

PG-C-2327

**MSP-22X/
MSPT-22X**

**P.G. DEGREE EXAMINATION –
DECEMBER, 2023.**

Business Administration

Second Year

BUSINESS LAW

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight
questions in 300 words**

All questions carry equal marks

1. Define Offer and Acceptance. Discuss the rules relating to communication, of offer and acceptance?
2. "A partner who gets into an agreement to share only the profits of the partnership firm and not the losses". Explain in detail.
3. Explain the characteristics of Negotiable Instruments.
4. On whose insolvency the agency is terminated?

5. What are the main essentials of Consumer Protection Act?
6. Explain the two basic types of contract performance.
7. What are the rules of Auction sale?
8. How companies are to be classified on the basis of liabilities?

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five
questions in 1000 words

All questions carry equal marks

9. Discuss the rights and duties of bailor under a contract of bailment and rights and duties of Pawnee under the contract of pledge.
10. Explain the essentials of contract of indemnity. What are the rights of indemnity holder?
11. Explain the methods exists for resolving a breach of a contract.
12. Discuss the Major problems of Life Insurance.
13. What are the major regulations pertaining to business? Explain.

PG-C-2330

MSP-30X

**P.G. DEGREE EXAMINATION —
DECEMBER, 2023.**

Business Administration

Second Year

**SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT**

Time : 3 hours

Maximum marks : 70

PART A — ($5 \times 5 = 25$ marks)

Answer any FIVE questions out of Eight questions
in 300 words.

All questions carry equal marks.

1. What are the components of Investment risk?
2. Why do primary and secondary markets develop simultaneously?
3. What are the key challenges to efficient Market hypothesis?
4. How does diversification affect a company?

5. List out the main problems of Capital market.
6. Explain the methods of Valuation of Securities.
7. What is the risk and return? Explain the characteristics of individual assets.
8. Enumerate the limitations of CAPM.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions
in 1000 words.

All questions carry equal marks.

9. Mention the factors that affect Investment Environment.
10. What is the minimum capital requirement for listing in BSE? Explain.
11. State the empirical relevance of strong form of Efficient Market Hypothesis.
12. How do you calculate expected return and risk for individual assets and portfolios?
13. What is the efficient frontier with risk-free lending and borrowing?

PG-C-2333

MSP-33X

**P.G. DEGREE EXAMINATION —
DECEMBER, 2023.**

Business Administration

Second Year

INTERNATIONAL FINANCIAL MANAGEMENT

Time : 3 hours

Maximum marks : 70

SECTION A — ($5 \times 5 = 25$ marks)

Answer any FIVE questions.

1. What are the gains from international financial management?
2. What is international project appraisal?
3. What are the methods of international capital budgeting?
4. Define cost of capital. Explain its significance.
5. Explain the concept of working capital.
6. List out the advantages of syndicated loan.

7. The daily demand for a mechanical part is about 25 units. Every time an order is placed, fixed cost of Rs.25 is incurred. The daily holding cost per unit is 40 paise. Determine the economic order quantity.
8. What are the short-term sources of multinational working capital?

SECTION B — ($3 \times 15 = 45$ marks)

Answer any THREE questions.

9. Define International financing? Explain in detail about the sources of international financing.
10. Show the use of Capital Asset Pricing Model (CAPM) in the valuation of shares.
11. A Ltd is producing articles mostly by manual labour and is considering to replace it by a new machine. There are two alternative models X and Y of the new machine, prepare a statement of profitability showing the payback period from the following information, ignore taxation.

	Machine X	Machine Y
Estimated life of machine	4 Years	5 Years
	Rs	Rs
Cost of machine	9000	18000
Estimated savings in scrap	500	800
Estimated savings in direct wages	6000	8000
Additional cost of maintenance	800	1000
Additional cost of supervision	1200	1800

12. What do you mean by capital structure? Discuss the factors influencing MNCs capital structure of a company?
 13. Explain factors that determine the working capital needs of multinational companies.
-

PG-C-2334

MSP-40X

**P.G. DEGREE EXAMINATION —
DECEMBER, 2023.**

Business Administration

Second Year

**MARKETING RESEARCH AND CONSUMER
BEHAVIOUR**

Time : 3 hours

Maximum marks : 70

PART A — ($5 \times 5 = 25$ marks)

Answer any FIVE questions.

1. List out the characteristics of a good Research Design.
2. Under What situation we perform product research?
3. What are the factors affecting market segmentation?
4. How does consumer learning influence brand loyalty?

5. List out the characteristics of industrial consumers.
6. Write brief note on primary data and secondary data in data collection.
7. What are the features of market research report?
8. What is post purchase behaviour? Give an example.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions.

