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

**Examination** : MBA II Semester Regular & Supplementary Examinations August-2025  
**Course Name** : Human Resource Management  
**Course Code** : C400306  
**Branch** : Master of Business Administration  
**Date & Session** : 04-08-2025 AN **Duration: 3 hours** **Max. Marks: 60**

(Note: Assume suitable data if necessary)

**PART-A**

Answer all TEN questions  
Each question carries ONE mark.

10x1=10M

1. Define Job Description. 1 M
2. What is Job Enlargement? 1 M
3. What is meant by HRP? 1 M
4. What is meant by Diverse work Force? 1 M
5. Mention different types of Training methods. 1 M
6. Describe the term Succession Planning. 1 M
7. Differentiate between statutory and voluntary measures in an organization. 1 M
8. When Workmen Compensation Act and Minimum Wages Act were introduced. 1 M
9. Explain the term industrial dispute. 1 M
10. Define Grievance. 1 M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Describe the challenges of Human Resources in the era of digitalized communication and economic transactions in current pandemic scenario. 10M
- OR**
- 11.B). Define Job analysis. What are the basic components of job analysis and explain the process in detail. 10M
- 12.A). Briefly explain the steps involved in the Selection Process. 10M
- OR**
- 12.B). Explain the sources of recruitment with merits and demerits of each source. 10M
- 13.A). "Money spent on training is not expenditure, it is an investment". Justify this statement with examples. 10M
- OR**
- 13.B). Discuss the various techniques involved in Performance appraisal with their limitations. 10M
- 14.A). Describe the safety precautions that a Pharma company shall adopt to prevent employees from prevent health hazards. 10M
- OR**
- 14.B). What is meant by Establishing Payrate? What are the steps involved in Establishing Pay and explain its importance. 10M

(P.T.O..)

15. A). What do you understand by the phrase "Employee Welfare"? Discuss the importance of Payment of Gratuity Act and ESI Act towards the employee welfare. 10M

**OR**

15. B). Define Industrial Relations. Discuss the scope and importance of Industrial relations in India. 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
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**Examination** : MBA II Semester Regular & Supplementary Examinations August-2025  
**Course Name** : Financial Management  
**Course Code** : C400307  
**Branch** : Master of Business Administration  
**Date & Session** : 06-08-2025 AN **Duration: 3 hours** **Max. Marks: 60**

(Note: Assume suitable data if necessary)

**PART-A**

Answer all TEN questions  
Each question carries ONE mark.

10x1=10M

1. Define the nature of Finance Function. 1 M
2. What is profit Maximization? 1 M
3. What is Project Generation? 1 M
4. Define pay back period. 1 M
5. What are the assumptions of MM theory in capital structure decision? 1 M
6. What is Financial leverage? 1 M
7. Describe the bonus shares. 1 M
8. What is share Splits in dividend decision? 1 M
9. Define cash budget. 1 M
10. What is working capital management? 1 M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain the nature and scope of Financial Management. 10M
- OR**
11. B). Explain the Contemporary Scenario of finance function and discuss the Risk and Return Trade off. 10M
12. A). Define the cost of capital? Explain the problems faced in determining the cost of capital. How is the cost of capital relevant in capital budgeting decisions? 10M
- OR**
12. B). Calculate the weighted average cost of capital, using book value weights. A firm's after-tax cost of capital of the specific sources is as follows: Cost of debt 8%; cost of preference shares -14%; cost of equity funds- 17%. The following is the capital structure: debt-3,00,000; preference capital-2,00,000 and equity capital-5,00,000. 10M
13. A). i) Differentiate between the financial structure and capital structure. 2M  
ii) Explain any two capital structure theories. 8M
- OR**
13. B). A company's expected annual net operating income is Rs.1,00,000. The company has Rs.2,00,000, 10% debentures . The equity capitalization rate ( $k_e$ ) of the company is 12.5 per cent. Calculate the value of firm by using NI approach. 10M

(P.T.O..)

14. A). What is dividend decision? Explain the forms of dividend? 10M

**OR**

14. B). Compute the market price of the company's quoted shares as per Walter's Model if it can a return of (a) 10% (b) 15% and (c) 5% on its retained earnings. The earnings per share of a company is Rs.10 and the rate of capitalization applicable is 10 percent. The company has before it, an option of adopting (i) 75% (ii) 50% and (iii) 25% dividend payout ratio. 10M

15. A). What is receivables management? Discuss in detail the objective, benefits and cost of receivables management. 10M

**OR**

15. B). Explain the determinants and components of working capital management. 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY  
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**Examination** : MBA II Semester Regular & Supplementary Examinations August-2025  
**Course Name** : Marketing Management  
**Course Code** : C400308  
**Branch** : Master of Business Administration  
**Date & Session** : 08-08-2025 AN                      **Duration: 3 hours**                      **Max. Marks: 60**

