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R – 7625

Reg. No. :

Name :

**Fifth Semester Five Year M.B.A. (Integrated) Degree Examination,
July 2023**

DDCM 501 : OPERATIONS RESEARCH

Time : 3 Hours

Max. Marks : 60

PART – A

Answer any **five** questions, each question carries **3** marks.

1. Define Operations Research and explain its scope in Business
2. Define LPP and explain how to formally write it.
3. How will you solve unbalanced Transportation Problem.
4. What is the purpose of MODI method in solving Transportation Problems?
5. Define Critical Path Method (CPM) illustrating with an example
6. What do you meant by EOQ?
7. What is MINIMAX principle?
8. What is meant by Sensitivity Analysis in LPP?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

Answer **any five** questions, **each** question carries **5** marks.

9. Solve the following by graphic method LPP

Maximize : $Z = 3x + 2y$

Subject to: $x + 2y \leq 10$,

$3x + y \leq 15$ and

$x, y \geq 0$

10. Solve the following game problem whose pay-off matrix is given by

Player B

		B1	B2	B3
Player A	A1	1	3	2
	A2	0	-4	-3
	A3	1	5	-1

11. Explain the concept of (a) Simulation in a business problem
(b) Deterministic Inventory Model
12. Explain the methods of taking decision under uncertainty.
13. A small project is composed of seven activities whose time estimates are listed in the following table

Activity Optimistic time Most Likely Time Pessimistic Time

1-2	3	6	9
1-3	2	5	8
2-4	2	4	6
2-5	2	3	10
3-5	1	3	11
4-6	4	6	8
5-6	1	5	15

Draw the Project Network and estimate probability that the project will be completed by 18 weeks.

14. Write short notes on the following

(a) Expected Monetary value (b) Opportunity Loss

15. Explain M/M/1 Queue and its applications.

16. Explain how to draw Project Network once the activity, duration and precedence and successor relationship is given.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain the scope of Replacement problem in business domain with the help of an example.

18. Explain how to solve an LPP using simplex method.

19. Solve the following TP to minimize the total cost initially by NWC method and then optimize the solution using MODI method

Origin	Destination			Supply
	1	2	3	
A	2	2	3	10
B	4	1	2	15
C	1	3	1	40
Requirement	20	15	30	65

(2 × 10 = 20 Marks)



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R – 7627

Reg. No. :

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**Fifth Semester Five Year M.B.A. (Integrated)
Degree Examination, July 2023**

DDCM 503 : INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Define International trade.
2. List the types of Foreign Investment.
3. Record the roles of UNO in international business.
4. What are the environmental forces that act on international business?
5. Define Outsourcing.
6. Define Global Strategy.
7. What are the activities of WTO.
8. List the different political ideologies.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Write short note on New trade theory.
10. Give a brief note on the different methods of entry into the foreign market.
11. Briefly discuss the functions of World Bank in promoting International Business.
12. Write the impact of location topography on international business.
13. Record the importance of global out sourcing.
14. Discuss the activities of Bank of international settlement
15. Discuss few of the current issues that is prominent in global business.
16. What is a Regional trade block? Explain in brief.

(5 × 5 = 25 Marks)

PART – C

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

17. Discuss in detail the linkages between International Investment and Product life Cycle.
18. Describe the different environmental factors in detail and its effect in international business.
19. Elaborate on the global manufacturing system and its practices.

(2 × 10 = 20 Marks)



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R – 7628

Reg. No. :

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**Fifth Semester Five Year M.B.A. (Integrated) Degree Examination,
July 2023**

DDCM 504 : RESEARCH METHODS FOR MANAGERS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Define Business Research.
2. Write about internal consultant.
3. What is explorative study?
4. What is DATA collection?
5. Define secondary data.
6. What is sampling?
7. Write about Interpretation.
8. Define research reports.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Explain the role of business research in recent trends.
10. Explain about managerial effectiveness.
11. Describe the types of research.
12. Explain about measurement of variables.
13. Describe the importance of questionnaire in research.
14. Elaborate about primary data collection.
15. Explain about data analysis.
16. Describe the components of research reports.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain some important research design used in research design.
18. Describe the different methods of scale construction pointing out the merits and demerits.
19. Explain in detail the various advantages of using non parametric tests.

(2 × 10 = 20 Marks)



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Fifth Semester Five Year M.B.A. (Integrated) Degree Examination,
July 2023

DDCM 505 : PROJECT MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

Answer **any five** questions, each question carries **3** marks.

1. Define Project Management.
2. What is feasibility report?
3. Write about risk management.
4. Define Bottle neck.
5. What is Strategic Planning?
6. What is Project diary?
7. Define Network design.
8. Write about Key Performance Indicators.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

Answer **any five** questions, each question carries **5** marks.

9. Describe the Importance of Project Management tools and techniques.
10. Explain Project formulation and its stages.
11. Explain the steps to select the contractors in project management.
12. Discuss the Objectives and characteristics of delegation in Project management.
13. Explain the Purpose of work breakdown structure.
14. Describe types of contract in Project management.
15. Differentiate PERT and CPM.
16. Explain the Objectives of Project evaluation.

(5 × 5 = 25 Marks)

PART – C

Answer **any two** questions, each question carries **10** marks.

17. If you are appointed as a project manager, list some of the project control issues and suggest some ways to Deal with it.
18. Explain in detail about Project Controls and Project control process.
19. Write an essay on Project implementation.

(2 × 10 = 20 Marks)



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R - 7626

Reg. No. :

Name :

Fifth Semester Five Year M.B.A. (Integrated) Degree Examination,
July 2023

DDCM 502 : MACRO ECONOMICS

Time : 3 Hours

Max. Marks : 60

SECTION - A

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

1. What do you understand about Macro Economics?
2. Define Economies of Production.
3. What is the purpose of Accelerator in Investment?
4. Describe the factors of Production.
5. Explain the Bond Price.
6. What are the causes of Recession in Business?
7. What is Absolute Income?
8. Define the function of Philips Curve.

(5 × 3 = 15 Marks)

SECTION - B

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

9. Explain the scope of Macro Economics.
10. Discuss the Permanent Income Hypothesis of Consumption.
11. Explain the determinants of Consumption Function.

P.T.O.



12. What is meant by Multiplier? Distinguish between Static and Dynamic Multiplier.
13. Brief the different types of inflation.
14. Explain the different types of risks which affects economically for an organization.
15. Discuss the cause of Euro Zone Crisis.
16. Explain the functions of New Economic Policy.

(5 × 5 = 25 Marks)

SECTION – C

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

17. Discuss in detail about the concept of circular flow of income and expenditure with examples.
18. State the cause of business implication of economic instabilities with suitable illustrations.
19. Explain the various financing agencies with its key functions:
- (a) SEBI
 - (b) IFCI
 - (c) ICICI
 - (d) IDBI

(2 × 10 = 20 Marks)