CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular Examinations July/August-2024
Course Name: Production and Operations Management
(Master of Business Administration)

Date: 16.07.2024 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.	What is Corporate Strategy?	1 M
2.	Recall the Job Shop.	1 M
3.	Write about Lean production system.	1 M
4.	Tell about Pilot Plant Development.	1 M
5.	What is X-Coordinate Model?	1 M
6.	Brief Group Technology Layout.	1 M
7.	List the types of Schedules.	1 M
8.	Define Quality Control.	1 M
9.	What is EOQ? Write its principle.	1 M
10.	Tell about Obsolete Scrap.	1 M

PART-B

Answer the following. Each question carries TEN Marks.   **5x10=50M**

11.A).	What is Production System? Describe the types of Production Systems.	10M
	OR	
11. B).	Discuss the term Sustainability, and its relevance in operations management in Industry 4.0 era.	10M
12. A).	What is Product Design? Explain the different phases in Product Design.	10M
	OR	
12. B).	Enumerate the responsibilities of Process Planning Engineer.	10M
13. A).	What is Break-Even-Analysis? Show graphically and identify the regions and BE Point.	10M
	OR	
13. B).	Discuss the advantages and disadvantages of Plant Layout.	10M
14. A).	What are the main areas of Job-Shopping Scheduling?	10M
	OR	
14. B).	The Production manager provided the processing sequence for seven jobs through Grinding and Deburring. Find out the Idle Time of Deburring.	10M

Processing Time

Job:	A	B	C	D	E	F	G
Grinding (Hours)	3	2	1	4	9	8	6
Deburring(Hours)	6	4	5	3	4	7	2

15. A).	What do you mean by Integrated Materials Management? Explain the components of Integrated Materials Management.	10M
	OR	
15. B).	Discuss in detail the different Inventory Models.	10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular Examinations July/August-2024
Course Name: Strategic Investment and Financing Decisions
(Master of Business Administration)

Date: 19.07.2024 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.	Name two major types of financial plans.	1 M
2.	What is the purpose of using financial models in corporate planning?	1 M
3.	Define the term 'certainty equivalent' in the context of investment analysis	1 M
4.	What is the purpose of sensitivity analysis in investment decision-making?	1 M
5.	Define 'lease risk management' in the context of investment decisions.	1 M
6.	What are the borrowing funds?	1 M
7.	Define horizontal and vertical mergers with examples.	1 M
8.	What role do government guidelines play in the regulation of takeovers?	1 M
9.	Define convertible and non-convertible debentures.	1 M
10.	What is a deep discount bond?	1 M

PART-B
Answer the following. Each question carries TEN Marks.　　　　　5x10=50M

11.A). Discuss the various types of financial models and their specific applications in different business scenarios.　　10M

OR

11.B). What are the uses and limitations of financial modeling? Can you give examples of how financial models can be helpful and potentially misleading in decision-making?　　10M

12.A). What is the decision tree approach in investment decision-making, and how does it help evaluate investments when there is uncertainty? Can you provide an example?　　10M

OR

12.B). What is capital rationing, and what types of disinvestments might companies consider when facing capital constraints? Can you provide examples of strategies used in capital rationing?　　10M

13.A). What is the process and key factors involved in hire purchase and installment decisions?　　10M

OR

13.B). Analyze the role of lease risk management in the strategic planning of a company. What techniques and tools can be used to manage risks associated with lease agreements?　　10M

14.A). Analyze the costs associated with mergers and acquisitions, including both direct and indirect costs. How can these costs impact the success of an M&A transaction?　　10M

(P.T.O..)

OR

14. B). Examine a real-world case of a significant merger or acquisition. Discuss the strategic 10M
rationale, challenges encountered, and the ultimate outcome of the transaction.

15. A). Analyze the role of option financing in capital markets. How do instruments like warrants 10M
and convertibles affect a company's capital structure?

OR

15. B). What are the characteristics and strategic uses of asset-backed securities in modern 10M
finance? How have they changed risk management and capital raising?