9. Discuss the various stages of the market research process.
10. What are the main applications of marketing research? Explain them.
11. Define the term consumer behaviour. Elaborate factors influencing consumer behaviour.
12. Applying the Howard-Seth model, describe the consumer behaviour process towards buying a dream home.
13. “Consumer behaviour influences the marketing decision making”—Discuss with suitable examples.

PG-C-2335

MSP-41X

**P.G. DEGREE EXAMINATION —
DECEMBER 2023**

Business Administration

Second Year

ADVERTISING AND SALES PROMOTION

Time : 3 hours

Maximum marks : 70

PART A — ($5 \times 5 = 25$ marks)

Answer any FIVE questions.

1. Why advertisement is needed?
2. Briefly explain the importance of web advertising.
3. What is Advertising budgeting? How to plan advertising budget?
4. Briefly explain the sales force training methods.
5. State the objectives of sales promotion.
6. What is the importance of Sales Displays?
7. State the advantages of media advertising.
8. List out the methods of sales force remuneration.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions.

9. Explain the various test used in measuring the advertising effectiveness.
 10. Write a note on different types of media available to advertisers.
 11. Discuss various methods of setting advertising budget.
 12. Explain the sources of recruitment and selection of salesmen.
 13. What is personal selling? Explain the process of personal selling.
-

PG-C-2336

MSP-42X

**P.G. DEGREE EXAMINATION –
DECEMBER, 2023.**

Business Administration

Second Year

SERVICE MARKETING

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight questions

All questions carry equal marks

1. Differentiate between goods and services.
2. State the nature of service.
3. Explain the various types of market segmentation.
4. Discuss the different market mix decision.
5. Elaborate any three service delivery system.
6. List out the objectives of service quality.

7. Describe the 4p's of marketing financial services.
8. Examine the main elements of transportation service.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions

All questions carry equal marks

9. Enumerate the characteristics of service marketing.
 10. Elaborate the 7p's of Marketing Mix.
 11. Discuss the various roles of employees in services delivery.
 12. Classify the different challenges of financial services marketing.
 13. Explain any five function of professional service.
-

PG-C-2337

MSP-43X

**P.G. DEGREE EXAMINATION –
DECEMBER, 2023.**

Business Administration

Second Year

INTERNATIONAL MARKETING

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks

1. List out the important concept of International Marketing.
2. State the benefit of International Marketing.
3. Bring out the features of Marketing Environment.
4. Explain the various types of economic environment.
5. What are steps of the export process? – Explain.

6. Discuss any three important documents used in export Trade.
7. Enumerate the objectives of export pricing.
8. Justify the characteristics of International Marketing Research?

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions.

All questions carry equal marks

9. Elaborate the various export institution measure taken by India? Explain in details.
 10. Explain the global Marketing environment factors.
 11. Enumerate the formalities and procedure of Export Documentation.
 12. Discuss the different methods of International Promotion.
 13. Classify the determinants of International Market selection.
-

PG-C-2338

MSP-50X

**P.G. DEGREE EXAMINATION –
DECEMBER, 2023.**

Human Resource Management

Second Year

HUMAN RESOURCE DEVELOPMENT

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks

1. List out the scope of HRD.
2. Bring out the features of HRD.
3. What are the stages of performance Counselling.
4. State the various stages in appraisal process.
5. What are the objectives of Training?
6. State the advantages of Training to employees.

7. Elaborate the need of career planning and development.
8. Write a short note on
 - (a) TQM
 - (b) Organizational Effectiveness

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions.

All questions carry equal marks

9. Enumerate the key performance areas of HRD.
10. Classify the modern methods of performance appraisal.
11. Justify the characteristic of Good Training program.
12. Elaborate the various types of management development.
13. Explain the Eight important pillars of TQM.

PG-C-2339

MSP-51X

**P.G. DEGREE EXAMINATION –
DECEMBER, 2023.**

Business Administration

Second Year

LABOUR LEGISLATION

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight questions

All questions carry equal marks

1. Discuss the role of welfare officers.
2. Elaborate the different types of industrial disputes.
3. Discuss the scope of Industrial Relation.
4. State the objectives of Bonus Act.
5. What are the rules regarding payment of gratuity Act 1972? Explain.

