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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

Examination : MBA III Semester Supplementary Examinations July-2025
Course Name : Business Analytics
Course Code : C400314
Branch : Master of Business Administration
Date & Session : 03-07-2025 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 Analytics. 1 M
2. Give one challenge Big Data poses to traditional data processing methods. 1 M
3. Name one measure of location and briefly explain its calculation. 1 M
4. Differentiate between discrete and continuous probability distribution. 1 M
5. What is the primary goal of Linear Discriminant Analysis. 1 M
6. Why are correlation techniques employed in predictive analytics? 1 M
7. Define the scope of data mining. 1 M
8. What does Supervised learning means? 1 M
9. State the reasons for using random number generation in simulation. 1 M
10. What is the significance of What-If analysis in Simulation? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Discuss common challenges organizations face when implementing data analytics initiatives. How can these challenges be mitigated for successful adoption? 10M
- OR**
11. B). Explain different statistical methods used in data analytics for summarizing and interpreting data. 10M
12. A). What are the measures of central tendency? Elaborate them with relevant examples. 10M
- OR**
12. B). Explain various techniques used for random sampling from a probability distribution. Discuss the advantages and disadvantages. 10M
13. A). In the context of Regression Analysis, explain the following. 2M
- i. Residuals 2M
 - ii. Coefficient of determination 2M
 - iii. Linear Vs Non-linear relationship 2M
 - iv. Regression Weight/Coefficients 2M
 - v. Intercept 2M
- OR**
13. B). Define Linear Discriminant Analysis (LDA). Also discuss its applications in Predictive analytics. 10M

(P.T.O..)

14. A). Briefly describe the K-Nearest Neighbors algorithm and discuss a practical scenario where KNN is particularly effective in data mining. 10M

OR

14. B). Explain how decision tree function in both classification and regression tasks. Provide the advantages and limitations of using decision tree in data mining. 10M

15. A). Define Monte Carlo Simulation and discuss its applications in various fields. 10M

OR

15. B). Discuss the role of risk analysis in simulation and explain how simulation models can be used to analyze risk in various domains. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Semester Supplementary Examinations July-2025
Course Name : Consumer Behaviour
Course Code : C400401
Branch : Master of Business Administration
Date & Session : 05-07-2025 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 consumer research process? 1 M
2. Differentiate between urban and rural market. 1 M
3. Define the culture. 1 M
4. What is family decision making? 1 M
5. Define consumer perception. 1 M
6. What is consumer motivation? 1 M
7. Write about consumer decision making. 1 M
8. Discuss about innovative purchase behavior. 1 M
9. What are Consumer ethics? 1 M
10. What is the importance of consumer information? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Define consumer behaviour. Explain the need for understanding consumer behaviour. 10M
- OR**
11. B). Write about Segmentation, Targeting & positioning with reference to rural consumers. 10M
12. A). Define Social Class? Explain the influence of social class on consumer buying behavior. 10M
- OR**
12. B). Explain the Howard Seth Model with an illustration defining the different stages. 10M
13. A). Briefly explain about Personality & Self-Concept? 10M
- OR**
13. B). What is the relevance of consumer learning and information processing to businesses. 10M
14. A). Explain in detail consumer decision making models. 10M
- OR**
14. B). What are the different stages in consumer decision making? Explain. 10M
15. A). Write about i) consumer information and ii) Consumer responsibilities. 10M
- OR**
15. B). How does the marketer respond to consumer issues? Briefly explain with an example. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Semester Supplementary Examinations July-2025
Course Name : Cost and Management Accounting
Course Code : C400407
Branch : Master of Business Administration
Date & Session : 05-07-2025 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 Cost Accounting. | 1 M |
| 2. What do you mean by Opportunity cost? | 1 M |
| 3. Define Tender. | 1 M |
| 4. Define Cost Sheet | 1 M |
| 5. Define Break Even Point. | 1 M |
| 6. Write the formula for P/V ratio. | 1 M |
| 7. What do you mean by Zero based budgeting? | 1 M |
| 8. Define Cash Budget. | 1 M |
| 9. Define Standard costing. | 1 M |
| 10. Write the formula for Labour cost variance. | 1 M |

