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R18

Course Code: C30126



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations August-2023

Course Name: PRODUCTION & OPERATIONS MANAGEMENT
(Master of Business Administration)

Date: 17.08.2023 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 the functions of Operations Management. 4M
2. Explain various steps in Process Planning. 4M
3. Discuss the significance of scheduling in Operations Management. 4M
4. Explain various components of Material Management. 4M
5. Discuss the importance of JIT concept using example. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Discuss the different functions of operations management and also its relationships with other functional areas in an organization. 10M

OR

6. B). Explain the duties and responsibilities of production manager in Manufacturing Organization. 10M

7. A). i) Explain the importance of Plant location decision. 5M
ii) Discuss the advantages & limitations of Group Technology layout. 5M

OR

7. B). Explain various strategies used in aggregate planning and objectives of aggregate planning. 10M

8. A). i) Explain the various standard scheduling rules. 5M
ii) Explain how a Johnson's rule minimizes make span in a two-stage problem? 5M

OR

8. B). Six Jobs are to be processed through a two-step operation. The first operation involves sanding and the second involves Painting. Processing times are as follows. 10M

Jobs	A	B	C	D	E	F
Sanding days for M1	12	8	5	6	9	3
Painting days for M2	4	11	14	2	10	1

9. A). Define the terms 'Stores', 'Storage', 'Store keeping'. Bring out the importance of store keeping. 10M

OR

9. B). List and explain the different factors affecting the inventory control policy of a company giving examples. 10M

(P.T.O..)

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 structure of ISO 9000 standards & also describe the process of registration for and implementation of ISO 9000 standards. 10M

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Course Code: C30127



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations August-2023

Course Name: **STRATEGIC MANAGEMENT**

(Master of Business Administration)

Date: 19.08.2023 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 SWOT analysis? 4M
2. Give a note on market life cycle model. 4M
3. In what way strategy and structure are connected? 4M
4. Differentiate between Merger and Acquisition. 4M
5. What is strategic surveillance? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the strategic management process in detail. 10M
- OR**
6. B). Discuss about industry and competitive analysis. 10M
7. A). Elaborate on GE model and Grand strategy matrix. 10M
- OR**
7. B). How is impact matrix and experience curve measured? 10M
8. A). Discuss the impact of organizational values and its impact on strategy 10M
- OR**
8. B). Give a note on resource allocation as a vital part of strategy. 10M
9. A). Describe the strategies for takeovers and joint ventures. 10M
- OR**
9. B). Give a note on core competencies role in strategic management. 10M
10. A). Explain the role of the strategist in making appropriate measures for evaluation and control. 10M
- OR**
10. B). Elaborate on the guidelines for proper control of a strategy. 10M

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Course Code: C30128



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations August-2023

Course Name: **BUSINESS ANALYTICS**

(Master of Business Administration)

Date: 22.08.2023 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 Business Analytics. 4M
2. What is data visualization? Mention any two tools. 4M
3. Write short note on any tool of data loading. 4M
4. What is data stewardship? 4M
5. How do you create the data analytics ecosystem? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Briefly explain the concepts of Business analytics. 10M
- OR**
6. B). Explain how analytics improves decision making. 10M
7. A). How do Business analytics engage & collaborate with stakeholders in analytics? 10M
- OR**
7. B). What is Big Data? Explain its characteristics. 10M
8. A). What is Data? Explain the sources of data. 10M
- OR**
8. B). Discuss different types of data quality issues. 10M
9. A). Define inline analytics. Explain its significance in organizations. 10M
- OR**
9. B). What is data scrubbing? Explain how does it works? 10M
10. A). Explain any two analytical methods. 10M
- OR**
10. B). Explain the process value management. 10M

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Course Code: C30135



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations August-2023

Course Name: **CONSUMER BEHAVIOR**

(Master of Business Administration)

