

H.T No:

--	--	--	--	--	--	--	--	--	--

**R22**

Course Code: C400306



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

MBA II Semester Regular/Supplementary Examinations August-2024

**Course Name: Human Resource Management**

(Master of Business Administration)

Date: 12.08.2024 AN

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 Job Analysis. 1 M
2. Write about HR Score Card. 1 M
3. Define the Recruitment. 1 M
4. What is meant by Selection? 1 M
5. Discuss about Training. 1 M
6. Define Performance Appraisal. 1 M
7. Discuss about performance based pay. 1 M
8. What is meant by Payrate? 1 M
9. Differentiate between Layoff and Termination. 1 M
10. When ESI act was introduced? 1 M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain the roles and responsibilities of Human Resource manager in the Organizational Development. 10M
- OR**
11. B). "Talent is Rare" in the light of this statement Examine the need and role of HRM with respect to Job analysis, Job Enlargement, Job Enrichment and Job Rotation. 10M
12. A). Discuss the need and importance of human resource information system in the modern era. 10M
- OR**
12. B). What is the need for Human Resource Planning? Explain various steps involved in developing an effective HRP process. 10M
13. A). Explain the importance of Training. Define training module and what are the steps involved in checking the viability of the Training Module. 10M
- OR**
13. B). Explain the Techniques in performance appraisal in detail with an example. 10M
14. A). What do you understand by employee Welfare Facilities? Explain various welfare facilities that organizations provide to its employees. 10M
- OR**
14. B). Explain the methods of Job Evaluation with their merits and demerits. 10M
15. A). What is a Grievance? Discuss the steps involved in the grievance redressal procedure. 10M
- OR**
15. B). Explain the salient features of Industrial Disputes act. 10M

\*\*\*\*\*

H.T No:

--	--	--	--	--	--	--	--	--	--

**R22**

Course Code: C400307



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

MBA II Semester Regular/Supplementary Examinations August-2024

**Course Name: Financial Management**

**(Master of Business Administration)**

**Date: 14.08.2024 AN**

**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. Differentiate between present value and future value. 1 M
2. Outline the goals of finance Function. 1 M
3. Define the concept of the cost of capital. 1 M
4. Write the two advantages of using the IRR as a capital budgeting technique. 1 M
5. What do you mean by the term 'Capitalization'? 1 M
6. State the significance of capital structure. 1 M
7. What is the relationship between dividends and the value of a firm? 1 M
8. List out the assumptions of MM Hypothesis. 1 M
9. Recall what is permanent working capital. 1 M
10. Mention the objectives of inventories. 1 M

**PART-B**

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

**5x10=50M**

- 11.A). Explain the difference between profit maximization and wealth maximization. 10M
- OR**
11. B). i) What is agency theory, and what are its main objectives? 5M  
ii) An individual wants to have Rs 5,00,000 after 10 years. If the interest rate is 12%, what should be the present value of this amount? 5M

12. A). What are the key steps involved in the investment decision-making process? 10M

**OR**

12. B). A firm has the following capital structure and after-tax costs for the different sources of funds used: 10M

Source of funds	Amount (Rs.)	Proportion (%)	After tax cost (%)
Debt	15,00,000	25	5
Pref. Sh.	12,00,000	20	10
Equity Sh.	18,00,000	30	12
Retained Earnings	15,00,000	25	11
<b>Total</b>	<b>60,00,000</b>	<b>100</b>	

You are required to compute the weighted average cost of capital.

If the firm has 18,000 equity shares of Rs. 100 each outstanding and the current market price is Rs. 300 per share, calculate the market value weighted average cost of capital assuming that the market values and book values of the debt and preference capital are same.

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

13. A). Compare and contrast financial leverage, operating leverage, and composite leverage. 10M

**OR**

13. B). Smart company Ltd. expresses a net operating income of Rs. 2,00,000. It has Rs. 8,00,000 to 7% debentures. The overall capitalization rate is 10% 10M

(i) Calculate the value of the firm and the equity capitalization rate (or) cost of equity according to the net operating income approach.

