the balance in the following month.

- Creditors(suppliers) -2 Months
- Wages-1/4 month; Overheads – ½ month

iii) Cash balance as on 1st April 2016 is expected to be Rs. 20,000.
iv) **Other information:** Machinery will be installed in Feb. '16 at a cost of Rs. 96,000. The monthly instalment of Rs. 2,000 is payable from April onwards.
Dividend at 5% on preference share capital of Rs. 2, 00,000 will be payable in the month of June. Advance to be received for sale of vehicle Rs. 9,000 in June.
Dividends from investments amounting to Rs. 1,000 are expected to be received in June.
Income Tax to be paid in June is Rs. 2,000.

OR

15. B). What is receivables management? Discuss in detail the objective, benefits and cost of receivables management. 10M

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H.T No: | | | | | | | | | | | R22 | Course Code: C400308

CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA II Semester Regular Examinations September-2023

Course Name: MARKETING MANAGEMENT

(Master of Business Administration)

Date: 08.09.2023 FN **Time: 3 hours** **Max.Marks: 60**

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark. **10x1=10M**

1. What is the nature of marketing? 1 M
2. Discuss in brief the marketing concept. 1 M
3. What is a service? 1 M
4. How does the society impact consumer behavior? 1 M
5. Explain the meaning and use of Demographic Segmentation. 1 M
6. Explain the meaning and use of Behavioral Segmentation. 1 M
7. What do you mean by intermediaries in marketing channels? 1 M
8. What are the various avenues that marketers use while promoting their products? 1 M
9. What do you mean by value pricing? 1 M
10. What do you mean by product line-oriented pricing. 1 M

PART-B

Answer the following. Each question carries TEN Marks. **5x10=50M**

11.A). Discuss the meaning and the steps in Marketing Research. 10M

OR

11. B). Discuss the five (5) marketing philosophies in detail. 10M

12. A). Explain in detail the process of New Product Development. 10M

OR

12. B). Elaborate the various stages of the Product Life Cycle. 10M

13. A). Explain in detail the specific steps you would take while designing the STP process for a consumer good. 10M

OR

13. B). Explain in detail the reasons why companies need to reposition their products in the market. Cite an example of any company that positioned and repositioned its products in India citing valid reasons why they did so. 10M

14. A). What are the various channels that marketers use for distributing industrial products? Justify each of them stating their relevance and need. 10M

OR

14. B). What is the promotion mix and why is it important for marketers? 10M

(P.T.O..)

15. A). Differentiate between affordability based pricing and differentiated pricing. How are they different and where are they used? 10M

OR

15. B). What do you mean by Proactive approach in pricing and Psychological pricings? How are they different and where are they used? 10M

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H.T No: | | | | | | | | | | | R22 Course Code: C400309

CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA II Semester Regular Examinations September-2023

Course Name: QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

(Master of Business Administration)

Date: 11.09.2023 FN **Time: 3 hours** **Max.Marks: 60**

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark. **10x1=10M**

1. Briefly write role of Operations research in decision making. 1 M
2. Write briefly about Liner Programming method. 1 M
3. Explain about slack variable. 1 M
4. Explain procedure to construct mathematical model. 1 M
5. Explain about transportation problem? 1 M
6. Write purpose of Hungarian method. 1 M
7. What is scientific decision making process? 1 M
8. Write briefly the difference between decision making under risk and uncertainty in statistical decision theory. 1 M
9. Arrival rate is 10 per day; service rate is 16 per day. The day consists of 8 Working hours. Expected idle time per day is _____ 1 M
10. Write any two characteristics of queuing system. 1 M

PART-B

Answer the following. Each question carries TEN Marks. **5x10=50M**

11.A). Discuss in brief the role of Operations Research models in decision making. 10M

OR

11. B). Explain applications of Operations Research in Industry. 10M

12. A). Solve the following LPP by using Graphical method: 10M

$\text{Max}Z=4x_1+3x_2$

Subject to Constraints:

