

(Pages : 2)

Reg. No. : .....

Name : .....

**Second Semester M.B.A.(Full Time/Travel and Tourism)**  
**Degree Examination, January ~~2023~~ 2024**

**MGT 521 : EXECUTIVE BUSINESS COMMUNICATION**

**(2020 Scheme)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

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

1. Mention the principles of business communication.
2. Why should a business executive needs to possess public speaking skills?
3. List out the contents of an agenda.
4. How far the minutes of the meeting guides the members during the next meeting?
5. What is the purpose of eye contact while communicating with businessmen?

**(5 × 4 = 20 Marks)**

**SECTION – B**

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

6. What are the various barriers of organizational communication? How can we overcome the same?
7. Explain the role of collective bargaining skills in the career of a management professionals.

P.T.O.





8. Prepare a sales promotion letter addressing to the dealers of a publishing company of your choice.
9. Elucidate on the significance of technical reports in executive communication.
10. "Multicultural dressing is always good for global business executives." Justify the statement.

**(3 × 10 = 30 Marks)**

### SECTION – C

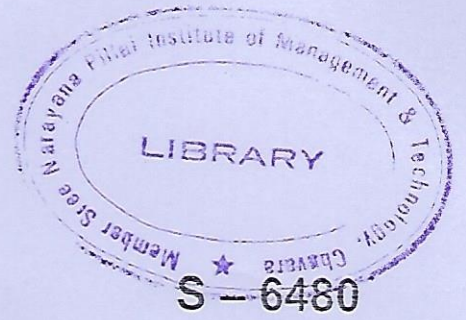
Compulsory question, the question carries 25 marks.

11. You are asked to deliver an oral presentation by your superior regarding the dining etiquette for the newly joined marketing executives in the pharmaceutical company where you hold the charge of training and development. What are the preparations to be carried out for your assigned task and how will you proceed further? Prepare a detailed action plan for your presentation.

**(1 × 25 = 25 Marks)**







(Pages : 2)

Reg. No. : .....

Name : .....

**Second Semester M.B.A.( Full Time/Travel and Tourism) Degree  
Examination, January 2024**

**MGT 522 : MARKETING MANAGEMENT**

**(2020 Scheme)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

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

1. Explain customer life time value.
2. Enumerate the factors influencing buying decision.
3. Identify the significance of market segmentation.
4. Elucidate on the stages in product life cycle.
5. With the help of examples explains retro marketing.

**(5 × 4 = 20 Marks)**

**SECTION – B**

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

6. Describe the marketing control techniques.
7. Explain Consumer behaviour. Also discuss the steps involved in buying process.
8. Discuss the different positioning methods and strategies.
9. Explain the different pricing strategies.
10. Enumerate on the types of sales promotion strategies.

**(3 × 10 = 30 Marks)**

P.T.O.





## SECTION – C

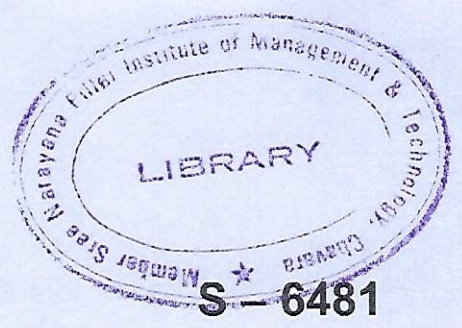
Compulsory question.

11. Apple's iDevices are widely popular, starting with the iPod followed by iPhone and iPads. Adobe's Flash, the long-standing multimedia platform accounts for approximately 75 percent of the animated and streaming audio and video on the Internet, is not supported by Apple's devices. Many purchasers were disappointed after spending hundreds of dollars on sleek iPads only to realize they couldn't play their favourite Internet game or funny video on their device. And they still can't even with the second generation device, the iPad 3. It seems Apple's late founder and CEO, Steve Jobs, didn't like Flash and would not support it on Apple's devices. Instead, app developers must conform to Apple's operating system and existing applications on the Web must convert to HTML5 to play on an Apple product. Adobe's co-founders claim Apple is "undermining the next chapter of the web" and bloggers exclaim this is not just an "Adobe/Apple problem but an Apple /Word problem.

- (a) Does Apple appear to embrace the marketing concept?
- (b) Do you think Apple is right not to include the ubiquitous Adobe Flash software on Apple's products? Justify your statement.