(ii) If the debenture debt is increased to Rs. 12,00,000. What will be the effect on the value of the firm, the equity capitalization rate?

14. A). Compare and contrast the dividend theories proposed by Gordon, Walter, highlighting their key assumptions and implications. 10M

**OR**

14. B). ABC Ltd. has a capital of Rs. 10,00,000 in equity shares of Rs. 100 each. The shares are currently quoted at par. The company proposes to declare a dividend of Rs. 10 per share at the end of the current financial year. The capitalization rate for the risk class to which the company belongs is 12%. What will be the MP of the share at the end of the year, if 10M

(i) A dividend is not declared.

(ii) A dividend is declared.

(iii) Assuming that the company pays the dividend and has net profits of Rs. 5,00,000 and makes new investments of Rs. 10,00,000 during the period, how many new shares must be issued? Use the MM Model.

15. A). i) Define cash planning and its significance for businesses. 5M

ii) What is meant by Economic Ordering Quantity? What are the various costs which affect the EOQ? 5M

**OR**

15. B). A proforma cost sheet of a company provides the following particulars: 10M

Elements of Cost	Amt. Per Unit (Rs.)
Raw Material	140
Direct Labour	60
Overheads	70
Total Cost	270
Profit	30
Selling Price	300

Further particulars available are: Raw materials are in stock on an average for one month. Materials are in process on an average for half a month. Finished goods are in stock on an average for one month. Credit allowed by suppliers is one month – credit allowed to customers is two months. Lag in payment of wages is 1½ weeks. Lag in payment of overhead expenses is one month. One fourth of the output is sold against cash. Cash in hand and at bank is expected to be Rs. 50,000.

You are required to prepare a statement showing the working capital needed to finance, a level of activity of 2,40,000 units of production. You may assume that production is carried on evenly throughout the year; wages and overhead accrue similarly and a time period of 4 weeks is equivalent to a month.

\*\*\*\*\*

H.T No:

--	--	--	--	--	--	--	--	--	--

**R22**

Course Code: C400308



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

MBA II Semester Regular/Supplementary Examinations August-2024

**Course Name: Marketing Management**

(Master of Business Administration)

**Date: 17.08.2024 AN**

**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. How do you define Marketing? 1 M
2. Explain the importance of marketing in the modern era. 1 M
3. Discuss the impact of culture on consumer behavior. 1 M
4. Define a product. 1 M
5. Explain the meaning and use of geographic Segmentation. 1 M
6. Explain the meaning and use of Psychographic Segmentation. 1 M
7. What do you mean by marketing channels? 1 M
8. What is promotion in marketing? 1 M
9. What is mark-up pricing? 1 M
10. What do you mean by product line pricing? 1 M

**PART-B**

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

**5x10=50M**

- 11.A). Discuss the process involved in the development of marketing strategies and plans. 10M
- OR**
11. B). What do you mean by the marketing landscape? State ten (10) reasons why it is changing in the Indian market. 10M
12. A). Discuss the various classifications of product along with examples. 10M
- OR**
12. B). i) Discuss the relationship between consumer value and customer satisfaction. 5M  
ii) How do you define product life cycle? Explain the stages of PLC. 5M
13. A). What process would you adopt for segmenting a business market and selecting the target audience? 10M
- OR**
13. B). What is positioning and what steps to take while devising an appropriate positing strategy. 10M
14. A). What are the various channels that marketers use for distributing consumer products? Justify each of them stating their relevance and need. 10M
- OR**
14. B). What is the marketing communication process and how do marketers use it while designing their communication strategy. 10M
15. A). Write a detailed note on Digital marketing and social media marketing. 10M
- OR**
15. B). What are the various steps involved in pricing procedure? 10M

\*\*\*\*\*

H.T No:

