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Name : ....

Second Semester M.B.A. (Full Time/UIM/Travel & Tourism)/ (Evening – Regular) Degree Examination, April 2020

MGT 205 : FINANCIAL MANAGEMENT

(2018 Scheme)

Time : 3 Hours   Max. Marks : 75

PART – A

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

1. Name four finance functions and briefly explain each one of them.

2. What is meant by cost of capital? Explain the significance of cost of capital.

3. Differentiate permanent and variable working capital.

4. What is capital budget? Why it is significant for a firm?

5. Discuss the various forms of dividends.

(5 × 5 = 25 Marks)

PART – B

Write in detail on **any three** questions. **Each** question carries **10** marks.

6. Explain the methods of evaluating the worth of investment proposals and point out their limitations.

P.T.O.

7. Southern Enterprises is an all equity firm and furnishes the following information :

    Expected EBIT Rs. 10,00,000

    Interest rate in the market – 6%

    Equity capitalisation rate (No debt is used) – 10%

    Assuming perfect market conditions and the firm raises a debt of Rs. 75,00,000.

    Find out

    (a) Value of the firm

    (b) Value of equity

    (c) Leveraged cost of equity.

8. Explain the different sources of working capital.

9. The following information is available for PQR Ltd.

    Earnings per share : Rs. 4

    Rate of return on investments : 18%

    Rate of return required by shareholders : 15%

    What will be the price per share as per the Walters Model, if the payout ratio is (a) 40% (b) 50% (c) 60%?

    Also give comment based on findings.

10. Discuss the major roles play by a Financial Manager.

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. Preetha Ltd. is considering the purchase of a new machine. Two alternative machines A and B have been suggested, each costing Rs. 1,20,000. Earnings after taxation are expected as follows :

Year	Cash flows	
	Machine A	Machine B
	Rs.	Rs.
1	20,000	10,000
2	30,000	20,000
3	50,000	30,000
4	60,000	40,000
5	40,000	50,000

Evaluate two alternatives accordingly to

(a) Pay back period

(b) Post pay back profitability

(c) Net present value method

A discount rate of 10% is to be used. Table shows 0.909, 0.826, 0.751, 0.683 and 0.621 respectively for 5 years.

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(1 × 20 = 20 Marks)

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Second Semester M.B.A. (Full Time/UIM/Travel & Tourism)/(Evening – Regular) Degree Examination, April 2020

MGT 202 : OPERATIONS RESEARCH

(2018 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

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

1. "Operations Research (OR) is useful only if applied with Information Technology". Comment.

2. Define the following terms : Slack variables, Basic Variables, Surplus variables.

3. Discuss the classification of Inventory on the basis of service aspect.

4. Explain the Vogel Approximation Method (VAM) for finding the basic feasible solution of a Transportation problem.

5. Write a note on decision making under risk and uncertainty.

(5 × 5 = 25 Marks)

PART – B

Write in detail on **any three** questions. **Each** question carries **10** marks.

6. Write a note on transportation models with real life examples.

7. "Operations Research is an aid for the executive in making his/her decisions by providing him/her with needed quantitative information based on the scientific method of analysis". Discuss the statement and give examples to demonstrate how Operations Research is helpful in decision making?

P.T.O.

8. What is a dual linear programming problem? Give rules for formulation of a dual problem.

9. Write short notes on **any four** of the following :

   (a) Unbounded solution

   (b) Sensitivity analysis

   (c) North West corner rule

   (d) Convex function

   (e) The M/M/1 system

   (f) $2 \times n$ games.

10. What do you understand by simulation? How is a simulation technique better than mathematical models in solving problems of business and industry? Discuss taking suitable examples.

$$(3 \times 10 = 30 \text{ Marks})$$

PART – C

Compulsory

11. (a)

	Depot W	Depot X	Depot Y	Depot Z	Stock
Supplier A	180	110	130	290	14
Supplier B	190	250	150	280	16
Supplier C	240	270	190	120	20
Demand	11	15	14	10	50 / 50

   Use NWC Rule to find an initial basic feasible solution to the above Transportation Problem. (costs are in Rs.)

