

Total No. of Pages: 1

**10240**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, January 2021**

**(HUMAN RESOURCE MANAGEMENT)**

**(FIRST YEAR)**

**510: PRINCIPLES OF MANAGEMENT**

**(New Regulations)**

**(Common with M.B.A Marketing Mgt. and M.B.A Financial Mgt.)**

Time: Three hours

Maximum: 75 marks

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**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

1. List of different schools of management thought.
2. Differentiate between line and staff organization.
3. What are the tools and techniques of Scientific Management?
4. Planning is a bridge between the present and the future. Explain.
5. What is Grapevine Communication?
6. Explain Scientific Management.
7. Define Supervisions. Discuss the position of supervisor in an enterprise.
8. What are the essential of a good communication system?

**SECTION-B**

**(3×10=30)**

**Answer any THREE questions**

9. Illustrate the steps in planning in detail.
10. Taylor and Fayol are the undisputed pioneer of modern Management. Elucidate.
11. What are the various problems with delegation of authority? What steps would you take to address these problems?
12. What do you understand by motivation? Explain the concept of hierarchy of needs.
13. Explain the studies carried out by Rensis Likert on Supervisor effectiveness.

**SECTION-C**

**(1×15=15)**

**Answer any ONE question**

14. Describe the importance of Co-ordination; discuss the techniques of achieving effective co-ordination.
15. Explain the important steps and essentials of a good control system.
16. Explain the different kinds of training of employees in an organization.

**SECTION-D**

**(1×15=15)**

**(Compulsory)**

17. "Management is a combination of Arts, Science and Profession" –Explain.

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Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, January 2021**

**(HUMAN RESOURCE MANAGEMENT)**

**(FIRST YEAR)**

**520: MARKETING MANAGEMENT**

**(New Regulations)**

**(Common with M.B.A Marketing Mgt. and M.B.A Financial Mgt.)**

Time: Three hours

Maximum: 75 marks

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**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

1. What is meant by micro environment?
2. What do you mean by Sales Forecasting?
3. How would you classify goods?
4. Define Packaging.
5. Differentiate industrial and consumer goods buyer.
6. Who is a Wholesaler?
7. List any three qualities of salesmanship.
8. What is a Tele-marketing?

**SECTION-B**

**(3×10=30)**

**Answer any THREE questions**

9. Define marketing. Enumerate the functions of marketing.
10. With the help of a neat sketch explain Product Positioning.
11. Elaborate the New Product Development stages.
12. Explain the kinds of Advertising Budget.
13. Write a note on green marketing and viral marketing.

**SECTION-C**

**(1×15=15)**

**Answer any ONE question**

14. Describe the bases of segmenting consumer market.
15. With the help of a neat sketch explain the Product Life Cycle.
16. With suitable examples describe the various methods involved in pricing.

**SECTION-D**

**(1×15=15)**

**(Compulsory)**

17. A popular Indian Brand wants to establish, retail chain hyper-market in all metro cities in the country. Before they establish, the company wants to know their success rate compare to other competitive brand.
  - (i) Formulate a Market Feasibility Survey Plan.
  - (ii) Develop a marketing questionnaire to know the success rate of the competitive brand.

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Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, January 2021**

**(HUMAN RESOURCE MANAGEMENT)**

**(FIRST YEAR)**

**530: FINANCIAL MANAGEMENT**

**(New Regulations)**

**(Common with MBA Marketing Mgt. and MBA Financial Mgt.)**

Time: Three hours

Maximum: 75 marks

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**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

1. What is risk-return trade off?
2. How will you design inventory control system?
3. What is under writing of share?
4. Point of indifference in capital structure.
5. What is Financial average?
6. What is the need for working capital
7. Distinguish between merger and acquisition.
8. What do you mean by the term liquidation.

**SECTION-B**

**(3×10=30)**

**Answer any THREE questions**

9. Discuss the various aspects of receivable management.
10. Distinguish internal rate of return method and payback method.
11. How will you calculate the cost of equity capital and preference capital?
12. Mr. Raju aspires to buy a house at Bangalore after five years from now, at an expected cost of Rs. 40 lakhs. How much annual savings should Raju make, if his savings earn 11% compound Interest?
13. The operating and data of Ashok Ltd, are as follows:  
Sales 50,000 units at Rs. 12 per unit.  
Variable cost at Rs. 8 per unit  
Fixed costs Rs. 90,000(including 10% interest on Rs. 2,50,000)  
Calculate the operating, financial and combined leverages.

