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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

Examination : MBA II Semester Supplementary Examinations February-2025
Course Name : Human Resource Management
Course Code : C400306
Branch : Master of Business Administration
Date & Session : 25-02-2025 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 Human Resource Management. 1 M
2. What is job analysis? 1 M
3. What does HRP stand for? 1 M
4. Define recruitment. 1 M
5. What is the primary purpose of employee training? 1 M
6. Define performance appraisal. 1 M
7. What is the basic factor in determining pay rates? 1 M
8. Define employee welfare. 1 M
9. Define industrial relations. 1 M
10. What is collective bargaining? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain the evolution and scope of HRM, highlighting its objectives. 10M
- OR**
11. B). Analyze the methods for collecting job analysis information and their impact on talent management processes. 10M
12. A). Discuss the process of Human Resource Planning (HRP) and its significance in workforce management. 10M
- OR**
12. B). Explain the recruitment process and the importance of yield ratio analysis. 10M
13. A). Discuss the importance of training and development in employee growth and organizational success. 10M
- OR**
13. B). Elaborate on the techniques for performance appraisal. 10M
14. A). Mention the factors that influence employee remuneration and the methods used for establishing pay rates. 10M
- OR**
14. B). Elucidate the significance of the Workmen Compensation Act and the Minimum Wages Act in employee welfare. 10M
15. A). Explain the key provisions of the Industrial Disputes Act 1947 and their impact on employee relations. 10M
- OR**
15. B). Analyze the causes of industrial disputes and the mechanisms for their resolution. 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA II Semester Supplementary Examinations February-2025
Course Name : Financial Management
Course Code : C400307
Branch : Master of Business Administration
Date & Session : 28-02-2025 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 Wealth Maximization. 1 M
2. What is financial management? 1 M
3. What is Capital Budgeting? 1 M
4. Recall Net present Value. 1 M
5. Define Leverage. 1 M
6. What are the uses of EBIT-EPS analysis? 1 M
7. What is dividend payout? 1 M
8. Recall Share Split. 1 M
9. What is Gross working capital? 1 M
10. Define Inventory. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). What are the major types of financial decisions that a business firm makes? How do they involve risk-return trade off? 10M

OR

11. B). Explain the concept of "time value of money". What are the various methods to calculate time value of money? 10M

12. A). Explain the nature and concept of capital budgeting. 10M

OR

12. B). A Company has an investment opportunity costing Rs.50,000 with the following expected net cash flows after taxes and before depreciation. 10M

Years	Net Cash Flows (Rs.)	PV. of Rs.1 @10% D.f
1	20,000	0.909
2	15,000	0.826
3	25,000	0.751
4	10,000	0.683

Using 10% as the cost of capital you are require to calculate.

- i) Net Present Value.
- ii) Profitability Index.

(P.T.O..)

13. A). What is meant by capital structure? What are the major determinants of capital structure? 10M

OR

13. B). A firm finances all its investments by 40 percent debt and 60 percent equity. The estimated required rate of return on equity is 20 percent after-taxes and debt is 8 percent after-taxes. The firm is considering an investment proposal Rs.4,00,000 with the expected return that will last forever. What amount must the proposal yield per year so that the market price of the share does not change? 10M

14. A). What is Dividend policy? Explain the factors determining dividend policy. 10M

OR

14. B). A company has EPS of Rs. 10 and internal rate of return of 15 percent. The firm has a policy of paying 40 percent as dividend payout ratio. If the required rate of return is 10 percent, determine the price of share under (i) Walter model (ii) Gordon model. 10M

15. A). Define the term working capital. What factors would you take into consideration in estimating the working capital needs of a concern? 10M

OR

15. B). X Ltd. sells its products on a gross profit of 20% on sales. The following information is extracted from its annual accounts for the current year ended March 31. 10M

Particulars	Rs
Sales at 3 months credit	4,00,000
Raw material	1,20,000
Wages paid- average time lag 15 days	96,000
Manufacturing expenses paid – one month in arrears	1,20,000
Administrative expenses paid – one month in arrears	48,000
Sales promotion expenses – payable half- yearly in advance	20,000

The company enjoys one month's credit from the suppliers of raw materials and maintains 2-month's stock of raw materials and 1.5 month's stock of finished goods. The cash balance is maintained at Rs.10, 000 as a precautionary measure. Assuming a 10% margin, find out the working capital requirements of X Ltd.

