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Course Code: C30126



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: **Production & Operations Management**

(Master of Business Administration)

Date: 15.07.2024 AN

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 significance of Operations Management. 4M
2. Interpret Aggregate Planning and its effect on fluctuating needs. 4M
3. List out the steps in Method Study. 4M
4. Summarize XYZ Analysis. 4M
5. Recall the benefits of Six-Sigma. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the different types of Functional Strategy with Examples. 10M
- OR**
6. B). Discuss the Impact of Gross Domestic Product on Production and Operations Management with relevant examples. 10M
7. A). Analyze the concept and the steps involved in New Product Development. 10M
- OR**
7. B). Examine various phases of Layout Design Procedure. 10M
8. A). Explain Johnson's Problem and extension of Johnson's Rule with an example. 10M
- OR**
8. B). Describe various Priority Dispatching Rules and their advantages. 10M
9. A). Examine the implementation of purchase Inventory Model. 10M
- OR**
9. B). Compare VED Analysis with FSN Analysis. 10M
10. A). Explain the different types of Six Sigma. 10M
- OR**
10. B). Explain the steps in Business Process Reengineering and its significance towards Business Development. 10M

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R18

Course Code: C30127



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: 70

(Note: Assume suitable data if necessary)

PART-A

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. State about the Vision, Mission, Objectives and Policies. 4M
2. Define Organizational Learning. 4M
3. What are Organizational Values and their impact on Strategy. 4M
4. State about different types of Diversification Strategies. 4M
5. What is the Role of the Strategist? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). What is Environment Analysis in Strategic Management? Explain in various components of External Environment. 10M
- OR**
6. B). Explain the Concept of Strategy. Discuss the various levels in an organization at which strategy operates. 10M
7. A). Discuss about Porter's Five Force Model with suitable example. 10M
- OR**
7. B). What is Strategy Formulation? Explain the tailoring strategy to fit specific Industry and Company Situations. 10M
8. A). Explain strategies for competing in Globalizing markets and Internet Economy. 10M
- OR**
8. B). Write a short note on Strategy and Structure, Strategy and Leadership, Strategy and Culture. 10M
9. A). What is Diversification? Explain the different types of Diversification strategies. 10M
- OR**
9. B). Differentiate between the Mergers, Acquisitions, Takeovers and Joint Ventures. 10M
10. A). What are the guidelines for proper control? Discuss about Strategic Surveillance and Strategic Audit. 10M
- OR**
10. B). Define Control. Explain the Strategic Controls for Measuring Performance. 10M

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R18

Course Code: C30128



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: 70

(Note: Assume suitable data if necessary)

PART-A

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. Can you recall the major milestones in the history of analytics? 4M
2. Explain the concept of control system modeling and its applications. 4M
3. Discuss different sources of data commonly used in business analytics. 4M
4. Explain the significance of sorts, scatters, and histograms in data analysis. 4M
5. Discuss the skills and capacity required for an effective analytics team. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Outline the key components of the framework for business analytics. 10M
- OR**
6. B). Evaluate the significance of the execution perspective in ensuring the success of business analytics initiatives. Provide examples to illustrate your points. 10M
7. A). What are the key concepts associated with Big Y, Little Y, and decision framing? 10M
- OR**
7. B). How do mathematical models contribute to decision-making processes? Provide examples to illustrate your answer. 10M
8. A). Describe the characteristics of a business analytics-ready database. What steps can organizations take to transform their databases into analytics-ready assets? 10M
- OR**
8. B). Compare and contrast data warehouses and data marts. What are their respective roles in supporting business analytics? 10M
9. A). Discuss different types of models commonly used in business analytics 10M
- OR**
9. B). Explain the concept of ongoing data provision. What are the key considerations for effectively managing ongoing data sourcing? 10M
10. A). What is analytics scheduling, and why is it important in data analysis workflows? Provide examples of scheduling techniques used in analytics. 10M
- OR**
10. B). Discuss different categories of analytical methods, such as descriptive, diagnostic, predictive, and prescriptive analytics. 10M

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Course Code: C30135



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: 70

(Note: Assume suitable data if necessary)

