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R22



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

Examination : MBA III Sem Regular & Supplementary Examinations Jan-2025
Course Name : Business Analytics
Course Code : C400314
Branch : Master of Business Administration
Date & Session : 20-01-2025 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 Pivotal Table? 1 M
2. Tell about Visualization. 1 M
3. Define measures of association. 1 M
4. Illustrate continuous probability distribution. 1 M
5. Write any two properties of Correlation 1 M
6. Recall Linear Discriminant. 1 M
7. What is Partition of data? 1 M
8. Recall the Cluster Analysis. 1 M
9. Tell about Arrival of Customers in Simulation. 1 M
10. What is Idle Time and Elapsed Time in Simulation? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Big Data is associated with Four V's. Discuss them in detail. 10M
- OR**
11. B). Elucidate the different statistical methods for Summarizing the Data. 10M
12. A). On 8th November 2016, the Indian Government demonetized Rs. 500 and 1000 notes and allowed citizens to deposit the old notes in the banks. The Average amount deposited by customers at a bank in Bangalore is Rs. 17,500 million and the corresponding Standard Deviation is Rs. 4,500 million. If 156 customers deposited money on 11th November 2016 calculate
- i) The probability that the total deposits exceeds Rs. 3 million.
 - ii) The probability that the total deposited amount is between Rs. 2.5 million and 3.5 million.
- OR**
12. B). Differentiate between Population & Sample and explain any five sampling techniques with example. 10M

(P.T.O..)

13. A). One-Way and Two-Way ANOVA is estimated to take a certain decision in Business. Can you explain the differences of these two? Explain with illustrations. 10M

OR

13. B). Obtain the Rank Correlation between the variable's 'X' and 'Y' from the following pairs of observed values: 10M

X:	50	55	65	50	55	60	50	65	70	75
Y:	110	110	115	125	140	115	130	120	115	160

14. A). Describe the steps involved in Data Mining when viewed as a process of knowledge discovery. 10M

OR

14. B). Explain the following:

- i) Supervised learning 3M
- ii) Data partitioning 4M
- iii) K Nearest Neighbors (KNN). 3M

15. A). Discuss the advantages and disadvantages of Simulation. Also specify the areas where Simulation can be used. 10M

OR

15. B). Bright Bakery keeps stock of a popular brand of Cake. Previous experience indicates the daily demand as given below: 10M

Daily Demand:	.0	10	20	30	40	50
Probability:	.01	.20	.15	.50	.12	.02

Consider the following sequence of random numbers.

R. No. 48, 78, 19, 51, 56, 77, 15, 14, 68 and 09

Using this sequence, simulate the demand for the next 10 days. Find out the stock situation if the owner of the bakery decides to make 30 cakes every day. Also estimate the daily average demand for the cakes on the basis of simulated data.

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Sem Regular & Supplementary Examinations Jan-2025
Course Name : Consumer Behaviour
Course Code : C400401
Branch : Master of Business Administration
Date & Session : 22-01-2025 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 consumer behavior. 1 M
2. Discuss about rural market. 1 M
3. Define the Cross-cultural consumer behaviour 1 M
4. What do you understand by social class? 1 M
5. Write about the self concept. 1 M
6. Define consumer motivation. 1 M
7. Discuss about problem recognition. 1 M
8. What do you understand by diffusion of innovation? 1 M
9. Discuss about the consumer safety. 1 M
10. What do you understand by marketing ethics? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Trace the evolution of consumer behaviour and discuss its importance in understanding consumer needs and preferences. 10M

OR

11. B). Analyze the role of Segmentation & Branding in shaping consumer behavior. 10M

12. A). Describe the Influence of cultural & sub-culture and their role in influencing consumer behaviour. 10M

OR

12. B). Explain critically the Howard sheth model. 10M

13. A). Critically evaluate the consumer motivation process by taking one product as example. 10M

OR

13. B). Examine how consumer attitude impact on product and the organization. 10M

14. A). Examine the post purchase behavior of consumer and services provided by companies post purchase. 10M

OR

14. B). Explain the different models of consumer decision making process. 10M

15. A). Explain briefly on the consumer responsibilities. 10M

OR

15. B). Explain marketer response to consumer issues in present scenario. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Sem Regular & Supplementary Examinations Jan-2025
Course Name : Cost and Management Accounting
Course Code : C400407
Branch : Master of Business Administration
Date & Session : 22-01-2025 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. 1 M
2. Difference between direct and indirect cost. 1 M
3. What is the difference between normal loss and abnormal loss? 1 M
4. What do you mean by job costing? 1 M
5. Write a short note on break even analysis. 1 M
6. Define make or buy decision. 1 M
7. Define zero base budget. 1 M
8. Cost audit Vs management audit. 1 M
9. What is sales variance? 1 M
10. Define estimated cost. 1 M