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA II Semester Supplementary Examinations February-2025
Course Name : Marketing Management
Course Code : C400308
Branch : Master of Business Administration
Date & Session : 04-03-2025 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 Marketing. 1 M
2. What is Marketing Environment? 1 M
3. Define Consumer Behavior. 1 M
4. Define the Branding. 1 M
5. What is Market Segmentation? 1 M
6. Define positioning. 1 M
7. What is Personal Selling? 1 M
8. What is an Online Marketing? 1 M
9. Define Mark Up Pricing. 1 M
10. What is Rural Marketing? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Define the Marketing Research? Explain its Marketing Research Process. 10M
- OR**
11. B). Explain the Marketing Strategies & its Plans. 10M
12. A). How to build customer value? Explain with an example. 10M
- OR**
12. B). Explain the social & personal factors which influence consumer behavior explain with suitable example. 10M
13. A). Define segmentation. List out the requirements for effective segmentation. 10M
- OR**
13. B). Discuss the factors that influence the Positioning & Repositioning maps. 10M
14. A). Explain the difference between the Direct marketing & Online Marketing. 10M
- OR**
14. B). What is 4P's marketing? List out the factors affecting the promotion mix. 10M
15. A). "Rural Marketing is Playing a vital role in the present competitive Environment" 10M
Comment on this statement.
- OR**
15. B). Define pricing. Discuss the importance of Price. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA II Semester Supplementary Examinations Feb/Mar-2025
Course Name : Quantitative Analysis for Business Decisions
Course Code : C400309
Branch : Master of Business Administration
Date & Session : 06-03-2025 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. Elucidate role of OR in decision making. 1 M
2. List out the various operation research techniques. 1 M
3. What is meant by Linear Programming? 1 M
4. How to Find Optimal Solution in Linear Programming? 1 M
5. What is an assignment problem? Give its areas of application. 1 M
6. The assignment problem is said to be balanced if it is square matrix. Discuss. 1 M
7. Define the term "decision-making under uncertainty." 1 M
8. What is the difference between maximax and maximin criteria? 1 M
9. Explain the term "queue" in queuing theory. 1 M
10. What is a Poisson process in queuing theory? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). What is Operations Research? Describe the managerial applications of Operations Research in decision-making. 10M

OR

- 11.B). Illustrate the important areas of applications of Operation Research techniques in Operations Management. 10M

12. A). Find the maximal and minimal value of $z = 6x + 9y$ when the constraint conditions are, 10M

- $2x + 3y \leq 12$
- $x \text{ and } y \geq 0$
- $x + y \leq 5$

OR

12. B). Define LPP. Illustrate the Merits and Demerits of LPP. 10M

13. A). Consider the assignment problem having the following cost table: 10M

Men	Job		
	1	2	3
A	7	9	6
B	5	8	7
C	4	5	6

- i. Draw the network representation of the problem.
- ii. Solve the problem and determine the optimal assignment for each man.

(P.T.O.)

OR

13. B). Describe the structure of an assignment problem with objectives as maximization and minimization. 10M

14. A). Calculate the loss table from the following pay-off table. 10M

Action	Events			
	E1	E2	E3	E4
A1	50	300	-150	50
A2	400	0	100	0
A3	-50	200	0	100
A4	0	300	300	0

