

M.B.A. DEGREE EXAMINATION  
II SEMESTER

CB-204 Operations Management

Time: 3 Hrs

Answer any FIVE Questions

SECTION – A

Max. Marks: 75  
(5X4=20 Marks)

- 1
- Types of Manufacturing systems
  - Role of Operations manager
  - Gantt Chart
  - Aggregate Planning
  - Material Handling Principles
  - Importance of Maintenance Management
  - Quality Circles
  - ABC analysis

SECTION – B  
Answer all questions

(5X8=40 Marks)


- Explain the importance of Production and Operations Management and explain its scope?  
OR
  - Elaborately explain the different types of Manufacturing Systems?
- Explain the importance of Production Planning Control in a manufacturing sector?  
OR
  - Differentiate between Mass, Batch and Job order manufacturing system?
- Explain the various factors effecting Plant Location with relevant examples?  
OR
  - Explain various types of Plant Layouts? What are principles of Layout?
- Define Productivity? What are various factors effecting productivity?  
OR
  - Explain the importance of Method Study? how it will help to improve productivity?
- Explain the role of sampling in material materials requirement planning? Write about acceptance sampling?  
OR
  - Write any two advance techniques in effective Materials Management?

SECTION – C

(1\*15=15M)

Compulsory

Case Study

  
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SECTION - C (1 x 15 = 15 Marks)

7. Case Study (Compulsory)

The following data are available on consumption pattern of certain materials in an organisation.

Group	No. of items	Monthly consumption (units)	Price / item (Rs.)
I	40	3000	90
II	20	270	100
III	100	1700	5
IV	200	1500	4
V	60	340	50
VI	300	2500	1
VII	250	2000	2
VIII	30	170	500

Find out A, B, C items when

'A' item accounts for 85% of consumption value

'B' item accounts for 10% of consumption value

'C' item accounts for 5% of consumption value

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M.B.A. DEGREE EXAMINATION  
II SEMESTER)  
CP-206 COMPUTER APPLICATIONS IN MANAGEMENT

Time: 3 Hrs

Max. Marks: 75  
(5X4=20 Marks)

SECTION – A  
Answer any FIVE Questions

1. (a) Define the term computer?  
(b) Mail Merge  
(c) Graphs  
(d) Auto content Wizard  
(e) Creation of Slides  
(f) Tables and Queries  
(g) LAN  
(h) Network Protocols

SECTION – B  
Answer all questions

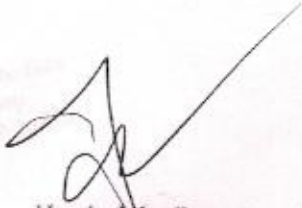
(5X8=40Marks)

2. (a) Explain the history of computer and also discuss about the generations of computers?  
(OR)  
(b) Briefly discuss about the input and output devices in the computer system?
3. (a) Explain briefly about the concept of mail merger in MS office and how it will be useful to the users?  
(OR)  
(b) Explain the process of tables' formation in the MS office?
4. (a) Explain about the various Icons and Commands used in power point presentation ?  
(OR)  
(b) Discuss the process of creation of slide shows?
5. (a) Explain the designing presentation?  
(OR)  
(b) How can improve customizing presentations?
6. (a) Explain the applications of MS-Access?  
(OR)  
(b) How can you create and manage Database?

SECTION – C  
Solve the following case study exercise

IX15=15 Marks

For a library management system create a database and display the information present in tables using MS-Excel slides. Generate a report

  
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**M.B.A. DEGREE EXAMINATION**  
**II SEMESTER**  
**CP 207: Research Methodology for Management**

Time: 3 Hrs

Max. Marks: 75  
(5X4=20 Marks)

- Answer any FIVE Questions
- Research Problem
  - Research process
  - Simple random Sampling
  - Ordinal Scale
  - Importance of Business Research
  - Usage of Charts and Graphs
  - Methods of Data Collection
  - Schematic Differential Scale)

**SECTION - A**

**SECTION - B**


Answer all questions

(5X8=40 Marks)

- Explain the significance and scope of Research in the present business scenario?  
OR
  - Describe the various types of Research with examples?
- Explain the role of Research Design?  
OR
  - Explain various sampling methods? What are the problems associated with sampling?
- Prepare a questionnaire to identify the customer preference towards purchasing a Laptop?  
OR
  - Differentiate between Primary and Secondary Data?
- Write about the importance of Editing, Coding and Tabulating  
OR
  - Explain the features of a good research report?
- Explain the concept of Discriminant Analysis with an example?  
OR
  - Explain the concept of Multiple Regression Analysis with an example?

