

H.T No:

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

R22

Course Code: C400312



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: Management Information Systems
(Master of Business Administration)

Date: 15.07.2024 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. Write a short note on Information Systems in a business. 1 M
2. Represent Various information system activities in Business. 1 M
3. Write a short note on e-Business systems. 1 M
4. State briefly about DSS. 1 M
5. Write a short note on Information System Planning. 1 M
6. Represent briefly about system development lifecycle. 1 M
7. What do you mean by Business Process Redesign? 1 M
8. Write a short note on Agile system. 1 M
9. State briefly about spam and Phishing. 1 M
10. Write a shote on System Control and Audit. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain in detail about various Managerial Challenges of IT in a Business Organization. 10M
- OR**
11. B). Describe briefly about System for Collaboration and Social Business. Explain various strategic Advantages of Information system. 10M
12. A). Elucidate the E-Commerce Sales life cycle model and Explain its Importance? 10M
- OR**
12. B). What is Business Intelligence? Explain the relationship between Business Intelligence and Knowledge Management System. 10M
13. A). What is meant by Management Information system? Discuss in detail about System acquisition and its implementation. 10M
- OR**
13. B). Explain in detail about Water Fall Model of system development. 10M
14. A). What do you mean by organizational change? Identify the relationship between system development and organizational change. 10M
- OR**
14. B). Explain various new approaches for system Building in the digital firm Era. 10M
15. A). State briefly about the term cybercrime? Explain various Advantages and Disadvantages of Cyber Crime. 10M
- OR**
15. B). Discuss about Cyber Law? Explain the needs for Cyber laws in India? 10M

H.T No:

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

R22

Course Code: C400313



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: Strategic Management

(Master of Business Administration)

Date: 18.07.2024 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 will you develop strategic mission for an organization? 1 M
2. Define value chain analysis. 1 M
3. Distinguish between offensive strategy and defensive strategy. 1 M
4. Write a note on BCG matrix. 1 M
5. What is the relationship between strategy and structure? 1 M
6. What is cultural connection? 1 M
7. Write a note on Management of Strategic Change. 1 M
8. Define the term "Competitive advantage". 1 M
9. Define Strategic evaluation. 1 M
10. What is the role of strategist? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Discuss the various examples of SWOT Analysis. 10M
- OR**
11. B). Explain why a mission statement should accommodate the future growth of a company. 10M
12. A). Explain how Tailoring strategy is to fit in a specific industry and company. 10M
- OR**
12. B). Discuss how Porter's Value Chain concept helps an organization in taking outsourcing decisions. 10M
13. A). Discuss about stress the need for strategic leaders being visionaries. 10M
- OR**
13. B). Differences between the Operationalizing and institutionalizing strategy. 10M
14. A). Explain in detail about the significance of turnaround strategies. 10M
- OR**
14. B). Explain how mergers and acquisitions can create synergy to companies. 10M
15. A). Discuss the importance of strategic surveillance in business organizations. 10M
- OR**
15. B). Distinguish between qualitative and quantitative benchmarking to evaluate performance. 10M



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: Business Analytics

(Master of Business Administration)