(1 × 25 = 25 Marks)





(Pages : 4)

Reg. No. : .....

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**Second Semester M.B.A. (Full Time/ Travel and Tourism)  
Degree Examination, January 2024**

**MGT 523 : OPERATIONS RESEARCH**

**(2020 Scheme)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

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

1. What is meant by modelling in operations research?
2. Explain NWCM.
3. Distinguish between PERT and CPM.
4. Explain the application of queuing theory.
5. Write notes on the following
  - (a) Expected Monetary Value
  - (b) Expected Opportunity Loss

**(5 × 5 = 25 Marks)**

P.T.O.





SECTION – B

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

6. Solve the following LPP with simplex method.

$$\text{Minimise } Z = 9x_1 + 10x_2$$

$$\text{Subject to: } 2x_1 + 4x_2 \geq 50$$

$$4x_1 + 3x_2 \geq 50$$

$$3x_1 + 2x_2 \geq 60$$

$$x_1, x_2 \geq 0$$

OR

7. Explain Critical path method.
8. An automobile dealer put four repair men to four different jobs. The repairmen have some what different kinds of skills and they exhibit different levels of efficiency from one job to another. The dealer has estimated the number of man hours that would be required for each job man, which is given in the matrix. Find the optimal cost for this assignment.

		Jobs			
		A	B	C	D
Men	I	7	5	8	4
	II	5	6	7	4
	III	8	7	9	8
	IV	0	0	0	0

OR

9. Explain two-person zero-sum game with an example.



10. Explain the choices before the decision maker in situations of uncertainty.

OR

11. Solve the following game

		Player B	
Player A		-2	-1
		2	-3

12. Explain the various costs associated with inventory control.

OR

13. Solve the problem graphically

$$\text{Maximise } Z = 8x_1 + 12x_2$$

$$\text{Subject to : } x_1 + x_2 \leq 9$$

$$x_1 \geq 2$$

$$x_2 \geq 3$$

$$2x_1 + 5x_2 \leq 36$$

14. Bring out the various steps involved in solving an assignment problem under Hungarian Method.

OR



### SECTION -- B

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OR



15. The research department of consumer products division has recommended to the marketing department to launch a soap with three different perfumes. The marketing manager has to decide the type of perfume to launch under the following estimated payoff for the various levels of sales.

Estimated levels of sales (Units)    20,000    10,000    2,000

Type of Perfume

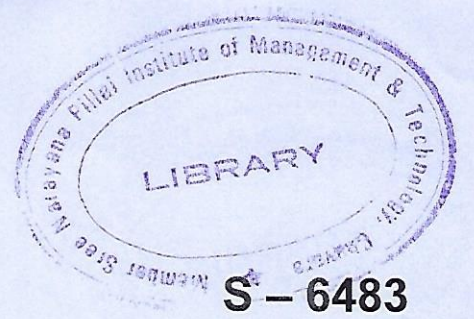
I	250	15	10
II	40	20	5
III	60	25	3

Estimate which type can be chosen under minimax, and Hurwicz Alpha Criteria (given  $\alpha = 0.6$ )

**(5 × 10 = 50 Marks)**







(Pages : 2)

Reg. No. : .....

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**Second Semester M.B.A (Full Time / Travel and Tourism) Degree  
Examination, January 2024**

**MGT 525 : PRODUCTION AND OPERATIONS MANAGEMENT**

**(2020 Scheme)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

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

1. Explain the process involved in the design and development of a product.
2. State the objective of plant location, and explain the reasons for relocation of plant.
3. Enumerate the basic components of Just-In-Time System, and explain Kaizen.
4. Why aggregate planning is important in production and operations management?
5. Discuss the variables that affect the evaluation and growth of integrated logistics.

**(5 × 5 = 25 Marks)**

P.T.O.





