

Library.

5/1/22
1.30 pm to 4.30 pm

MSN INSTITUTE OF
MANAGEMENT & TECHNOLOGY
LIBRARY
(Pages: 3)
CHAVARA, KOLLAM 691 585

Mrs. Himakumari V. 5880
Chief Superintendent
(University Examinations)
MSN Institute of Management and Technology
Chavara, Kollam

Reg. No. :

Name :

**Second Semester M.B.A. (Full Time / Travel and Tourism) Degree
Examination, December 2021**

MGT 527 — FINANCIAL MANAGEMENT

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

(Answer **all** questions from 1 to 5. **Each** question carries **5** marks.)

1. What is financial Management?
2. Define capital structure.
3. What is ARR method?
4. What do you mean by dividend?
5. What do you understand by inventory management?

(5 × 5 = 25 Marks)

PART – B

(Answer any **one** question from each question carries **10** marks)

6. Explain the tool of financial management.

OR

7. How do you identify risk / return trade off?

P.T.O.

8. Explain the type of leverage.

OR

9. Find out degree of operating leverage from the following data.

EBIT (2005) Rs. 40,000 Sales (2005) 20,000 units

EBIT (2006) Rs. 50,000 Sales (2006) 28,000 units

10. A project costs Rs. 20 lakhs and yield annually a profit of Rs. 3 lakhs after depreciation at 12.5% but before tax at 50% .Calculate payback period.

OR

11. Discuss the IRR method and explain merits and demerits.

12. Explain the concept of working capital.

OR

13. From the following information of Pera Ltd. calculate

(a) Operating Cycle

(b) No. of Operating Cycle in a year assuming a 360 day year.

(c) Average working capital required, if annual cash operating expense are Rs. 150 lakhs.

Stock Holding	New Materials	2 moths
	WIP	15 days
	Finished goods	1 month
Average debt collection period		2 months
Average debt payment collection period		45 days



14. Explain the credit rating.

OR

15. The following forecasts are provided in respect of Elli Lt. for the year 2019

Sales	-	13,50,000
Purchase	-	9,00,000
Cost of goods sold	-	9,15,000
Average debtors	-	1,50,000
Average creditors	-	80,000
Average stock	-	1,52,000

Find out the cash operating cycle given that all sales and purchases are made on credit.

(5 × 10 = 50 Marks)

Library

1.30 pm to 4.30 pm

15- Dec-21

MSN INSTITUTE OF
MANAGEMENT & TECHNOLOGY
LIBRARY

MUKUNDAPURAM P.O.
CHAVARA, KOLLAM 691 585

Mrs. Himakumari.V
Chief Superintendent
(University Examinations)
MSN Institute of Management and Technology
Chavara, Kollam

(Pages: 2)

M - 5877

Reg. No. :

Name :

**Second Semester M.B.A. (Full Time/Travel and Tourism)
Degree Examination, December 2021**

MGT 524 : BUSINESS LAW

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART - A

Answer **all** questions. Each question carries **4** marks.

1. State the ways in which a contract may be said to be discharged?
2. What are the essentials of a contract of sale under Sale of Goods Act, 1930?
3. Explain briefly the characteristics of Negotiable instruments.
4. Briefly explain the different stages involved in the incorporation of a Company.
5. What are the objectives of Trade Union Act, 1926?

(5 × 4 = 20 Marks)

PART - B

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

6. Define the term Contract. Explain briefly the essentials of a valid Contract.
7. Discuss briefly on the different types of Partners.

P.T.O.

8. Define Prospectus. State briefly the contents of a Prospectus.
9. Write Short notes on :
- (a) Breach of Contract
 - (b) Rights of Unpaid Seller.
 - (c) Sub Agents and Substituted Agents.
 - (d) The Maternity Benefit Act 1961.
10. State the major provisions of the Minimum Wages Act, 1948.

(3 × 10 = 30 Marks)

PART - C

11. Case Study. The question carries **25** marks.

A, B and C are partners in a firm called ABC Firm. A, with the intention of deceiving D, a supplier of office stationery, buys certain stationery on behalf of the ABC Firm. The stationery is of use in the ordinary course of the firm's business. A does not give the stationery to the firm, instead brings it to his own use. The supplier D, who is unaware of the private use of stationery by A, claims the price from the firm. The firm refuses to pay for the price, on the ground that the stationery was never received by it (firm). Referring to the provisions of the Indian Partnership Act, 1932 decide:

- (a) Whether the Firm's contention shall be tenable? If yes/no why?
- (b) What would be your answer if a part of the stationery so purchased by A was delivered to the firm by him, and the rest of the stationery was used by him for private use, about which neither the firm nor the supplier D was aware?

