

(Pages : 2)

L – 5624

Reg. No. : .....

Name : .....

**Fifth Semester 'Five Year M.B.A. (Integrated)' / '(Integrated) BM – MAM'**  
**Degree Examination, April 2021**

**DDCM 503 : INTERNATIONAL BUSINESS**

Time : 3 Hours

Max. Marks : 60

**PART – A**

Answer **any five** questions. Each question carries **3** marks.

1. What do you mean by FDI?
2. Explain Strategic Alliances.
3. Describe Global strategy.
4. Outline the roles of the International Finance Corporations.
5. Explain the Bank of International Settlement.
6. What do you mean by Regional trading blocks?
7. Outline the locational forces that affect International Business.
8. What is the relevance of topography?

**(5 × 3 = 15 Marks)**

 T.O.

PART – B

Answer any five questions. Each question carries 5 marks.

9. Describe the New Trade Theory.
10. Briefly explain the significance of foreign investment in any Economy.
11. Discuss the role of UNO.
12. Describe the initiatives of the World Bank for trade relations.
13. Describe the political ideologies and state control.
14. Elucidate on the impact of legal forces in International Business.
15. Discuss the need for outsourcing for strategic business.
16. Explain the global manufacturing system.

(5 × 5 = 25 Marks)

PART – C

Answer any two questions. Each question carries 10 marks.

17. Discuss the Product Life Cycle Theory.
18. Explain the impact of environmental forces on International Business.
19. Elaborate on the current issues affecting the global business operations.

(2 × 10 = 20 Marks)

(Pages : 2)

L -- 5625

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Fifth Semester 'Five Year MBA (Integrated)'/  
'Integrated BM – MAM' Degree Examination, April 2021

**DDCM 504 : RESEARCH METHODS FOR MANAGERS**

Time : 3 Hours

Max. Marks : 60

**PART – A**

Answer **any five** the questions. Each question carries **3** marks.

1. List out the major topics for research in business.
2. Define case study.
3. What is casual research?
4. What do you mean by theoretical frame work?
5. What are scales?
6. Define questionnaire.
7. What is SPSS?
8. Define oral presentation.

**(5 × 3 = 15 Marks)**

**PART – B**

Answer **any five** the questions. Each question carries **5** marks.

9. Elucidate the need for business research.
10. Distinguish between explorative and descriptive studies.

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11. Discuss the guidelines to be followed while designing an interview schedule.
12. Elaborate the different scales to be used in business research.
13. Distinguish between parametric and non-parametric tests.
14. Explain the significance of sampling in research.
15. Mention the techniques imparting to get data ready for analysis.
16. How can we develop a high quality literature review?

PART – C

(5 × 5 = 25 Marks)

Answer any two the questions. Each question carries 10 marks.

17. Explain the role of preliminary data collection in research.
18. With suitable examples explicate how we can choose appropriate statistical techniques.
19. Illustrate the standardized format for a professional business research report.

(2 × 10 = 20 Marks)

(Pages : 2)

L -- 5626

Reg. No. : .....

Name : .....

Fifth Semester 'Five Year M.B.A (Integrated)'/  
'Integrated BM -- MAM' Degree Examination, April 2021

**DDCM 505 : PROJECT MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**PART - A**

Answer **any five** questions. Each question carries **3** marks.

1. Briefly explain the tools and techniques of project management.
2. What is a feasibility report?
3. What is bottleneck in project management?
4. What are issues involved in financing projects?
5. Explain the 'R's of contracting.
6. Explain the importance of monitoring contracts.
7. What are the objectives of project evaluation?
8. What is the role of communication in a project?

(5 × 3 = 15 Marks)

**PART - B**

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

9. Discuss the key elements of control process in projects.
10. Discuss the critical success factors in project management.

11. What are the roles and responsibilities of a project manager? Discuss.
12. Explain the various finalisation stages involved in preparing a project implementation schedule.
13. Explain the importance of delegating project manager's authority.
14. Explain project life cycle.
15. "Project evolution and project planning are two most important dimensions of project management". Discuss.
16. Explain briefly the different stages of project implementation.

(5 × 5 = 25 Marks)

#### PART – C

Answer any two questions. Each question carries 10 marks.

17. Explain steps involved in tendering and selection of contractors.
18. What are the steps involved in the development of PERT and CPM? What are the advantages and disadvantages of a PERT and CPM?
19. Explain the importance of project work system design.