Date: 20.07.2024 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 Data visualization. 1 M
2. What is the role of pivot tables in data analytics? 1 M
3. Give two advantages of descriptive analytics. 1 M
4. What are the common challenges statisticians face in the process of data modeling? 1 M
5. Name one similarity between Karl Pearson and Spearman's Rank Correlation. 1 M
6. Give two scenarios where two-way ANOVA is more suitable than one-way ANOVA. 1 M
7. Give the scope of data mining. 1 M
8. What does data partition means? 1 M
9. What are the advantages of Simulation? 1 M
10. Define the term 'risk analysis' 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). What are the three major types of big data applications? 10M
 - OR**
 11. B). What are the different types of data? Elaborate on measurement of variables. 10M
 12. A). Define and compare measures of dispersion and measures of variability. Use a practical example to demonstrate the application of these measures. 10M
 - OR**
 12. B). Define and elaborate on discrete probability distribution. How can businesses use this concept in making informed decisions? 10M
 13. A). How does predictive analytics work? Elaborate the uses of predictive analytics. 10M
 - OR**
 13. B). Using the least square method for the following data, find the production in the year 2023. 10M
- | | | | | | |
|-----------------------|------|------|------|------|------|
| Year | 2017 | 2018 | 2019 | 2020 | 2021 |
| Production (Rs. '000) | 20 | 29 | 24 | 27 | 25 |
14. A). Discuss the fundamentals of data mining and regression trees (CART) in data mining. 10M
 - OR**
 14. B). How does logistic regression contribute to predictive modeling in business analytics? Give two practical examples of its application. 10M
 15. A). Discuss the process of random number generation in Simulation. How is it utilized in Monte Carlo Simulation for decision -making in business analytics? 10M
 - OR**
 15. B). Explain the challenges and opportunities associated with using simulation for decision-making in dynamic business environments. 10M

H.T No:

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

R22

Course Code: C400401



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: Consumer Behaviour

(Master of Business Administration)

Date: 23.07.2024 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 consumer segmentation. 1 M
2. Explain branding. 1 M
3. Define sub culture. 1 M
4. What do you understand by economic model? 1 M
5. Explain personality. 1 M
6. Define attitude. 1 M
7. Define problem recognition. 1 M
8. What do you understand by diffusion of innovation? 1 M
9. Explain the consumerism. 1 M
10. What do you understand by marketing ethics? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Examine the Consumer behavior in a world of economic liability. 10M
- OR**
11. B). Analyze the role of segmentation and branding in marketing. 10M
12. A). Describe the consumer behavior influence on culture. 10M
- OR**
12. B). Explain critically the family decision making model. 10M
13. A). Critically evaluate consumer perception by taking one product as an example. 10M
- OR**
13. B). Examine the process of consumer learning and information processing. 10M
14. A). Examine the post purchase behavior of consumer and services provided by companies post purchase. 10M
- OR**
14. B). Explain How diffusion of innovation influences consumer behavior. 10M
15. A). Examine critically what are the consumer safety measures. 10M
- OR**
15. B). Explain marketing ethics towards consumers. 10M

H.T No:

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

R22

Course Code: C400407



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: Cost and Management Accounting

(Master of Business Administration)

Date: 23.07.2024 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 Management Accounting. | 1 M |
| 2. Explain Overheads. | 1 M |
| 3. Define Process Costing. | 1 M |
| 4. Define Prime Cost. | 1 M |
| 5. Define Marginal costing. | 1 M |
| 6. Define Margin of safety. | 1 M |
| 7. Define Flexible Budget. | 1 M |
| 8. Define Production Budget, | 1 M |
| 9. Define Variance in standard costing. | 1 M |
| 10. Write the formula for Material cost variance. | 1 M |

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Distinguish between cost accounting and financial accounting. Also explain opportunity cost, explicit cost, fixed cost and variable cost. 10M

OR

11. B). PH Ltd is a manufacturing company having three Production Departments A, B and C and two Service Departments X and Y. The following is the budget for March 2021. 10M

Particulars	Total	A	B	C	X	Y
Direct materials		1,000	2,000	4,000	2,000	1,000
Directwages		5,000	2,000	6,000	1,000	2,000
Factoryrent	4,000					
Power	2,500					
Depreciation	1,000					
Other overheads	9,000					

Additional Information:-

Particulars	A	B	C	X	Y
Area (Sq.ft)	500	250	500	250	500
Capital value of assets (Rs.lakhs)	20	40	20	10	10
Machine hours	1,000	2,000	4,000	1,000	1,000
Horsepower of machines	50	40	20	15	25

(P.T.O..)

The apportionment of expenses of service departments is as under:

Particulars	A	B	C	X	Y
Service Dept. X (%)	45	15	30	-	10
Service Dept. Y (%)	60	35	-	5	-

Required:

- A statement showing distribution of overheads to various departments
- A statement of re-distribution of services department expenses to production departments.