(1 × 25 = 25 Marks)

Reg. No. :

Name :

**Second Semester M.B.A. (Full Time/Travel & Tourism) Degree
Examination, December 2021**

MGT 526 — RESEARCH METHODOLOGY

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

(Answer to **all** questions. **Each** question carries **5** marks)

1. Enumerate the essential elements of a good research design.
2. Discuss the characteristics of hypothesis in research.
3. What is primary and secondary data? Write down the pros and cons of both primary and secondary data.
4. Discuss the objectives of tabulation in social science, and explain the difference between classification and tabulation.
5. Elaborate on the basic rules of writing bibliography, and explain different styles of writing references.

(5 × 5 = 25 Marks)

PART – B

(Answer any **one** question from each. Each question carries **10** marks)

6. Analyze different types of researches used in business decision making

OR

7. Differentiate between probability sampling and non-probability sampling. Discuss the methods of selecting samples from population.

P.T.O.



8. Enumerate the procedure involved in the formulation of a research problem

OR

9. Explain different types of research designs and state its application.
10. Elaborate on validity and reliability of the research tools and explain the methods of measuring validity and reliability with examples

OR

11. Design a questionnaire to measure the customer feedback about newly launched electric scooter.
12. Calculate Karl Pearson's coefficient of skewness for the following data and comment on the result

Marks more than : 6 15 25 35 45 55 65 75 85

No. of students : 120 105 96 85 72 58 42 12 0

OR

13. The three samples below have been obtained from normal populations with equal variances. Test the hypothesis that the sample means are equal. The table value of F at 5% level of significance for $v_1=2$, and $v_2 = 12$ is 3.88.

Sample 1	Sample 2	Sample 3
8	7	12
10	6	9
7	10	13
14	9	12
11	9	14



14. A certain drug is claimed to be effective in curing cold. In an experiment 500 people with cold, half of them were given the drug and half of them were given the sugar pills. The patients' reactions to the treatment are recorded in the following table. On the basis of the data can it be concluded that there is a significant difference in the effect of the drug and sugar pills? (For $v = 2$, Table value is 5.99.

	Helped	Harmed	No effect	Total
Drug	150	30	70	250
Sugar Pills	130	40	80	250
Total	280	70	150	500

OR

15. Sunlytz group, which is operating in Kerala is planning to launch new variety of Health drinks especially for women. Before launching the new product, the management wants to know the market potential of existing products in health drink category by conducting a survey among the public. As R and D manager how will you proceed to do this research? You may develop a suitable research design, sampling technique, and data collection tool to support your research.

(5 × 10 = 50 Marks)



Library
3/1/22
1-30 pm to 4-30 pm

(Pages : 2)

M – 5881

Reg. No. :

Name :

**Second Semester M.B.A. (Full Time/Travel and Tourism) Degree
Examination, December 2021**

MGT 528 : MANAGING HUMAN RESOURCES

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** the questions. Each question carries **4** marks :

1. Mention the objectives of HRM.
2. State the significance of job design.
3. Discuss the concept of TNA.
4. Differentiate between wage and salary.
5. List out the various employee separation methods.

(5 × 4 = 20 Marks)

PART – B

Answer **any three** questions. Each question carries **10** marks :

6. Elucidate on the contemporary HR practices and challenges.
7. "Sometimes promotion affects the output of employees adversely." Substantiate the statement.

P.T.O.

8. Distinguish between past and future oriented training methods.
9. Explain the factors to be considered while fixing compensation packages in global organizations.
10. Which is the most appropriate grievance settlement system suitable for startups? Give reason for your response.

(3 × 10 = 30 Marks)

PART – C

Compulsory question, the question carries **25** marks :

11. Being an HR consultant, you are approached by the management representative of an International school in a metro city for restructuring the salary packages of teaching and non-teaching staff after the Covid Pandemic. You need to consider all the factors both internal and external for achieving this assignment.

(1 × 25 = 25 Marks)



(Pages : 4)

M – 5876

Reg. No. :

Name :

Mrs. Himakumari.V
Chief Superintendent
(University Examinations)

Second Semester M.B.A. (Full time / Travel and Tourism) Degree
Examination, December 2021

MSN Institute of Management and Technology
Chavara, Kollam

MGT 523 OPERATIONS RESEARCH

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

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

1. Explain the phases of a systematic Operations Research problem solving process.
2. Explain any three methods of obtaining initial basic feasible solutions for transportation problem.
3. Distinguish between resource leveling and resource smoothing.
4. What is Monte Carlo Simulation? Explain the application of simulation in real life.
5. Indicate the difference between decision under risk and decision under uncertainty.

(5 × 5 = 25 Marks)

PART – B

Answer any **one** question from each. Each question carries **10** marks.