$3x_1+4x_2 \leq 6$

$5x_1+6x_2 \leq 15$

$x_1, x_2 \geq 0$

OR

12. B). A firm can produce three types of cloth say A, B and C. Three kinds of wool are required for it, say red wool, green wool and blue wool. One unit length of type A cloth needs 2yards of red wool and 3 yards of blue wool; one unit length of type B cloth needs 3 yards of red wool, 2yards of green wool and 2 yards of the blue wool; and one unit length of type C cloth needs 5 yards of green wool and 4 yards of blue wool. The firm has a stock of only 8 yards of red wool, 10 yards of green wool and 15 yards of blue wool. It is assumed that the income obtained from one unit length of type A cloth is Rs.3, of type B cloth is Rs. 5 and that of type C cloth is Rs. Formulate the problem as L.P.P. 10M

(P.T.O..)

13. A). A product is produced by 4 factories A, B, C, D. The unit production costs in them are Rs.2, Rs.3, Re.1 and Rs.5 resp. Their production capacities are factory A – 50 units, B – 70 units, C – 30 units and D – 50 units. These factories supply the product to four stores, demands are of which are 25, 35, 105 and 20 units resp. Unit transport cost in rupees from each factory to each store is given in the following table 10M

		Stores			
		1	2	3	4
Factories	A	2	4	6	11
	B	10	8	7	5
	C	13	3	9	12
	D	4	6	8	3

Determine the extent of deliveries from each of the factories to each of the stores so that the total production and transportation cost is minimum.

OR

13. B). Find wagons are available at stations 1.2.3.4 and 5. These are required at five stations I,II,III,IV and V. The mileages between various stations are given by the table below. How should the wagons be transported so as to minimize the total mileage covered? 10M

	I	II	III	IV	V
1	10	5	9	18	11
2	13	9	6	12	14
3	3	2	4	4	5
4	18	9	12	17	15
5	11	6	14	19	10

14. A). What is Decision tree? Write its construction and applications. 10M

OR

14. B). Mr. Sinha had to decide whether or not to drill a well on his farm. In his village, only 40% of the wells drilled were successful at 200 feet of depth. Some of the farmers who did not get water at 200 feet, drilled further upto 250 feet but only 20%struck water at 250 feet. Cost of drilling is Rs.50 per foot. Mr. Sinha estimated that he would pay Rs.18000 during a 5-year period in the present value terms, if he continues to buy water from the neighbor rather than go for the well which would have a life of 5 years. Mr. Sinha has three decisions to make: (a) should be drill up to 200 feet and (b) if no water is found at 200 feet, should he drill upto 250 feet? (c) should he continue to buy water from his neighbor? 10M

15. A). Workers come to a tool storeroom to enquiry about the special tools for a particular job. The average time between the arrivals is 60 seconds and the arrivals are assumed to be in Poisson distribution. The average service time is 40 seconds. Find 10M
(i) Average queue length
(ii) Average length of non-empty queue
(iii) Waiting time in the queue
(iv) Waiting time in the system.

OR

15. B). What do you understand by a queue? Give some important applications of a queuing theory. 10M

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H.T No: | | | | | | | | | | | R22 Course Code: C400310

CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA II Semester Regular Examinations September-2023

Course Name: ENTREPRENEURSHIP & DESIGN THINKING

(Master of Business Administration)

Date: 13.09.2023 FN Time: 3 hours Max.Marks: 60

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark. 10x1=10M

1. Define Entrepreneurship. 1 M
2. What is Motivational Cycle? 1 M
3. Explain Copyright. 1 M
4. Discuss Business Stabilization. 1 M
5. Define Entrepreneurial Plan. 1 M
6. Explain Woman Entrepreneurship. 1 M
7. Interpret Design Thinking, 1 M
8. Explain about Problem Analysis. 1 M
9. What is Visualization? 1 M
10. Define Kano method. 1 M

PART-B

Answer the following. Each question carries TEN Marks. 5x10=50M

11.A). What do you understand by process approach to entrepreneurship? Explain the inputs and outcomes of entrepreneurial process. 10M

OR

11. B). What is entrepreneurial ego? Describe factors that are associated with entrepreneurial ego. 10M

12. A). What do you understand by innovation? Explain major types of innovation with suitable examples. 10M

OR

12. B). What are the legal challenges faced by an entrepreneur in the era of Intellectual property rights? 10M

13. A). Explain the key characteristics of successful entrepreneurs. How do these traits contribute to their ability to identify and exploit business opportunities effectively? Provide real-life examples of entrepreneurs who embody these characteristics. 10M

OR

13. B). Discuss the financial aspects of feasibility analysis for a startup. Explain the different steps for formulation of the entrepreneur plan. 10M

(P.T.O..)