**SECTION-C**

**(1×15=15)**

**Answer any ONE question**

14. Explain the key technique adopted by firms in Capital budgeting process.



Total No. of Pages: 1

10243

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, January 2021**

**(HUMAN RESOURCE MANAGEMENT)**

**(FIRST YEAR)**

**540: OPERATIONS MANAGEMENT**

**(New Regulations)**

**(Common with MBA Marketing Mgt. and MBA Financial Mgt.)**

Time: Three hours

Maximum: 75 marks

**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

1. Write the objectives of operations management.
2. What is process planning?
3. What are the types of warehouses?
4. What is economic batch quantity?
5. What is six sigma?
6. What is critical path method?
7. What are priority rules?
8. List out the objectives of work study.

**SECTION-B**

**(3×10=30)**

**Answer any THREE questions**

9. Explain the supply chain dynamics bull Whip Effect.
10. Explain the factors affecting plant location.
11. Discuss the procedure involved in method study.
12. Write a note on ABC analysis.
13. Elaborate the functions and methods of purchasing.

**SECTION-C**

**(1×15=15)**

**Answer any ONE question**

14. Discuss the significance of 6 sigma in operations management.
15. Outline the characteristics of operations management.
16. Explain the recent trends in operations management.

**SECTION-D**

**(1×15=15)**

**(Compulsory)**

17. The following table tests the job of a network with three time estimates.

Job i,j	Optimistic	Duration Most Likely	Pessimistic
1-2	3	6	15
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	10	28

- i) Draw the project network
- ii) What is the approximate probability that the jobs on the critical path will be completed by the date of 42 days?

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Total No. of Pages: 2

**10244**

Register Number:

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**M.B.A. DEGREE EXAMINATION, January 2021**

**(HUMAN RESOURCE MANAGEMENT)**

**(FIRSTYEAR)**

**550: HUMAN RESOURCE MANAGEMENT**

**(New Regulations)**

**(Common with M.B.A Marketing Management and M.B.A Financial Management)**

Time: Three hours

Maximum: 75 marks

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**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

1. Mention any three problems of HRM.
2. What is manpower planning and what are the outcomes of it?
3. Write the difference between the recruitment and selection.
4. Differentiate job description from job specification.
5. What do you understand by job rotation?
6. What are the types of training?
7. What is the difference between training and development?
8. What do you mean by fringe benefits?

**SECTION-B**

**(3×10=30)**

**Answer any THREE questions**

9. What are the function of Human resource management?
10. Elaborate various sources of recruitment.
11. What is job analysis? Describe the process of job analysis with its uses.
12. Write a note on management development programmes.
13. What are the factors influencing wages and salary administration?

**SECTION-C**

**(1×15=15)**

**Answer any ONE question**

14. Discuss the job evaluation methods in brief.
15. Explain in brief the on-the-job training methods and off-the-job training methods.
16. Explain in detail the steps involved in disciplinary procedure of an organization.

**SECTION-D**

**(1×15=15)**

**(Compulsory)**

17. Case study:  
Berkely Investments is a reputed finance company having 15 branches in different part of the country. In the home office there are more than 200 employees. This company has a performance rating under which the employees are rated at six months intervals by a committee of two executives. Graphic scales have been used as means of appraisal.

The qualities considered are responsibility, initiative, and interest in work,

leadership potential, co-operative attitude and community activity. After the performance is evaluated, the ratings are discussed with the concerned employees by their immediate boss who counsels them. The ratings aroused to influence promotions and salary adjustments the employees and also as a criterion for assigning further rating for them.

Recently three employees of the company called on the company's president to express their dissatisfaction with the ratings they had received. Their scores and composite ratings had been discussed with them. Because their ratings were comparatively low, they had been denied annual increments in salary. Approximately, two thirds of all the employees received such increments. The aggrieved employees argued that their ratings did not accurately represent their qualifications or performance. They insisted that "community activity" was not actually a part of their job and that what they do off the job is none of the company's business. They expressed their opinion that employees should organize union and insist that salary increase be automatic.

The threat of a union caused concern to the officers of the company. This particular experience convinced the top officers that ratings may represent a serious hazard to satisfactory relationship with employees. Even the chief executive finds that performance appraisal is a dangerous source of friction and its hazards outweigh its values; so it should be discontinued altogether.

#### Questions:

1. How far do you agree with the management that performance appraisal should be discontinued?
2. If you were the HR manager, how would you tackle the situation?
3. What modifications would you suggest in the performance appraisal system of the company?

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Total No. of Pages: 2

**10245**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, January 2021**

**(HUMAN RESOURCE MANAGEMENT)**

**(FIRST YEAR)**

**560: STATISTICS FOR MANAGERS**

**(New Regulations)**

**(Common with MBA Marketing Mgt. and MBA Financial)**

Time: Three hours

Maximum: 75 marks

**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

1. What is a hypothesis?
2. What are Independent events?
3. What are interval estimates?
4. What is parametric test?
5. What is ANOVA?
6. What is regression?
7. What are seasonal variations?
8. What is sign test?

