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R22



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

Examination : MBA IV Semester Regular & Supplementary Examinations July-2025
Course Name : Production and Operations Management
Course Code : C400315
Branch : Master of Business Administration
Date & Session : 02-07-2025 FN **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 World Class Manufacturing. 1 M
2. Explain the concept of Industry 4.0. 1 M
3. What are the key stages involved in New Product Development? 1 M
4. Define Value Engineering. 1 M
5. What factors influence Plant Location decisions? 1 M
6. Compare Product Layout and Group Technology Layout. 1 M
7. Write down the steps involved in Johnson's Algorithm. 1 M
8. What are Priority Dispatching Rules in job shop scheduling? 1 M
9. Define Integrated Materials Management. 1 M
10. Define Green Purchasing. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Discuss the role of strategic operations management in achieving competitive advantage. Provide examples to support your answer. 10M
- OR**
11. B). Explain the concept of functional subsystems within an organization. Provide examples and discuss their interdependencies. 10M
12. A). Discuss the steps involved in Product Design. How does Process Planning intersect with Product Design? 10M
- OR**
12. B). Explain Capacity Planning in the context of Process Design. How can optimization techniques enhance capacity in manufacturing? 10M
13. A). Describe the Single Facility Location Problem and its mathematical formulation. How does it differ from the Multi-facility Location Problem? 10M
- OR**
13. B). Discuss the steps involved in designing an effective Plant Layout. How does layout design impact operational efficiency and productivity? 10M

(P.T.O..)

14. A). Discuss the types of schedules used in job shop scheduling. How are heuristic procedures applied to generate schedules? 10M

OR

14. B). Explain the challenges and strategies involved in scheduling for Two Jobs and Machines. How can quality control concepts be integrated into scheduling practices? 10M

15. A). Discuss the Models of Inventory used in Materials Management. How are Quantity Discount models implemented in practice? 10M

OR

15. B). Describe the ABC Analysis technique in inventory management. How can organizations effectively manage obsolete, surplus, and scrap materials? 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

Examination : MBA IV Semester Regular & Supplementary Examinations July-2025
Course Name : Strategic Investment and Financing Decisions
Course Code : C400410
Branch : Master of Business Administration
Date & Session : 04-07-2025 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 the primary objective of financial policy in strategic planning? 1 M
2. List two common tools or techniques used in financial modelling. 1 M
3. What is the difference between risk and uncertainty in investment decisions? 1 M
4. What is capital rationing in investment decisions? 1 M
5. What is the primary difference between lease financing and hire purchase? 1 M
6. List two advantages of leasing as a financing decision. 1 M
7. What are the primary motivations behind mergers and acquisitions? 1 M
8. What are various types of mergers? 1 M
9. What is asset-backed securities? 1 M
10. What is a warrant in financing strategy? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain the strategic planning process and its significance in financial policy and corporate planning. 10M

OR

11. B). Describe the process of financial model development, highlighting the key steps involved and their importance. 10M
12. A). Why is risk analysis important in investment decisions? What methods are used to assess risk, such as the risk-adjusted rate of return and probability distribution of cash flows? 10M

OR

12. B). Describe the Monte Carlo approach to simulation in investment analysis. How does it enhance the understanding of potential outcomes and risks associated with investment decisions? 10M
13. A). Discuss the strategic considerations involved in lease financing. How do companies decide between leasing and purchasing assets outright? Include an analysis of leasing vs. operating risk. 10M

OR

13. B). Evaluate the advantages and disadvantages of leasing as a financing decision. Provide examples of how companies have effectively used leasing in practice and discuss the implications for their financial strategy. 10M

(P.T.O.)