(2 × 10 = 20 Marks)

(Pages : 2)

L – 5623

Reg. No. : .....

Name : .....

**Fifth Semester 'Five Year MBA (Integrated)'/Integrated BM – MAM. Degree  
Examination, APRIL 2021**

**DDCM 502 : MACRO ECONOMICS**

Time : 3 Hours

Max. Marks : 60

PART – A

Answer **any five** the questions. Each question carries **three** marks

1. What is economic analysis?
2. Define absolute income?
3. What do you mean by investment multiplier?
4. What is unemployment?
5. What are economic instabilities?
6. List out the causes of great depression.
7. Define deficit financing.
8. Write a note in EXIM bank.

**(5 × 3 = 15 Marks)**

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PART – B

Answer **any five** questions. **Each** question carries **five** marks.

9. Explicate the economical implications of Keynes psychological law of consumption.
10. Enumerate the determinants of technical progress.
11. Depict the golden rule level of capital.
12. Discuss the factors that affect the stock prices.
13. What are the various types of unemployment in the India context? How can we overcome those?
14. Explain the concept of risk and speculation with suitable examples.
15. Enumerate the after effects of Japanese recession.
16. Illustrate the role of state in developing Indian economy.

(5 × 5 = 25 Marks)

PART – C

Answer **any two** the questions. **Each** question carries **ten** marks.

17. Elucidate the circular flow of income in different sectors.
18. Describe the various phases of business cycles.
19. Critically evaluate the present condition of Indian economy

(2 × 10 = 20 Marks)

(Pages : 4)

L - 5622

Reg. No. : .....

Name : .....

Fifth Semester 'Five Year M.B.A.(Integrated)'/ 'Integrated BM-MAM' Degree  
Examination, April 2021

**DDCM 501 -- OPERATIONS RESEARCH**

Time : 3 Hours

Max. Marks : 60

**PART - A**

Answer any five questions each question carries 3 marks.

1. What is Linear Programming?
2. Explain the steps involved in finding the Graphical Solution of Linear Programming Problem.
3. What is an Assignment Problem?
4. What is the difference between assignment problem and transportation problem?
5. What is PERT?
6. Define Payoff Matrix.
7. What is meant by Decision Theory?
8. Define terms: Activity and Total Float.

(5 × 3 = 15 Marks)

PART - B

Answer any five question each questions carries 5 marks.

9. Explain the nature and importance of Operations Research.
10. Solve the following linear programming problem graphically:

Maximise  $Z = 4x + y$

Subject to the constraints:

$x + y \leq 50$

$3x + y \leq 90$

$x \geq 0, y \geq 0$

11. Find Solution using North-West Corner Method.

	D1	D2	D3	Supply
S1	4	8	8	76
S2	16	24	16	82
S3	8	16	24	77
Demand	72	102	41	

12. Explain the steps involved in Hungarian method of assignment problem.
13. Draw network diagram.

A	-
B	A
C	A
D	B
E	B, C
F	E
G	D, F
H	G

14. Consider the following pay-off matrix.

Pay-offs (conditional events)				
Alternative	$A_1$	$A_2$	$A_3$	$A_4$
$E_1$	7	12	20	27
$E_2$	10	9	10	25
$E_3$	23	20	14	23
$E_4$	32	24	21	17

Using minimax principle, determine the best alternative.

15. Explain the advantages and Limitations of Game Theory. Discuss about Two Persons Zero- Sum Game.
16. Explain about Decision Making Environment and discuss about Decision making under Uncertainty.

(5 × 5 = 25 Marks)

### PART – C

Answer any two questions, each question carries 10 marks.

17. Solve using the Simplex method the following problem:

$$\text{Maximize } Z = f(x, y) = 3x + 2y$$

Subject to,

$$2x + y \leq 18$$

$$2x + 3y \leq 42$$

$$3x + y \leq 24$$

$$x \geq 0, y \geq 0$$

18. Find Solution using Vogel's Approximation method, also find optimal solution using modi method.

	D1	D2	D3	D4	Supply
S1	19	30	50	10	7
S2	70	30	40	60	9
S3	40	8	70	20	18
Demand	5	8	7	14	

19. What is meant by simulation and modelling? Explain the steps involved to develop a simulation model.

(2 × 10 = 20 Marks)