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N – 7127

Reg. No. :

Name :

**Second Semester M.B.A. (Full Time/Travel and Tourism) Degree
Examination, August 2022**

MGT 527 : FINANCIAL MANAGEMENT

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions. **Each** question carries **5** marks.

1. Define scope of financial management.
2. Difference between capital structure and capitalization.
3. What is payback period method?
4. Discuss the different types of dividend.
5. What do you understanding by cash management?

(5 × 5 = 25 Marks)

PART – B

Answer any **one** question from each. **Each** question carries **10** marks.

6. Explain the objective of financial management.

Or

7. What are the various functions of the financial manager.

P.T.O.

8. Explain the factors determining the cost of capital.

Or

9. Following information is available with regards to the capital structure of Edwards Ltd.

	Amount Rs.	After tax cost of capital
Debenture	12,00,000	5%
Preference share capital	4,00,000	10%
Equity share capital	8,00,000	15%
Retained earnings	16,00,000	12%

You are required to calculate (WACC)

Weighted Average cost of capital

10. Compute ARR from the following data.

Cost of Asset 4,00,000

Useful life 5 yrs

Cash flow after tax 1,72,000 p.a

Or

11. Discuss the various methods used for considering risk factors in capital budgeting.
12. Explain the different types of working capital.

Or

13. The cost of capital and the rate of return of investment of rafael ltd are 10% and 18% respectively. The company has 5 lakh equity share of Rs. 10 each outstanding and earnings per share are Rs.20. Compute the market price per share and value of firm in the following situation. Use waltar's model and comment on the result.

(a) No retention (b) 40% retention (c) 80% retention



14. Explain the receivable cost.

Or

15. Calculate optimum cash balance under baumol model from the particular given below.

Annual Cash requirement Rs. 1,50,000

Fixed cost per transaction Rs. 15

Insert rate on marketable securities 18%

(5 × 10 = 50 Marks)



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N – 7125

Reg. No. :

Name :

**Second Semester M.B.A. (Full Time/Travel and Tourism) Degree
Examination, August 2022**

MGT 525 : PRODUCTION AND OPERATIONS MANAGEMENT

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions. **Each** question carries **5** marks.

1. Discuss briefly the concept of Strategic Operations Management.
2. Define Plant layout. What are the factors influencing layout of a manufacturing concern?
3. Write short notes on (a) EOQ (b) JIT
4. Explain the factors influencing production Planning.
5. Discuss the concept of Integrated Logistics Management.

(5 × 5 = 25 Marks)

PART – B

Answer any **one** questions from each. **Each** question carries **10** marks.

6. Explain briefly the nature and scope of Production and Operations Management.
- Or
7. What is meant by Plant Location? Discuss briefly the Factors influencing Plant Location.

P.T.O.



8. Write notes on (a) ISO Systems. (b) Six Sigma.

Or

9. A major drug store chain wishes to build a new warehouse to serve the whole Midwest. At the moment, it is looking at three possible locations. The factors, weights, and ratings being considered are given below:

Factor	Weights	Ratings		
		Peoria	Des Moines	Chicago
Nearness to markets	20	4	7	5
Labor cost	5	8	8	4
Taxes	15	8	9	7
Nearness to suppliers	10	10	6	10

Which city should they choose?

10. Define Maintenance Management. Explain the objectives of Maintenance Management.

Or

11. If the TOL file cabinet has a gross material requirements plan as shown below, no inventory, and 2 weeks of lead time is required for assembly, what are the order release dates and lot sizes when lot sizing is determined by EOQ (Economic Order Quantity)? Use a holding cost of \$2.00 and a setup cost of \$20.00, and assume no initial inventory.

Gross Material Requirements Plan										
Week	1	2	3	4	5	6	7	8	9	10
TOL			50		100		50			100

12. What is meant by Logistics Management? Discuss its objectives and role.

Or

13. Perkins Lighting wishes to employ a kanban in their new floor lamp production system. For the floor lamp base, they have provided the following information:

Daily demand 300 units, Holding cost \$20/unit/year, Order cost \$10/order, Lead time 2 days and Safety stock 600 units.