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular Examinations July/August-2024
Course Name: Compensation and Reward Management
(Master of Business Administration)

Date: 19.07.2024 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. What is the minimum wage?   1 M
2. Write a short note on the marginal productivity theory of wages.   1 M
3. List out the taxation aspects in designing remuneration packages?   1 M
4. Expand the term 'ESOP'.   1 M
5. Define reward management. How does it differ from compensation management?   1 M
6. Identify the strategic pay-related issues that organizations face?   1 M
7. What is the purpose of conducting pay reviews in an organization?   1 M
8. Why is it important to communicate reward policies to employees?   1 M
9. What is the primary aims of strategic reward?   1 M
10. How does strategic reward influence organizational performance?   1 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A). What is the machinery for wage fixation? Elucidate its components and functioning.   10M

OR

11. B). Outline the statutory provisions governing different components of reward systems.   10M

12. A). Elaborate the different types of employee benefits. Provide examples for each type.   10M

OR

12. B). Evaluate how flexible benefits plans can be structured to maximize tax efficiency.   10M

13. A). Illustrate strategic perspectives of compensation giving suitable examples.   10M

OR

13. B). Elaborate the different types of grades and pay structures?   10M

14. A). Illustrate how reward procedures can ensure fairness and consistency in employee   10M
         compensation.

OR

14. B). What are the emerging trends in reward management?   10M

15. A). What are the characteristics of a knowledge economy, and how do they impact reward   10M
         strategies?

OR

15. B). Outline the key steps involved in implementing a reward strategy?   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular Examinations July/August-2024

Course Name: Retailing Management
(Master of Business Administration)

Date: 19.07.2024 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.	What does "POS" stand for in retail?	1 M
2.	Write the functions of retail manager.	1 M
3.	Define merchandize category management with example.	1 M
4.	Define skimming pricing with example.	1 M
5.	Write the objectives of good store design	1 M
6.	What is store layout.	1 M
7.	Define free standing site with example.	1 M
8.	Do after sales service have importance in retailing.	1 M
9.	What is retail channel management.	1 M
10.	Write the nature of Rural Market.	1 M

PART-B
Answer the following. Each question carries TEN Marks. 5x10=50M

11.A). Discuss the various types of retailing practices in India with suitable examples. 10M

OR

11. B). Discuss the key factors to be considered for retail planning. 10M

12. A). Analyze the sources of merchandizing and discuss the importance of sources with example. 10M

OR

12. B). Retail pricing is always big challenge in price sensitive Indian market. Examine the various pricing approaches organization practices while setting price with examples. 10M

13. A). Discuss the types of store layouts with neat diagram and suitable example. 10M

OR

13. B). Planned retail functions meet the end user expectations. Discuss the various retail functions exhibit by the retailer with example. 10M

14. A). Retail trade location counts its business strategy. Analyze the factors affecting the demand for trade area with example. 10M

OR

14. B). Examine the CRM strategies practicing in Shoppers stop retail outlet. 10M

15. A). Compare the differences in consumer behavior in rural and urban market with examples. 10M

OR

15. B). Examine the factors affecting the retailing in India and retailing opportunities in India. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular Examinations July/August-2024
Course Name: International Financial Management
(Master of Business Administration)

| Date: 22.07.2024 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.	What do you understand by finance?	1 M
2.	Explain the concept of franchising.	1 M
3.	Explain Bretton Woods's System.	1 M
4.	Explain Economic and Monetary Union.	1 M
5.	What do you understand by Euro credit market?	1 M
6.	Explain Arbitrage.	1 M
7.	Explain Foreign Exchange Risk.	1 M
8.	What do you understand by inflation?	1 M
9.	What do you understand by Bond Financing?	1 M
10.	Explain Trade Finance.	1 M

