MANAGEMENT & TECHNOLOGY LIBRARY MUKUNDAPURAM P.O. CHAVARA, KOLLAM-691585

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

DDCM 503: INTERNATIONAL BUSINESS

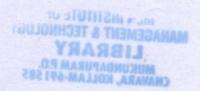
Time: 3 Hours Max. Marks: 60

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?

 $(5 \times 3 = 15 \text{ Marks})$



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.

 $(5 \times 5 = 25 \text{ Marks})$

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.

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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?

Name:

- 4. What do you mean by theoretical frame work?
- 5. What are scales?
- 6. Define questionnaire.
- 7. What is SPSS?
- 8. Define oral presentation.

 $(5 \times 3 = 15 \text{ Marks})$

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.



- 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?

 $(5 \times 5 = 25 \text{ Marks})$

PART - C

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.

 $(2 \times 10 = 20 \text{ Marks})$

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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?
- 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?

 $(5 \times 3 = 15 \text{ Marks})$

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.
- "Project evolution and project planning are two most important dimensions of project management". Discuss.
- 16. Explain briefly the different stages of project implementation.

 $(5 \times 5 = 25 \text{ Marks})$

PART - C

Answer any two questions. Each question carries 10 marks.

- 17. Explain steps involved in tendering and selection of contractors.
- 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.

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

DDCM 502: MACRO ECONOMICS

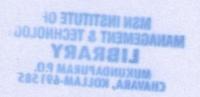
Time: 3 Hours Max. Marks: 60

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.

 $(5 \times 3 = 15 \text{ Marks})$



PART - B

Answer any five questions. Each question carries five marks.

- 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.

 $(5 \times 5 = 25 \text{ Marks})$

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



DDCM 501 - OPERATIONS RESEARCH

Examination, April 2021

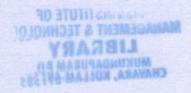
Time 3 Hours Max. Marks: 60

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?
- Define Payoff Matrix.
- 7. What is meant by Decision Theory?
- 8. Define terms. Activity and Total Float.

 $5 \times 3 = 15 \text{ Marks}$



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:

$$x + y \le 50$$

 $3x + y \le 90$
 $x > 0, y \ge 0$

11 Find Solution using North-West Corner Method.

	Di	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	A3 *	A4
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.

 $(5 \times 5 = 25 \text{ Marks})$

PART - C

Answer any two questions, each question carries 10 marks.

17. Solve using the Simplex method the following problem:

Maximize
$$Z = f(x, y) = 3x + 2y$$

Subject to.

$$2x + y \le 18$$

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

$$3x + y \le 24$$

$$x \ge 0, y \ge 0.$$

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

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