Date: 24.08.2023 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 the role of consumer as an initiator. 4M
2. Define social class. 4M
3. What is brand loyalty? 4M
4. Who are early adopters? 4M
5. What do you mean by consumerism? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). State the importance of studying consumer behavior. Explain the characteristics of consumer behavior. 10M
- OR**
6. B). Explain the steps involved in the consumer research process. 10M
7. A). What do you understand by the terms culture, sub culture and cross culture marketing? 10M
- OR**
7. B). Select any one social class category existing in India and briefly comment on the buying behavior of target customers in relation to the purchase of any electronic gadget. 10M
8. A). Discuss any two theories of consumer attitude. 10M
- OR**
8. B). Define learning. Why are marketers interested in understanding consumer learning? 10M
9. A). What role do marketers play in post purchase evaluation? Support your answers with relevant examples. 10M
- OR**
9. B). Explain in detail the diffusion process. 10M
10. A). Define consumerism. Explain the reasons behind the rise of consumerism. 10M
- OR**
10. B). Briefly explain consumer protection act 1986. 10M

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Course Code: C30141



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations August-2023

Course Name: **COST & MANAGEMENT ACCOUNTING**

(Master of Business Administration)

Date: 24.08.2023 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. Explain the role of cost information in Planning and Control. 4M
2. Explain the treatment of normal and abnormal loss in Costing of a firm. 4M
3. How do you select the suitable product mix for a desired level of production? 4M
4. Differentiate between Cost Audit and Management Audit. 4M
5. Differentiate between Standard Costing and Estimated Cost. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Differentiate between Cost Accounting and Financial Accounting in detail. 10M

OR

6. B). Explain the term Management Accounting and its features and objectives in detail. 10M

7. A). Difference between Job Costing and Process Costing in detail. 10M

OR

7. B). The following information relates to a company: 10M

Stock	Beginning	Ending
Finished goods	Rs 1,10,000	Rs 95,000
WIP	70,000	80,000
Raw Material	90,000	95,000

- Cost of goods purchased Rs 6,84,000
- Factory Cost Rs 6,54,000.
- Factory Overheads Rs 1,67,000
- Direct Material Consumed Rs 1,93,000

Required:

- i). Raw Material Purchased.
- ii). Direct Labour Cost.
- iii). Cost of Goods Sold.

(P.T.O..)

8. A). A company is making a loss of Rs. 40000 and relevant information is as follows: 10M
 Sales Rs 1,20,000, Variable Costs Rs 60,000, Fixed Costs Rs 1,00,000.
 Loss can be made good either by increasing the sales price or by increasing sales volume.

What are the Break Even Sales if-

- i) Present sales level is maintained and the selling price is increased by 10%.
 ii) If present selling price is maintained and the sales volume is increased. What would be the sales if a profit of Rs 1,00,000 is required?

OR

8. B). What do you mean by Breakeven Analysis? Explain its methods and limitations of Breakeven Analysis. 10M

9. A). Define Management Audit. Explain the objectives. 10M

OR

9. B). Define Budget. Explain different types of budgets with examples. 10M

10. A). What do you mean by Profit Variance? Explain the difference between Sales and Profit Variance. 10M

OR

10. B). From following information, compute different direct material variance. 10M

Material	Standards			Actual		
	Qty (Kgs)	Unit Price (Rs)	Total (Rs)	Qty (Kgs)	Unit Price (Rs)	Total (Rs)
A	10	2	20	5	3	15
B	20	3	60	10	6	60
C	20	6	120	15	5	75
Total	50	4	200	30	5	150

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Course Code: C30147



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations August-2023

Course Name: **PERFORMANCE MANAGEMENT**

(Master of Business Administration)

Date: 24.08.2023 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. Summarize the definition and purpose of Performance Management. 4M
2. Examine the advantages of Employee Engagement. 4M
3. Summarize the dynamics of creating a PM document. 4M
4. Analyze the issues involved in Team Performance and its Management 4M
5. Identify the strategies of improving the objectivity of Performance Management. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain Control Theory and its implications. 10M
- OR**
6. B). Analyze any three terms related to Performance Management. 10M
7. A). Summarize various dimensions of Performance Management in detail. 10M
- OR**
7. B). Explain different stages of Performance Management cycle. 10M
8. A). Identify and summarize various responsibilities of Managers and Employees in gathering performance information. 10M
- OR**
8. B). "Performance Management planning process is dynamic." Support this statement with relevant illustrations. 10M
9. A). Interpret the general issues in Performance Management. 10M
- OR**
9. B). Summarize the concepts related to performance and reward. 10M
10. A). Identify the strategies of improving the quality of planning and design of performance management. 10M
- OR**
10. B). Examine the elements of Balanced Scorecard. 10M

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Course Code: C30142



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations August-2023

Course Name: **SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**
(Master of Business Administration)