PART-B
Answer the following. Each question carries TEN Marks.　　　　　**5x10=50M**

11.A).	Examine the objectives of International financial management.	10M
	OR	
11. B).	Analyze the Recent challenges in International Financial Management.	10M
12. A).	Analyze the agencies that facilitate international trade flows.	10M
	OR	
12. B).	Distinguish between balance of trade and balance of payments.	10M
13. A).	What is the geographical location of foreign exchange market? Analyze the major participants involved in forex market.	10M
	OR	
13. B).	Explain the special features of the Eurobond Market.	10M
14. A).	Identify the factors influencing on exchange rate.	10M
	OR	
14. B).	Critically examine Purchasing Power Parity Theory with the help of suitable examples.	10M
15. A).	Analyze the factors impact on Foreign direct investment in a country.	10M
	OR	
15. B).	Examine the merits and demerits of inventory management in a typical MNC.	10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular Examinations July/August-2024
Course Name: Leadership and Change Management
(Master of Business Administration)

Date: 22.07.2024 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 coercive power in leadership.   1 M
2. Explain the primary roles of a leader.   1 M
3. Explain any one characteristic of charismatic leadership.   1 M
4. What is the Path-Goal Theory of leadership?   1 M
5. Explain the resource dependence perspective.   1 M
6. What is the institutional perspective on organizational change?   1 M
7. Explain the relationship between organizational culture and change.   1 M
8. Define organizational politics.   1 M
9. What are changing lifestyles? Give one example.   1 M
10. What are systematic approaches to change?   1 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A). Examine the leadership process and brief on the complexities of leadership.   10M

OR

11. B). i) Identify and explain different characteristics of an Effective Leader in an organization.   5 M
ii) Elaborate the concept of Ohio state Leadership study.   5 M

12. A). Analyze the Hersey-Blanchard Situational Leadership Theory and explain its practical implications.   10M

OR

12. B). Compare and contrast Transformational and charismatic leadership.   10M

13. A). Elaborate the various perspectives on Organizational change.   10M

OR

13. B). Analyze the concept of predictable change and its implications for organizational planning.   10M

14. A). i) What is organization culture and explain its importance?   6M
ii) How does it shape the interaction among people in organization? Explain.   4M

OR

14. B). i) Elucidate the nature of organization culture.   5M
ii) How does it influence personnel in the organization? What role does it play in organization change?   5M

15. A). i) What do you understand by 'OD intervention'? Explain.   5 M
ii) Identify the implications of changing lifestyle on change management.   5 M

OR

15. B). Elaborate the organizational development process and its application in managing organizational change.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular Examinations July/August-2024

Course Name: Services Marketing

(Master of Business Administration)

Date: 22.07.2024 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.	Mention emerging service sectors in India.	1 M
2.	Write difference between Goods and services.	1 M
3.	What do you mean by customer feedback?	1 M
4.	What is the meaning of customer satisfaction?	1 M
5.	What is service quality?	1 M
6.	What do you mean by service excellence?	1 M
7.	What is service delivery?	1 M
8.	Who are the participants in services?	1 M
9.	What is marketing communication?	1 M
10.	Write two strategies for automobile service centre.	1 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A). Write in detail the classification scheme for services on the basis of the nature of the services.   10M

OR

11. B). Examine in detail emerging service sectors in India.   10M

12. A). List out the factors affecting consumer behavior in services marketing.   10M

OR

12. B). Discuss how to gain customer satisfaction and build customer relationship.   10M

13. A). Explain Gaps model of service quality.   10M

OR

13. B). Discuss the types of service innovation in services marketing.   10M

14. A). Explain the key steps in preparing a service blue print.   10M

OR

14. B). What is the role of employees and customers in service delivery.   10M

15. A). Discuss about managing distribution channels in service industry.   10M

OR

15. B). Identify five categories of strategies to match service promises with delivery.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular Examinations July/August-2024
Course Name: Risk Management and Insurance
(Master of Business Administration)

Date: 24.07.2024 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. What is risk management? 1 M
2. List the steps of risk management. 1 M
3. What are the key principles of insurance? 1 M
4. Explain the principle of subrogation. 1 M
5. Define risk aversion. 1 M
6. What are the main types of loss control? 1 M
7. What is the primary purpose of life insurance? 1 M
8. What is the purpose of insurance regulations? 1 M
9. Define risk retention in risk management. 1 M
10. Name one method companies use to reduce operational risks. 1 M