14. A). Discuss the strategic reasons for companies to pursue mergers and acquisitions, including the concept of diversification. Provide examples to illustrate your points. 10M

OR

14. B). Evaluate the common problems and challenges faced during mergers and acquisitions, such as cultural integration and regulatory hurdles. How can companies mitigate these issues? 10M

15. A). Discuss the advantages and disadvantages of using hybrid securities such as convertible preference shares and secured premium notes in corporate financing. Provide examples of when each might be preferred. 10M

OR

15. B). Evaluate the implications of using exchangeable commercial paper as a financing tool. What are its benefits and risks compared to other short-term financing options? 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA IV Semester Regular & Supplementary Examinations July-2025
Course Name : Compensation and Reward Management
Course Code : C400416
Branch : Master of Business Administration
Date & Session : 04-07-2025 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 meant by living wage? 1 M
2. Mention components of wage. 1 M
3. Differentiate wage and salary. 1 M
4. How do pension scheme function as part of employee compensation? 1 M
5. List out basic determinants of pay? 1 M
6. Define Grade and Pay structures. 1 M
7. Mention the primary roles involved in reward management. 1 M
8. Mention the benefits of the Pay reviews. 1 M
9. Mention the practical problems during Implementation of reward strategy. 1 M
10. What do you mean by Strategic Reward Management? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Outline different theories of Wages. Explain Wage Fund theory of wage. 10M
- OR**
11. B). Discuss the machineries for wage fixation. 10M
12. A). Compare the different types of compensation. 10M
- OR**
12. B). Explain the Concept of Tax planning and process of ESOP. 10M
13. A). Discuss the factors responsible for determination of pay rates. 10M
- OR**
13. B). Explain the role of strategic reward management for long-term organizational success. 10M
14. A). Discuss the process of conducting pay reviews in an organization and its importance. 10M
- OR**
14. B). Define Rewards? Explain the different kinds of monetary and non - monetary rewards. 10M
15. A). How to develop, communicate and implement reward strategy. 10M
- OR**
15. B). Explain the main challenges of organizations to implementing a reward strategy. 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA IV Semester Regular & Supplementary Examinations July-2025
Course Name : Retailing Management
Course Code : C400404
Branch : Master of Business Administration
Date & Session : 04-07-2025 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 retailing. 1 M
2. Write the functions of retailing. 1 M
3. Define category management. 1 M
4. Write a note on loss leader pricing. 1 M
5. Define retail format with example. 1 M
6. Write about the importance of store design in rural region. 1 M
7. Define CRM. 1 M
8. Write the meaning of free-standing sites. 1 M
9. What is impulse buying? 1 M
10. What is the impact of e-commerce on rural retailing? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain the strategic retail planning process with example. 10M
- OR**
11. B). Retail organizations strategically design their structure to meet objectives and competition in industry. Discuss the various types of retail organization structure with example. 10M
12. A). Allocation of merchandizing is a strategic part of retailing business model. Examine the importance and its allocation in hypermarket stores with example. 10M
- OR**
12. B). Capturing consumer market share depends on implementation of Right pricing strategies. Analyze the different pricing strategies practice by the organization for its success. 10M
13. A). Retail formats exhibit its planned products and services offered to the customers. Examine the different types of retail formats with example. 10M
- OR**
13. B). Analyze the various merchandize presentation techniques and atmospherics with example. 10M
14. A). Identify the role of CRM in retail management in Indian scenario. 10M
- OR**
14. B). Examine the factors affecting the attractiveness of retail site in your region as example. 10M
15. A). Discuss the parameters differentiating the urban and rural market with suitable example. 10M
- OR**
15. B). Analyze the strategies of rural retail channel management practice by FMCG companies with example. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

