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N – 6443

Reg. No. :

Name :

**Fifth Semester 'Five Year M.B.A. (Integrated)' / 'Integrated BM – MAM'
Degree Examination, June 2022**

DDCM 503 — INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What is Geocentrism?
2. What are the types of international business?
3. Write a short note on European Union.
4. Define Balance of Trade.
5. Write about the impact of legal forces on international business.
6. What does a bid/ask spread mean?
7. How an export firm differs from multinational enterprise?
8. Mark the role of WTO in global business environment.

(5 × 3 = 15 Marks)

PART – B

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

9. Discuss the different methods to enter foreign markets.
10. Provide a detailed account on World Bank and its role in global business operations.

P.T.O.



11. Explain the various sources of conflicts in cross cultural context.
12. Enumerate the different types of barriers to international trade. Explain them in detail.
13. What are the reasons for disequilibrium in the balance of payment? Elucidate with evident information.
14. Describe the need and importance of outsourcing in detail.
15. Elucidate the Product Life Cycle Theory on International Trade.
16. Discuss the role of Negotiation in International Business.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain the classical and modern firm based international trade theories. Discuss the implications of international trade and investment theories in detail.
18. Why do countries form themselves into regional trading blocs? Provide a detailed account on the following trading blocs in the world.
 - (a) ASEAN
 - (b) APEC
19. Is there a relationship between trade and its impact on the environment? Does trade reinforce or reduce problems associated with resource dominance in certain economies? Explain with essential instances.

(2 × 10 = 20 Marks)



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DDCM 504 : RESEARCH METHODS FOR MANAGERS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What do you mean by business research?
2. Define induction.
3. What is data collection?
4. Define literature review.
5. What are variables?
6. Define sampling.
7. How can we handle blank response?
8. What is a research proposal?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. How can we achieve managerial effectiveness through knowledge about research?
10. Discuss the steps involved in the research process.
11. Narrate the influence of uncertainty on research.
12. Explicate the role of item analysis in business research.
13. Write a note on Cronbach's Alpha.
14. Explain the issues of precessions and confidence in determining sample size.
15. Enumerate the concept of testing goodness of fit of data.
16. 'Even though lots of software packages are available we are not having the quality based business research in the field of management.' Check the validity of this statement.

(5 × 5 = 25 Marks)

PART – C

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

17. Elucidate the different types of business research.
18. Critically evaluate the different data collection methods applicable to business research.
19. Suppose you are appointed as an evaluator for a business research report from an external consultant. How will you design the evaluation strategy of the report?

(2 × 10 = 20 Marks)



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**Fifth Semester Five Year M.B.A. (Integrated)/ Integrated BM-MAM Degree
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DDCM 505 : PROJECT MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Explain any three objectives of project management
2. Explain the scope of project feasibility.
3. Explain the accountability in project execution.
4. Explain work break down structure.
5. State and explain three objectives of project evaluation.
6. Explain the various types of organisational structure.
7. What is feasibility report? What is its use?
8. Explain what is project life-cycle.

(5 × 3 = 15 Marks)

PART – B

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

9. Explain the bottlenecks in projects in different phases of a project.
10. Explain and differentiate between PERT and CPM.

P.T.O.



11. State and explain various operational strategies in project management
12. Explain few coordination guidelines for effective implementation of reporting in project management.
13. Explain how project procedure manual is prepared. What is its use?
14. Explain the various stages involved in formulation of a project.
15. What are the roles and responsibilities of a project manager?
16. Team building is very essential in effective implementation of a project. Discuss.

PART – C

(5 × 5 = 25 Marks)

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

17. "Contracting is an integrated part of effective project management" – Discuss this statement.
18. Discuss how important is planning scheduling and monitoring in project management.
19. Discuss the various stages involved in project report writing.

(2 × 10 = 20 Marks)



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**Fifth Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM-MAM'
Degree Examination, June 2022**

DDCM 502 : MACRO ECONOMICS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Why the managers should be economic decision makers?
2. What do you mean by relative income?
3. Define capital.
4. What is optimal investment?
5. How risk and speculations is related?
6. What are stimulus packages?
7. Define parallel economy.
8. Write a note on SIDBI.

(5 × 3 = 15 Marks)

PART – B

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

9. Enumerate the elements of growth in the economic perspective.
10. Explain how we can study an economic activity using yield curve.
11. Discuss the theories of investment.

P.T.O.

12. Depict the causes and effects of inflation.
13. Elucidate the problems of unemployment in India.
14. Illustrate the importance of total factor productivity in economics.
15. Narrate the impact of public debt over Indian economy.
16. Discuss the causes and implications of deficit financing in India.

