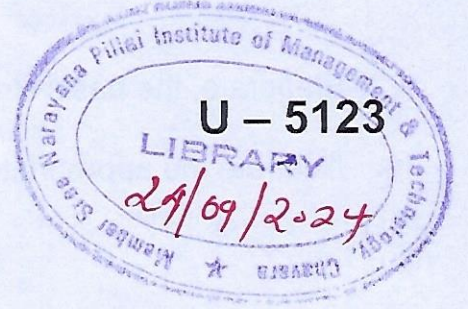Reg. No. : ....

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Second Semester M.B.A. (Full Time/Travel and Tourism/
Disaster Management) Degree Examination, September 2024

MGT 521 : EXECUTIVE BUSINESS COMMUNICATION

(2020 Scheme)

Time : 3 Hours   Max. Marks : 75

SECTION – A

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

1. Discuss the various models of business communication.

2. Write a short note on cross culture communication.

3. State the mechanics of writing.

4. Distinguish between seminars and conferences.

5. How far body language is vital for business?

(5 × 4 = 20 Marks)

SECTION – B

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

6. Narrate the different types of organizational communication.

7. Explain the role of audio-visual aids and computers in oral presentations.

8. Describe the factors to be mentioned while preparing a professional resume.

9. Elaborate, the basic structure of a business report.

10. Illustrate the appropriate table manners to be performed during a business meal.

<div align="right">(3 × 10 = 30 Marks)</div>

SECTION – C

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

11. Mr. John David is working as the Assistant Operations Manager in Thread Techs Ltd., Salem. He is serving the company for the last 15 years and there is not even a single black mark in his career so far. But unfortunately now he is a suspect in a robbery of some operating machines in the production plant. Being the HR Assistant you are assigned the task of preparing a draft enquiry letter by the HR Head. You are a newly joined employee and need to prepare an enquiry letter addressing to one of the senior person of the organization and also supposed to make a good impression on the HR Head. Prepare a well-structured professional enquiry letter meeting all the requirements.

<div align="right">(1 × 25 = 25 Marks)</div>

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Reg. No. : ....

Name : ....

Second Semester M.B.A. (Full Time/Travel and Tourism/Disaster Management) Degree Examination, September 2024

MGT 522 : MARKETING MANAGEMENT

(2020 Scheme)

Time : 3 Hours   Max. Marks : 75

PART – A

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

1. Enumerate the need of strategic marketing planning.

2. Explain the steps involved in buying process.

3. State the different levels and patterns of segmentation.

4. Describe the various branding strategies.

5. Write short note on green marketing.

(5 × 4 = 20 Marks)

PART – B

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

6. Discuss the components of marketing environment.

7. Briefly explain the different factors influencing buying decision.

8. Explain targeting and positioning with suitable examples.

9. Explain the factors influencing price decisions.

10. Discuss the emerging trends in marketing.

(3 × 10 = 30 Marks)

P.T.O.

PART – C

Compulsory question.

11. Every culture has rituals for mourning the dead, but technology is now changing many of our long-held cultural norms. The conservative funeral industry is slowly embracing new technologies, resulting in new mourning behaviours. High definition video streamed funerals reach all corners of the globe, digital guest books remain permanently active, e-mails remind the bereaved of the anniversary of a loved-one's death and digital candles remain perpetually "lit" on memorial pages. The deceased can now live on in cyberspace and friends can visit them on Facebook long after they have passed away. Quick-response code chips ("QR codes") affixed to tombstones can bring a person "back to life" virtually on a smartphone. The time is now right for the funeral industry to capitalize on these digital trends. And with the still-sluggish economy and new competitors (for example, Wilmart and Costco now sell caskets online) squeezing profit margins, the funeral industry is more open than ever to find ways to satisfy consumer's mourning needs digitally.

(a) What role do products and services play in making the experience meaningful for mourners? Is technology changing customs outside of the United States?

(b) Describe the characteristics of a new product that affect its rate of adoption. Which characteristics will impact how quickly the new services described for the funeral industry will be accepted by mourners in the United States?