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Limitations of financial accounting have made the management realize the importance of cost accounting. Comment. 10M

OR

- 11.B). A machine shop has three production departments P1, P2 and P3 and two service departments S1 and S2. From the following details compute the overhead absorption rate per labour hour. 10M

Indirect Material: Rs.15,000
 Indirect Wages: Rs.10,000
 Depreciation on machinery: Rs.25,000
 Depreciation on building: Rs.5,000
 Rent, Rates & Taxes: Rs.10,000
 Power for machinery: Rs.15,000
 Electricity for lighting: Rs.1,200
 General Expenses: Rs.8,500

Details	P1	P2	P3	S1	S2
Direct Material	20,000	10,000	19,000	6,000	5,000
Direct Wages	15,000	15,000	4,000	2,000	4,000
Value of Machine	60,000	100,000	40,000	25,000	25,000
Floor Area	15,000	10,000	10,000	5,000	5,000
HP of machine	50	60	30	5	5
Light points	15	12	10	8	5
Labour Hours	5,000	5,000	2,000	750	1,000
Share of S1	40%	20%	30%	-	10%
Share of S2	25%	35%	25%	15%	-

(P.T.O.)

12. A). The following information has been gathered for a company doing jobbing work only for 2021: 10M

Particulars	Amount (Rs.)
Materials Consumed	4,00,000
Direct Labour	3,00,000
Factory Overheads	2,40,000
Office and Administrative Expenses	94,000
Sales	12,40,800

The company has to quote for a job to be undertaken in February, 2021. It is estimated that the job will require materials costing Rs.30,000 and direct wages for it will be Rs. 45,000. What should be the quotation?

OR

12. B). Define process costing. Explain how to calculate normal loss, abnormal loss and abnormal gain in preparing process costing. Also explain advantages of process costing. 10M

13. A). The cost per unit of the products A,B and C of M/s Ali Ltd is as follows: 10M

Particulars	A (in Rs)	B (in Rs)	C (in Rs)
Direct Materials	10	8	9
Direct Labour	6	7	6
Variable Expenses	4	5	3
Fixed Expenses	3	3	2
Selling Price	32	30	26
No. of units Produced	10000	5000	8000

Production arrangements are such that if one producer is given up, the production of the others can be raised by 50%. The directors propose that C should be given up because the contribution in that case is lowest. Do you agree? What is your suggestion? Analyze:

- Product A is given up and B & C are produced
- Product B is given up and A & C are produced
- Product C is given up and A & B are produced
- Conclusion.

OR

13. B). Discuss various applications of marginal costing in detail. 10M

(P.T.O.)

14. A). Prepare a flexible budget for overheads on the basis of the following data. Ascertain the overhead rates at 50% and 70% capacity. 10M

Variable overheads:	At 60% capacity(Rs)
Material	6,000
Labour	18,000
Semi-variable overheads:	
Electricity:	30,000
40% Fixed	
60% variable	
Repairs:	3,000
80% fixed	
20% Variable	
Fixed overheads:	
Depreciation	16,500
Insurance	4,500
Salaries	15,000
Total overheads	93,000
Estimated direct labour hours =	1,86,000

OR

14. B). Explain cost audit and its types. Distinguish between cost audit and management audit. 10M

15. A). XYZ Ltd is producing a 'standard mix' by using 60kgs of material X and 40kgs of material Y. The standard loss of production is 30%. The standard price of X is Rs.5 per kg and that of Y Rs.10 per kg. 10M

The actual mixture and yield were as follows:

X 80kgs @ Rs.4.50 per kg

Y 70kgs @ Rs. 8 per kg

Actual yield is 115kgs

Calculate material variances.

