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S – 5977

Reg. No. :

Name :

**Fourth Semester 'Five Year M.B.A. (Integrated)' Degree Examination,
December 2023**

DDCM 404 : OPERATIONS MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

Answer **any five** of the following. Each question carries 3 marks.

1. Discuss briefly the 5 Ps of Operations Management.
2. Briefly discuss the meaning of Quality Circles.
3. 'In India only an 'Indianised JIT' seems possible, not the actual JIT". Comment. Give your views.
4. Explain briefly Value Engineering.
5. Discuss briefly the concept of Capacity Planning and its significance.
6. "Maintenance is a thankless function as long as everything runs smoothly". Critically examine.
7. What do you mean by MRP-I and MRP-II?
8. Briefly discuss the concept of World class manufacturing.

(5 × 3 = 15 Marks)

P.T.O.



PART B

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

9. Discuss the major types of Plant Layout.
10. What do you mean by Work Methods? Are they the same as Work Measurement Techniques?
11. "TQM is ideally an all-pervasive philosophy prevalent at all levels of an organization". Comment. Give your views clearly. Discuss the major features of TQM.
12. Statistical Quality Control essentially involves bringing things "within the two limits". Comment.
13. Discuss the concept and significance of Aggregate Planning.
14. Explain the concept of Forecasting. What is Technology Forecasting?
15. Discuss the relevance of computerization of Inventory Management function. What is safety stock?
16. "Simulation is experimentation in management's laboratory". Examine the statement. Give your views.

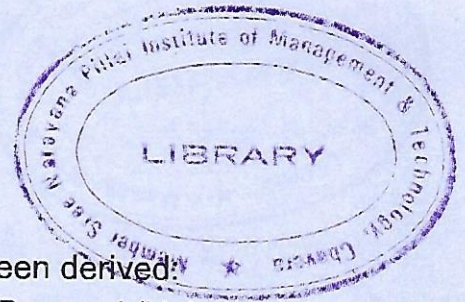
(5 × 5 = 25 Marks)

PART C

Answer **any two** of the following. Each question carries **10** marks.

17. Discuss the process of Vendor selection and rating.
18. Explain the different phases of Production Planning and Control.





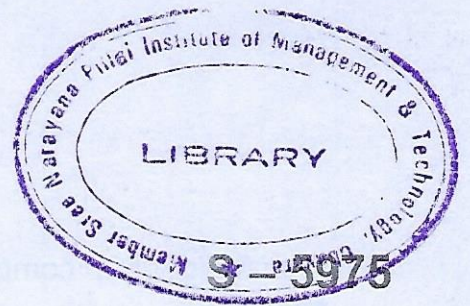
19. Using a forecasting model, the following forecasts have been derived:

Month	Actual Demand (Units)	Forecasted Demand (Units)
October 2022	690	660
November 2022	750	800
December 2022	800	750
January 2023	750	810
February 2023	820	850
March 2023	900	870

Calculate MAD (Mean Absolute Deviation) and Bias. Interpret each.

(2 × 10 = 20 Marks)





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DDCM 402 : MICRO ECONOMICS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Explain the term scarcity and relate it with economics.
2. Differentiate Micro and Macro Economics.
3. What are the assumptions underlying the indifference curve approach?
4. Explain the concept of cross elasticity of demand with examples.
5. Explain the concept of Least Cost Combination of inputs.
6. What are the types of diseconomies of scale?
7. List out the features of monopolistic competition.
8. Explain the types of cartels.

(5 × 3 = 15 Marks)

PART – B

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

9. Write a detailed note on deductive reasoning methods of economic analysis.
10. Do you think that the government has a role on economy? Justify.

P.T.O.



11. With help of a comparison chart differentiate income effect and substitution effect.
12. Define production function. Distinguish between short-run and long-run production functions.
13. What are the assumptions of an Isoquant curve?
14. What are the factors which differ between Internal and External Economies of Scale?
15. Explain the characteristics of perfect competition.
16. Explain the goals of a business firm.

(5 × 5 = 25 Marks)

PART – C

Answer any two questions. Each question carries 10 marks.

17. Explain with detailed diagram and examples the different types of price elasticity.
18. Discuss in detail the law of variable proportion.
19. How short run costs are divided on the basis of traditional theory of economics?
Discuss them in brief with suitable diagram.

(2 × 10 = 20 Marks)



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Reg. No. :

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**Fourth Semester Five Year M.B.A. (Integrated) Degree Examination,
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DDCM 401 : ENTREPRENEURSHIP

Time : 3 Hours

Max. Marks : 60

SECTION – A

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

1. Give any six traits of an entrepreneur.
2. How do you write a feasibility study for a business idea?
3. Give some of the major elements of a marketing plan.
4. What are the four key elements of a successful franchise?
5. Which method of business valuation is best? Justify your answer.
6. Why effective asset management is important for a business?
7. What are the requirements to be fulfilled for a patent grant?
8. What can be protected by copyright?

