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**R18**

Course Code: C30117



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

MBA II Semester Supplementary Examinations September-2023

Course Name: **ENTREPRENEURSHIP**

(Master of Business Administration)

Date: 06.09.2023 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. Describe in brief essential characteristics of entrepreneurs. 4M
2. Briefly explain the theories of Entrepreneurial motivation. 4M
3. Discuss the advantages and disadvantages of acquiring an established venture. 4M
4. What constitute trade secrets? How is trademark protected on internet? 4M
5. a) Write a note on Women Entrepreneur in India. 2M  
b) Define the term social entrepreneurship. 2M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). i) Distinguish between the entrepreneurs and Intrapreneurs? 5M  
ii) Discuss Entrepreneurship as a Career. What are the factors favouring entrepreneurship as a career option? 5M

**OR**

6. B). State the need for entrepreneurial mindset. 'The entrepreneurial revolution is a global phenomenon' -Discuss. 10M

7. A). What is the need for corporate entrepreneurship? How will you conceptualize corporate entrepreneurship strategy? 10M

**OR**

7. B). What is the importance of entrepreneurship? Describe the motivating factors of entrepreneurs. 10M

8. A). What are the reasons for the failure of new ventures? Discuss the critical factors for new venture development. 10M

**OR**

8. B). How will you evaluate franchising opportunities? Discuss advantages and disadvantages of franchising. 10M

9. A). Understand the concepts of trademarks and trade secrets. Distinguish between the trademarks and trade secrets 10M

**OR**

9. B). What are the reasons for the lack of strategic planning? Discuss the fatal visions in strategic planning. Suggest measures to overcome these barriers. 10M

(P.T.O.)

10. A). i) What is the need for corporate entrepreneurship? How will you conceptualize corporate entrepreneurship strategy? 5M  
ii) Critically examine the advantages of strategic planning in the firms. 5M

**OR**

10. B). What are factors affecting Entrepreneur strategies and explain Internal growth and External growth? 10M

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**R18**

Course Code: C30114



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

MBA II Semester Supplementary Examinations September-2023

Course Name: **FINANCIAL MANAGEMENT**

**(Master of Business Administration)**

Date: 08.09.2023 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 is meant by the phrase "Present value of future amount"? How are the present and future values calculated? 4M
2. What are the important steps in Capital budgeting? 4M
3. Write short note on: 4M  
(a) Financial Leverage (b) Composite Leverage
4. What are the essentials of Walter's dividend model? Explain its shortcomings. 4M
5. Explain the risk-return trade-off in current assets financing. 4M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the nature of financial management and scope of finance function in detail. 10M
- OR**
6. B). How the financial decision making involve risk-return trade-off? Explain elaborately. 10M
7. A). What is capital budgeting? Enumerate the features of a capital budgeting situating. 10M
- OR**
7. B). What are the distinct categories of investment decisions? Discuss the basic factors on which capital budgeting decisions depend. 10M
8. A). Calculate the operating, financial and combined leverage for the two companies and comment on relative risk on their position. The following are the detailed figures: 10M

| Particulars      | A Ltd. (Lakh) | B Ltd. (Lakh) |
|------------------|---------------|---------------|
| Sales            | 750           | 1000          |
| Variable cost    | 300           | 300           |
| Contribution     | 450           | 700           |
| Fixed costs      | 225           | 400           |
| EBIT             | 225           | 300           |
| Interest         | 75            | 100           |
| Profit after tax | 150           | 200           |

**OR**

8. B). Distinguish between the business risk and financing risk of a firm. How are they measured by the leverage? 10M

(P.T.O..)

