

Reg. No. :

Name :

**Fourth Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM-MAM'
Degree Examination, November 2020**

DDCM 404 : OPERATIONS MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What is product design?
2. What do you mean by flexible manufacturing?
3. Distinguish between ISO 14000 and SA 8000.
4. What is shop floor control?
5. Distinguish between MRP I and MRP II.
6. What is meant by process control?
7. Write the scope of simulation model in manufacturing.
8. What are the challenges of Globalization?

(5 × 3 = 15 Marks)

PART – B

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

9. Explain how to make production as a value addition process.
10. Describe queuing model with an example.

P.T.O.



11. What are the significance of route sheets in production planning?
12. Write a note on computerized inventory management.
13. Describe the factors affecting plant location.
14. Explain the relevance of shop floor control in production planning.
15. What is Statistical Quality Control? Explain any two tools of SQC.
16. Explain the objectives of Transportation Model.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain the various Production Planning and Control Activities.
18. What is Project Management? Briefly explain CPM and PERT.
19. A manufacturing company purchase 9,000 parts of a machine for its annual requirements. Each part cost Rs. 20. The ordering cost per order is Rs. 15 and the carrying charges are 15% of the average inventory per year. Find
 - (a) The optimal order quantity
 - (b) The time between orders
 - (c) Minimum average cost.

(2 × 10 = 20 Marks)



(Pages : 2)

K – 4638

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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. What is opportunity cost?
2. What do you mean by substitution effect?
3. What is an indifference curve?
4. Define : Law of variable proportions.
5. What is meant by production function?
6. What is supplementary cost?
7. Give the meaning of Oligopoly.
8. What do you understand by full cost pricing?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Write short note on production possibility frontier.
10. What are the uses of indifference curve analysis?
11. Write down the types of elasticity of demand.
12. Explain the concept of least cost combination of inputs.
13. Briefly explain the Cobb-Douglas production function.
14. Distinguish between average cost and marginal cost.
15. What are the features of monopolistic competition?
16. Explain the term Kinked demand curve.

(5 × 5 = 25 Marks)

PART – C

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

17. Discuss any two methods of measuring price elasticity of demand.
18. Broadly explain the law of variable proportions.
19. Write down the Cournot model under oligopoly.

(2 × 10 = 20 Marks)



(Pages : 2)

K – 4639

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DDCM 403: COMMERCIAL LAW

Time : 3 Hours

Max. Marks : 60

PART – A

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

Explain the following terms:

1. Tort.
2. Principle of Natural Justice.
3. Void Contract.
4. Statement in lieu of Prospectus.
5. Memorandum of Association.
6. Compulsory Winding up.
7. VAT.
8. Industrial Disputes.

PART – B

(5 × 3 = 15 Marks)

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

9. Describe the Welfare State.
10. Briefly explain the dissolution of a firm.

P.T.O.



11. Discuss the essential elements of a valid acceptance.
12. What are the remedies that an aggrieved party has during breach of contract?
13. Describe the provisions of Articles of Association.
14. Differentiate between public sector and private sector companies.
15. Discuss the benefits of the RTI Act.
16. Explain the measures provided in the Factories Act regarding the safety of the workers.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain the various modes in which a contract may be discharged.
18. Describe the powers, duties and liabilities of the Directors in a Company.
19. What are the important provisions of the Payment of Wages Act? Explain.

(2 × 10 = 20 Marks)



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DDCM 401 ENTREPRENEURSHIP

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What do you mean by a small enterprise?
2. Who are innovative entrepreneurs?
3. Describe EDP.
4. Describe any three entrepreneurial traits.
5. What is Feasibility Planning?
6. Explain Franchising.
7. What do you mean by Seed Capital?
8. Explain Copyright.

(5 × 3 = 15 Marks)

PART – B

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

9. Explain the strengths of small business.
10. Describe the scope of the business plan.

P.T.O.



11. Explain the success factors for a small business.
12. Discuss the components of a feasibility plan.
13. Explain the various sources of marketing research information for an enterprise.
14. What are the merits and demerits of acquiring an established business?
15. Describe the requirements for filing a patent application.
16. Discuss the role of entrepreneurs in the economic development of a country.

(5 × 5 = 25 Marks)

PART – C

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

17. "Small Scale Industries serve as a seedbed of Entrepreneurship". Explain.
18. Discuss the phases involved in starting an entrepreneurial venture.
19. Describe the institutions providing financial assistance to entrepreneurs.

(2 × 10 = 20 Marks)



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DDCM 405 PRINCIPLES OF INSURANCE

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. State the concept of insurance.
2. Define underwriting.
3. What is meant by morale hazard?
4. What do you mean by Mortality tables?
5. List any four objectives of insurance pricing.
6. What are trade barriers?
7. What is meant by Catastrophe reinsurance?
8. State the concept of Franchise.

PART – B

(5 × 3 = 15 Marks)

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

9. Examine the role of insurance in the economic development of a Country.
10. Discuss the procedure involved in the revival of lapsed Policies.

P.T.O.



11. Explain the role of insurance intermediaries in the selection of Policies and Premium.
12. Trace the evolution of life insurance in India.
13. Distinguish between life insurance and non-life insurance.
14. Write short notes on reinsurance markets in India.
15. Discuss the stages in Premium Calculation.
16. What are the fundamentals of insurance Pricing? Discuss.

PART – C

(5 × 5 = 25 Marks)

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

17. Discuss in detail the principles of Valid contract in Life insurance.
18. Write an essay on claim procedures and underwriting practices in General insurance.
19. Explain the various methods of reinsurance.

(2 × 10 = 20 Marks)