**SECTION-B**

**(3×10=30)**

**Answer any THREE questions**

9. Explain the measures of central tendency with examples.
10. What are the applications of Cluster Analysis?
11. Explain the procedure to test Mann Whitney U test with an example.
12. Discuss the procedure to calculate one-way ANOVA with an example.
13. Calculate correlation coefficient for the data given below:

Production index	100	102	104	107	105	112	103	99
Unemployed youth	15	12	13	11	12	12	19	26

**SECTION-C**

**(1×15=15)**

**Answer any ONE question**

14. A bag contains 6 white, 4 red and 10 black balls. Two balls are taken at random. Find the probability that
  - i) both will be black
  - ii) both will be red
  - iii) both will be white
15. A manufacturing firm produces pipes in two plants I and II with daily production 1500 and 2000 pipes respectively. The fraction of defective pipes produced by two plants I and II are 0.006 and 0.008 respectively. If a pipe selected at random is found to be defective, what is the chance that it has come from plant I or II?
16. Explain the applications of Chi-square test.



**SECTION-D**  
**(Compulsory)**

**(1×15=15)**

17. For the data given below, check whether the change lowered the defective units produced.

No. of units produced Before change in incentive plan	8	7	6	9	7	10	8	6	5	8
After change in incentive plan	6	5	8	6	9	8	10	7	5	6

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Total No. of Pages: 1

**10246**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, January 2021**

**(HUMAN RESOURCE MANAGEMENT)**

**(FIRST YEAR)**

**570: MANAGERIAL COMMUNICATION**

**(New Regulations)**

**(Common with M.B.A Marketing Mgt. and M.B.A Financial Mgt.)**

Time: Three hours

Maximum: 75 marks

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**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

1. What do you understand by managerial communication?
2. What do you mean by Intrapersonal communication?
3. How important is the selection of media of communication in the process of communication?
4. What do you mean by Group communication?
5. What do you mean by written communication?
6. What is a Pod Casting?
7. What do you mean by Blog?
8. What is Bibliography?

**SECTION-B**

**(3×10=30)**

**Answer any THREE questions**

9. Discuss about the importance barriers of effective communication.
10. What are the different types of communication?
11. What are the different approaches to organizational communication?
12. Explain the characteristics of good speech.
13. What is report writing? Explain the methodology involved in writing report.

**SECTION-C**

**(1×15=15)**

**Answer any ONE question**

14. What you mean by barriers of communication? Explain in detail the guidelines to overcome barriers in organizational context.
15. Elucidate the role played by visual aids in making the oral presentation meaningful.
16. Is there any difference between Academic report writing and Business report writing, if so throw light upon the differences?

**SECTION-D**

**(1×15=15)**

**(Compulsory)**

17. Case Study:  
Communication is the sum of all things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding. Discuss.
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Total No. of Pages: 2

**10264**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, January 2021**

**(MARKETING MANAGEMENT)**

**(FIRST YEAR)**

**580: ADVERTISING AND SALES PROMOTION**

**(New Regulations)**

Time: Three hours

Maximum: 75 marks

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**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

1. Unique selling proposition.
2. What is rational appeal?
3. What is PCI important?
4. What is deceptive advertising?
5. Use of pictures in advertising.
6. What is vehicular advertising?
7. What is a consumer promotion tool?
8. What is an USP?

**SECTION-B**

**(3×10=30)**

**Answer any THREE questions**

9. Explain the application of DAGMAR modal in formulating advertising objectives and budget.
10. Discuss the methods of measuring an Ad effectiveness.
11. Explain product life cycle stages and the promotion mix elements to be used at various stages with an example.
12. What are the basis of segmentation & targeting in advertising?
13. Describe the various schemes in trade sales promotion with examples.

**SECTION-C**

**(1×15=15)**

**Answer any ONE question**

14. Explain segmentation process, positioning errors and targeting methods for a consumer good.
15. Discuss the methods of advertisement evaluations for a motorbike advertisement in audio-visual media.
16. Create an Ad copy for 'organic farming' association in India targeting NRI Investors.

**SECTION-D**

**(1×15=15)**

**(Compulsory)**

17. **Case Study:**

Hotel Discounts [www.hoteldiscounts.com](http://www.hoteldiscounts.com) sells hotel rooms via Internet. To stimulate traffic to its site, it created a contest in which business travellers were asked to write about their "Trip from Hell". The prize was weekend vacation in Hawaii island.

More than 1500 people either entered the contest or read the entries. All

entries were posted online. The site was so popular that 50 people a day still visit the site even though the contest ended months ago. The contest helped the company to create a brand name and increased site traffic, which resulted in sales. "It was so successful. We will do it again!" said the President of the company.

The company intends to run banner ads on the search engines with the headline "Just when you thought it was safe: Trip from Hell 2".

Based on the above case study, answer the following questions:

- (a) Give your comments about the company's future online advertising strategies.

How can the company use the online medium to expand their business to other hospitality services?

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