9. A). Discuss the factors influencing dividend policy and explain about stable dividend policy. 10M

**OR**

9. B). What is the significance of working capital for a manufacturing firm? What will be the consequences of shortage and excess of working capital? 10M

10. A). What are the objectives of cash management? And explain the role of marketable securities in cash management. 10M

**OR**

10. B). Write a short note on: 10M

- i). Motives for holding cash
- ii). Inventory valuation
- iii). Cash budget

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**R18**

Course Code: C30116



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

MBA II Semester Supplementary Examinations September-2023

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

**(Master of Business Administration)**

Date: 11.09.2023 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. Identify the areas managerial areas that OR can be applied. 4M
2. Illustrate the assumptions of LPP. 4M
3. Outline the methods for solving assignment problem. 4M
4. Categorize the ingredients of decision problems in decision theory. 4M
5. Examine the basic components of queuing model. 4M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Which strategic approaches used by OR for decision making and control function? 10M  
And brief on the types of models with illustration?

**OR**

6. B). Explain the applications of Operations Research. 10M

7. A). Determine the requirements for application of linear programming and brief on steps in formulation of linear programming model. 10M

**OR**

7. B). Solve the LP problem given bellow, using graphical method: 10M

Maximise  $Z = 2x_1 + x_2$

Subject to,  $x_1 + 2x_2 \leq 10$

$$x_1 + x_2 \leq 8$$

$$x_1 - x_2 \leq 2$$

$$x_1 - 2x_2 \leq 2$$

$$x_1, x_2 \geq 0$$

8. A). Five men are available to do five different jobs. From past records, the time (in hours) that each man takes to do a job is known and is given the following matrix. 10M

| Men | Jobs |    |     |    |   |
|-----|------|----|-----|----|---|
|     | I    | II | III | IV | V |
| A   | 2    | 9  | 2   | 7  | 1 |
| B   | 6    | 8  | 7   | 6  | 1 |
| C   | 4    | 6  | 5   | 3  | 1 |
| D   | 4    | 2  | 7   | 3  | 1 |
| E   | 5    | 3  | 9   | 5  | 1 |

Find the assignment of men to jobs that will minimize the total time taken.

(P.T.O..)

OR

8. B). A travelling salesman named Sundar has to visit five cities. He wishes to start from a particular city, visit each city once and then return to his starting point. The travelling time (in hours) for each city from a particular city is given below: 10M

| Work / Job | 1        | 2        | 3        | 4        | 5        |
|------------|----------|----------|----------|----------|----------|
| 1          | $\infty$ | 3        | 6        | 6        | 5        |
| 2          | 6        | $\infty$ | 7        | 4        | 3        |
| 3          | 3        | 3        | $\infty$ | 6        | 1        |
| 4          | 7        | 4        | 8        | $\infty$ | 3        |
| 5          | 8        | 7        | 4        | 7        | $\infty$ |

What is the sequence of visits of the salesman so that the total travelling time is minimized?

9. A). Explain the ingredients of decision problems and brief on the procedure to construct the decision tree. 10M

OR

9. B). A person has two independent investments 'A' and 'B' available to him, but he can undertake only one at the time due to certain constraints. He can choose 'A' first and then stop, or if 'A' is successful then take 'B' or vice versa. The probability of success of 'A' is 0.6 while 'B' it is 0.4. Both the investment requires an initial capital outlay of Rs 10,000 and both the return nothing, if the venture is unsuccessful. Successful completion of 'A' will return Rs 20,000 (overcast) and successful completion of 'B' will return Rs 24,000 (overcast) draw the decision tree and determine the best strategy. 10M

10. A). What are the three components of queuing model and discuss the differences in queuing model with FCFS? 10M

OR

10. B). On an average 96 patients per 24-hours day require the service of an emergency clinic. Also on an average, a patient requires 10 minutes of active attention. Assume that the facility can handle only one emergency at a time. Suppose that it costs the clinic Rs. 100 per patient treated to obtain an average servicing time of 10 minutes, and that each minute of decrease in this average time would cost Rs. 10 per patient treated. How much would have to be budgeted by the clinic to decrease the average size of the queue from 1.33 patients to 0.5 patient? 10M