(Note: Assume suitable data if necessary)

**PART-A**

**Answer all TEN questions  
Each question carries ONE mark.**

**10x1=10M**

1. What is the Importance of Marketing? 1 M
2. Define Market Research. 1 M
3. Define Branding. 1 M
4. Write a short note on Product Life Cycle. 1 M
5. Define Market Targeting. 1 M
6. What is product Positioning? 1 M
7. Write in brief about Marketing Channels. 1 M
8. Define Public Relations. 1 M
9. What is the Importance of Price? 1 M
10. Define Green Marketing. 1 M

**PART-B**

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

**5x10=50M**

- 11.A). Discuss the role of Marketing Strategies & Plans in an Organization. 10M
- OR**
11. B). What is marketing research? Explain the process. 10M
12. A). Explain various factors that affect consumer decision making with suitable examples. 10M
- OR**
12. B). Illustrate the strategies used to Develop products & Brands to woo the customers. 10M
13. A). i) What are the different requirements for effective market segmentation? 5M  
ii) Explain in detail about STP process. 5M
- OR**
13. B). i) How Product positioning strategies help organizations to sustain in the markets? 5M  
ii) Explain in detail about Positioning maps with example. 5M
14. A). Explain the functions of different Channel intermediaries with examples. 10M
- OR**
14. B). How the elements of Promotional mix help Organizations build a brand? 10M
15. A). Discuss different Pricing strategies in detail with examples. 10M
- OR**
15. B). Mention the importance of Digital marketing & Social media marketing in the present market scenario with relevant example. 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
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**Examination** : MBA II Semester Regular & Supplementary Examinations August-2025

**Course Name** : Quantitative Analysis for Business Decisions

**Course Code** : C400309

**Branch** : Master of Business Administration

**Date & Session** : 11-08-2025 AN

**Duration:** 3 hours

**Max. Marks:** 60

(Note: Assume suitable data if necessary)

**PART-A**

Answer all TEN questions

Each question carries ONE mark.

10x1=10M

1. What is Model? 1 M
2. What is Quantitative Analysis? 1 M
3. Write the steps of graphical method in LPP. 1 M
4. What are the limitations of LPP? 1 M
5. State about Northwest corner method. 1 M
6. What are initial feasible solutions? 1 M
7. How decision is made under perfect information? 1 M
8. What are the different criteria's in decision making process in uncertainty? 1 M
9. Draw the single server model structure. 1 M
10. Arrival rate is 10 per day, service rate is 16 per day. The day consists of 8 working hours. Expected idle time per day is \_\_\_\_\_? 1 M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). What is Operation Research? Explain the Origin & Applications of OR in different Managerial Areas. 10M

**OR**

11. B). Define Model. Explain the types of models and process for developing an operation research model. 10M

12. A). Solve the LPP Problem in graphical Method 10M  
Maximize  $Z = 3x + 2y$   
subject to constraints

$$2x + y \leq 18$$

$$2x + 3y \leq 42$$

$$3x + y \leq 24$$

Non Negative Factors  $x \geq 0, y \geq 0$

**OR**

12. B). Define LPP. Explain the structure and Applications areas of LPP in the real world. 10M

(P.T.O.)

13. A). From the information given below, calculate the Minimum Cost by using VAM. 10M

Demand / Supply	D1	D2	D3	D4	Supply
S1	3	1	7	4	300
S2	2	6	5	9	400
S3	8	3	3	2	500
Demand	250	350	400	200	

**OR**

13. B). Define Hungarian Method. Explain the steps involved in solving the problem in Hungarian Method. 10M

14. A). What are the Ingredients of Decision Problems? Explain the steps involved in construction of decision tree. 10M

**OR**

14. B). Based on the following Payoff Matrix. 10M

Strategies	State of Nature		
	N1	N2	N3
S1	7,00,000	3,00,000	1,50,000
S2	5,00,000	4,50,000	0
S3	3,00,000	3,00,000	3,00,000

Calculate i) Maximin criterion ii) Maximax Criterion, iii) Minimax regret criterion and iv) Laplace criterion.

15. A). A telephone exchange has two long distance operations. The telephone company finds that, during the peak load, long distance calls arrive in a Poisson fashion at an average rate of 15 per hr. the length of service on these calls is approximately exponentially distributed with mean length 5 minutes. 10M

- i) What is the probability that a subscriber will have to wait for his long distance call during the peak hours of the day?
- ii) If the subscriber will wait and be serviced in turn, what is the expected waiting time?