   12

   (b) List down the steps of VAM with an example.

   8

   $$(1 \times 20 = 20 \text{ Marks})$$

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Second Semester M.B.A. (Full Time/UIM/Travel & Tourism)/ (Evening – Regular) Degree Examination, April 2020

MGT 203 : HUMAN RESOURCES MANAGEMENT

(2018 Scheme)

Time : 3 Hours   Max. Marks : 75

PART – A

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

1.   What is Training? Explain its need.

2.   What is recruitment and what is its objective?

3.   Explain the process of Decision Making.

4.   Write a short note on Trade Union Act.

5.   Explain the problems in Collective Bargaining.

                                                        (5 × 5 = 25 Marks)

PART – B

Write in detail on **any three** questions. **Each** question carries **10** marks.

6.   Write about the use of Performance Appraisal.

7.   Discuss in detail about Theories of Wages.

8.   Explain the role of quality circles in TQM.

P.T.O.

9. Explain the functions and types of Trade Union.

10. What is WPM? Explain its objectives and benefits.

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. A policy is a plan of action. It is a statement of intention committing the management to a general course of action. When the management drafts a policy statement to cover some features of its personnel programmes, the statement may often contain an expression of philosophy and principle as well. Although it is perfectly legitimate for an organization to include its philosophy, principles and policy in one policy expression.

(1) Why organizations adopt personnel policies? Explain the benefits.

(2) What are the sources and content of personnel policies?

(1 × 20 = 20 Marks)

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Name : ....

Second Semester M.B.A. (Full Time/UIM/Travel & Tourism)/(Evening – Regular) Degree Examination, April 2020

MGT 204 : MARKETING MANAGEMENT

(2018 Scheme)

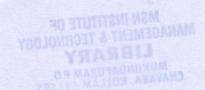Time : 3 Hours

Max. Marks : 75

PART – A

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

1. Define marketing and explain the objectives of marketing management.

2. What is meant by market segmentation? What are the criteria of successful market segmentation?

3. Enumerate the different stages of product life cycle with suitable examples.

4. Explain the process of personal selling.

5. Discuss the difference between online and direct marketing.

(5 × 5 = 25 Marks)

PART – B

Write in detail on **any three** questions. **Each** question carries **10** marks.

6. Briefly explain the process of marketing research.

7. What are the various factors that affects the buyer behaviour?

P.T.O.

8. Write a detailed note on process of New Product Development.

9. Explain the components of promotion mix in detail.

10. Elucidate the emerging trends and issues in marketing.

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. Elucidate the causes of growing consumerism. What are the remedies to provide consumer satisfaction?

(1 × 20 = 20 Marks)

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Second Semester M.B.A. (Full Time/UIM/Travel & Tourism)/(Evening – Regular) Degree Examination, April 2020

MGT 207: RESEARCH METHODS FOR MANAGERS

(2018 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

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

1. "Research design in exploratory studies must be flexible, but in descriptive studies, it must minimize bias and maximize reliability". Discuss.

2. Distinguish between Estimation and Testing of hypothesis. Explain the procedure for testing a hypothesis.

3. How would you distinguish between a t-test for an independent sample and a paired t-test?

4. What do you mean by a research report? What are the characteristics of a good report?

5. What are primary and secondary data and when each should be used? Explain with suitable examples.

(5 × 5 = 25 Marks)

PART – B

Write in detail on **any three** questions. **Each** question carries **10** marks.

6. Explain the procedure for testing a hypothesis. What are the types of errors we commit while testing? Discuss.

P.T.O.