PART-B

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

- 11.A). What is cost accounting? How does cost accounting differ from Management Accounting? 10M

OR

11. B). What is the difference between allocation and apportionment of overhead? Explain process of apportionment of any 5 overhead. 10M

12. A). What do you mean by costing? Explain various methods of costing. 10M

OR

12. B). What is cost sheet? Explain hypothetical format. 10M

13. A). Define Marginal Cost. Explain its Assumptions, Limitations and Applications. 10M

OR

13. B). State which of the following sales mixes should be adopted by the management 10M

- i. 250units of A and 250units of B
- ii. 400 units of B only
- iii. 200 units A and 300 units of B

You are given the following information:

Particulars	A (Rs)	B(Rs.)
Material per unit	160	120
Wages per unit	130	80
Variable overheads per unit	170	120
Selling price	500	120
Fixed cost – 15000 Rs.		

(P.T.O..)

14. A). What do you mean by budgetary control system? Explain its advantages and Disadvantages? 10M

OR

14. B). Mr. Rajesh & Co. manufactures two products X and Y and sells them through two divisions East and West. For the purpose of submission of sales budget to the committee, the following information has been made available: 10M

Budgeted sales for the current year were:

Product	East	West
X	400 units @ Rs. 9	600 units @ 9
Y	300 units @ 21	500 units @ 21

Actual sales for the current year were:

Product	East	West
X	500 units @ Rs. 9	700 units @ 9
Y	200 units @ 21	400 units @ 21

Adequate market studies reveal that product X is popular but under-priced. It is observed that if price of X is increased by Rs.1 it will find a ready market. On the other hand, Y is over-priced to customers and market could absorb more if sales price of Y be reduced by Rs.1. the management has agreed to give effect to the above price changes.

From the information based on these price changes and reports from salesmen, the following estimates have been prepared by divisional manager:

Percentage increase in sales over current budget is:

Product	East	West
X	+10%	+5%
Y	+20%	+10%

With the help of an intensive advertisement campaign, the following additional sales above the estimated sales of divisional managers are possible:

Product	East	West
X	60	70
Y	40	50

You are required to prepare a budget for sales incorporating the above estimates. Also show the budgeted and actual sales of current year.

15. A). Distinguish between Budgetary control and Standard Costing. 10M

OR

15. B). India Ltd. Manufactures a particular product, the standard direct labour cost of which is Rs. 120 per unit whose manufacture involves the following: 10M

Type of workers	Hours	Rate (Rs.)	Amount (Rs.)
A	30	2	60
B	20	3	60
	50		120

During a period, 100 units of the product were produced, the actual labour cost of which was as follows:

Type of workers	Hours	Rate (Rs.)	Amount (Rs.)
A	3,200	1.50	4,800
B	1,900	4.00	7,600
	5,100		12,400

Calculate: (i) Labour cost variance (ii) Labour Rate variance (iii) Labour Efficiency variance and (iv) Labour mix variance.

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Sem Regular & Supplementary Examinations Jan-2025
Course Name : Performance Management
Course Code : C400413
Branch : Master of Business Administration
Date & Session : 22-01-2025 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 purpose of Performance Management? 1 M
2. Recall about Control theory. 1 M
3. Write a note on Employee Engagement. 1 M
4. Represent mid-cycle review process of performance management. 1 M
5. Write about virtual Teams. 1 M
6. Write a short note on Pay Band. 1 M
7. How to improve quality of Planning of Performance Management? 1 M
8. State about quick response manufacturing. 1 M
9. State various factors that affect performance shape of an organization. 1 M
10. Write a short notes PM Pathway Analysis. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). What do you mean by Performance Management? Identify the linkage of performance Management to other HR Processes. 10M