**OR**

15. B). State the structure of Queuing Theory with an example. 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
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**Examination** : MBA II Semester Regular & Supplementary Examinations August-2025  
**Course Name** : Entrepreneurship and Design Thinking  
**Course Code** : C400310  
**Branch** : Master of Business Administration  
**Date & Session** : 13-08-2025 AN **Duration: 3 hours** **Max. Marks: 60**

(Note: Assume suitable data if necessary)

**PART-A**

Answer all TEN questions

Each question carries ONE mark.

10x1=10M

1. Who is an entrepreneur? 1 M
2. What are the internal factors that motivate people to go into business? 1 M
3. What do you understand by 'Copy right'? 1 M
4. In what way strategic planning helpful for Entrepreneurs? 1 M
5. Define Women Entrepreneurship. 1 M
6. State any two key factors at Growth stage. 1 M
7. What is Design Thinking? 1 M
8. List any three principles of Design Thinking. 1 M
9. What do you mean by Prototyping? 1 M
10. What is Visualization? 1 M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Discuss the various entrepreneurial motivational behaviour theories. 10M
- OR**
11. B). Describe the significance of economic growth by impacting entrepreneurship in the young minds in the Indian context. 10M
12. A). Give a few reasons why many entrepreneurs do not like to formulate strategic plans. 10M
- OR**
12. B). Define Patent and what value is patent to an entrepreneur? What benefits does it provide? 10M
13. A). Describe each of the five critical factors involved in the pre-startup and start-up phases of a new venture. 10M
- OR**
13. B). What is the meaning of social Entrepreneur? Explain with examples how social entrepreneurs benefit society and humanity at large? 10M
14. A). How to develop a variety of products, services, processes, etc. for end-users by using design thinking? Explain With relevant illustrations. 10M
- OR**
14. B). Explain how manufacturing units are solving problems by using design thinking? Justify your answer with real time examples. 10M

(P.T.O..)

15. A). Explain the following:

i) KANO method

5M

ii) Lean start-up method

5M

**OR**

15. B). How can a prospective franchisee evaluate a franchise opportunity? Outline advantages and disadvantages of franchising.

10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
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**Examination** : MBA II Semester Regular & Supplementary Examinations August-2025  
**Course Name** : Logistics and Supply Chain Management  
**Course Code** : C400311  
**Branch** : Master of Business Administration  
**Date & Session** : 18-08-2025 AN                      **Duration: 3 hours**                      **Max. Marks: 60**

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(Note: Assume suitable data if necessary)

**PART-A**

Answer all TEN questions

Each question carries ONE mark.

10x1=10M

1. What is the primary goal of Green Supply Chain Management (GSCM)? 1 M
2. Why is supply chain sustainability important for businesses? 1 M
3. What is the purpose of reverse logistics? 1 M
4. What is the main difference between third-party logistics (3PL) and fourth-party logistics (4PL)? 1 M
5. How does e-business impact supply chain management? 1 M
6. Why is network design important in supply chain management? 1 M
7. What does the SCOR model stand for? 1 M
8. How does a global supply chain differ from a local supply chain? 1 M
9. How does building partnerships and trust benefit a supply chain? 1 M
10. What is the role of information technology in supply chain management? 1 M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain how best practices in supply chain management (SCM) contribute to overall business success. 10M
- OR**
11. B). Identify the major obstacles to achieving a streamlined supply chain and suggest strategies to overcome these challenges. 10M
12. A). Discuss the major distribution-related issues and challenges faced by businesses and suggest possible solutions. 10M
- OR**
12. B). Examine the significance of outsourcing in transportation. 10M
13. A). Examine how e-business transforms traditional distribution strategies and impacts overall supply chain management. 10M
- OR**
13. B). Discuss the role of modelling in supply chain management and its importance in effective network design and decision-making. 10M

(P.T.O..)

14. A). Evaluate the role of the SCOR Model in enhancing supply chain efficiency. 10M

**OR**

14. B). Analyze the Bullwhip Effect & performance measurement issues, and propose the strategies using modern performance measurement tools. 10M

15. A). Discuss the role of CPFR in aligning supply chain activities and overcoming coordination challenges, providing relevant examples. 10M

**OR**

15. B). Discuss how information technology supports collaborative planning and decision-making in supply chains and discuss the challenges in integrating IT systems. 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
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**Examination** : MBA II Semester Regular & Supplementary Examinations August-2025  
**Course Name** : Customer Relationship Management  
**Course Code** : C400606  
**Branch** : Master of Business Administration  
**Date & Session** : 20-08-2025 AN                      **Duration: 3 hours**                      **Max. Marks: 60**

(Note: Assume suitable data if necessary)