(1 × 25 = 25 Marks)

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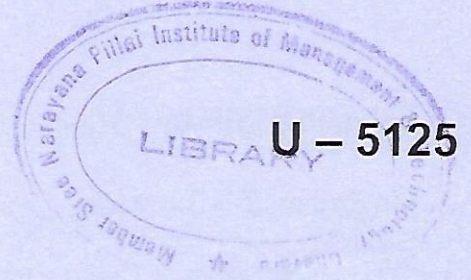
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Name : ....

Second Semester M.B.A. (Full Time/Travel and Tourism/Disaster Management) Degree Examination, September 2024

MGT 523 : OPERATIONS RESEARCH

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

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

1. Steps in Simplex Method

2. Vogel's Approximation Method

3. Major time estimates in PERT

4. Kendall's Notation in Queuing Theory

5. Pure and Mixed Strategies and Saddle Point.

(5 × 5 = 25 Marks)

PART – B

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

6. Solve the given LPP using Graphical Method:

Maximize, $Z = 5x_1 + 8x_2$

Subject to: $3x_1 + 2x_2 \leq 36$

$x_1 + 2x_2 \leq 20$

$3x_1 + 4x_2 \leq 42$ and

$x_1, x_2 \geq 0$.

OR

P.T.O.

7. Solve this LPP by Simplex algorithm.

Maximize, $Z = 3x_1 + 2x_2$

Subject to : $x_1 + x_2 \le 4$
$x_1 - x_2 \le 2$ and
$x_1, x_2 \ge 0$.

8. Apply VAM to the transportation problem whose matrix is given below. Find the optimum solution:

Distribution Centres	Retail Outlets					
	RO1	RO2	RO3	RO4	RO5	Availability
Trivandrum	55	30	40	50	40	40
Ernakulum	35	30	100	45	60	20
Calicut	40	60	95	35	30	40
Requirement	25	10	20	30	15	

OR

9. Solve this by the *assignment method* to find the *maximum sales*.

		Areas			
		A1	A2	A3	A4
Salesmen	SM1	9	27	18	12
	SM2	14	29	5	27
	SM3	39	20	19	16
	SM4	20	27	25	11

10. Write short notes on:
   (a) *CPM*
   (b) *Crashing*
   (c) *Resource Smoothing*

OR

11. A student project funded by UGC consists of the following jobs whose job phases and its durations are given below:

Job phases	1-2	1-3	2-3	2-5	3-4	3-6	4-5	4-6	5-6	6-7
Duration (weeks)	15	15	3	5	8	12	1	14	3	14

(a) Draw the *network diagram* of this project

(b) Find the *Total Float* for each activity

(c) Find the *Critical Path* and the *Project Duration*.

12. Write short notes on :

(a) M/M/2 Queue System,

(b) Monte- Carlo Simulation, and

(c) Major Customer's Behavior in a Queue.

OR

13. A person who does other jobs also operates a copier machine in an office. The average service time for a job is 6 minutes per customer. On an average, in every 12 minutes one customer arrives for copying. Find:

(a) *The copier machine's Utilization Rate*

(b) *The proportion of time that the machine will be idle*

(c) *The average time spent by a customer in the system*

(d) *The average queue length*

14. Which act is optimal, A or B?

A :	Pay Off	Probability	B :	Pay Off	Probability
	12	0.5		10	0.4
	15	0.2		20	0.3
	20	0.3		20	0.3

OR

15. Solve the game whose pay-off matrix is

	Player B	
Player A	8	5
	2	6

(5 × 10 = 50 Marks)
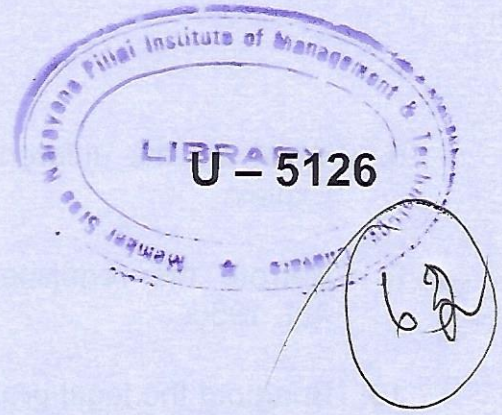
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Reg. No. : ....