**7. CASE STUDY (Compulsory)**

**Section-C (15Marks)**

  
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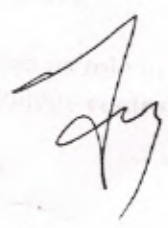
Answer any 10 questions

SECTION - C (1 x 15 = 15 Marks)

Case Study (Compulsory)

ABC Company is planning to start a Five Star Hotel in Rajahmundry. You are appointed as a consultant to the company. What are the issues and problems you are going to encounter in this context? What aspects you would like to study through research in this context? Design a questionnaire for measuring customer satisfaction. You may use your own data if required.

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Section C (15 Marks) 3

7. CASE STUDY (Compulsory)

**M.B.A Degree Examinations**  
**Second Semester**  
**Paper: V OPERATIONS RESEARCH**  
(W.E.F 2016 Admitted Batch)

Time: 3 Hours

Maximum: 75 Marks

**Section – A**

(5 × 4 = 20)

1. Answer any **Five** questions not exceeding **One** page each.
- a) Significance of Operations Research
  - b) Duality
  - c) Explain Degeneracy in Transportation
  - d) Define Pure Strategy and Mixed Strategy
  - e) What are the advantages of Simulation?
  - f) What is Hurwicz Criterion?
  - g) State and Explain the Bellmans principle of Optimality?
  - h) What is a dummy activity and when it is used?

**Section – B**

(5 × 8 = 40)

Answer all the Questions.

2.

- a) "Model building is the essence of OR approach". Discuss.

Or

- b) Use the Big M-method to

$$\begin{aligned} \text{Minimize } & Z = 60x_1 + 80x_2 \\ \text{Subject to } & x_1 \leq 400, \\ & x_2 \geq 200, \\ & x_1 + x_2 = 500, \\ & x_1, x_2 \geq 0 \end{aligned}$$

3.

- a) Obtain a basic feasible solution to the following transportation problem using matrix minima method:

	W1	W2	W3	W4	Supply
F1	5	2	4	3	22
F2	4	8	1	6	15
F3	4	6	7	5	8
Demand	7	12	17	9	

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Or

b) Solve the following assignment problem:

	I	II	III	IV	V
1	11	17	8	16	20
2	9	7	12	6	15
3	13	16	15	12	16
4	21	24	17	28	26
5	14	10	12	11	15

4.

a) How is the concept of dominance used in simplifying the solution of a rectangular game? Illustrate with a suitable example?

Or

b) A bakery keeps stock of a popular brand of cake. Daily demand based on past experience is given below:

Daily Demand	0	15	25	35	45	50
Probability	0.01	0.15	0.20	0.50	0.12	0.02

Consider the following sequence of random numbers:

48, 78, 09, 51, 56, 77, 15, 14, 68 and 09.

(i) Using the sequence, simulate the demand for the next 10 days.

(ii) Find the stock situation if the owner of the bakery decides to make 35 cakes every day. Also estimate the daily average demand for the cakes on the basis of the simulated data.

5.

a) A newspaper boy has the following probabilities of selling a magazine:

No. of copies sold	Probability
10	0.10
11	0.15
12	0.20
13	0.25
14	0.30

Cost of a copy is 30 paise and sale price is 50 paise. He cannot return unsold copies. How many copies should he order?

Or

b) What do you understand by decision tree analysis? What is node in a decision tree? What is backward pass?

6.

a) What is dynamic programming? Write step-by-step procedure to solve a general problem by D.P. approach.

Or

b) A project is composed of the following 7 activities:

1-2, 1-3, 1-4, 2-5, 3-5, 4-6, and 5-6.

Time estimates in days for the activities are as follows:

Activity	1-2	1-3	1-4	2-5	3-5	4-6	5-6
$t_o$	12	3	12	1	2	4	5
$t_m$	15	4	22	1	5	5	6
$t_p$	17	7	28	1	14	8	10

- Draw the network.
- Identify all the paths through it.
- Identify critical path through it.
- Find the expected project length.

**Section – C**

**(15 Marks)**

**7. Case Study (Compulsory)**

The table below provides cost and time estimates of the seven activities of a project.

Activity	Normal Time	Crash Time	Normal Cost	Crash Cost
1-2	2	1	10	15
1-3	8	5	15	21
2-4	4	3	20	24
3-4	1	1	7	7
3-5	2	1	8	15
4-6	5	3	10	16
5-6	6	2	12	36

Crash the activities so that the project completion time reduces to 9 weeks, with minimum additional cost.