(5 × 3 = 15 Marks)

P.T.O.



SECTION – B

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

9. Make an analysis of the strengths and weaknesses of the small business units in rural India.
10. Discuss the marketing research methods suitable for a start up.
11. Mention the pricing methods that are suitable for a small industry
12. What factors should be considered while acquiring a business venture?
13. Explain some of the most common business valuation methods
14. What is alternative source of funding? Give some of the major sources of alternative funding.
15. Write a brief note on some of the government agencies assisting small business investments.
16. Enumerate the steps involved in applying for patent.

(5 × 5 = 25 Marks)

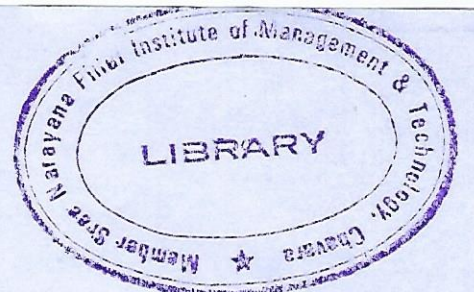
SECTION – C

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

17. Describe the steps involved in preparation of a business plan.
18. List out the Pros and Cons of acquiring an established business venture?
19. Enumerate the key methods by which new ventures can mobilize funds for running the business successfully.

(2 × 10 = 20 Marks)





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Reg. No. :

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**Fourth Semester 'Five Year M.B.A. (Integrated)' Degree Examination,
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DDCM 405 : PRINCIPLES OF INSURANCE

Time : 3 Hours

Max. Marks : 60

PART – A

Answer any **five** of the following. Each question carries **3** marks.

1. Define Insurance. Briefly discuss its legal position in India.
2. Explain the special principles of life insurance.
3. What do you mean by Moral hazard? Explain briefly.
4. What is Claims Handling? Discuss its process briefly.
5. Distinguish between Life Insurance and Non-Life Insurance Pricing.
6. Briefly explain the functions of rate making entities.
7. Describe briefly the structure of Reinsurance market.
8. Discuss briefly the concept of Catastrophe reinsurance.

(5 × 3 = 15 Marks)

PART – B

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

9. Explain the structure of a Life Insurance Company.
10. Discuss the concept and significance of Mortality Tables.

P.T.O.



11. What do you mean by Revival of Lapsed Policies? Briefly discuss.
12. Discuss the pricing of Catastrophe events.
13. Write a note on Excess and Deductible Rating.
14. Distinguish between Proportional and Non-Proportional reinsurances.
15. Explain the historical development of reinsurance.
16. Explain the purpose and objectives of reinsurance.

(5 × 5 = 25 Marks)

PART – C

Answer any **two** of the following. Each question carries **10** marks.

17. Discuss the different insurance products and classes.
18. Describe the types of rating in insurance.
19. Discuss the retention theory (classical and pragmatic theories).

(2 × 10 = 20 Marks)



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**Fourth Semester Five Year MBA (Integrated) Degree Examination,
December 2023**

DDCM 403 : COMMERCIAL LAW

Time : 3 Hours

Max. Marks : 60

PART – A

Answer **any five** of the following. Each question carries **3** marks.

1. Discuss briefly the meaning of Natural Justice with examples.
2. Write a note on Suits against Government.
3. What do you mean by Lawful Consideration? Is it essential for a valid contract?
4. Distinguish between a Public Company and a Private Company.
5. What do you mean by Memorandum of Association of a company? Briefly discuss.
6. Discuss briefly the concept of VAT.
7. 'The Payment of Wages Act seeks to regulate the payment of wages to certain class of persons employed in industry'. Elucidate the statement.
8. 'Industrial Disputes Act aims at maintenance of peaceful work culture in Indian industry'. Comment.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. What is a Delegated Legislation? Explain with the help of an example.
10. Explain the concept of Fundamental Rights.
11. Discuss Void and Voidable Contracts with suitable examples.
12. What are the salient features of a company? Explain briefly.
13. Explain the features of Income Tax Act.
14. Discuss the basic features of RTI Act 2005.
15. Explain the methods of VAT Calculation.
16. Discuss the objects of Factories Act 1948.

(5 × 5 = 25 Marks)

PART – C

Answer **any two** of the following. Each question carries **10** marks.

17. Discuss the essential elements of a valid contract.
18. Explain the different types of companies and their salient features.
19. Discuss the dispute settlement mechanism under the Industrial Disputes Act.

(2 × 10 = 20 Marks)