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**R18**

Course Code: C30115



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

MBA II Semester Supplementary Examinations September-2023

Course Name: **MARKETING MANAGEMENT**

(Master of Business Administration)

Date: 13.09.2023 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 Scope of Marketing. 4M
2. Define and discuss about Product line. 4M
3. Define Positioning and explain about the same. 4M
4. Define and discuss about online marketing. 4M
5. Explain about the break even pricing. 4M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain about Marketing strategies and plans. 10M
- OR**
6. B). Discuss on international marketing research and ethics. 10M
7. A). Explain about cultural, social and personal factors. 10M
- OR**
7. B). Discuss on product life cycle in relation with new product. 10M
8. A). Elaborate about selecting target market segmentation. 10M
- OR**
8. B). Discuss about STP process along with market segmentation. 10M
9. A). Discuss about channel for consumer products. 10M
- OR**
9. B). Define promotion mix and discuss on factors affecting the promotion mix. 10M
10. A). Discuss about social media marketing. 10M
- OR**
10. B). Explain about market sustainability and ethics. 10M

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**R18**

Course Code: C30121



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

MBA II Semester Supplementary Examinations September-2023

Course Name: **DIGITAL MARKETING**

(Master of Business Administration)

Date: 15.09.2023 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 is Digital Marketing? Discuss the Scope of Digital Marketing. 4M
2. Illustrate about the Social Media Marketing. 4M
3. Examine the opportunities and issues of Digital Marketing Plan. 4M
4. Discuss about Search Engine Marketing Tools. 4M
5. What is Digital Media Performance? 4M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain Digital Marketing platforms and strategies. 10M
- OR**
6. B). What is segmentation? Explain Importance of audience segmentation. 10M
7. A). Define Blog marketing. Brief about importance of blog marketing in business development. 10M
- OR**
7. B). What precautions are to be considered in online advertising? 10M
8. A). Elaborate the steps in acquisition and retention of new customers through digital media marketing. 10M
- OR**
8. B). Digital marketing increases customer loyalty. Discuss. 10M
9. A). What is search engine marketing? Explain how does it works. 10M
- OR**
9. B). Develop a display advertisement for an educational institution. 10M
10. A). Why Face book is best for social networking? Illustrate with a business example. 10M
- OR**
10. B). How Uber, Ola, and Zomato are able to rapidly grow in the Indian market? Develop a social networking application that will be useful for Rural India. 10M

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**R18**

Course Code: C30122



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

MBA II Semester Supplementary Examinations September-2023

Course Name: **PROJECT MANAGEMENT**

**(Master of Business Administration)**

Date: 15.09.2023 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 objectives of project management? 4M
2. What is social cost-benefit analysis? 4M
3. Write briefly about Profitability index method. 4M
4. State the differences between PERT and CPM. 4M
5. Discuss the concept of stress management in brief. 4M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the constraints for the project identification. 10M
- OR
6. B). Explain the various stages of project life cycle. 10M
7. A). What is project feasibility? Examine its various dimensions with the help of appropriate illustrations. 10M
- OR
7. B). Examine the various elements and importance of Risk and Uncertainty in project appraisal study. 10M
8. A). Explain the different sources of finance to meet the project costs. 10M
- OR
8. B). Distinguish between NPV method and IRR Method. Explain the merits and limitations of Net Present Value Method. 10M
9. A). The utility data for a network are given below. Determine the total, free, and independent floats and identify the critical path. 10M

|          |     |     |     |     |     |     |     |     |     |     |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Activity | 0-1 | 1-2 | 1-3 | 2-4 | 2-5 | 3-4 | 3-6 | 4-7 | 5-7 | 6-7 |
| Duration | 2   | 8   | 10  | 6   | 3   | 3   | 7   | 5   | 2   | 8   |

**OR**

9. B). What are the methods that can be used at different stages of the project cost control? 10M
10. A). Discuss the various techniques of conflict resolution in project management. 10M
- OR**
10. B). Explain the responsibilities of a Project Manager in detail. 10M

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