7. Discuss with examples of various methods of non-probability sampling techniques.

8. Differentiate between ranking scales and rating scales. Which one of these scales are better for measuring attitudes?

9. Explain the significance of research in the functional areas of business.

10. Explain the steps involved in report writing. Also, discuss the significance of report writing in research.

(3 × 10 = 30 Marks)

PART – C

Case Study

11. Over the last decade, recycling of household waste has become an extremely import behavior across the nations. However, in Asian countries, this fluctuates from one state to the other. China is the leader amongst waste management while India, an equally large country, still has a long way to go. Though these are fundamental policy driven or community-driven initiatives, these are several attitudinal and motivational barriers to recycling, acting at an individual level. Mr. X, business studies graduate with a keen interest in environmental issues read about this in a special report in the newspaper. He recognized a potential business opportunity. It seemed apparent to him that there was scope for a potentially lucrative business related to some aspect of household recycling. All he had to do was to work out some way of alleviating the inconvenience people associated with recycling. Mr. X decided that a door to door recycling service may be a profitable way to get people to recycle. He believed that households would be willing to pay a small fee to have their waste collected every week, from outside their home. Mr. X discussed this idea with a few friends who were receptive, reinforcing Mr. X's views that this was indeed an excellent business opportunity. However, before he developed a detailed business plan, she decided it was necessary to confirm her thoughts and suspicions regarding the consumer's views about recycling. To do this, he decided to conduct some research into the attitude towards household recycling.

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Questions :

(a) What is the kind of research design you would advocate here?

(b) Identify your variables and the population under the study.

(c) Can you suggest any alternative design? Why/Why not?

$(1 \times 20 = 20$ **Marks**$)$

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Reg. No. : ....

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Second Semester M.B.A. (Full Time/UIM/Travel & Tourism)/ (Evening – Regular) Degree Examination, April 2020

MGT 201 : BUSINESS LAW

(2018 Scheme)

Time : 3 Hours
Max. Marks : 75

PART – A

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

1. Distinguish between Agreement and Contract.

2. What are the essentials of a Contract of Sale?

3. Describe about dishonour of Negotiable Instrument.

4. Distinguish between Memorandum of Association and Articles of Association.

5. Explain the salient features of The Minimum Wages Act, 1948.

(5 × 5 = 25 Marks)

PART – B

Write in detail on **any three** questions. **Each** question carries **10** marks.

6. Explain in detail about the classification of Contracts.

7. Discuss about the rights of unpaid seller under Sales of Goods Act, 1930.

8. List out the types of Negotiable Instruments and explain.

P.T.O.

9. Elucidate the types of companies under Companies Act, 1956.

10. State and explain various authorities appointed under the Industry Disputes Act to solve industrial disputes.

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. (a) As a banker, state the circumstances under which you refuse to honour the cheque.

10

(b) Daniel enjoys drinking "Satisfy your Thirst" soft drink. He went to the nearby Joy supermarket to buy two bottles of satisfy your thirst. The joy supermarket sold him the drink. Since the bottle of Satisfy Your Thirst is dark in colour, Daniel did not notice cockroach remains inside the bottle. He drank his two bottles of the soft drink only later to succumb to serious food poisoning and diarrhoea. He was rushed to hospital with his friends. Upon treatment, the medical officer linked his food poisoning attack to Satisfy Your Thirst. Daniel fells that he has undergone loss, pain and suffering as a result of Joy Supermarket selling him contaminated Satisfy your Thirst drink. He has taken legal action against them. Discuss the legal position of joy Supermarket, Daniel and manufacturers of "Satisfy your Thirst".

10

(1 × 20 = 20 Marks)

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Second Semester M.B.A. (Full Time/UIM/Travel & Tourism)/(Evening – Regular) Degree Examination, April 2020

MGT 206: OPERATIONS MANAGEMENT

(2018 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

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

1. Explain importance of production function.

2. Explain principles of material handling.

3. Write a note on VMI.

4. Elaborate master production schedule.

5. What are the pillars of total quality management?

(5 × 5 = 25 Marks)

PART – B

Write in detail on **any three** questions. **Each** question carries **10** marks.

6. Explain various production systems.

7. Explain factors influencing plant layout.

8. Elaborate the relevance of EOQ from strategic cost perspective.

P.T.O.

9. Describe various maintenance decisions in a production unit.

10. What is SQC? Explain its importance for modern day organizations.

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. XYZ Private Limited is a manufacturing company producing automobile parts. The company wishes to get ISO certification. Prepare a draft plan for the preparation to avail a valid ISO certification.

(1 × 20 = 20 Marks)

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