12. A). AB Chemicals follows process costing method. The production is carried out in three processes, the details of which are given below. 3,000 units of raw materials were introduced in Process I during the last month. The cost of the material was Rs.12 per unit. Prepare the Process Accounts. 10M

	Process I	Process II	Process III
Materials (Rs.)	2,600	1,800	980
Wages (Rs.)	28,400	36,900	41,200
Normal Loss (%)	2%	5%	5%
Scrap value of loss per unit (Rs.)	0.75	1.25	1.75
Output (Units)	2,940	2,780	2,660

OR

12. B). Define cost sheet. Write detailed pro-forma of cost sheet. 10M

13. A). Pepsi Company produces a single article. Following cost data is given about its product:- 10M
 Selling price per unit Rs.40
 Variable cost per unit Rs.24
 Fixed cost per annum Rs. 16000

Calculate:

- P/V ratio
 Break even sales
 Sales to earn a profit of Rs. 2,000
 Profit at sales of Rs. 60,000
 New break even sales, if price is reduced by 10%

OR

13. B). Explain the applications of marginal costing in terms of cost control. 10M

14. A). A firm currently operating at 40% capacity is manufacturing and selling 9,600 units per annum. The cost structure at this level is given below. The selling price per unit is Rs.35. You are required to prepare flexible budget at 60%, 80% and 100% capacity. (Show total costs and unit costs). 10M

Variable Costs:	
Direct material	76,800
Direct labour	57,600
Variable overheads	19,200
Semi Variable Costs:	
Repairs (50% variable)	38,400
Maintenance (70% fixed)	57,600
Fixed costs:	
Depreciation	76,800
Rent & Rates	38,400
Other overheads	28,800

(P.T.O..)

OR

14. B). Define zero based budgeting. Discuss the procedure and advantages of zero based budgeting. 10M

15. A). A factory mixes 2 kg of material P and 3 kg of material Q to manufacture one unit of its finished product. The standard prices for P and Q are Rs.15 and Rs.10 per kg. During March this year, the factory manufactured 500 units of its product using 1,150 kg of P and 1,400 kg of Q. Material P and Q were purchased at Rs.13 and Rs.11 per kg respectively. Compute Material Cost Variance, Material Price Variance, Material Usage Variance, Material Mix Variance and Material Yield Variance. 10M

OR

15. B). Define standard cost and estimated cost. Discuss how standard costing system useful in controlling the cost. 10M

H.T No:

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

R22

Course Code: C400402



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: Sales and Promotion Management

(Master of Business Administration)

Date: 25.07.2024 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 Direct Market. 1 M
2. Explain about Word of Mouth. 1 M
3. Write a shot note on Advertising. 1 M
4. List out the different Types of Advertising. 1 M
5. What is Sales Forecasting? 1 M
6. Explain Selling Skills required by a salesperson. 1 M
7. Write a shot note on Sales Promotion. 1 M
8. Discuss about Switch Advertising. 1 M
9. Illustrate Distribution of Sales. 1 M
10. Define Channel Strategy. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). What is promotion mix? Explain about promotion mix. 10M
- OR**
11. B). What are Pros & cons of Direct Marketing? 10M
12. A). Discuss the socio and economics aspects of advertising. 10M
- OR**
12. B). Discuss AIDA's theory of selling. 10M
13. A). Explain about sales force management. 10M
- OR**
13. B). Define the objectives of sales promotion and Budget allocation. 10M
14. A). What are the different types of sales promotions? Define the various tools and techniques used in sales promotion. 10M
- OR**
14. B). What are the factors which lead to doing sales promotions? 10M
15. A). What is distribution? Explain about distribution channels. 10M
- OR**
15. B). Explain ethical issues in sales and distribution management. 10M



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: Security Analysis and Portfolio Management
(Master of Business Administration)