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**M.B.A. DEGREE EXAMINATION  
II SEMESTER**

**CP 201 - MARKETING MANAGEMENT**

Time: 3 Hrs

SECTION - A

Max. Marks: 75  
(5X4=20 Marks)

Answer any FIVE Questions

- (a) Marketing information system
- (b) Marketing research
- (c) Define Marketing
- (d) Product life cycle
- (e) Penetration pricing strategy
- (f) Direct marketing
- (g) Promotional mix
- (h) Exclusive distribution

SECTION - B  
Answer all questions

(5X8=40 Marks)

2. (a) Explain the importance of Marketing in the new millennium and explain its scope?  
OR  
(b) State the elements of marketing mix? Explain the role of marketing mix in preparing a marketing plan?
3. (a) Explain the importance of Segmenting, Targeting and Positioning? How you develop STP approach for a Luxury car?  
OR  
(b) Write about the role of Marketing Research? And explain the MR process?
4. (a) Explain the New Product Development process with relevant examples?  
OR  
(b) Explain various stages in Product Life Cycle? What marketing strategies has to be adopted in respective Stages?
5. (a) What are the functions of a channel? How Channels of Distribution is important for a FMCG company?  
OR  
(b) Explain the various steps involved in channel management decisions?
6. (a) Explain the importance of Pricing? What are various pricing strategies?  
OR  
(b) Write about the importance of marketing communication? Explain the promotional mix that has to be chosen for Brand New Television?

SECTION - C  
Compulsory

(1\*15=15M)

Case Study



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SECTION - C (1 x 15 = 15 Marks)

7. Case Study (Compulsory)

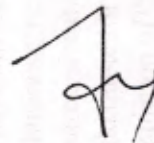
ABC is a well-known brand in the cement industry. It has a large distribution network of around 9000 plus stockists and 20 C&F agents. During the last decade the company's market share has gradually declined to 15% from earlier 30%. About a couple of years ago, the brand opened its first company-owned retail outlet called 'ABC Ki Duniya' (World of ABC). The outlet reassures the customer about the genuine material, and encourages interaction besides displaying a range of refractory and aluminum based products. This type of outlet is also likely to enhance the company's image.

Question :

Taking into consideration the cement market and the commoditized nature of the product, comment on the pros and cons of an outlet of this kind.

Would such outlets alone enhance sales? Explain your answer.

\* \* \*



Cooper the president and principal stockholder of Arthur Cast, applied for the loan in person. He told the loan officer that he had been in business since February, 1986, but that he had considerable prior experience in flooring and carpets since he had worked as an individual contractor for the past 20 year. Most of this time, he had worked in Frankfurt and Michigan. He finally decided to 'work for himself' and he formed the company with Berry Hook, a former co-worker. This information seemed to be consistent with the Dun and Bradstreet report obtained by the bank.

According to the Cooper, the purpose of the loan was to assist him in carrying his receivables until they could be collected. He explained that the flooring business required him to expend considerable cash to purchase materials but his customers would not pay until the job was done. Since he was relatively new in the business, he did not feel that the could complete if he had to require a sizeable deposit or payment in advance. Instead, he could quote for higher profits if he were willing to wait until completion of the job for payment. To show that his operation was sound, he included a list of customers and projects with his loan application. He also included a list of current receivables.

Cooper told the loan officer that he had monitored his firm's financial status closely and that he had financial reports prepared every six months. He said that he would send a copy to the bank. In addition, he was willing to file a personal financial statement with the bank.

Analyze the case and prepare your recommendation on Arthur Cast Company.

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Time : 3 Hours

Max. Marks : 75

SECTION - A (5 x 4 = 20 Marks)

Answer any FIVE questions.

1. a) Scope of Financial Management

b) Profit maximization

c) Cash flow analysis

d) Operating leverage

e) Net present value

f) Stock split

g) Bonus share

h) Accounts receivables

SECTION - B (5 x 8 = 40 Marks)

Answer ALL questions.

2. a) Explain various functions of Finance Manager in a large-scale organization.

OR

b) Make a distinction between Cash Flow and Funds Flow Analysis.

3. a) Explain the components of a capital structure and analyse the factors affecting capital structure.

OR

b) What is EBIT - EPS analysis ? How it guides the financing decision ? Explain.

4. a) What are the essential limiting factors in the reliability of capital budgeting techniques including DCF techniques ? Discuss.

OR

b) XYZ company is considering following investment projects :

Projects	Cash Flows	C0	C1	C2	C3
P	-100000	+120000			
Q	-100000	+75000	+75000		
	-100000	+20000	+40000	+120000	
	-100000	+100000	+30000	+30000	

Rank the project according to each of the following methods:

i) IRR; and

ii) NPV, assuming discount rate of 10 percent.

iii) Assuming the projects are independent, which one should be accepted ? If the projects are mutually exclusive which project is the best ?

5. a) Discuss the Gordon's model of dividend decision.

OR

b) What are the forms of dividend ? Discuss the reasons for issue of bonus shares and stock splits.