OR

15. B). Define variance. Explain how labour variances and material variances useful in controlling costs. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Semester Supplementary Examinations July-2025
Course Name : Sales and Promotion Management
Course Code : C400402
Branch : Master of Business Administration
Date & Session : 08-07-2025 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 Personal Selling? 1 M
2. Write a note on Public Relations. 1 M
3. What are the Types of Media? 1 M
4. Write a note about the Advertising Plan. 1 M
5. Define the Marketing. 1 M
6. What is the Selling Process? 1 M
7. Define the Franchiser. 1 M
8. Write a note on Surrogate Selling. 1 M
9. What is Promotion Selling? 1 M
10. Discuss the Channel Structure. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). What is promotion? Explain the evolution of promotion. 10M
- OR**
11. B). Explain the tools of promotion. 10M
12. A). Explain DAGMAR approach. 10M
- OR**
12. B). Explain the types and media characteristics. 10M
13. A). What is sales management? Differentiate between selling and marketing. 10M
- OR**
13. B). Explain about sales Budget process. 10M
14. A). What are the common sales promotion strategies and tactics? 10M
- OR**
14. B). What is the importance of sales promotion in marketing? 10M
15. A). What is channel distribution? Explain about channel structure. 10M
- OR**
15. B). Explain about International channel Distribution. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Semester Supplementary Examinations July-2025
Course Name : Security Analysis and Portfolio Management
Course Code : C400408
Branch : Master of Business Administration
Date & Session : 08-07-2025 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. Write briefly about Speculation. 1 M
2. What is Investment Avenue? 1 M
3. Where can we use the Standard Deviation in calculation of Portfolio? 1 M
4. Tell about Markowitz Theory. 1 M
5. Recall Bond Volatility. 1 M
6. Define Value-Price Relationship. 1 M
7. What is Underlying Asset? Give examples. 1 M
8. Who are the Technical Indicators? 1 M
9. What is Maturity Value? 1 M
10. Write a few lines about Fama's Decomposition. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Enumerate the different types of Orders and explain the importance of Orders. 10M

OR

11. B). Discuss in detail the features and process of Investment. 10M

12. A). Write in detail the different Theories of Portfolios. 10M

OR

12. B). From the following two securities, construct a Portfolio by combining in 1:1. Find out return and risk of Portfolio. 10M

Security	Mean Return (R _i)	Std. Deviation
AB	16%	3%
CD	19%	4%

Coefficient of Correlation of these two is -0.75.

13. A). Give a detailed note on Active and Passive Bond Management Strategies. Write with examples. 10M

OR

13. B). RKV recently purchased a bond with a Rs. 1000 face value, a 10% coupon rate, and four years to maturity. The bond makes annual interest payments, the first to be received one year from today. RKV paid Rs. 1032.40 for the bond. Find out

- (i) Bond's YTM (Yield to Maturity)
- (ii) If the bond can be called two years from now at a price of Rs. 1100/-, what is its Yield - to - Call?

(P.T.O.)

14. A). Fundamental Analysis is classified according to the need of Economy, Industry and Company. Explain them individually. 10M

OR

14. B). How can different strategies be formulated by using Options and Futures? Describe. 10M

15. A). Discuss the recent Trends in Indian Mutual Funds. 10M

OR

15. B). Assume that you are administrators of a large pension fund, and you are decided whether to renew your contracts with your three money managers. You must measure how they have performed. Assume you have the following results for each individual's performance. Market Return 14% , Risk-free 8% and Beta 1%.

Investment Manager	Average Annual rate of Return	Beta
A	0.12	0.90
B	0.16	1.05
C	0.18	1.2

Apply Treynor Method.