6. State the objectives of payment of wages Act 1935.
7. Give the reason for the introduction of Minimum Wages Act 1935.
8. Discuss the rules relating Tamil Nadu Catering Establishment Act.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions

All questions carry equal marks

9. Briefly explain the provision for health, safety and welfare of workers under factories Act, 1948.
 10. Explain the powers and duties of various grievance settlement authorities under the industrial disputes Act, 1974.
 11. Describe the applicability of ESI Act 1948 and its benefits.
 12. Enumerate the factors influencing wages policies.
 13. Elaborate the characteristics of plantation of worker Act.
-

PG-C-2340

MSP-52X

**P.G. DEGREE EXAMINATION –
DECEMBER, 2023.**

Business Administration

Second Year

ORGANIZATIONAL DEVELOPMENT

Time : 3 hours

Maximum marks : 70

PART A — ($5 \times 5 = 25$ marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

1. State the salient features of organization Development.
2. What are the natures of planned change? Explain.
3. Discuss the concept of international and group process.
4. Describe any four major types of intervention.
5. Explain the various types of employee involvement.

6. Bring out the importance of work design.
7. Discuss any Four types of HRM intervention.
8. Elaborate the process of organizational Transformation.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions.

All questions carry equal marks.

9. List out the objective of organization Development.
 10. State the benefits of the Organization Process Approach.
 11. Enumerate the characteristics of Techno Structural Intervention?
 12. Discuss any Six effective Performance Management.
 13. Elaborate the importance of Organization Transformation.
-

PG-C-2341

MSP-53X

**P.G. DEGREE EXAMINATION —
DECEMBER 2023**

Business Administration

Second Year

STRATEGIC HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Maximum marks : 70

PART A — ($5 \times 5 = 25$ marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal Marks.

1. What is Globalization? Write its Importance.
2. Explain the features of Business Strategy.
3. What are the roles of facilitator of HRM?
4. What is best career in management?
5. Why is leadership important in time of Change?
6. List out the various reasons to change of market.

7. What are the types of Portfolios?
8. Describes the features of International management.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions in
1000 words.

All questions carry equal marks.

9. Explain the strategies to change business environment.
 10. Explain the Components of a Portfolio.
 11. Explain the elements of organizational structure.
 12. Explain the national culture theory.
 13. Discuss the 5C's of Change leadership.
-

PG-C-2342

MSP-60X

**P.G. DEGREE EXAMINATION —
DECEMBER 2023**

Business Administration

Second Year

PROJECT MANAGEMENT

Time : 3 hours

Maximum marks : 70

PART A — ($5 \times 5 = 25$ marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal marks.

- 1. Explain the importance of selection of project manager.**
- 2. Write a note on work breakdown structure.**
- 3. Discuss the importance of Cost management in project management.**
- 4. Explain the concept of Monitoring system.**
- 5. Who performs project audit?**

6. Explain the nature of project life cycle.
7. Describes the importance of project control.
8. Explain the significance of project termination.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions in
1000 words.

All questions carry equal marks.

9. Explain the types of project selection models.
10. Explain the principles of project planning.
11. Why the cost estimation and budgeting is necessary in project management?
12. How is monitoring and information system used in Business?
13. Explain the process of project audit.

PG-C-2343

MSP-61X

**P.G. DEGREE EXAMINATION –
DECEMBER, 2023.**

Business Administration

Second Year

TOTAL QUALITY MANAGEMENT

Time : 3 hours

Maximum marks : 70

PART A — ($5 \times 5 = 25$ marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal marks.

1. Explain the strategic quality planning.
2. Explain function of HRD.
3. Describes the function of organizing for TQM.
4. Explain the concept of a process in TQM.
5. Explain the criteria for quality programs.
6. Explain the objectives of total quality management.

7. What are the benefits of bench marking?
8. Write a note on quality improvement tools.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions in
1000 words.

All questions carry equal marks.

9. What are functions of TQM in Human Resource?
 10. What are the factors of customer satisfaction in HR?
 11. Under what circumstances an organization implements TQM.
 12. Explain the types of quality improvement tools.
 13. Explain the ISO in quality management.
-

PG-C-2344

**MSP-62X/
MSPT-62X**

**P.G. DEGREE EXAMINATION –
DECEMBER, 2023.**

Business Administration

Second Year

SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum marks : 70

PART A — ($5 \times 5 = 25$ marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal marks.

1. What are the major obstacles in Supply Chain Management?
2. What is meant by Demand forecasting?
3. How will you find optimal level of product availability?
4. Write short notes on Network design.
5. What do you mean by coordination in SCM?

6. What do you understand by the term Supply Chain?
7. Explain Facility decisions in SCM.
8. What are the financial measures in evaluation of Supply Chain Decisions?

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions in 1000 words.

All questions carry equal marks.