OR

6. a) Explain EOQ technique as a model for inventory management. What are its limitations ?

b) Prepare an estimate of net working capital requirement for XYZ

Ltd. from the following information :

Estimated cost of production per unit

Rs. 170 which includes - Raw materials Rs. 80/-;

Direct labour Rs. 30/-;

Overhead (exclusive of depreciation) Rs. 60/-

Selling price is Rs. 200 per unit

Level of activity per annum : 1,04,000 units

Raw material in stock : average 4 weeks

Work in progress (assume 50% completion stage) : average 2

weeks

Finished goods in stock : average 4 weeks

Credit allowed by suppliers : average 4 weeks

Credit allowed to debtors : average 8 weeks

Lag in payment of wages : average 1.5 weeks

Cash at bank is expected as Rs. 25,000

You may assume the production is carried out evenly throughout

the year (52 weeks) and wages and overheads accrue similarly

All sales are on credit basis only

Add 10% for contingencies

You may state your assumptions, if any.

SECTION - C (1 x 15 = 15 Marks)

Case Study (Compulsory)

On August 30, 2008, the Arthur Cast Company Inc., applied for a \$200,000 loan from the main office of the National Bank of New York. The application was forwarded to the bank's commercial loan department.

M.B.A. DEGREE EXAMINATIONS  
II SEMESTER

CP-203 HUMAN RESOURCE MANAGEMENT

Time: 3 Hrs


Max. Marks: 75  
(5X4=20 Marks)

SECTION – A  
Answer any FIVE Questions

1.
  - (a) Define the term HRM
  - (b) HRM Challenges.
  - (c) What is meant by Performance Appraisal?
  - (d) Essentials of Selection Procedure.
  - (e) What are the Factors effecting Wage and Salary Levels discuss?
  - (f) Problems of Job Evaluation.
  - (g) Trade Unions.
  - (h) Write a short note on Industrial Relations?

SECTION – B  
Answer all questions (5X8=40 Marks)

2. (a) Explain the concept and functions of Human Resource Management.  
(OR)  
(b) Briefly explain the principles of Human Resource Management.
3. (a) What are the various factors influencing the human resource planning process discuss.  
(OR)  
(b) Define the term recruitment and briefly evaluate the recruitment process.
4. (a) What is employee training? Explain the important techniques of training programme.  
(OR)  
(b) Define career planning and career development? Explain the various career development actions.
5. (a) What are the various job evaluation techniques used in the organizations discuss it briefly.  
(OR)  
(b) Briefly discuss about the various methods used in compensation management system.
6. (a) Define the term trade unions? What are the reasons for the decline of trade unions after globalization?  
(OR)  
(b) What are the principles of collective bargaining and explain the process of collective bargaining?

  
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SECTION - C  
CASE STUDY (Compulsory)

(15 Marks)

Mr. Bhat, Human Resource Manager of IVS group of companies approached the CEO on 30<sup>th</sup> March, 2009 and apprised him of the absence of Mr. Perumal Pillai, Assistant Accountant in the Corporate Finance Department, for the past one month and requested him to approve the show-cause notices to be served to Mr. Perumal as per the labour laws in force. The CEO told Mr. Bhat: "when Mr. Perumal has been absent for the last one month, your duty is to Mr. Perumal's house, find-out the reason and solve the problem of Mr. Perumal, and not just to report the absence to me. Go immediately to Mr. Perumal's house, find the reason and report it to me before 5.00 p.m. today." Mr. Bhat immediately left for Mr. Perumal's house and learnt from Mr. Perumal's wife that Mr. Perumal has been in distress as he has been trying to mobilize Rs.1, 00,000 for the surgery of his sick wife in a reputed hospital in Chennai. Mr. Bhat met Mr. Perumal around 3 p.m. and both of them met the CEO. Both of them apprised the CEO the reason for the absence and distress of Mr. Perumal. The CEO immediately contacted the hospital and informed them that the company will pay Rs.1, 00,000 tomorrow i.e., 31<sup>st</sup> March 2009 and requested doctor to conduct the surgery for Mr. Perumal's wife tomorrow itself.

The CEO ordered Mr. Bhat to arrange to issue a cheque for Rs.1, 00,000 in favour of the hospital and also pay Rs.1, 00,000 in cash to Mr. Perumal to meet incidental expenses as grant. Mr. Perumal as well as Mr. Bhat was surprised at the decision of the CEO. Mr. Perumal became emotional and touched the feet of the CEO.

The CEO told Mr. Bhat: "Problems of our employees are the company's problems. Treat the employees as human beings and members of the company's family."

This piece of news spread in the entire company within no time and the employees felt highly secured. The productivity level increased by 100% in the next quarter itself and sustained over the years to come.

**Questions:**

1. Why did Mr. Bhat prefer to follow a legal approach to the problem?
2. Why the CEO provide Rs. 1,00,000 as just a grant to Mr. Perumal?
3. What would be the morale of the employee's family after listening to this incident?