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Second Semester M.B.A.(Full Time/Travel and Tourism/Disaster Management) Degree Examination, September 2024

MGT 524 : BUSINESS LAW

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

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

1. What do you understand by 'capacity to contract'?

2. What is the effect of agreement? How would you distinguish between a sale and hire-purchase?

3. When is a payment on a negotiable instrument said to be a "payment in due course"?

4. How and to what extent can a company alter its Articles?

5. Define the term 'Factory' under The Factories Act, 1948.

(5 × 4 = 20 Marks)

PART – B

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

6. What are Quasi-Contracts? Discuss the quasi-contracts dealt with under the Indian Contract Act.

7. Discuss the various provisions of law under which a non-owner can convey a good title to a buyer.

8. What are the different modes in which a partnership firm may be dissolved? Explain.

9. Narrate the requisites of a valid general meeting as per the Companies Act, 1956.

10. Bring out the legal provisions relates to health of the workers under the Factories Act, 1948

(3 × 10 = 30 Marks)

PART – C

Compulsory question.

11. Mr. P sells to Mr. R a quantity of wheat lying in Mr P's warehouse. It is agreed that three months' credit shall be give to Mr. R. Mr. R allows the wheat to remain in Mr. P's warehouse. Before the expiry of the three months Mr. R becomes insolvent and the Official Assignee demands delivers of the wheat from Mr. P without offering to pay the price.

(a) Is Mr. P is entitled to retain the goods until paid?

(b) What is meant by unpaid seller's right of stoppage of goods in transit?

(c) Write about unpaid seller's lien.

(1 × 25 = 25 Marks)
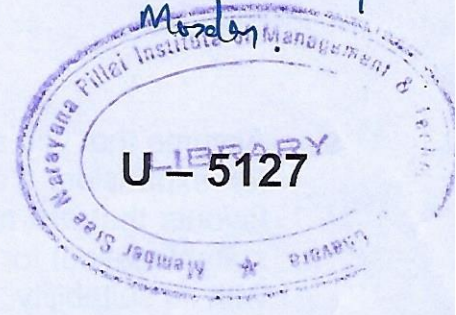
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Second Semester M.B.A. (Full Time/Travel and Tourism/Disaster Management) Degree Examination, September 2024

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. Discuss briefly about 5 Ps of operations management and state their significance.

2. Elucidate on the scope of material handling in different fields of engineering.

3. What is lot size in MRP? Explain the techniques used in lot sizing.

4. Discuss the major steps associated with implementing a sound capacity planning process.

5. Enumerate the key differences between 3PL and 4PL.

(5 × 5 = 25 Marks)

PART – B

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

6. Discuss the components of operations strategy, and explain its significance.

OR

7. Elaborate on the scope of production and operations management.

8. Explain the tools and techniques adopted in the process of a good plant layout.

OR

P.T.O.

9. Assume that you are the production manager of a firm. Your company is planning for expansion. You are requested by your Boss to suggest various types of layouts that are available in the production process, so that he can choose the suitable layout for his business. Suggest your boss with different types of layouts with its suitability, advantages and disadvantages.

10. A garment company needs 10000 zips per year. The unit cost of zip is Rs. 2 and the ordering cost is Rs. 100 per order. The company's annual standard return on working capital funds is 15%. Find out Economic Order Quantity, number of orders per year and yearly inventory cost.

OR

11. (a) Calculate the EOQ in units and total variable cost for the following items, assuming an ordering cost of Rs. 5 and a holding cost of 10%.

Item	Annual Demand (Units)	Unit Price (Rs.)
A	800	0.02
B	400	1.00
C	392	8.00
D	13800	0.20

(b) For the above problem, compute EOQ in Rs. as well as in years of supply. Also calculate the EOQ frequency for each of the four items.