PART-A

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. Define consumer behaviour with an example. 4M
2. Explain about culture. 4M
3. How do you think understanding consumer perception is beneficial to a marketer? 4M
4. Classify the steps in consumer decision making. 4M
5. Explain the meaning of consumerism. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). What is the need for the study of consumer behaviour? 10M
- OR**
6. B). How do you think Consumer segmentation is beneficial in the study of consumer behaviour? 10M
7. A). Explain the influence of social class on consumer behaviour. 10M
- OR**
7. B). Outline on the influence of family on consumer behaviour with an example. 10M
8. A). Identify any two benefits of Consumer motivation with an example. 10M
- OR**
8. B). How is consumer attitude understood in the purchase of a wrist watch? Give an example. 10M
9. A). Discuss the post purchase behaviour of a car consumer with an example. 10M
- OR**
9. B). Elaborate the Howard Sheth model of consumer decision making. 10M
10. A). Explain the roots of consumerism with a suitable example. 10M
- OR**
10. B). Determine the marketing ethics towards consumers with an example. 10M

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Course Code: C30141



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: Cost & Management Accounting
(Master of Business Administration)

Date: 23.07.2024 AN

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 cost accounting and financial accounting. 4M
2. What are the objectives of Unit Costing? 4M
3. What are the Marginal Costing terms used in Cost Control? 4M
4. Write few lines about Master Budget. 4M
5. Write a short note on Standard costing. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Discuss the importance of classifying costs by behavior (fixed, variable and semi-variable) in cost accounting. How does understanding cost behavior aid in budgeting and forecasting process? 10M

OR

6. B). Define Management Accounting and explain the tools and techniques of management accounting in detail. 10M
7. A). The following figures have been extracted from the cost records of a company for the year 2019 10M

Rs.

Direct materials	70,000
Direct wages	60,000
Factory OH	30,000
Administration OH	48,000
Selling OH	32,000
Distribution OH	16,000
Profit	64,000

A work order has been executed in 2020 and the following expenses have been incurred

Materials Rs.10,000

Wages Rs.6,000

Assume the rate of factory OH has gone up by 20%.

The Administrative OH has gone up by 10%.

Selling OH are Rs.3, 000 and Distribution OH are Rs.134.

Prepare a Cost Sheet and find out, at what price would the product be sold so as to earn the same rate of net profit on selling price?

OR

7. B). Explain the differences between job costing and process costing, citing examples from industries where each method is commonly used. 10M

(P.T.O..)

8. A). Use the following information and explain that how the reduction in selling price would affect the margin of safety?

10M

Particulars	Amount	amount
Selling price per unit	-	40
Variable cost:		
Material	12	--
Labour	8	--
Overheads	4	24

Fixed cost is Rs. 8, 000.

Full capacity of the Plant is 5, 000 units.

Reduced selling price is Rs. 32 per unit.

OR

8. B). Explain the term Margin of Safety and its importance, applications with suitable examples. 10M
9. A). What are the objectives of budgetary control? Explain the different types of budgets according to their nature. 10M

OR

9. B). The budgeted output of a industry specializing in the production of a one product at the optimum capacity of 6,400 units per annum amounts to Rs. 1, 76,048 as detailed below: 10M

Particulars	Rs	Rs
Fixed costs		20,688
Variable costs:		
Power	1,440	
Repairs etc.	1,700	
Miscellaneous	540	
Direct material	49,280	
Direct Labour	1,02,400	
		1,55,360
Total cost		1,76,048

The company decides to have a flexible budget with a production target of 3,200 and 4,800 units (the actual quantity proposed to be produced being left to a later date before commencement of the budget period)

Prepare a flexible budget for production levels of 50% and 75%. Assuming, selling price per unit is maintained at Rs. 40 as at present, indicate the effect on net profit.

Administrative, selling and distribution expenses continue at Rs.3,600.