6. What are the important techniques used in Operation Research? Explain their limitations.

OR

P.T.O.



7. Formulate and solve a linear programming problem representing a Pharmaceutical firm with objective of maximizing the profits. The firm has to produce three tablets namely Paracetamol, Nemusalid and Ibrufin. The profit per strip of each tablet is Rs.4, 3 and 6, respectively. The firm uses three inputs namely, Labour, capital and binding material. Per strip requirement of labour for three tablets in hours is 2,3 and 2 hrs, respectively. The capital hours required for these products are 4,1 and 3, respectively. The binding material required per strip is 2, 5 and 1 kilogram respectively. The maximum availability of labour, capital and binding material are 440hrs, 470hrs and 430kilograms, respectively.
8. Differentiate between PERT and CPM.

OR

9. Solve the following transportation problem.

	1	2	3	4	Supply
A	7	3	8	6	60
B	4	2	5	10	100
C	2	6	5	1	40
Demand	20	50	50	80	

10. Define Queuing Theory. Give some application of queuing theory and explain the following terms clearly.

- (i) Queue
- (ii) Traffic intensity
- (iii) Service channel
- (iv) Queue discipline
- (v) Balking.

OR

11. Given below is a payoff table

Events	Act		
	A ₁	A ₂	A ₃
E ₁	5	-1	-17
E ₂	18	28	30
E ₃	25	50	80

What will be the optimal decision of the criterion followed is (i) maximax (ii) minimax (iii) maximin (iv) Laplace (v) EMV. Given probabilities for various events are .3, .4, .3 respectively.

12. What do you understand by Decision Tree Analysis? How is a decision tree drawn and how is such an analysis useful in decision making? Explain giving a suitable example.

OR

13. Following is the pay off matrix for players A and B.

		Player B				
		I	II	III	IV	V
Player A	1	2	4	3	3	4
	2	5	6	3	7	8
	3	6	7	9	8	7
	4	4	2	8	4	3

Using dominance property, obtain the optimum strategies for both the players and determine the value of game.

14. Solve the following assignment problem

		Jobs			
		P	Q	R	S
Typist	A	75	50	35	45
	B	70	40	70	50
	C	90	60	60	55
	D	85	45	30	40

OR

15. The following table lists the jobs of a network along with their time estimates

Job		Duration (days)		
i	j	optimistic	most likely	pessimistic
1	2	3	6	5
1	6	2	5	14
2	3	6	12	30
2	4	2	5	8
3	5	5	11	17
4	5	3	6	15
6	7	3	9	27
5	8	1	4	7
7	8	4	19	28

- (i) Draw the project network.
- (ii) Calculate the length and variance of the critical path
- (iii) What is the approximate probability that the jobs on the critical path will be completed in 41 days?
- (iv) What is the probability that the project will not be completed within 45 days?

(5 × 10 = 50 Marks)



Library

1.30 pm to 4.30 pm

MSN INSTITUTE OF
MANAGEMENT & TECHNOLOGY
LIBRARY
MUKUNDAPURAM P.O.
CHAYARA, KOLLAM-691585

(Pages : 2)

M – 5874

Reg. No. :

Name :

**Second Semester M.B.A. (Full Time /Travel & Tourism) Degree
Examination, December 2021**

MGT 521 EXECUTIVE BUSINESS COMMUNICATION

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions. **Each** carry **4** marks.

1. What are the different forms of business communication?
2. Suggest suitable measures to overcome listening barriers.
3. State the guideline for paragraph writing.
4. Bring out the structure of report.
5. Narrate the importance of Body Language at Work.

(5 × 4 = 20 Marks)

PART – B

Answer any **three** questions. Each carry **10** marks.

6. Explain the barriers to good communication. Suggest measures to overcome those barriers.
7. In an oral presentation, what are the techniques for gaining and keeping the audience attention?

P.T.O.



8. Describe various types of letters which are exchanged between the buyer and seller in the purchase transaction.
9. What are the important guidelines to be followed while drafting a technical report? Explain.
10. Why much importance given to dressing sense, selecting the right clothing for a business wardrobe? Analyze and explain.

(3 × 10 = 30 Marks)

PART – C

Compulsory question, the question carries **25** marks.

11. You have received a reply to your third letter of collection from a customer, who, while giving explanations for delayed payment states that he was not happy with the quality of service at the time of last transaction. Draft a suitable reply stressing the need for immediate payment and refuting the claim regarding defective service.

(1 × 25 = 25 Marks)



Reg. No. :

Name :

**Second Semester M.B.A. (Full Time / Travel and Tourism) Degree
Examination, December 2021**

MGT 522 – MARKETING MANAGEMENT

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

(Answer **all** questions from **1** to **5**. Each question carries **4** marks)

1. What is marketing environment?
2. Define consumer behaviour.
3. Explain marketing research.
4. Describe the stages of the product life cycle.
5. Define personal selling.