12. Discuss about the control charts and explain their types and application in production management.

OR

13. Analyze and elaborate on the selective inventory control techniques used in production process.

14. Explain, how companies achieve competitive advantage through effective use of logistics?

OR

15. Assume that you are a logistic service provider operating in Trivandrum. As logistics service provider, what are the challenges you face in Supply Chain management?

(5 × 10 = 50 Marks)
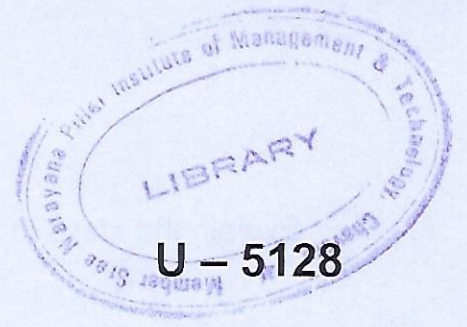
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Second Semester M.B.A. (Full Time/ Travel and Tourism/ Disaster Management) Degree Examination, September 2024

MGT 526 : RESEARCH METHODOLOGY

(2020 Scheme)

Time : 3 Hours
Max. Marks : 75

PART – A

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

1. Discuss different types of research.

2. State the essentials of a good research report.

3. Explain the steps to be followed in developing a sample design.

4. Elucidate the procedures for testing hypothesis.

5. Explain the different types of measurement scales.

(5 × 5 = 25 Marks)

PART – B

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

6. Explain various sampling techniques in detail.

OR

7. Discuss the steps in formulating a research problem. Also explain statement of research problem.

8. Explain the steps in research process.

<div align="center">OR</div>

9. Explain various types of data collection methods with its merits and demerits.

10. Elucidate the lay-out of research report.

<div align="center">OR</div>

11. Elucidate analysis and interpretation of data. Also discuss types of analysis.

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

    (a) Employees working in a Company have gone on strike claiming poor work condition in the Company. You have assigned the task of conducting a study and also give your recommendations.

    (b) An exporter of handicraft materials is interested in finding the requirements of its customers for the next year. He also wants their suggestions with regards to product modification etc.

<div align="center">OR</div>

13. Write a short note on:

    (a) Parametric and non-parametric tests.

    (b) Diagnostic research and experimental research with example.

14. Calculate Karl Pearson's coefficient of correlation from the following data using 44 and 26 respectively as the origin of X and Y. Also interpret the result.

X	43	44	46	40	44	42	45	42	38	40	42	57
Y	29	31	19	18	19	27	27	29	41	30	26	10

<div align="center">OR</div>

15. The top managers of Blue Ltd noticed an increase in the labour turn-over of the company. Imagine you are running a consulting organisation which undertakes business research studies. The company has entrusted you to find out the causes of increasing labour turn-over rates of the company. You are required to prepare a report encompassing the information to be collected, methodology and sampling procedure that is be employed. Also draft a questionnaire.

(5 × 10 = 50 Marks)

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Reg. No. : ....

Name : ....

Second Semester M.B.A. (Full Time/Travel and Tourism/
Disaster Management) Degree Examination, September 2024

MGT 527 : FINANCIAL MANAGEMENT

(2020 Scheme)

Time : 3 Hours   Max. Marks : 75

PART – A

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

1. Analyse the role of finance manager in a business.

2. Describe different types of working capital.

3. Explain cost of capital concept.

4. "Leverage allows us to accomplish certain things which are otherwise not possible". Comment on the statement.

5. State the forms of dividend.

(5 × 5 = 25 Marks)

PART – B

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

6. A firm has the following capital structure and after-tax costs for different sources of funds used:

Sources of fund	Amount	Proportion %	After tax cost %
Debt	15,00,000	25	5
Preference shares	12,00,000	20	10
Equity shares	18,00,000	30	12
Retained earnings	15,00,000	25	11
Total	60,00,000	100	

You are required to compute the weighted average cost of capital.

OR

P.T.O.

7. (a) A Company expects a net income of Rs.80,000. It has Rs.2,00,000, 8% Debentures. The equity capitalisation rate of the company is 10%. Calculate the value of the firm and overall capitalisation rate according to the Net Income Approach (ignoring income tax).