Find the size the kanban and the number of kanbans required.

14. Define Quality Management. Examine the role of SQC in quality management in Manufacturing Concerns.

Or

15. Write Explanatory notes on

(a) EBQ.

(b) Line Balancing and Sequencing.

(c) MRP.

(5 × 10 = 50 Marks)



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N – 7123

Reg. No. :

Name :

**Second Semester M.B.A. (Full Time/Travel and Tourism) Degree
Examination, August 2022**

MGT 523 : OPERATIONS RESEARCH

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer all **five** questions. **Each** question carries **5** marks.

1. What is operations research?
2. How is optimality analysis done in transportation problem?
3. What are the limitations of PERT and CPM?
4. Summarise Monte-Carlo simulation process.
5. Explain the various decision making situations.

(5 × 5 = 25 Marks)

PART – B

Answer any **one** question from each. Each question carries **10** marks.

6. A firm manufactures two products A and B and sells them at a profit of Rs.2 on type A and Rs.3 on type B. Each product is processed on two machines J and K. Type A requires one minute of processing time on J and two minutes on K. Type B requires one minute on J and one minute on K. The machine J is available for not more than six hours and forty minutes while machine K is available for ten hours during any working day. Formulate the problem as LPP and find out how many products of each type should the firm produce each day in order to get maximum profit. Also show the solution graphically.

OR

P.T.O.



7. Explain dominance property. Also bring out the rules of dominance.
8. Explain Economic Order Quantity.

OR

9. Obtain an initial basic feasible solution of transportation problem using Vogel's Approximation method.

	D	E	F	G	Available
A	11	13	17	14	250
B	16	18	14	10	300
C	21	24	13	10	400
Demand	200	225	275	250	

10. What is a queueing system? Bring out its characteristics.

OR

11. A man has the choice of running either a hot snack stall or an ice cream stall at a seaside resort during the summer season. If it is a fairly cool summer, he should make Rs.5000 by running the hot snack stall, but if the summer is quite hot he can only expect to make Rs.1000. On the other hand, if he operates the ice cream stall, his profit is estimated at Rs.6500 if the summer is hot, but only Rs.1000 if it is cool. There is 40% chance of summer being hot. Should he opt for running the hot snack stall or ice cream stall. Give mathematical argument.
12. Bring out the difference between Transportation and Assignment problem.

OR

13. Find the initial solution for transportation problem by Vogel's method.

	W1	W2	W3	Supply
F1	2	7	1	5
F2	3	3	1	8
F3	5	4	7	7
F4	1	6	2	14
Demand	7	9	18	

14. Explain the Hungarian Assignment Method. Is it better than other models of solving assignment problems. Give your arguments.

OR

15. A food products company is planning the introduction of a revolutionary new product with new packing to replace the existing product at much higher price (S1) or a moderate change in the composition of the existing product with a new packaging at a small increase in price (S2) or a small change in the composition of the existing except the word, 'New' with a negligible increase in the price (S3). The three possible states of nature of events are (i) High increase in sales (N1) (ii) No change in sales (N2) (iii) Decrease in sales (N3). The marketing department of the company worked out the payoffs in terms of yearly new profits for each of the strategies on these events. This is represented in the following table.

Strategies	Pay offs Stages of nature		
	N1	N2	N3
S1	700	300	150
S2	500	450	0
S3	300	300	300

Which strategy should the executive concerned choose on the basis of (a) Maximin Criterion (b) Maximax Criterion (c) Laplace Criterion

(5 × 10 = 50 Marks)

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N – 7122

Reg. No. :

Name :

**Second Semester M.B.A. (Full Time/Travel and Tourism) Degree
Examination, August 2022**

MGT 522 : MARKETING MANAGEMENT

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions. **Each** question carries **4** marks.

1. What is the importance of marketing?
2. What are the five consumer buying roles.
3. Why is sales forecasting important
4. Identify the define external factors affecting primary decisions.
5. Define sales promotion.