10. A). Explain how standard costs are determined and how they differ from actual costs in accounting systems. 10M

OR

10. B). Discuss Material and Labour Variance in detail. 10M



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: Security Analysis & Portfolio Management

(Master of Business Administration)

Date: 25.07.2024 AN

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. Write about the important regulators in the financial system. Describe the roles and responsibilities of any two of them. 4M
2. Define risk. What are the different kinds of risks in corporate investment. 4M
3. Explain the concept of Bond Convexity. 4M
4. Explain Dow Theory. 4M
5. Write a note on NAV (Net Asset Value). 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Define investment and explain the process of investment management process. 10M
- OR**
6. B). How might the Indian financial system evolve in the next decade? 10M
 7. A). How does the risk profile of an investor affect portfolio selection? 10M
- OR**
7. B). The return and risk of the market is 10% and 12% respectively. Security Y has a standard deviation is 15%. The coefficient of correlation between the security Y and the market is 0.75. The risk-free rate of return is 4%.
 - i) Using the information given above, find the beta of security Y.
 - ii) Using the beta derived above, find the expected return of the security Y using the CAPM model.10M
 8. A). Explain various factors affecting bond yield and any two methods for Bond Yield Measurement. 10M
- OR**
8. B). Based on the credit rating of bonds, Mr. Z has decided to apply the following discount rates for valuing the bonds: 10M

Credit rating	Discount rate
AAA	364 day T bill rate + 3% spread
AA	AAA + 2% spread
A	AAA + 3% spread

He is considering to invest in AA rated Rs.1000 face value bond currently selling at Rs.1025.86. The bond has 5 years to mature and the coupon rate is 15% p.a. payable annually. The next interest is due one year from today and the bond is redeemable at par. (Assume the 364 day T-bill rate to be 9%). You are required to calculate the intrinsic value of the bond for Z. Should he invest in the bond? Also calculate the yield to maturity (YTM) of the bond.

(P.T.O..)

9. A). What are random walk theory and an efficient market hypothesis? 10M

OR

9. B). Determine the “Non-financial parameters of the company” under Fundamental Analysis. 10M

10. A). Contrast the trend in Indian Mutual Fund Industry 10M

OR

10. B). Compute the Sharpe and Treynor evaluation techniques from the following data. 10M

	Mutual fund	Market
Return	36.30	27.60
Standard deviation	21.30	18.50
Risk free rate	6%	6%
Beta value	1.12	1.06

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Course Code: C30137



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: Integrated Marketing Communications

(Master of Business Administration)

Date: 27.07.2024 AN

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. Elucidate the objectives of Marketing Communication. 4M
2. Describe the significance of marketing communication budget. 4M
3. Narrate the creative process in Advertisement. 4M
4. Discuss the types of corporate advertising. 4M
5. Describe Economic effects of Advertising 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Determine Various components of Integrated Marketing Communication. 10M
- OR**
6. B). Examine the different steps involved in Communication process. 10M
7. A). Illustrate the concept of DAGMAR approach in detail. 10M
- OR**
7. B). Demonstrate the post-testing tools for measuring communication effectiveness. 10M
8. A). Enumerate the impact of creative execution in advertising. 10M
- OR**
8. B). Discuss the different modes of advertising for effective communication. 10M
9. A). Summarize various methods of Sales Promotion. What are the limitations of Sales Promotion in a Sellers' Market? 10M
- OR**
9. B). Explain the following: 10M
 - i) Sponsorships
 - ii) Mobile advertising.
 - iii) World Wide Web communications.
10. A). Explain social and ethical criticisms of advertising. 10M
- OR**
10. B). Discuss various ethical aspects of advertising in current scenario. 10M

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Course Code: C30143



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA III Semester Supplementary Examinations July/August-2024

Course Name: Financial Institutions, Marketing & Services
(Master of Business Administration)

Date: 27.07.2024 AN

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 IFCI and NABARD. 4M
2. What is the role of IRDA? 4M
3. Define Primary Market. 4M
4. What is the difference between Hire Purchase and Lease? 4M
5. Define Debenture Trustees. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the role and functions of SEBI. 10M
- OR**
6. B). Explain the functions of RBI. 10M
7. A). Explain the role and importance of co-operative banks. 10M
- OR**
7. B). What is the structure and functioning of UTI and Mutual funds? Explain. 10M
8. A). Explain the structure and functions of Call Money Market? 10M
- OR**
8. B). What are government securities markets? Explain. 10M
9. A). List out the fund-based financial services? Explain them in detail. 10M
- OR**
9. B). Define factoring. Explain its functions and advantages. 10M
10. A). What are the challenges faced by Investment bankers? 10M
- OR**
10. B). What is Investment Banking? Explain its functions and activities. 10M