   (b) If the debenture debt is increased to Rs.3,00,000, what shall be the value of the firm and the overall capitalisation rate?

8. "Financial management is more than procurement of fund". Elucidate.

OR

9. Discuss the scope and significance of financial management.

10. Z Ltd has an investment opportunity costing Rs.40,000 with the expected cash inflow ie after tax and before depreciation. Using 10% as the cost of capital, compute:

   (a) NPV (b) PI

Years	1	2	3	4	5	6	7	8	9	10
Cash flows	7000	7000	7000	7000	7000	8000	10000	15000	10000	4000

OR

11. Discuss the sources of working capital.

12. "Receivables forecasting is important for the proper management of receivables forecasting". Elucidate.

OR

13. "Efficient cash management will aim at maximising the cash inflows and showing cash outflows". Discuss.

14. Write a short note on theories of dividend policy.

OR

15. X Ltd. Is foreseeing a growth rate of 12% per annum in the next 2 years. The growth rate is likely to fall to 10% for the third and fourth year. After that the growth rate is expected to stabilise at 8% per annum. If the last dividend paid was Rs. 1.50 per share and the investor's required rate of return is 16%, find out the intrinsic value per share of X Ltd. as of date. You may use the following table:

Year	1	2	3	4	5
P.V factor @ 16%	0.86	0.74	0.64	0.55	0.48

(5 × 10 = 50 Marks)
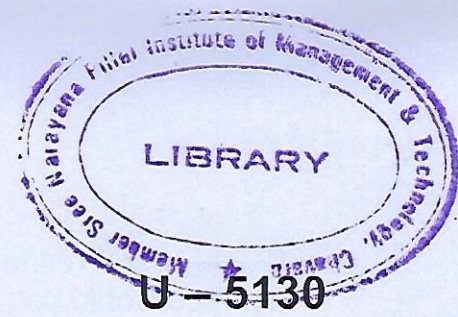
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Reg. No. : ....

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Second Semester M.B.A. (Full Time/Travel and Tourism/ Disaster Management) Degree Examination, September 2024

MGT 528 : MANAGING HUMAN RESOURCES

(2020 Scheme)

Time : 3 Hours   Max. Marks : 75

PART – A

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

1. Enumerate the significance of HRM.

2. Distinguish between job specification and job description.

3. Define Performance appraisal. Is performance appraisal system important in an organisation?

4. Discuss the process of job evaluation.

5. Explain the objectives of IR.

(5 × 4 = 20 Marks)

PART – B

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

6. Is workers participation in management is significant? Justify your answer.

7. Describe methods of job analysis.

P.T.O.

8. If you were responsible for hiring in your organization, which all recruitment sources would you consider and explain the reason for it?

9. Explain different training techniques used in industries.

10. Explain Collective bargaining and its types.

(3 × 10 = 30 Marks)

PART – C

(Compulsory)

11. Birla Pvt. Ltd. believes that a major constraint in industry today is the lack of quality manpower. Hence after hiring people they have to train them to suit their needs. Since the company has a linear-staffed organisation, this kind of HR exercise does not get the due time and attention that it usually demands. One of the major shortcoming faced at the lower level is the rapid spread of the concept of 'learning by doing' attitude that can actually cost its investors heavily.

For such impediments Birla ensure intensive employee training modules designed to suit their requirements. They send their people to institutes like the London School of Economics, Harvard Business School etc. to learn strategies related to the industry. They also "throw them into water" to investigate and evaluate their imbibed skills and talents. Employees of the company have to pass the certificate test which is separate from the one which the company has for its distributors.

Subsequently employees are expected to undergo training on their own departments under the experienced person. Only then they are assigned tasks.

Questions:
(a) Do you think such an extensive training is really necessary?
(b) How can we determine the cost effectiveness of such programmes?
(c) After making so much investment in human resources, if the employee leaves the organisation, how will the loss be accounted for?

(1 × 25 = 25 Marks)

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