--	--	--	--	--	--	--	--	--	--

R22

Course Code: C400309



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

MBA II Semester Regular/Supplementary Examinations August-2024

**Course Name: Quantitative Analysis for Business Decisions**  
(Master of Business Administration)

Date: 20.08.2024 AN

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. Describe any two methods of Operations Research. 1 M
2. Write briefly steps involved in the construction of the model in OR. 1 M
3. What is degeneracy in LPP? 1 M
4. State the condition for an LPP to end at unbounded solution. 1 M
5. What is unbalanced transportation problem? 1 M
6. Define Assignment problem. 1 M
7. Describe any one method used for decision making with uncertainty. 1 M
8. Define EMV approach. 1 M
9. Explain difference between Exponential process and Poisson process. 1 M
10. Suppose the inter arrival time is 15 minutes and inters service time is 10 minutes. The traffic intensity is \_\_\_\_\_ 1 M

## PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Define operations research. Give features of OR. Briefly discuss techniques and tools of OR. 10M

OR

11. B). Discuss the origin and development of OR. What are the limitations of OR? 10M

12. A). A firm manufactures two products A & B on which the profits earned per unit are Rs.3 and Rs.4 respectively. Each product is processed on two machines M1 and M2. Product A requires one minute of processing time on M1 two minutes on M2, while B required one minute on M1 and one minute on M2. Machine M1 is available for not more than 7 hrs. 30mins. While machine M2 is available for 10 hrs. during any working day. Find the number of units of products A and B to be manufactured to get maximum profit. 10M

OR

12. B). Solve the following LPP using Simplex Method. 10M

$$\text{Maximize } Z = 4X_1 + 9X_2$$

Subject to

$$X_1 + X_2 \leq 300$$

$$X_1 \geq 60$$

$$X_2 \leq 120$$

$$X_1 - X_2 \geq 0$$

and  $X_1, X_2 \geq 0$

(P.T.O.)

13. A). Find the basic feasible solution of the following transportation problem by north-west corner rule. Also find the optimal Transportation plan. 10M

	1	2	3	4	5	Available
A	4	3	1	2	6	80
B	5	2	3	4	5	60
C	3	5	6	3	2	40
D	2	4	4	5	3	20
Required	60	60	30	40	10	200(Total)

OR

13. B). A company has one surplus truck in each of the cities A,B,C,D and E and one deficit truck in each of the cities 1,2,3,4,5 and 6. The distance between the cities in kilometers is shown in the matrix below. Find the assignment of trucks from cities in surplus to cities in deficit so that the total distance covered by vehicles is minimum. 10M

	1	2	3	4	5	6
A	12	10	15	22	18	8
B	10	18	25	15	16	12
C	11	10	3	8	5	9
D	6	14	10	13	13	12
E	8	12	11	7	13	10

14. A). Explain the difference between expected opportunity loss and expected value of perfect information. 10M

OR

14. B). Dr. Thomas has been thinking about starting his own independent nursing home. The problem is to decide how large the nursing home should be. The annual returns will depend on both the size of nursing home and a number of marketing factors. After a careful analysis, Dr. Thomas developed the following table: 10M

Size of nursing home	Good market(Rs.)	Fair market(Rs.)	Poor market(Rs.)
Small(S)	50,000	20,000	-10,000
Medium(M)	70,000	35,000	-25,000
Large(L)	90,000	35,000	-45,000
Very Large	2,00,000	25,000	-1,20,000

- (i) What is the maximin decision?  
(ii) What is the minimax decision?  
(iii) What is Hurwicz Criterion decision?

15. A). A one person barber shop has six chairs to accommodate people waiting for hair cut. Assume that customers who arrive when all the six chairs are full leave without entering the shop. Customers arrive at the average rate of 3 per hour and spend an average of 15 minutes for service. Find 10M
- (i) the probability that a customer can get directly into the barber chair upon arrival.  
(ii) expected number of customers waiting for a haircut.  
(iii) effective arrival rate.  
(iv) the time a customer can expect to spend in the barber shop.