OR

14. B). Draw and explain a decision tree for a company deciding whether to launch a new product or not. 10M

15. A). Draw and explain the basic structure of a queuing system, showing arrivals, queue, service, and departures. 10M

OR

15. B). Show a queuing system with different queue disciplines (FIFO, LIFO, Priority) using diagrams. 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA II Semester Supplementary Examinations Feb/Mar-2025
Course Name : Entrepreneurship and Design Thinking
Course Code : C400310
Branch : Master of Business Administration
Date & Session : 08-03-2025 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 Risk- Taking? 1 M
2. Explain the concept of Entrepreneurial Journey. 1 M
3. Mention the significance of IPR. 1 M
4. Identify the importance of Strategic Positioning. 1 M
5. Examine the concept of Industry Analysis. 1 M
6. Define Incubation. 1 M
7. What do you mean by Empathize? 1 M
8. Discuss the significance of Collaboration. 1 M
9. Evaluate the concept of Visualization. 1 M
10. Formulate Agility for Design Thinking. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Outline the Functions of Entrepreneurship. 10M
- OR**
11. B). Interpret the significance of Motivational Cycle. 10M
12. A). Identify how to organize and building the adaptive firms. 10M
- OR**
12. B). Elaborate avoiding Trade marking pitfalls. 10M
13. A). Analyze different Sources of Finance. 10M
- OR**
13. B). Illustrate promotion initiatives by Government of India to promote Entrepreneurship. 10M
14. A). Explain the process of Design Thinking. 10M
- OR**
14. B). Examine Empathetic Design Methods. 10M
15. A). Discuss different Evaluation Ideas. 10M
- OR**
15. B). What are the Advantages and Disadvantages of Franchising? 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA II Semester Supplementary Examinations Feb/Mar-2025
Course Name : Logistics and Supply Chain Management
Course Code : C400311
Branch : Master of Business Administration
Date & Session : 10-03-2025 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 supply chain? 1 M
2. Tell about the concept of Value chain. 1 M
3. Define about Cross Docking. 1 M
4. Explain about Reverse Logistics. 1 M
5. Recall the concept of E-Business. 1 M
6. Define Network design. 1 M
7. Summarize about Demand Chain Management. 1 M
8. Explain about Performance measurement. 1 M
9. What do you mean by Coordination? 1 M
10. Tell about Collaborative planning. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain the Stages of supply chain management. 10M
- OR**
11. B). Summarize about the best practices in supply chain management. 10M
12. A). Classify the difference between logistics and supply chain. 10M
- OR**
12. B). Analyze about Third party logistics with a suitable example. 10M
13. A). Explain the role of distribution in supply chain network. 10M
- OR**
13. B). Determine the need of Network design in the supply chain. 10M
14. A). Discuss about the Tools of performance measurement. 10M
- OR**
14. B). Elaborate the factors that influence designing global supply chain network. 10M
15. A). What are the Obstacles to coordination? Give an example. 10M
- OR**
15. B). How do forecasting and replenishment help in a supply chain management? 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA II Semester Supplementary Examinations February-2025
Course Name : Customer Relationship Management
Course Code : C400606
Branch : Master of Business Administration
Date & Session : 12-03-2025 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 CRM. 1 M
2. Who are the stakeholders of CRM? 1 M
3. What is Customer perception? 1 M
4. What is Customer life cycle? 1 M
5. What is CRM value chain? 1 M
6. List the 4 C's of CRM. 1 M
7. List the elements of CRM. 1 M
8. What do you mean by Customer retention? 1 M
9. List the CRM tools. 1 M
10. What is e-CRM? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain the Components and benefits of CRM. 10M
- OR**
11. B). Examine the significance of Customer relationship management to its stakeholders. 10M
12. A). Explain in detail the Phases of Customer Life cycle with examples. 10M
- OR**
12. B). Examine the Importance of Customer Profile Analysis and what data you want to gather about customer? 10M
13. A). Identify the objectives of CRM process and how to measure CRM objectives. 10M
- OR**
13. B). Examine the role of CRM in Retail Business. 10M
14. A). Discuss about the CRM Process. 10M
- OR**
14. B). Elucidate the Models of CRM. 10M
15. A). Discuss the operational issues in Planning and Implementation of CRM. 10M
- OR**
15. B). Explain the components of e-CRM solutions. 10M