(5 × 4 = 20 Marks)

PART – B

Answer any **three** questions. **Each** question carries **10** marks.

6. Discuss the division of strategic planning organisation.
7. Explain the new consumer capabilities.
8. What are the components of a modern marketing information.

P.T.O.



9. Discuss the brand element choice criteria.
10. What are the wholesalers functions?

(3 × 10 = 30 Marks)

PART – C

Compulsory question, carries 25 marks

11. Information is one of the most basic ingredients of a successful marketing strategy. The global marketer must scan the world for information about opportunities and threats and make information available via a management information system. Scanning can be accomplished by keeping in touch with an area of interest via surveillance or by actively seeking out information via search. Information can be obtained from human and documentary sources or from direct perception.

Formal research is often required before decisions can be made regarding specific problems or opportunities. After developing a research plan, data are collected using either primary or secondary sources. A number of techniques are available for analyzing data, including demand pattern analysis, income elasticity measurements, estimation by analogy, comparative analysis, and cluster analysis. Research findings must be presented clearly to facilitate decision making. Global marketing research presents a number of challenges. First is the simple fact that research on a number of markets may be required, some of which are so small that only modest research expenditures can be made. Secondary data from some countries may be distorted; also, comparability may be an issue. A final issue is how much control headquarters will have over research and the overall management of the organization's information system.

- (a) Assume that you have been asked by the president of your organization to devise a systematic approach to scanning. The president does not want to be surprised by major market or competitive developments. What would you recommend?
- (b) What is the difference between existing, latent, and incipient demand? How might these differences affect the design of a marketing research project?

(1 × 25 = 25 Marks)



(Pages : 2)

N – 7128

Reg. No. :

Name :

**Second Semester M.B.A. (Full Time/Travel and Tourism) Degree
Examination, August 2022**

MGT 528 : MANAGING HUMAN RESOURCES

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** the questions. **Each** question carries **4** marks.

1. State the concept of HRIS.
2. Differentiate the concepts of recruitment and selection.
3. Mention the importance of training.
4. How far variable compensation is acceptable among new. and old generation employees?
5. List out the modes of WPM.

(5 × 4 = 20 Marks)

PART – B

Answer any **three** questions. **Each** question carries **10** marks.

6. Elaborate the roles of HR managers in modern organizations.
7. Discuss the various factors affecting the human resource planning.

P.T.O.



8. Substantiate the need of performance appraisal in modern organizations.
9. Critically evaluate the different wage theories.
10. Narrate the evolution of Trade Union movements in India.

(3 × 10 = 30 Marks)

PART – C

Compulsory question, the question carries **25** marks

11. You are assigned the task of settling the grievance of employees of a multiplex movie theatre in a rural area which was reopened after the pandemic situation with restricted operations of business as directed by the state/central government and health authorities. The employees are having their own personal issues due the lack of salary and also are in heavy stress due to the Covid protocols. The management, on the other side, has their limitations due to the lack of business and the competitions from OTT platforms and other issues. How will you manage the problem with the limited resources and environment? Prepare an action plan which is acceptable for the both the management and employees.

(1 × 25 = 25 Marks)



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Reg. No. :

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**Second Semester M.B.A. (Full Time/Travel and Tourism) Degree
Examination, August 2022**

MGT 524 : BUSINESS LAW

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART - A

Answer all questions. Each question carries 4 marks.

1. What is meant by offer? How does it differ from Acceptance?
2. Write short notes on (a) Caveat Emptor (b) Contingent Goods.
3. Distinguish between Holder and Holder in due course.
4. Briefly explain the different classes of Memorandum of Association.
5. What are the objectives of Industrial Disputes Act 1947?

(5 × 4 = 20 Marks)

PART - B

Answer any three questions. Each question carries 10 marks.

6. What are the essentials of a valid Offer? Discuss.
7. Explain the rights and duties of partners under Indian Partnership Act 1932.
8. Define Articles of Association. What are its contents?

P.T.O.