## SECTION – B

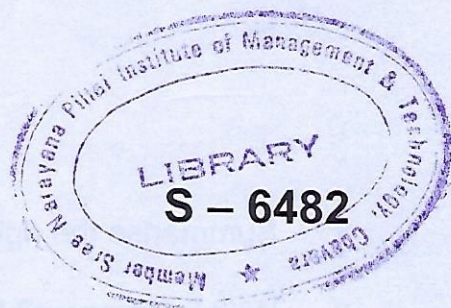
- II. Answer any **one** question from each. Each question carries **10** marks.
6. Enumerate different types of production system, and explain their characteristics.
  7. Give a detailed account on the strategic operations management.
  8. Discuss the methods available for ranking and rating of qualitative and quantitative factors for suitable location of a plant with appropriate illustration.
  9. Analyze the list of equipments used for handling materials during the production process. Bring out the significance of each.
  10. A Particular item has a demand of 9000 units per year. The cost of one procurement is Rs. 100 and the holding cost per unit is Rs. 2.40 per year. The replacement is instantaneous and no shortages are allowed. Determine, the economic lot size, the number of orders per year, the time between orders, and the total cost per year if the cost of one unit is Rs. 1.
  11. Surya Ltd. annually buys 2500 nos. of SS nuts @ Rs.2 each. Anuj industries who supply this item has offered a quantity discount of (i) 3% discount for 1500 to 2400 Lot size, and (ii) 5% discount for above the 2500 lot size. The buying cost is Rs.20 per Lot to get materials and ROI is 20%. Calculate and advice the buyer for availing or not availing discounts.
  12. What is the purpose of production planning and control? Explain the functions of PPC.
  13. Identify the different types of Maintenance and explain the areas of application with advantages and disadvantages.
  14. Summarize the different phases in the evolution of logistics.
  15. Discuss the role of logistics in key functional areas of business and management.

**(5 × 10 = 50 Marks)**





(Pages : 2)



Reg. No. : .....

Name : .....

**Second Semester M.B.A.(Full Time/Travel and Tourism)  
Degree Examination, January 2024**

**MGT 524 : BUSINESS LAW**

**(2020 Scheme)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

Answer **all** questions.

1. What is Wager? Is an agreement by way of wager void or illegal?
2. What are the different types of goods?
3. When is a payment on a negotiable instrument said to be a "Payment in due Course"?
4. State the conditions governing the 'buy back of shares' by a company.
5. What are the various methods for the settlement of Industrial Disputes under the Industrial Disputes Act?

**SECTION – B**

**(5 × 4 = 20 Marks)**

Answer any **three** questions.

6. Discuss briefly the remedies for breach of contract.
7. State the doctrine of caveat emptor and explain the exceptions to it.

P.T.O.





8. Summarise the rights and duties of partners.
9. Who is an agent? Explain various kinds of Agent.
10. How far is employer liable for compensation in case of accidents arising out of and in the course of employment.

(3 × 10 = 30 Marks)

#### SECTION – C

Compulsory questions.

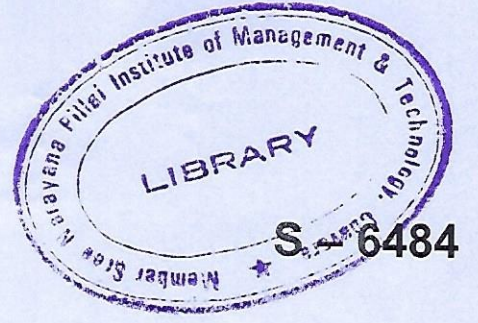
11. 'X' entered into a contract with 'Y' to supply him 1,000 water bottles @ Rs. 5.00 per water bottle, to be delivered at a specified time. Thereafter, 'X' contracts with 'Z' for the purchase of 1,000 water bottles @ Rs.4.50 per water bottle, and at the same time told 'Z' that he did so for the purpose of performing his contract entered into with 'Y'. 'Z' failed to perform his contract in due course and market price of each water bottle on that day was Rs.5.25 per water bottle. Consequently, 'X' could not procure any water bottle and 'Y' rescinded the contract. Calculate the amount of damages which 'X' could claim from 'Z' in the circumstances? What would be your answer if 'Z' had not informed about the 'Y' s contract? Explain with reference to the provisions of the Indian Contract Act. 1872.

(1 × 25 = 25 Marks)





(Pages : 3)



Reg. No. : .....

Name : .....

**Second Semester M.B.A. (Full Time/Travel and Tourism) Degree  
Examination, January 2024**

**MGT 526 – RESEARCH METHODOLOGY  
(2020 Scheme)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

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

1. Define research. Distinguish between pure and applied research.
2. Enumerate different types of errors committed while testing a hypothesis.
3. With the help of examples, explain various types of measurement scales.
4. Write a short note on SPSS.
5. Discuss essential qualities of a good sample.