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Semester Supplementary Examinations July-2025
Course Name : Financial Analytics
Course Code : C400409
Branch : Master of Business Administration
Date & Session : 10-07-2025 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 Horizontal Analysis? 1 M
2. List out Financing activities. 1 M
3. Distinguish between simple Interest & Compound Interest. 1 M
4. Write a formula to calculate Market Beta. 1 M
5. List out Discounted Techniques. 1 M
6. What is Profitability Index? 1 M
7. How to calculate Portfolio Mean? 1 M
8. Define SML. 1 M
9. What is Bond return? 1 M
10. Define Zero coupon Bond. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). What is Ratio Analysis? Discuss various types of Ratios. 10M
- OR**
11. B). Define cash flow statement analysis, discuss various types of activities. 10M
12. A). Discuss the applications of Time value of money using examples. 10M
- OR**
12. B). Explain calculation procedure of Standard deviation, coefficient of variation & covariance in MS Excel with the help of example. 10M
13. A). Discuss basic principles of capital budgeting. 10M
- OR**
13. B). Explain the advantages and Limitations of Internal Rate of Return. 10M
14. A). Discuss the applications of CAPM Model. 10M
- OR**
14. B). What is Equity Valuation? Explain its applications. 10M
15. A). Discuss the relationship between market rates of interest and bond prices. 10M
- OR**
15. B). Explain the Bond return calculation in a single & multiple period Framework. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Semester Supplementary Examinations July-2025
Course Name : Management Information Systems
Course Code : C400312
Branch : Master of Business Administration
Date & Session : 11-07-2025 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 are the managerial challenges of IT? 1 M
2. Define Transaction Processing System. 1 M
3. Define E Commerce? 1 M
4. What is ERP? 1 M
5. Explain about V Model. 1 M
6. Define SDLC. 1 M
7. What is systems development process? 1 M
8. What is Agile system? 1 M
9. How important is information security in the present era? 1 M
10. Define Cyber law. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). How does information system help the managers in an organization? Explain. 10M
- OR**
11. B). Briefly discuss about the components of Information System. 10M
12. A). What are the different types of business functional systems? Explain. 10M
- OR**
12. B). How does knowledge management system help to improve the business decisions? 10M
13. A). What is Waterfall model? Explain the relevance of Waterfall model in business. 10M
- OR**
13. B). What are the different stages in the Systems development life cycle? Explain. 10M
14. A). Define system design? Explain about system development process. 10M
- OR**
14. B). What are the new approaches for system building in the digital firm era? 10M
15. A). What is cybercrime and information security? Explain. 10M
- OR**
15. B). Explain in detail about Blockchain model. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Semester Supplementary Examinations July-2025
Course Name : Strategic Management
Course Code : C400313
Branch : Master of Business Administration
Date & Session : 12-07-2025 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 strategy? 1 M
2. Explain vision. 1 M
3. Define Defensive strategy 1 M
4. What do you understand by barriers? 1 M
5. Explain the concept of Leadership. 1 M
6. Define Planning system. 1 M
7. Explain Turnaround strategy. 1 M
8. What do you understand by Joint ventures? 1 M
9. Explain the concept of Measuring performance. 1 M
10. Explain Strategic audit. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Discuss about strategic management process. 10M
- OR**
11. B). Explain the importance of SWOT analysis in the business. 10M
12. A). Explain Porter's five force model in detail. 10M
- OR**
12. B). Analyze key factor in creating a successful tailor made strategy. And take any one situation of business and apply tailor made strategy. 10M
13. A). Critically evaluate the structure of strategy management. 10M
- OR**
13. B). Examine how Organizational values impact on strategy in the organization. 10M
14. A). Discuss Merger & Acquisition Strategies and also explain Benefits & Challenges of Merger & Acquisition Strategies. 10M
- OR**
14. B). Explain the different strategies and competitive advantage in diversified companies. 10M
15. A). Examine the Strategic Control Process for measuring performance of the organization. 10M
- OR**
15. B). Explain about Strategy and Corporate Evaluation and feedback in the Indian and international context. 10M