9. Write Short notes on
- (a) Quasi Contracts.
 - (b) Conditions and Warranties.
 - (c) Statement in lieu of Prospectus
 - (d) Minimum Wages Act
10. State the provisions of the Factories Act in respect of Health and Safety of workers.

(3 × 10 = 30 Marks)

PART – C

11. Case Study. The question carries 25 marks.

X Ltd launched a new Mobile Phone by name WINNER with the specific feature of unbreakable glass. During the introductory stage, the company has given wide advertisement in different media. In the advertisement, the company has given the assurance that it will pay cash back in case of mobile phone's glass is broken due to any of the reasons specified in the condition. Ms. Solly Mathew relying on the advertisement bought and used the WINNER mobile phone. Within one month of purchase, the glass of the Mobile phone purchased by Ms. Solly Mathew was broken due to one of the causes specified in the conditions of the Company.

Questions

Based on the above stated case you are asked to

- (a) Discuss the case methodology.
- (b) Advise Ms. Solly Mathew the steps to be taken for getting cash back.

(1 × 25 = 25 Marks)

(Pages : 3)

N - 7121

Reg. No. :

Name :

Second Semester M.B.A. (Full Time / Travel & Tourism) Degree
Examination, August 2022

MGT 521 : EXECUTIVE BUSINESS COMMUNICATION

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions. Each question carries **4** marks.

1. How does communication style affect the management style of an organization?
2. Highlight the important guidelines for effective listening.
3. What is the importance of minutes in communication?
4. List out the essentials of a good report.
5. Summarise the importance of Dress Code for a business wardrobe.

(5 × 4 = 20 Marks)

SECTION – B

Answer any **three** questions. Each question carries **10** marks.

6. Enumerate the different types of communication patterns and its applications in detail with life examples.
7. 'For successful communication, listening is more important than speaking' – Explain.
8. Describe the principles to be kept in mind while drafting letters of complaint, claims and adjustments with apt live examples.

P.T.O.

9. You have completed a project on 'Social Media for Advertising'- Give a detailed report.
10. Describe the significance of facial expressions and eye contact in oral communication.

(3 × 10 = 30 Marks)

SECTION – C

Compulsory question, the question carries 25 marks.

11. Effective communication skills play a vital role in all aspects of life, be at work, developing social relationships communication skills are of utmost importance. Proper communication skills help people in understanding each other and work together. But, everyone is not lucky enough to get the exposure of the real world. Things that happen in the beginning of our life often leave an indelible mark on us. Our memories are vital because they shape our experiences, relations and sense of self. Many students who are hardworking, was born in a small towns studying in diverse vernacular medium schools facing severe problem while speaking in English, not because they didn't get exposure in their school life but the society in which they are living was not used to it and the place in which they use to live was surrounded by non-English speaking area. Hence, they hesitate in interacting with those people who speaks perfect English, even though many of them are admitted in English medium schools. But, the result was disappointing every time. Many of them are amazing students in their subjects, sports, and various extracurricular activities. But, their major weaknesses were to speak English with perfection. Many of them who went on study in colleges and universities for higher education can't write and speak by their own. They realized that they can't survive in workplace and their professional circuit without English. Many of them do not even make an attempt to communicate in English due to people make fun for their mistakes, scolding by teachers in the class for their poor usage of grammar and pronunciation. However, it is advisable that they should continue to communicate in English without losing hope on their speaking skills. Students Students have to successfully overcome their struggle and approach their life with confidence. When a company schedule a placement programme in college, speaking skills with a polished approach is a must from the students. If they fail to impress, rejection is very much evident. In order to avoid the pitiable situation, each student has to start working on their speaking



skill and get through their group discussion and personal interview. They have to do self-discovery and work on continuous improvement. If there is no struggle, there is no progress. They have to climb the ladder and achieve their cherished goal. They have to take initiative in reading, writing and speaking in their daily life.

Questions : (i) What are all the environment factors that could affect your communication skills? (ii) Do you agree with this statement "you are a product of your surroundings?" – Justify. (iii) What measures one can follow in order to enhance its communication skills?

(1 × 25 = 25 Marks)