(5 × 4 = 20 Marks)

PART – B

(Answer any **three** questions from among the questions **6** to **10**. Each question carries **10** marks)

6. Discuss customer life time value. How can it be measured?
7. Explain the consumer - adoption process.

8. How to develop marketing strategies.
9. Discuss the service component of categories.
10. What are the most important retail store explain?

(3 × 10 = 30 Marks)

PART – C

(Compulsory question, carries **25** marks)

11. The global environment must be analyzed before a company pursues expansion into new' geographic markets. Through global market segmentation, the similarities and difference of potential buying customers can be identified and grouped. Demographics, psycho-graphics, behavioral characteristics, and benefits sought are common attributes used to segment world markets. After marketers have identified segments, the next step is targeting. The identified groups are evaluated and compared; the prospect(s) with the greatest potential is selected from them. The groups are evaluated on the basis of several factors: segment size and growth potential, competition, and compatibility and feasibility. After evaluating the identified segments, marketers must decide on an appropriate targeting strategy. The three basic categories of global target marketing strategies are standardized marketing, concentrated marketing, and differentiated marketing. Finally, companies must plan a way to reach their chosen target market(s) by determining the best positioning for their product offerings. Here, marketers devise an appropriate marketing mix to fix the product in the mind of the potential buyers in the target market. High-tech and high-touch positioning are two strategies that can work well for a global product

- (1) What is a global market segment? Pick a market that you know something about and describe the global segments for this market.
- (2) Identify the major geographic and demographic segments in global market.

(1 × 25 = 25 Marks)



Library

17-Dec-2021

2.00 p.m to 5.00 p.m

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

Mrs. Himakumari.V
Chief Superintendent
(University Examinations)
MSN Institute of Management and Technology
Chavara, Kollam

M - 5878

Reg. No. :

Name :

**Second Semester M.B.A. (Full Time/Travel and Tourism) Degree
Examination, December 2021**

**MGT 525 PRODUCTION AND OPERATIONS MANAGEMENT
(2020 Scheme)**

Time : 3 Hours

Max. Marks : 75

PART - A

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

1. Define Production and Operations Management. Enlist their importances.
2. Define material handling. What are the different principles of material handling?
3. Explain the concept of TQM.
4. Discuss the role of production planning and control in Operations Management.
5. What is Logistics Management? What are its objectives?

PART - B

(5 × 5 = 25 Marks)

Answer any **one** question from each. Each question carries **10** marks.

6. Examine briefly the various types of Production systems.

OR

7. Define Plant Layout. Explain the tools and techniques of plant layout.

P.T.O.



8. What is meant by MRP? Explain its different tools.

OR

9. A company is planning on expanding and building a new plant in one of three countries in Middle or Eastern Europe. The general manager, Patricia Donegal, has decided to base her decision on six critical success factors: technology availability and support, availability and quality of public education, legal and regulatory aspects, social and cultural aspects, economic factors, and political stability.

Using a rating system of 1 (least desirable) to 5 (most desirable) she has arrived at the following ratings (you may, of course, have different opinions). In which country should the plant be built?

Critical Success Factor	Turkey	Serbia	Slovakia
Technology availability and support	4	3	4
Availability and quality of public education	4	4	3
Legal and regulatory aspects	2	4	5
Social and cultural aspects	5	3	4
Economic factors	4	3	3
Political stability	4	2	3

10. Define Production Planning. What are the elements of Production Planning?

OR

11. If the TOL file cabinet has a gross material requirements plan as shown below, no inventory, and 2 weeks lead time is required for assembly, What are the order release dates and lot sizes when lot sizing is determined using lot-for-lot? Use a holding cost of \$2.00 and a setup cost of \$20.00, and assume no initial inventory.

Gross Material Requirements Plan

Week	1	2	3	4	5	6	7	8	9	10
TOL			50		100		50			100

12. Define Materials Management. Discuss in detail the tools and techniques of Material Management.

OR



13. Bryant Electronics produces short runs of battery-powered pocket lanterns. You have been asked to reduce inventory by introducing a kanban system. After several hours of analysis you have developed the following data for connectors used in one work cell. How many kanbans do you need for this connector?

Daily demand 1,500 units, Production lead-time 1 day, Safety stock 1 day and Kanban size 250 units.

14. Write explanatory notes on
- (a) Master production Schedule.
 - (b) EBQ.
 - (c) Capacity Planning.

OR

15. Discuss in detail the strategic role of Logistics Management.

(5 × 10 = 50 Marks)