**(5 × 5 = 25 Marks)**

**SECTION – B**

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

6. Elucidate research process.

**OR**

7. Differentiate primary data and secondary data. Also briefly explain different data collection techniques.

**P.T.O.**





8. Explain the structure of a report in detail.

OR

9. Explain different non-probability sampling techniques with its merits and demerits.

10. Indicate which method of data collection would be suitable in the following cases. Justify your answers with valid reasons.

(a) You are assigned to conduct a customer satisfaction survey among the customers of Axis bank with regards to Cochin City. Which method of data collected will you prefer and why?

(b) You are appointed in Olive Pvt Ltd as a part of one internship programme and you are assigned to present a report after studying the work safely level of employees.

OR

11. Enumerate the sources from which a research problem originates and also discuss the techniques for defining and formulating a research problem.

12. In a sample of 10 observations the sum of the squared deviations of items from the mean was 101.7, in another sample of 8 observations the value was found to be 94.5. Test whether the difference is significant at 5% level.

$V=17$  and  $V_2=9$  degree of freedom is 3.29 and for

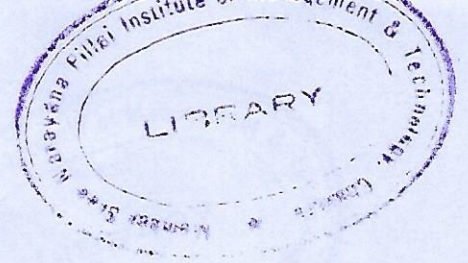
$V=18$  and  $V_2=10$ . Degree of freedom, its value is 3.07.

OR

13. Explain briefly different categories of research design.







14. The data given below pertain to the price and demand for a particular commodity over a period of 5 years. Compute the correlation coefficient between price and demand and interpret the result.

Price (in Rs/Q)	7	8	9	6	5
Demand in tons	8	6	7	9	10

OR

15. In Sunshine Ltd, there have been increasing number of strikes. Imagine you are running a consultancy firm which undertakes business research studies. The company HAS entrusted your firm to find out the reason for the strikes as well for solution for it. You are required to present a report encompassing the information to be collected, methodology and sampling procedure that is employed and also draft a questionnaire.

(5 × 10 = 50 Marks)

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(Pages : 3)

Reg. No. : .....

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**Second Semester M.B.A. (Full Time / Travel and Tourism) Degree  
Examination, January 2024**

**MGT 527 : FINANCIAL MANAGEMENT**

**(2020 Scheme)**

Time : 3 Hours

Max. Marks : 75

**PART – A**

Answer all questions. Each question carries 5 marks.

1. What are the functions of a finance manager?
2. Explain the factors determining capital structure.
3. Discuss the term capital budgeting.
4. Briefly explain the balance sheet concept of working capital.
5. Explain in brief the various motives for holding cash.

(5 × 5 = 25 Marks)

**PART – B**

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

6. The objective of business is to maximise the owner's economic welfare. Do you agree with this statement. If so give your arguments.

OR

7. PQR and Co, buys 1,00,000 units of material X every month to supply steady demand for the material in production. Order costs are Rs. 200 per order and the carrying costs are 10 paise per unit per month. Find out economic quantity, the number of orders in a year and the average.

P.T.O.





8. Explain as to how the wealth maximization objective is superior to profit maximization objective.

OR

9. X Ltd currently makes all sales on credit. It is considering a 2% discount for payment within 10 days. The current ACP is 60 days, sales is 2,00,000 units, selling price is Rs. 30 /unit, variable cost per unit Rs. 20 and average cost per unit is Rs. 25.

It is expected that the change in credit terms will increase sales to 2,25,000 units and the ACP will fall to 45 days. However there will be an increase of Rs. 1,00,000 in working capital. Assuming 50% of the total sales will be on cash discount and 20% required rate of return should the proposed discount be offered?