**PART-A**

**Answer all TEN questions**

**Each question carries ONE mark.**

**10x1=10M**

1. Name any one benefit of CRM to an organization. 1 M
2. Write a short note on CRM significance to stakeholders. 1 M
3. What is a customer information database? 1 M
4. Define customer behavior in a relationship perspective. 1 M
5. Recall CRM value chain. 1 M
6. Give one example of an online CRM tool. 1 M
7. Which phase in the CRM process deals with planning customer strategies? 1 M
8. What does the GSPOT model relate to? 1 M
9. What does analytical CRM focus on? 1 M
10. List out the CRM software packages. 1 M

**PART-B**

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

**5x10=50M**

- 11.A). Explain the concept of CRM and discuss its importance for modern businesses. 10M
- OR**
11. B). Discuss the applications of CRM in the consumer market with examples. 10M
12. A). Define customer perception and customer expectation. Why is it important for businesses to study? Give suitable examples. 10M
- OR**
12. B). Discuss the concept of customer lifetime value (CLV). How is CLV calculated and used in decision-making? 10M
13. A). Explain the meaning of CRM process. Discuss its main objectives in detail. 10M
- OR**
13. B). What are the 4C's of CRM? Explain each element in detail with practical examples. 10M
14. A). Discuss various strategies used for customer retention and development with suitable examples. 10M
- OR**
14. B). What is KOEL'S Model? Discuss its features and relevance in CRM practices. 10M
15. A). Discuss the key implementation issues that organizations face when adopting a CRM system. Suggest strategies to handle these challenges effectively. 10M
- OR**
15. B). Explain the role of data warehousing and data mining in CRM. How do they help in understanding customer behaviour and improving decision-making? 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
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**Examination** : MBA II Semester Regular & Supplementary Examinations August-2025  
**Course Name** : Project Management  
**Course Code** : C400607  
**Branch** : Master of Business Administration  
**Date & Session** : 20-08-2025 AN                      **Duration: 3 hours**                      **Max. Marks: 60**

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(Note: Assume suitable data if necessary)

**PART-A**

**Answer all TEN questions**

**Each question carries ONE mark.**

**10x1=10M**

1. What is Project Management? 1 M
2. Outline one benefit of using project management in the service sector. 1 M
3. Define social cost benefit analysis. 1 M
4. Recall the objectives of project appraisal. 1 M
5. What is the decision rule for accepting a project under the IRR method? 1 M
6. Name one advantage of Equity financing. 1 M
7. What is the purpose of resource allocation in project planning? 1 M
8. Illustrate one technique used in Agile project management. 1 M
9. Why does the storming stage of team development often involve conflict among team members? 1 M
10. Who are stakeholders in a project? 1 M

**PART-B**

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

**5x10=50M**

- 11.A). Compare and contrast the Project life cycle and Product life cycle with appropriate diagrams. 10M
- OR**
11. B). Interpret the concept of systems approach in project management and illustrate its relevance in managing complex and large-scale projects. 10M
12. A). What is a feasibility study? Describe different types of feasibility studies with suitable examples. 10M
- OR**
12. B). Analyze the steps involved in Project planning and examine how different planning tools influence decision-making and project outcomes. 10M
13. A). A mid-sized construction firm is planning to build a residential apartment complex. Explain the process of project cost estimation for this project and identify the major components contributing to the total project cost. Illustrate your answer with relevant figures or cost breakdowns. 10M

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

**OR**

13. B). A company is considering purchase of a new machine. Two alternatives (Zee and Chee) 10M  
have been suggested, each having an initial cost of Rs. 4,00,000. The annual cash flow at  
the end of each year for the next 5 years are as follows:

Year	Zee	Chee	PV factor@10%
1	40,000	1,20,000	0.909
2	1,20,000	1,60,000	0.826
3	1,60,000	2,00,000	0.751
4	2,40,000	1,20,000	0.683
5	1,60,000	80,000	0.621

The company has a target return of 10% on its investment.

- (i) Compare the two projects by using NPV and PI and (ii) Advise which of the machine  
is to be selected?

14. A). Different activities are involved in a project. Details given in below table. 10M

Activity	Duration (weeks)
1-2	2
1-3	2
1-4	4
2-5	1
3-5	3
4-6	2
5-6	5

- Draw the Network diagram and critical path.
- Calculate the expected completion time of the project.
- Determine earliest and latest times for each activity.

**OR**

14. B). Discuss the role of Quality management in project control. What tools and techniques 10M  
ensure quality outcomes?

15. A). What are the roles and responsibilities of a project manager? Name any four key 10M  
competencies required for successful project completion.

**OR**

15. B). What is participative management? Explain its benefits and challenges in the context of 10M  
project environments.

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