Date: 26.08.2023 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 steps of investment process? 4M
2. What are arbitrage pricing theory and its assumptions? 4M
3. Explain Bond pricing theorems. 4M
4. What are the common types of derivative? 4M
5. What is a NAV in mutual fund? How is NAV calculated? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). What is investment? Describe briefly the important investment avenues available to savers in India. 10M

OR

6. B). How are securities traded in India? Explain securities trading process. 10M

7. A). Explain the Sharpe Index model. How does it differ from the Markowitz model? 10M

OR

7. B). The returns on security A and B are given below: 10M

Probability	Security A	Security B
0.5	4	6
0.4	5	3
0.1	7	9

Give the security of your preference. Which security has to be selected on the basis of return and risk?

8. A). Calculate the duration for bond A and bond B with 8% and 9% coupons having a maturity period of 4 years. The face value of the bonds is Rs.1000 each. The current yield of the bonds is 7%. 10M

OR

8. B). Define bond. Explain various bond active and passive bond management strategies. 10M

(P.T.O.)

9. A). Define Swap. Discuss the Interest rate Swap and currency Swap. 10M

OR

9. B). What is meant by EMH? Explain various forms of market efficiencies. 10M

10. A). Write a critical note on different Mutual Fund schemes in India. In your view which scheme is advantageous one to the Investor? 10M

OR

10. B). The following three portfolios provide the particular given below: 10M

Portfolio	Average returns	Standard deviation	Correlation co-efficient
Tata fund	18	27	0.8
ICICI fund	14	18	0.6
Reliance fund	15	8	0.9
BSE index	13	12	

Risk free rate of interest is 9%. Rank these funds using Sharp's and Treynor's Methods.

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Course Code: C30137



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations August-2023

Course Name: INTEGRATED MARKETING COMMUNICATIONS
(Master of Business Administration)

Date: 28.08.2023 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 Consumer Behavior? Why understanding consumer behavior is important? 4M
2. How to set Communication Objectives? 4M
3. List out the elements of advertising copy. 4M
4. Summarize the importance of Word-of-mouth in promoting the product. 4M
5. Outline the social aspects of advertising. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). What is Marketing Communication? How do you understand Integrated Marketing Communication? 10M
- OR**
6. B). Discuss why and how Integrated marketing Communication is an integral part of Marketing? 10M
7. A). Explain different methods of Budgeting in Marketing Communication. 10M
- OR**
7. B). What is DAGMER Approach? Explain how it is used to set objectives for advertising. 10M
8. A). Explain various services provided by advertising agencies to their clients. 10M
- OR**
8. B). Placing yourself in the role of Marketing Manager design an IMC program for executing online. 10M
9. A). Elaborate on different types of sales promotions designed for consumer markets. 10M
- OR**
9. B). Personal Selling plays an increasingly important role in IMC – Explain with suitable examples. 10M
10. A). Discuss in detail how social and ethical criticisms in advertising are handled. 10M
- OR**
10. B). Elaborate key points in the regulations of advertising and promotion in India. 10M

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Course Code: C30143



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations August-2023

Course Name: FINANCIAL INSTITUTIONS, MARKETS & SERVICES
(Master of Business Administration)

Date: 28.08.2023 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. Explain the role of SIDBI. 4M
2. What are the functions of GIC? 4M
3. Explain treasury bills. 4M
4. What do you understand by housing finance? 4M
5. What do you understand by Bankers to an issue? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). What is monetary policy? Discuss the functions and role of RBI in India. 10M
- OR**
6. B). Analyze the development of the financial system in India. 10M
7. A). "Mutual funds is playing vital role in Indian financial markets". Do you agree? 10M
Explain the growth of Indian mutual funds and their regulations.
- OR**
7. B). Discuss the role of insurance companies as well as Insurance Regulatory Development Authority of India. 10M
8. A). "The Indian stock market is suffering from many limitations". Do you agree? Discuss. 10M
- OR**
8. B). Give the structure of Indian money market and point out its deficiencies. 10M
9. A). Explain the structure of leasing industry in India. 10M
- OR**
9. B). What is the strategic role of venture capital in the development of a country? And also make suggestions for the success of venture capital. 10M
10. A). Explain the role of portfolio managers in investment banking. 10M
- OR**
10. B). Explain the functions and activities of investment banking. 10M