10. Explain the various kinds of ownership securities.

OR

11. United Industries Ltd has an investment budget of Rs. 100 lakhs for 2019-20. It has short listed two projects A and B after completing the market and technical appraisals. The management wants to complete the financial appraisal before making investment. Further particulars regarding two projects are given below. -

Particulars	A	B
Investment required	100 Laksh	90 Laksh
Average annual cash inflow	28 Laksh	24 Laksh
Before depreciation and tax estimate		

Salvage value. Nil for both projects

Estimated life. 10 years for both projects

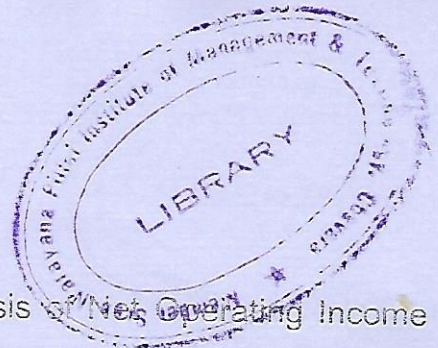
The company follows straight line method for charging depreciation. Its tax rate is 50%. You are required to calculate Pay back period of the two projects

P.V of an annuity of Re. 1 for 10 years at different discount rates is given below

Rate %	10	11	12	12	14	15
Annuity value for 10 years	6.1446	5.8992	5.6502	5.4262	5.2161	5.0188







12. Discuss Modigliani and Miller Approach on the basis of Net Operating Income Approach.

OR

13. Metha Ltd. is expecting an EBIT of Rs. 3,00,000. The company presently raised its entire fund requirements of Rs. 20 Lakhs by issue of equity with equity capitalization rate of 16%. The firm is now contemplating to redeem a part of the capital by introducing debt financing. The firm has two operations to raise debt to the extend of 30% or 50% of total funds. It is expected that for debt financing upto 30% the rate of interest will be 10% and equity capitalisation rate is expected to increase 17%. However if firm opts for 50% debt then interest rate will be 12% and equity capitalization rate will be 20%.

You are required to compute the value of the firm and overall cost of capital under different options.

14. The working capital requirements of a firm depend upon a large number of factors. Explain the important factors generally influencing the working capital requirements.

OR

15. From the following information you are required to compute :

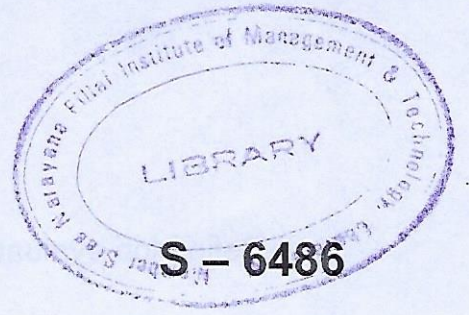
- (a) Capitalisation
- (b) Capital Structure
- (c) Financial Structure

Liabilities	Amount
Equity Share Capital	10,00,000
Preference Share Capital	5,00,000
Long term Loans and Debentures	2,00,000
Retained Earnings	6,00,000
Current Liabilities	1,50,000
Capital Surplus	50,000

(5 × 10 = 50 Marks)







(Pages : 2)

Reg. No. : .....

Name : .....

**Second Semester M.B.A. (Full Time/ Travel and Tourism)  
Degree Examination, January 2024**

**MGT 528 : MANAGING HUMAN RESOURCES**

**(2020 Scheme)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

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

1. Enumerate the objectives of HRM.
2. Distinguish between on the job and off the job training.
3. Enumerate the significance of training.
4. Explain different types of compensation.
5. Discuss the process of collective bargaining.

**(5 × 4 = 20 Marks)**

**SECTION – B**

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

6. Explain the roles of HR Managers.
7. Discuss the selection process.
8. Briefly explain the methods of performance appraisal.

P.T.O.





9. Define job evaluation. Explain its process.
10. Explain the various Dispute Settlement Mechanisms.

(3 × 10 = 30 Marks)

### SECTION – C

(Compulsory)

11. Harley finance Ltd is a reputed finance company having branches all over the country. The company has performance rating calculated in regular intervals of six months by a committee of two executive and they use graphic scales as means of appraisal. After evaluation, the ratings are discussed with the immediate boss of concerned employees and used to counsel them, to decide on the promotion and salary increments.

Recently three employees of the company called on the company's president to express their dissatisfaction with the rating they had received. Because their ratings were comparatively low, they had been denied annual increment. These employees argued that their ratings did not accurately represent their qualification or performance. They expressed their opinion that employees' salary increment should be automatic. Employees are planning to form a union to fight for their rights. The threat of a union caused concern even to Chief Executive feels that performance appraisal is dangerous and it should be discontinued altogether.

Questions:

- (a) How far do you agree with the management that performance appraisal should be discontinued? Justify your answer.
- (b) If you were the HR manager, how would you tackle the situation?
- (c) What modifications would you suggest in the performance appraisal system of the company.

(1 × 25 = 25 Marks)