Date: 25.07.2024 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 the characteristics of investment. 1 M
2. What is an Order? 1 M
3. Recall CAPM. 1 M
4. Write the need of Arbitrage Pricing Theory. 1 M
5. Brief Yield to Call. 1 M
6. Write a short note on Holding Period Return. 1 M
7. What is Derivative? 1 M
8. Define Futures and Options. 1 M
9. List the phases of mutual funds. 1 M
10. Write in brief Fama's Decomposition. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Differentiate Investment, Speculation and Gambling. 10M
- OR**
11. B). In regulation of Securities trade SEBI is playing a vital role. Explain the roles and responsibilities of SEBI. 10M
12. A). 'Efficient Market emphasizes that in the long run all the portfolio and individual securities must lie on Efficient Frontier'. Discuss this statement. 10M
- OR**
12. B). A Portfolio manager has developed the following estimates about Return and Risk of two securities, which is as follows: 10M
- | Security | Mean Return (R _i) | Std. Deviation |
|----------|-------------------------------|----------------|
| X | 20% | 5% |
| Y | 24% | 7% |
- Coefficient of Correlation of between the returns of these two is -0.78. Construct the Efficient Portfolio by combining these two securities.
13. A). What do you mean by Bond? Explain the different types of Bonds with suitable examples. 10M
- OR**
13. B). 'X' is considering investing in a Bond currently selling for Rs. 8,785.07. The Bond has four years to maturity Rs.10, 000 face value, and 8 percent coupon rate. The next annual interest payment is due one year from today, the approximate discount factor for investments of similar risk is 10%. 10M
- i) Calculate the intrinsic value of the bond. Based on the calculations, should 'X' purchase the bond?
 - ii) Calculate Yield to Maturity of the bond. Based on the calculations, should 'X' purchase the bond?

(P.T.O.)

14. A). Differentiate between Fundamental and Technical Analysis. Also, explain the market status in which each of this analysis is used 10M

OR

14. B). The current Price of the share of GMR is Rs. 60 and a Call Option with exercise price of Rs.70 with 3 months to expiration is available. It is expected that the price of these share at the end of 3 months from now will be either Rs. 94 or Rs. 80 per share. If risk free rate of interest is 18% per annum, find out the price of Call Option. 10M

15. A). Explain in detail the different types of Mutual Fund Schemes. 10M

OR

15. B). Suppose you are asked to analyze two Portfolio's having the following characteristics: 10M

	Observed Return	Beta	Residual Variance
Portfolio of X	0.18	2.0	0.03
Portfolio of Y	0.12	1.5	0.02

The risk-free rate is 0.07. The return on the market portfolio is 0.15; standard deviation of the market is 0.06. Compute Jensen and Sharpe Index Model.

H.T No:

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

R22

Course Code: C400403



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: Marketing Analytics

(Master of Business Administration)

Date: 27.07.2024 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 marketing analytics. 1 M
2. What is Marketing research? 1 M
3. Recall Pareto principle. 1 M
4. What is Data? 1 M
5. Explain about Customer analytics. 1 M
6. Explain the Elements of buyer persona. 1 M
7. What do you mean by pricing? 1 M
8. Explain the goals of Pricing. 1 M
9. Define Promotion analytics. 1 M
10. Explain about Pay per click advertising. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). i) Why marketing analytics is gaining importance? 5M
ii) Explain the steps to create Pivot table using excel. 5M
- OR**
11. B). Explain need and scope of marketing analytics. 10M
12. A). Explain use of demographic analysis in summarizing marketing data. 10M
- OR**
12. B). How to add data labels and data tables using excel? 10M
13. A). What is customer lifetime value? How it is important for business? 10M
- OR**
13. B). What is conjoint analysis? How conjoint analysis helpful to understand consumer decision process? 10M
14. A). Explain advantages and disadvantages of price bundling. 10M
- OR**
14. B). Explain the differences between linear and power demand curves. 10M
15. A). What are the advantages of measuring the effectiveness of advertising? Discuss. 10M
- OR**
15. B). Describe the market segmentation strategies by cluster analysis. 10M