(5 × 5 = 25 Marks)

PART – C

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

17. Explicate the dynamic relationship between income and consumption.
18. Narrate the business implications of economic instabilities.
19. "The role of Nava Ratnas is in the diminishing trend as far as the Indian economy is considered". Do you agree with this statement? Give valid response with live examples.

(2 × 10 = 20 Marks)



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DDCM 501 : OPERATIONS RESEARCH

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What is the managerial significance of duality of LPP?
2. What is sensitivity analysis?
3. Explain the travelling salesman problem.
4. Differentiate PERT and CPM.
5. What is two person zero sum game?
6. Explain Expected Monetary Value.
7. What is Resource levelling in a project?
8. Differentiate risk and uncertainty.

(5 × 3 = 15 Marks)

P.T.O.



PART - B

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

9. Discuss various Operations Research models.
10. A company has two plants, each of which produces and supplies two products: A and B. The plants can each work upto to 16 hours a day. In plant 1, it takes three hours to prepare and pack 1000 gallons of A and one hour to prepare and pack one quintal of B. In plant 2, it takes two hours to prepare and pack 1000 gallons of A and 1.5 hours to prepare and pack a quintal of B. In plant 1, it costs Rs. 15,000 to prepare and pack 1000 gallons of A and Rs. 28,000 to prepare and pack a quintal of B, whereas in plant 2, these costs are Rs. 18,000 and Rs. 26,000 respectively. The company is obliged to produce daily at least 10 thousand gallons of A and 8 quintals of B.
Formulate this problem as an LP model to find out as to how the company should organize its production so that the required amounts of the two products be obtained at the minimum cost.
11. A department of a company has five employees with five jobs to be performed. The time (in hours) that each man takes to perform each job is given in the effectiveness matrix. How should the jobs be allocated, one per employee, so as to minimize the total man hours?

	Employees				
	I	II	III	IV	V
A	10	5	13	15	16
B	3	9	18	13	6
Jobs C	10	7	2	2	2
D	7	11	9	7	12
E	7	9	10	4	12

12. Use Vogel's Approximation method to find the initial basic feasible solution to the transportation problem. S1, S2 and S3 are production facilities and D1, D2, D3 and D4 are warehouses. The units produced in 3 production facilities are to be shipped to 4 warehouses. The transportation costs per unit (in Rs.) between factories to warehouses are given in the table.

	D1	D2	D3	D4	Supply
S1	19	30	50	10	7
S2	70	30	40	60	9
S3	40	8	70	20	18
Demand	5	8	7	14	34



13. A company is currently involved in negotiations with its union on the upcoming wage contract. Positive signs in table represent wage increase while negative sign represents wage reduction. What are the optimal strategies for the company as well as the union? What is the game value?

Conditional costs to the company (Rs. in lakhs)

		Union strategies			
		U1	U2	U3	U4
Company Strategies	C1	0.25	0.27	0.35	-0.02
	C2	0.20	0.06	0.08	0.08
	C3	0.14	0.12	0.05	0.03
	C4	0.30	0.14	0.19	0.00

14. Discuss the steps of simulation process.
15. Explain the structure of a queuing system.
16. A company that operates for 50 weeks in a year is concerned about its stocks of copper cable. This costs Rs. 240 a meter and there is a demand for 8000 meters a week. Each replenishment costs Rs. 1,050 for administration and Rs. 1650 for delivery, while holding costs are estimated at 25 percent of the value held a year. Assuming no shortages are allowed, what is the
- (a) Optimal order quantity
- (b) Total inventory cost.

(5 × 5 = 25 Marks)

PART – C

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

17. The following network diagram represents activities associated with a project.

Activates	A	B	C	D	E	F	G	H	I
Optimistic time	5	18	26	16	15	6	7	7	3
Pessimistic time	10	22	40	20	25	12	12	9	5
Most likely time	8	20	33	18	20	9	10	8	4

Determine the following:

- (a) Expected completion time and variance of each activity
 - (b) The expected completion time of the project
 - (c) The probability of meeting inc original scheduled time of 41.5 weeks.
 - (d) The duration of the project that will have 95 percent chance of being completed.
18. A computer has a large number of electronic tubes. They are subject to the following mortality rates:

Period	Age of failure (hrs)	Probability of failure
1	0-200	0.10
2	201-400	0.26
3	401-600	0.35
4	601-800	0.22
5	801-1000	0.07

If the tubes are group replaced, the cost of replacement is Rs. 15 per tube. Group replacement can be done at fixed intervals in the night shift when the computer is normally not used. Replacement of individual tubes that fail in service, costs Rs. 60 per tube. How frequently should the tubes be replaced?

19. Discuss five criteria of decision making under uncertainty.

(2 × 10 = 20 Marks)