OR

11. B). Explain in detail about Goal theory and its applications in performance Management. 10M
12. A). Outline Performance Management as a system and explain various dimensions of Performance Management. 10M

OR

12. B). What is performance Agreement? Explain in detail about Creation PM Documents. 10M
13. A). What do you mean by Team Performance management? Explain role of performance management in Learning Organizations. 10M

OR

13. B). Write a short note on linking performance to pay and Outline challenges of Linking performance to pay. 10M
14. A). Explain in detail about Improving the objectivity and Execution aspects of Performance Management. 10M

OR

14. B). Identify and evaluate six sigma Practices in Performance Management. 10M
15. A). What is corporate performance Management? Explain in detail about EFQM Excellence Model. 10M

OR

15. B). Identify the impact of performance management on line managers and Employees. 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Sem Regular & Supplementary Examinations Jan-2025
Course Name : Sales and Promotion Management
Course Code : C400402
Branch : Master of Business Administration
Date & Session : 24-01-2025 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 different types of advertising? 1 M
2. Give an example of word of mouth. 1 M
3. What is „Consumer -oriented“ appeal in Advertising? Illustrate your answer. 1 M
4. What is the role of advertising? 1 M
5. Write a note on visualization of advertising layout. 1 M
6. What are the basic selling skills? 1 M
7. Differentiate between Personal Selling vs. Advertising. 1 M
8. What is the need for sales promotion? 1 M
9. What are the factors affecting the ethical behavior of a sales person. 1 M
10. What are the levels of distribution channel? Explain. 1 M

PART-B

Answer any FIVE questions. One question from each unit either A or B (Compulsory)
Each question carries TEN Marks. **5x10=50M**

11. A. What is promotion? Explain its concept and evaluation. 10M
- OR**
11. B. Discuss briefly about Promotional tools with example. 10M
12. A. Explain the importance of layout and art work in the preparation of advertisement and brief on AIDA model. 10M
- OR**
12. B. Describe the planning framework in advertising and state the elements of a layout of advertising. 10M
13. A. How to control and evaluate sales force? Explain. 10M
- OR**
13. B. Discuss the process of sales planning and methods of sales force control. 10M

(P.T.O.)

14. A. Discuss in detail Cross Promotion and Surrogate Selling with example. 10M

OR

14. B. a) Explain bait and switch advertising.
b) Explain different types of sales promotion. 10M

15. A. Explain the ethical issues in sales and distribution management. 10M

OR

15. B. Explain about Channel Intermediaries and its Functions. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Sem Regular & Supplementary Examinations Jan-2025
Course Name : Security Analysis and Portfolio Management
Course Code : C400408
Branch : Master of Business Administration
Date & Session : 24-01-2025 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. Listout types of orders in stock market. 1 M
2. What is the Structure of Indian financial system? 1 M
3. Write a note on various types of risks. 1 M
4. What do you mean by Mean – variance approach? 1 M
5. What are various types of bonds? 1 M
6. Define Bond convexity. 1 M
7. What is Company analysis? 1 M
8. What are the different type's derivatives? 1 M
9. Define Net asset value of mutual fund. 1 M
10. Outline structure of mutual funds in India. 1 M

PART-B

Answer any FIVE questions. One question from each unit either A or B (Compulsory)

Each question carries TEN Marks.

5x10=50M

11. A. Explain about Clearing and Settlement procedure in Stock Market in India. 10M

OR

11. B. What is investment? Describe briefly the important investment avenues available to savers in India? 10M

12. A. Explain the Sharpe Index model. How does it differ from the CAPM model? 10M

OR

12. B. Determine portfolio risk and returns involved with the help of following information

S. no.	Scripts	Weights (%)	Standard deviation (%)	Exp. Returns %
1	RIL	30	45	15
2	TATA	70	10	20

Correlation between RIL and TATA is -0.90.

10M

(P.T.O)

13. A. What do you mean by fixed income securities? Explain various bond theorems with illustrations.

10M

OR

13. B. The market price of Rs 1,000 per value bond carrying a coupon rate of 14% and maturing after 5 years is Rs 1,050, what is the yield to maturity on this bond?

10M

14. A. Define technical analysis and Explain some of tools and techniques used to measure the different forms of securities.