PART-B
Answer the following. Each question carries TEN Marks. 5x10=50M

11.A). Elucidate how each identified technique contributes to effective risk management. 10M

OR

11. B). Evaluate the potential impact of different types of risks on a business's overall strategy. 10M

12. A). Discuss the distinguishing characteristics of insurance contracts. 10M

OR

12. B). Elaborate on the requirements of an insurance contract, highlighting how these elements ensure its legal enforceability. 10M

13. A). Compare and contrast the risk management strategies employed by individuals and corporations. 10M

OR

13. B). Define and emphasize the significance of loss control in risk management. 10M

14. A). Outline the regulatory framework governing the insurance sector in India. 10M

OR

14. B). Define general insurance and outline the various segments within the Indian general insurance sector. 10M

15. A). Discuss the pivotal role of diversification in alternative risk management. 10M

OR

15. B). Explain the concept of hedging and its significance in managing financial risks using derivative contracts like futures and options. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular Examinations July/August-2024
Course Name: Management of Industrial Relations
(Master of Business Administration)

Date: 24.07.2024 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.	What is the importance of IR?	1 M
2.	Write in brief about Collective Bargaining.	1 M
3.	Who is Conciliation Officer?	1 M
4.	What is Lay-Off?	1 M
5.	Discuss about Bonus with an example.	1 M
6.	Brief any four objectives of Minimum Wages Act, 1948.	1 M
7.	Write in brief the need of Reports and Registers.	1 M
8.	Differentiate Labour and Contract Labour.	1 M
9.	Recall Quality Circles.	1 M
10.	List out the challenges of quality circles.	1 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A). Prof. Dunlop of Hardward University has developed a Strategy for Good Industrial Relations. How it is different with Systems Approach?   10M

OR

11. B). Who are the three Actors in Industrial Relations? Write their role in detail.   10M

12. A). Elucidate role and functions of Trade Union in detail.   10M

OR

12. B). What steps should an organization take to handle a Grievances effectively?   10M

13. A). What is the Payment of Gratuity Act 1972? What are the obligations of the employer in respect of the Gratuity?   10M

OR

13. B). Can you explain the benefits payable to a female employee under Maternity Benefit Act, 1961.   10M

14. A). What are the strategies and initiatives aimed at eliminating Child Labour? Explain in detail.   10M

OR

14. B). Outline the specific regulations concerning working hours, rest intervals, overtime and other conditions that the Factory Act imposed on factory operations.   10M

15. A). "To improve the quality working life and job satisfaction, workers participation in management is essential." Discuss this statement.   10M

OR

15. B). What is Empowerment? Why it is important in the Work Place?   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular Examinations July/August-2024

Course Name: Digital Marketing

(Master of Business Administration)

Date: 24.07.2024 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 Digital Marketing.	1 M
2.	Write the benefits of Digital Marketing.	1 M
3.	What is mobile marketing?	1 M
4.	What are purchasing characteristics?	1 M
5.	Why is a digital marketing plan important?	1 M
6.	What is a marketing strategy?	1 M
7.	What are keywords in the context of SEM?	1 M
8.	What does CPC stand for in online advertising?	1 M
9.	What is a blog?	1 M
10.	What is LinkedIn primarily used for?	1 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A).	Explain the process of integrating internet and traditional marketing.	10M
	OR	
11. B).	Elucidate the concept of digital marketing and how it differs from traditional marketing methods.	10M
12. A).	Explain about search engine marketing and email marketing.	10M
	OR	
12. B).	Analyze how consumer purchasing behaviors have changed with the rise of digital media.	10M
13. A).	Describe the process of writing a digital marketing plan, including research, drafting, and finalizing.	10M
	OR	
13. B).	Outline the components of a digital marketing strategy, including segmentation, targeting, and positioning.	10M
14. A).	Elucidate the difference between SEM and SEO (Search Engine Optimization).	10M
	OR	
14. B).	Analyze the importance of inbound links for a website's search engine ranking.	10M
15. A).	Analyze the benefits of using YouTube for influencer marketing.	10M
	OR	
15. B).	How would you use digital analytics to improve an online marketing campaign?	10M

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