14. A). Explain the key principles of design thinking and how they can be applied in solving complex business problems. Provide examples to illustrate your points. 10M

OR

14. B). Discuss the role of empathy in design thinking. How does understanding the user's perspective and needs contribute to the development of user-centric solutions? Provide examples from your research or personal experience. 10M

15. A). Discuss the stages of the design thinking process. Explain each stage with a suitable example. 10M

OR

15. B). Discuss the role of failure in design thinking. How does the acceptance of failure as a part of the process lead to better outcomes in design thinking projects? Explain. 10M

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H.T No: | | | | | | | | | | | R22 Course Code: C400311

CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA II Semester Regular Examinations September-2023

Course Name: LOGISTICS & SUPPLY CHAIN MANAGEMENT

(Master of Business Administration)

Date: 15.09.2023 FN **Time: 3 hours** **Max.Marks: 60**

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark. **10x1=10M**

1. What is Green Supply Chain Management? 1 M
2. List out strategies of Supply Chain Management. 1 M
3. Define Third-party Logistics. 1 M
4. Write a Short note on Reverse Logistics. 1 M
5. Define e-Business. 1 M
6. What is Supply Chain Network? 1 M
7. Summarize Global Supply Chain Network. 1 M
8. Conceptualize Supply Chain Performance. 1 M
9. Analyze the role of Co-ordination in Supply Chain. 1 M
10. What is Collaborative Planning? 1 M

PART-B

Answer the following. Each question carries TEN Marks. **5x10=50M**

11.A). Define SCM. Give a brief note on importance and objectives of Supply Chain Management. 10M

OR

11. B). Explain the role of Value Chain Process in Supply Chain Management. 10M

12. A). Define Logistics. Describe the functions and objectives of Logistics Management. 10M

OR

12. B). What is Transportation? Discuss briefly about the various functions and modes of Transportation. 10M

13. A). Define Distribution. Explain the role and factors of Distribution in Supply Chain Management. 10M

OR

13. B). What is Network Design? Discuss the various factors that affect the Network Design Decisions. 10M

14. A). What is Performance Measurement? Highlight the various tools and dimensions of performance measurement in SCM. 10M

OR

14. B). Define Global SCM. Comment about the SCOR Model. 10M

(P.T.O..)

15. A). Determine the role of Information Technology in SCM in Modern era. 10M

OR

15. B). What is Inventory Management? Explain in detail the vendor managed inventories. 10M

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H.T No: | | | | | | | | | | | R22 | Course Code: C400606

CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA II Semester Regular Examinations September-2023

Course Name: CUSTOMER RELATIONSHIP MANAGEMENT

(Master of Business Administration)

Date: 19.09.2023 FN | Time: 3 hours | Max.Marks: 60

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark. 10x1=10M

1. Who is Customer? 1 M
2. Why Business should adopt CRM? 1 M
3. What is Customer information data base? 1 M
4. List the advantages of customer profile. 1 M
5. What is online CRM ? 1 M
6. Define CRM value chain. 1 M
7. List any two business applications in CRM. 1 M
8. List the elements of CRM. 1 M
9. What is data mining? 1 M
10. What is data warehousing? 1 M

PART-B

Answer the following. Each question carries TEN Marks. 5x10=50M

11.A). Explain the Components of CRM. 10M

OR

11. B). Outline the significance of Customer relationship management to its various stakeholders. 10M

12. A). Examine Customer behaviour from a relationship Perspective. 10M

OR

12. B). Explain the Process of selection of profitable Customer segments. 10M

13. A). Examine the CRM process for Marketing Organization. 10M

OR

13. B). Explain Components of CRM value chain. 10M

14. A). Discuss about the CRM Process. 10M

OR

14. B). Distinguish between Customer Acquisition and Customer Retention. 10M

15. A). Examine the role of CRM managers in the process of CRM. 10M

OR

15. B). Discuss CRM software Packages. 10M

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H.T No: | | | | | | | | | | | R22 | Course Code: C400607

CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA II Semester Regular Examinations September-2023

Course Name: PROJECT MANAGEMENT

(Master of Business Administration)

Date: 19.09.2023 FN **Time: 3 hours** **Max.Marks: 60**

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark. **10x1=10M**

1. Define Project Management. 1 M
2. Draw the Project Life cycle Diagram. 1 M
3. What is Feasibility study? 1 M
4. What is Project Risk analysis? 1 M
5. Write the formula for Net Present Value. 1 M
6. Define Project Financing. 1 M
7. List out steps for project scheduling. 1 M
8. What is Agile Project Management? 1 M
9. Autocratic Leadership vs. Democratic Leadership. 1 M
10. What is Team building approach? 1 M

PART-B

Answer the following. Each question carries TEN Marks. **5x10=50M**

11.A). Explain the characteristics of Project Management and its importance. 10M

OR

11. B). Describe the life cycle stages in project management including selection, goal setting. 10M

12. A). Explain the concept of feasibility studies and discuss its need and importance. 10M

OR

12. B). Discuss various types of feasibility study using examples. 10M

13. A). Explain in detail various discounted techniques of project appraisal. 10M

OR

13. B). The cost of the Project is 50000 and it generates cash inflows of 20000, 15000, 25000 and 10000 over four years. Your required to calculate Net Present Value and Profitability Index, assuming a 10% rate of discount 10M

Discount Rate @10%

Year	1	2	3	4	5
PV	0.909	0.826	0.751	0.683	0.620

(P.T.O..)

14. A). Draw the network diagram, determine the critical path and project completion time for the following project: 10M

Activity	Predecessor Activity	Time estimate (Weeks)
A	-	3
B	A	5
C	A	7
D	B	10
E	C	5
F	D,E	4

Determine the critical path, the critical activities & Project completion time.

OR

14. B). Explain how Network Analysis helpful in project management using examples. 10M

15. A). Discuss the essential qualities of project manager and enumerate the pitfalls of ineffective project team. 10M

OR

15. B). What are the different forms of project organizations and how can a project manager control the human aspects of the Project? 10M

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H.T No: | | | | | | | | | | | R22 | Course Code: C400608

CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA II Semester Regular Examinations September-2023

Course Name: DATA ANALYSIS USING PYTHON

(Master of Business Administration)

Date: 19.09.2023 FN **Time: 3 hours** **Max.Marks: 60**

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark. **10x1=10M**

1. What are Built-in data types in Python? 1 M
2. What is join () method in String? 1 M
3. Describe the characteristics of the CSV format. 1 M
4. Where is NumPy used? 1 M
5. How to add text to Matplotlib? 1 M
6. Mention the different types of Data Structures in Pandas. 1 M
7. What is the use chi square test? 1 M
8. Define spearmen rank correlation. 1 M
9. What is bivariate analysis? 1 M
10. What situations do we use nonparametric tests? 1 M

PART-B

Answer the following. Each question carries TEN Marks. **5x10=50M**

11.A). Explain various types of characters can be used to create patterns for regular expressions with example. 10M

OR

11. B). Discuss List and Dictionary, Generator Comprehensions with examples. 10M

12. A). Explain different types control statement with an example. 10M

OR

12. B). Explain NumPy. Also elaborate 1 dimensional and 2 dimensional arrays with suitable example.? 10M

13. A). What is Boolean indexing and explain various methods for Boolean indexing in pandas with code? 10M

OR

13. B). i) What are the methods for reshaping in pandas? 5M

ii) What is difference between group by and pivot table in pandas? 5M

(P.T.O..)

14. A). i) Differentiate between One-way classification and Two-way classification. 5M

ii) What is importance of analysis of variance and Explain assumptions of ANOVA? 5M

OR

14. B). Demonstrate the various types correlation methods and explain Karl Pearson coefficient. 10M

15. A). Summarize various types of forecasting techniques. 10M

OR

15. B). What is regression analysis? Explain steps to execute. 10M

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