9. Describe the framework of Supply Chain Performance.
 10. Explain the components of Demand forecasting in a Supply Chain.
 11. Highlight the difference between Cycle stock inventory and Safety stock inventory.
 12. Draw the outlines of Information Technology in a Supply Chain.
 13. Explain the Role of E-business in a Supply Chain.
-

PG-C-2345

MSP-63X

**P.G. DEGREE EXAMINATION —
DECEMBER 2023**

Business Administration

Second Year

MATERIALS MANAGEMENT

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal marks.

1. Discuss the Objectives of Materials Management.
2. What is Value engineering and Why Value Engineering is important?
3. Explain the classification of Statistical Quality Control techniques.
4. Define the term Inventory Management and its Benefits.
5. State the principles of Material Handling.

6. Explain the importance of Materials management.
7. Explain the components of Logistics Management.
8. Explain the term Operation Research and its Uses.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions in
1000 words.

All questions carry equal marks.

9. Justify the term Materials Planning. What are its types?
10. Explain the various types of Purchasing in Materials management.
11. Discuss the Governmental Purchasing practices in detail.
12. Summarize the contents of Inventory Management with its benefits.
13. Analyse the term Material Handling. Highlight the types and its benefits.

PG-C-2346

MSP-80X

**P.G. DEGREE EXAMINATION —
DECEMBER 2023**

Business Administration

Second Year

MANAGING INFORMATION TECHNOLOGY

Time : 3 hours

Maximum marks : 70

PART A — ($5 \times 5 = 25$ marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal marks.

- 1. Explain the roles of Chief Information Officer.**
- 2. Describe about Business Innovation by IT.**
- 3. Detail Information System Architecture.**
- 4. Explain about IT Process Management.**
- 5. Write a short note on Computer Security.**

6. Discuss about Security Policy.
7. Discuss the role of Chief Technical Officer.
8. Elaborate about MIS.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions in
1000 words.

All questions carry equal marks.

9. Explain the roles of CIO, CTO, CAO, CKO.
10. Explain about the Promotion of Enterprise Innovation by IT.
11. Elaborate about the Construction of Information System Architecture.
12. Explain about the Innovation Strategies for IT Organization.
13. Explain in detail about development and implementation of IT master plans.

PG-C-2347

MSP-81X

**P.G. DEGREE EXAMINATION —
DECEMBER 2023**

Business Administration

Second Year

INFORMATION SYSTEM DEVELOPMENT

Time : 3 hours

Maximum marks : 70

PART A — ($5 \times 5 = 25$ marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal marks.

1. What categories of information are relevant to decision making in business? Explain.
2. Describe the steps in executing the project.
3. How important is a project team in feasibility analysis? Is it mandatory in every study?
4. Explain the merits and limitations of conceptual data modeling.

5. Distinguish between the following:
- (a) Parallel processing and system testing
 - (b) Software modification and software system audit.
6. Explain the need of Analytical and Interpersonal skills to an system analyst.
7. How easy is it to identify the costs and benefits of a system? Give examples of costs that are not easily identifiable.
8. Distinguish between the following:
- (a) Fixed and tangible costs
 - (b) Tangible and intangible benefits.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions in
1000 words.

All questions carry equal marks.

9. Discuss the different phases of system development life cycle.
10. Discuss the need and importance of corporate strategic planning.

11. Discuss the steps in effective written communication.
 12. Prepare and present the project proposal with imaginary figures.
 13. Review the primary activities of a maintenance procedure.
-

PG-C-2348

MSP-82X

**P.G. DEGREE EXAMINATION —
DECEMBER 2023**

Business Administration

Second Year

RELATIONAL DATABASE MANAGEMENT SYSTEM

Time : 3 hours

Maximum marks : 70

PART A — ($5 \times 5 = 25$ marks)

Answer any FIVE out of Eight questions in 300 words.

All questions carry equal marks.

1. Describe the importance of functional dependencies in database design and data modelling.
2. Explain the main activities in the external database design phase.
3. What is logical containment of relationship? Explain.
4. Explain the differences between master files, transaction files and report files.
5. Explain the transactions from one state to another with the help of a diagram.

6. What were the major problems faced by database community due to lack of standardization? Explain.
7. “An XML document that is well-formed and is easy for a computer program to read and ready for network delivery”. Discuss.
8. Explain the factors that should be used to evaluate an indexing technique.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions in 1000 words.

All questions carry equal marks.

9. Explain the following concepts:
 - (a) Unary relationship
 - (b) Binary relationship
 - (c) Ternary relationship
10. Enumerate the evolution of the relational database model.
11. Elucidate the merits and limitations of object-relational database model.
12. Discuss the factors that must be considered before selecting an indexing or hashing scheme.
13. Explain the different phases in a validation based concurrency technique.