10M

OR

14. B. What do you mean by option? What are the Strategies involved in Options trading?

10M

15. A. What do you mean by mutual fund? What are its features? Explain the Classification of mutual funds in India.

10M

OR

15. B. Consider the following information for 4 mutual funds A,B,C and D

10M

Mutual funds	Mean returns (%)	SD (%)	Beta
A	12	15	0.80
B	16	22	0.76
C	21	37	1.15
D	13	24	1.32

Risk free rate of return is 10% and face value is Rs.100 each. Evaluate the performance of these mutual funds using the Sharp and Treynor ratio. Commit on the evaluation after ranking the funds.

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Sem Regular & Supplementary Examinations January-2025
Course Name : Marketing Analytics
Course Code : C400403
Branch : MBA
Date & Session : 27-01-2025 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 Business intelligence. 1 M
2. Advantages of marketing analytics. 1 M
3. What is the use of Slicer in MS Excel? 1 M
4. Define Data. 1 M
5. Elucidate CLV. 1 M
6. Define Customer analytics. 1 M
7. What is Price skimming? 1 M
8. What is Bundle price.? 1 M
9. Write Online advertising. 1 M
10. Define Undifferentiated segmentation. 1 M

PART-B

Answer any FIVE questions. One question from each unit either A or B (Compulsory)

Each question carries TEN Marks.

5x10=50M

11. A. Differentiate Marketing analytics and marketing Research. 6M
- B. Explain levels in marketing analytics. 4M

OR

11. B. Explain how MS Excel helps as a tool for conduction of marketing analysis. 10M
12. A. Discuss Pareto principle. Explain in detail with example and graph. 10M

OR

12. B. How is marketing data helpful in decision making? Discuss with month-wise and product wise data. 10M
13. A. Describe method of creating lifetime value of customer. 10M

OR

13. B. Explain various metrics for tracking customer experience. 10M
14. A. What do you mean by price elasticity? Explain linear and power demand curve with examples. 10M

OR

14. B. Explain use of price bundling to optimize pricing and boost the sales. 10M

(P.T.O)

15. A. Explain various bases of market segmentation. Discuss cluster analysis and its applications. 10M

OR

15. B. Write short notes on: 5M
A) linear media allocation model. 5M
B) Monte Carlo media allocation simulation.

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Sem Regular & Supplementary Examinations January-2025
Course Name : Financial Analytics
Course Code : C400409
Branch : MBA
Date & Session : 27-01-2025 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 Financial Analytics? 1 M
2. What is Ratio analysis? 1 M
3. What is Time value of Money? 1 M
4. What is Beta? 1 M
5. Write the formulae for Payback Period. 1 M
6. Define cost of capital. 1 M
7. What is SML? 1 M
8. Write about P/E ratio. 1 M
9. What do you understand by Term structure? 1 M
10. What is Bond duration? 1 M

PART-B

Answer any FIVE questions. One question from each unit either A or B (Compulsory)

Each question carries TEN Marks.

5x10=50M

11. A. Discuss the significance of Financial Analytics in today's information driven world. 10M
- OR**
11. B. Briefly discuss the process of modeling the statement of cash flows. 10M
12. A. How would you show the FV Schedule Function in MS-Excel? 10M
- OR**
12. B. With the help of a suitable example explain the MS-Excel PV Function. 10M
13. A. Explain the Discounted Cashflow Analysis in detail. 10M
- OR**
13. B. Explain the MS-Excel NPV Function with an example. 10M
14. A. Company X has paid a dividend of Rs. 10 per share last year (D) and its dividend is expected to grow at 5 % every year. If an investor's expected rate of return from Company X share is 7 %, what will be the market price of the share as per the dividend discount model? 10M
- OR**
14. B. Explain forecasting methods viz, 'Moving Average' & Exponential smoothing with the help of an example. 10M

(P.T.O)

15. A. Discuss the steps involved in the calculation of a bond duration using excel spread sheet. 10M

OR

15. B. An investor recently purchased a bond for Rs. 1100 whose face value is Rs. 1000; it provides 10% coupon rate per annum and five years to maturity. The bond makes annual interest payments. Calculate the yield to maturity if it redeems at par on the maturity date. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Sem Regular & Supplementary Examinations January-2025
Course Name : HR Analytics
Course Code : C400415
Branch : MBA
Date & Session : 27-01-2025 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 HRM | 1 M |
| 2. What is HCM. Expand | 1 M |
| 3. Define workforce analytics | 1 M |
| 4. HR analytics is used for? | 1 M |
| 5. Differentiate between recruitment and selection | 1 M |
| 6. What is talent acquisition | 1 M |
| 7. What is HR dashboards | 1 M |
| 8. What is business intelligence | 1 M |
| 9. What is predictive HR analytics | 1 M |
| 10. Define training. | 1 M |

PART-B

Answer any FIVE questions. One question from each unit either A or B (Compulsory)
Each question carries TEN Marks.