Examination : MBA IV Semester Regular & Supplementary Examinations July-2025
Course Name : International Financial Management
Course Code : C400411
Branch : Master of Business Administration
Date & Session : 07-07-2025 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 Challenges of IFM? 1 M
2. What is the Scope of IFM? 1 M
3. List out the factors affecting International Trade Flows. 1 M
4. What is gold standard in IMS? 1 M
5. What are the major participants in Forex Market? 1 M
6. What is Euro Currency Market? 1 M
7. Define Interest Rate Parity. 1 M
8. What is Exchange Rate System? 1 M
9. Define Bond Financing. 1 M
10. What is EXIM Policy? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Differentiate between Domestic and International Financial Management. 10M
- OR**
11. B). Explain the recent challenges of IFM. 10M
12. A). i) What is a Flexible Exchange Rate Regime? Explain. 5M
ii) Outline the concept of Bretton Woods's system. 5M
- OR**
12. B). What is BoP? Explain different accounting components of BoP. 10M
13. A). Differentiate between Currency Futures and Option Markets. 10M
- OR**
13. B). What is Foreign Exchange Market? Discuss the structure of Forex Market. 10M
14. A). What is purchasing power Parity? Explain the risk involved in it. 10M
- OR**
14. B). Explain International Fisher Effect with an example. 10M
15. A). How the management of Accounts Receivable and Accounts Payable is carried out? 10M
- OR**
15. B). What are the methods of Financing Exports and Imports? Explain. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA IV Semester Regular & Supplementary Examinations July-2025
Course Name : Leadership and Change Management
Course Code : C400417
Branch : Master of Business Administration
Date & Session : 07-07-2025 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 key elements of trait approach? 1 M
2. Recall the managerial grid. 1 M
3. What is transactional leadership? 1 M
4. Define ethical leadership. 1 M
5. List out four characteristics of change. 1 M
6. Write a short note on environmental triggers of change. 1 M
7. What is organizational culture? 1 M
8. Define organizational structure. 1 M
9. List out any five factors of effective change. 1 M
10. State the word organizational development. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain functions, characteristics of an effective leader and styles of leadership. 10M
- OR**
11. B). Discuss the concept of ohio state and michigan studies on leadership study in detail with examples. 10M
12. A). Analyze the role of ethical decision-making framework in addressing leadership challenges in recent times. 10M
- OR**
12. B). Discuss the fiedler's contingency model of leadership with suitable examples. 10M
13. A). Analyze how resistance to change can emerge and propose strategies to overcome such resistance effectively. 10M
- OR**
13. B). Analyze how would you diagnose the need for change within an organization using different diagnostic tools and strategies. 10M
14. A). Analyze how organizational culture impact the success and failure of change initiatives with examples. 10M
- OR**
14. B). Discuss the characteristics and types of organizational culture. 10M
15. A). Analyze how demographic and occupational changes influence on organizational structure with suitable examples. 10M
- OR**
15. B). Discuss the concept of changing lifestyle and explain its impact on workplace practices with suitable examples. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA IV Semester Regular & Supplementary Examinations July-2025
Course Name : Services Marketing
Course Code : C400405
Branch : Master of Business Administration
Date & Session : 07-07-2025 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 Services and Service Marketing 1 M
2. What is the main difference between Goods and Services? 1 M
3. Outline consumer perception in services. 1 M
4. What is importance of consumer behaviour in service industry? 1 M
5. List out any two innovations which occupies in present service sector. 1 M
6. What is the service scape? 1 M
7. Write a short note on blueprint. 1 M
8. Who are the participants in the service industry? 1 M
9. List out any two distribution channels which the companies follow in service industry. 1 M
10. What is promise? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain the concept of the Services Marketing Mix. 10M
- OR**
11. B). Elucidate the marketing strategies which are implementing by the financial institutions in India. 10M
12. A). As a consumer what are your expectations from the service sectors. 10M
- OR**
12. B). Elucidate the various ways to build the good relations with customers in services. 10M
13. A). What is the Gaps Model of Service Quality? Illustrate with a diagram. 10M
- OR**
13. B). Explain how the service providers ensure service excellence. 10M
14. A). List out some ethics which the employees have to follow at the time of delivering the services to the customers. 10M
- OR**
14. B). What is mass production and delivery in services? Give examples. 10M
15. A). Why the coordination is important in-service marketing communication? 10M
- OR**
15. B). Explain the different pricing strategies used in service industries. 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA IV Semester Regular & Supplementary Examinations July-2025
Course Name : Risk Management and Insurance
Course Code : C400412
Branch : Master of Business Administration
Date & Session : 09-07-2025 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 Risk. 1 M
2. What is the first step in the risk management process? 1 M
3. Who is Insurance agent? 1 M
4. What is the feature of Insurance? 1 M
5. Mention one type of loss control. 1 M
6. Define risk management by corporations. 1 M
7. Mention any one function of insurance. 1 M
8. What is the meaning of insurance premium? 1 M
9. What is the advantage of Risk retention? 1 M
10. Define hedging. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). What are various types of risks faced by business and individuals? 10M
- OR**
- 11.B). Evaluate the importance of understanding and managing business risk in today's environment. 10M
12. A). Explain about role of agents and brokers in Insurance contracts. 10M
- OR**
12. B). How can you understand about Insurance as Risk management technique? 10M
13. A). Discuss the concept of risk aversion and its influence on risk-taking decisions. 10M
- OR**
13. B). Describe optional loss control and its cost-benefit analysis in risk management decisions. 10M
14. A). Analyze the differences between life insurance and general insurance, and their contribution to financial security. 10M
- OR**
14. B). Evaluate the impact of recent amendments in the regulation of the Indian insurance business. 10M
15. A). Examine alternative risk management techniques available to companies in a volatile market. 10M
- OR**
15. B). Discuss how effective risk management contributes to shareholder wealth maximization. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