OR

15. B). An E-Seva Kendra in a small town has only one bill receiving window with a cashier handling the cash transaction and giving receipts. He takes on average 5 minutes per customer. The customers come at random with an average of 8 per hour and the arrivals are Poisson in nature. Determine 10M
- (i) average queue length  
(ii) expected idle time of the cashier  
(iii) expected time a new arrival spends in the system  
(iv) expected waiting time a new arrival before his service is started.

\*\*\*\*\*

H.T No:

--	--	--	--	--	--	--	--	--	--

**R22**

Course Code: C400310



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

MBA II Semester Regular/Supplementary Examinations August-2024

Course Name: **Entrepreneurship and Design Thinking**

(Master of Business Administration)

Date: 22.08.2024 AN

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 Entrepreneur? 1 M
2. What is Motivational Behavior? 1 M
3. Define Strategic Positioning. 1 M
4. Uses of Patent. 1 M
5. Define Sources of Finance. 1 M
6. What is Woman Entrepreneurship? 1 M
7. Define Design Thinking, 1 M
8. What is problem analysis? 1 M
9. What is Prototype? 1 M
10. Outline Lean Startup. 1 M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain the role of entrepreneurship in economic development of our Country and narrate the evolution of entrepreneurship. 10M
- OR**
11. B). What factors cause stress among entrepreneurs? How can an entrepreneur deal with such kinds of stress effectively? 10M
12. A). Define trademark and explain how to avoid pit falls of trademark. 10M
- OR**
12. B). Define strategic planning and explain unique managerial concern of growing ventures. 10M
13. A). Define feasibility analysis and elucidate the formulation of entrepreneurial plan in detail. 10M
- OR**
13. B). What is the Role of Modi's Government in Promotion of Social and Woman Entrepreneurship? 10M
14. A). Describe the various stages of the design thinking process and discuss why each stage is important for creating innovative solutions. Provide a real-world case study to demonstrate the effectiveness of these stages. 10M
- OR**
14. B). Analyze the application of design thinking in addressing complex social or environmental challenges. Provide a case study where design thinking was instrumental in finding solutions to such problems. 10M

(P.T.O.)

15. A). Examine the concept of "rapid prototyping" in design thinking. How does prototyping help in the design process, and what are the key benefits and challenges associated with this approach? 10M

OR

15. B). Define franchising and outline the advantages and disadvantages of franchising. 10M

\*\*\*\*\*



H.T No:

--	--	--	--	--	--	--	--	--	--

**R22**

Course Code: C400311



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

MBA II Semester Regular/Supplementary Examinations August-2024

**Course Name: Logistics and Supply Chain Management**

**(Master of Business Administration)**

**Date: 24.08.2024 AN**

**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. List out key issues in SCM. 1 M
2. What is Supply Chain Sustainability? 1 M
3. Define Logistics Outsourcing. 1 M
4. Write a short note on 4PL. 1 M
5. Design the Distribution Network in SCM. 1 M
6. Examine the role of Network in SCM. 1 M
7. Define Bull-Whip Effect. 1 M
8. What is Demand Chain Management? 1 M
9. What is Vendor Managed Inventories? 1 M
10. Comment on obstacles to Coordination. 1 M

**PART-B**

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

**5x10=50M**

- 11.A). Define SCM. Explain the various stages of Supply Chain with a suitable example. 10M
- OR**
11. B). Discuss briefly the obstacles of streamlined Supply Chain Management. 10M
12. A). What is Logistics Management? Differentiate between the Logistics Management and Supply Chain Management. 10M
- OR**
12. B). Define Competitive Advantage. Discuss how Competitive Advantage is gained through Logistics Management. 10M
13. A). What is E-Business? Comment on the impact of E-Business in SCM Activities. 10M
- OR**
13. B). What is Network Design in SCM? Describe the factors that influence the Network Design Decisions. 10M
14. A). Define Global SCM. Determine the various challenges in establishing Global Supply Chains. 10M
- OR**
14. B). Summarize the dimensions and tools to measure Supply Chain Performance. 10M
15. A). What is Co-ordination in SCM? Highlight the importance of Co-ordination in SCM. 10M
- OR**
15. B). Explain about the current trends and application of Information Technology in SCM. 10M