5x10=50M

- | | |
|---|-----|
| 11. A. Write the difference between HRM and HCM and explain the role of HCM in gaining sustainable advantage. | 10M |
| OR | |
| 11. B. Discuss the scope and significance of HR Analytics. | 10M |
| 12. A. Explain various models of HR Analytics. | 10M |
| OR | |
| 12. B. What is meant by HR data. Explain various Scales of Data. | 10M |
| 13. A. Discuss the role of HR analytics in recruitment and selection. | 10M |
| OR | |
| 13. B. Define talent management. Explain the talent acquisition process. | 10M |
| 14. A. How do you select tools for conducting HR analytics. Explain. | 10M |
| OR | |
| 14. B. What is data visualization. How it is key for HR process. | 10M |

(P.T.O)

15. A. Explain in detail about correlation, linear regression and multiple regression. 10M

OR

15. B. i) Write a note on future of HR analytics. 10M
ii) Difference between predictive and prescriptive HR Analytics.

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Sem Regular & Supplementary Examinations Jan-2025
Course Name : Management Information Systems
Course Code : C400312
Branch : Master of Business Administration
Date & Session : 29-01-2025 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. List out the components of information resources. 1 M
2. What do you mean by Management Information System? 1 M
3. Define E-Business. 1 M
4. What is Supply Chain? 1 M
5. What is System acquisition? 1 M
6. List out the tools of Computer Assisted and Software Engineering. 1 M
7. Define Business Process Redesign. 1 M
8. What is the Agile system? 1 M
9. Define Cyberspace. 1 M
10. Write a short note on Blockchain. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). What are the different types of information systems? Explain. 10M
- OR**
11. B). What are the social and ethical issues in the information systems? Explain. 10M
12. A). Define CRM. Explain the core features of CRM in MIS. 10M
- OR**
12. B). Discuss about the implementation life cycle of ERP. 10M
13. A). Briefly explain the four-stage model of Information systems planning in MIS. 10M
- OR**
13. B). Write about the systems development life cycle stages. Explain in detail each stage. 10M
14. A). What is System Development? How does building new systems produce organizational change? 10M
- OR**
14. B). What are the different alternative methods for building information systems? Explain in detail. 10M
15. A). Imagine that you are a manager of a bank. What measures would you take to protect the information from hackers? 10M
- OR**
15. B). Distinguish between Spam and Phishing. Describe briefly about classification of cybercrimes. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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Examination : MBA III Sem Regular & Supplementary Examinations Jan-2025
Course Name : Strategic Management
Course Code : C400313
Branch : Master of Business Administration
Date & Session : 31-01-2025 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 objective? 1 M
2. What is Mission? 1 M
3. Define offensive strategy 1 M
4. What do you understand by IE matrix? 1 M
5. What do you mean by internet economy? 1 M
6. Define organizational values. 1 M
7. Define core competency. 1 M
8. What do you understand by merger? 1 M
9. What is the concept of control? 1 M
10. Define Strategic surveillance. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Discuss the kind of factors that shape a company's strategy. 10M
- OR**
11. B). Differentiate mission and objectives of an organization. How do you formulate the goals of a manufacturing organization. 10M
12. A). Explain the chief properties of BCG matrix. 10M
- OR**
12. B). Discuss Porter's five force model in detail. 10M
13. A). Critically evaluate the structure of strategies for competing in globalizing markets and internet economy. 10M
- OR**
13. B). Examine how Organizational values impact on strategy in the organization and explain Planning system for implementation. 10M
14. A). Discuss different types of diversification strategies. 10M
- OR**
14. B). Explain the different strategies and competitive advantage in diversified companies. 10M
15. A). Examine the problems for measuring the performance of the organization. 10M
- OR**
15. B). Explain about guidelines for proper control. 10M