Examination : MBA IV Semester Regular & Supplementary Examinations July-2025
Course Name : Management of Industrial Relations
Course Code : C400418
Branch : Master of Business Administration
Date & Session : 09-07-2025 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. Give any two strengths of Collective bargaining. 1 M
2. Mention one feature of the Code of Conduct in IR. 1 M
3. Discuss the bipartite bodies. 1 M
4. Define standing orders under the Industrial Employment Act. 1 M
5. What is the purpose of the Payment of Bonus Act, 1965? 1 M
6. Define gratuity under the Payment of Gratuity Act, 1972. 1 M
7. Mention one welfare measure under the Factories Act. 1 M
8. What is prohibited under the Child Labour Act? 1 M
9. List any one objective of workers' participation in management. 1 M
10. What is empowerment in the workplace? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Discuss the approaches to Industrial Relations in detail. 10M
- OR**
11. B). Evaluate the importance of ethical practices in Industrial Relations. 10M
12. A). Explain the various types of industrial disputes under the Industrial Disputes Act, 1947. 10M
- OR**
12. B). Explain the role of tripartite and bipartite bodies in resolving disputes. 10M
13. A). Analyze the key features of the Employees' Provident Fund Act, 1952. 10M
- OR**
13. B). Compare and contrast the Payment of Wages Act, 1936 and Payment of Bonus Act, 1965. 10M
14. A). Discuss the safety and welfare provisions under the Factories Act. 10M
- OR**
14. B). Explain the features of Child Labour (Prohibition and Regulation) Act, 1986. 10M
15. A). Explain the concept and importance of workers' participation in management. 10M
- OR**
15. B). Evaluate the impact of employee empowerment on Quality of Work Life. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

Examination : MBA IV Semester Regular & Supplementary Examinations July-2025
Course Name : Digital Marketing
Course Code : C400406
Branch : Master of Business Administration
Date & Session : 09-07-2025 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. Definition of digital marketing. 1 M
2. How would you explain search engine optimization? 1 M
3. What is the main idea of website marketing? 1 M
4. How would you summarize blog marketing? 1 M
5. What is the benefit of a digital marketing plan? 1 M
6. What is the importance of situational analysis? 1 M
7. Can you recall the concept of online advertising? 1 M
8. Define cost per click with an example. 1 M
9. What can you say about social media marketing? 1 M
10. How would you summarize Microblogging? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). How would you classify the components of digital marketing? 10M
- OR**
11. B). Elaborate on the latest digital marketing trends with suitable examples. 10M
12. A). Can you identify the practices of social media marketing with an example? 10M
- OR**
12. B). How would you utilize a digital media platform to build customer loyalty? Give a suitable example. 10M
13. A). How would you classify the elements of a digital marketing plan? 10M
- OR**
13. B). Can you distinguish between opportunities and Challenges in a digital marketing plan? 10M
14. A). How could you determine the importance of search engine marketing? Give a suitable example. 10M
- OR**
14. B). Explain about a landing page and its importance with a suitable example. 10M
15. A). Can you elaborate on the reasons for social networking with Facebook? Give a suitable example. 10M
- OR**
15. B). Discuss how social media marketing is used to analyze advertising performance with an example. 10M