\*\*\*\*\*

H.T No:

--	--	--	--	--	--	--	--	--	--

**R22**

Course Code: C400606



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

MBA II Semester Regular/Supplementary Examinations August-2024

**Course Name: Customer Relationship Management**  
(Master of Business Administration)

Date: 27.08.2024 AN

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. Present the objectives of CRM. 1 M
2. What benefits a firm may accrue following CRM? 1 M
3. What do you understand by customer perception? 1 M
4. In what way does customers' expectations analysis help a firm? 1 M
5. Define online CRM. 1 M
6. List out the modules in CRM. 1 M
7. Define customer retention. 1 M
8. Specify the different phases of the CRM process. 1 M
9. What is Operational CRM? 1 M
10. Write a short note on the Strategic CRM planning process. 1 M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Discuss the significance of CRM from the stakeholders' perspective. 10M
- OR**
11. B). Discuss the applications of CRM in consumer and business market of your choice. 10M
12. A). What is Customer lifetime value? How will you calculate it? What are its advantages? 10M
- OR**
12. B). Explain the concept of 'Customer Life Cycle' with a neat diagram. 10M
13. A). Develop the CRM cycle for an organization of your choice. 10M
- OR**
13. B). Examine the role of the CRM Value Chain in delivering superior value to the customers. 10M
14. A). Develop five strategies for customer acquisition for a UPI payment app. 10M
- OR**
14. B). Discuss the ONYX Model with a neat illustration. 10M
15. A). Discuss the e-CRM solutions available to a firm. What are the advantages of e-CRM? 10M
- OR**
15. B). Discuss any four CRM software packages. 10M

\*\*\*\*\*

H.T No:

--	--	--	--	--	--	--	--	--	--

R22

Course Code: C400607



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

MBA II Semester Regular/Supplementary Examinations August-2024

**Course Name: Project Management**

(Master of Business Administration)

**Date: 27.08.2024 AN**

**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. List out characteristics of a Project. 1 M
2. List out features of system approach to Project Management. 1 M
3. Define Project Appraisal. 1 M
4. What is Cost Benefit analysis? 1 M
5. List out Discounted Techniques. 1 M
6. What is cost of capital? 1 M
7. List out planning steps. 1 M
8. Define Scrum. 1 M
9. Leader vs. Manager. 1 M
10. What is Stress Management? 1 M

**PART-B**

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

**5x10=50M**

- 11.A). Discuss the Project Life cycle and its stages using examples. 10M
- OR**
11. B). Explain the importance of Project Management in construction sector. 10M
12. A). Examine the various elements and importance of Risk and Uncertainty in project appraisal study. 10M
- OR**
12. B). How would you go ahead with your project appraisal as a project manager & evaluate the different aspects to be employed for this purpose. 10M
13. A). Discuss the Advantages & Limitations of various Discount Techniques. 10M
- OR**
13. B). From the following information Calculate Payback Period & Net Present Value, Discount rate 10%. 10M

Year	Cash flows
0	100000
1	25000
2	40000
3	55000
4	60000
5	70000

**Discount Rate @10%**

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

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

Activity	Time estimate (Days)
1-2	7
1-3	6
1-4	3
2-5	5
3-6	7
3-7	10
4-7	4
5-8	2
6-8	5
7-9	6
8-9	4

**OR**

14. B). Examine the nature and necessity for Network techniques and network planning in project management. 10M

15. A). Discuss the duties and responsibilities of a project manager in a project. 10M

**OR**

15. B). i) Discuss in detail leadership in project management. 5M  
ii) Define conflict management. Explain the different ways how conflicts are resolved in project. 5M

\*\*\*\*\*