

**MBA-111**

**MSP-20**

**M.B.A. DEGREE EXAMINATION —  
DECEMBER 2018.**

**Second Year**

**OPERATIONS MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Bring out the importance of operations management.
2. What is Bill of Material? Explain with an example.
3. List the principles of Just In Time philosophy.
4. What is Quality Circle?
5. Summarize the importance of ergonomics.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What are the different functions of operations manager?
7. Write an essay about the functions of Production Planning and Control.
8. With a neat sketch, explain in detail how to calculate Economic Ordering Quantity.
9. With suitable diagrams explain the different types of control charts for measuring attributes.
10. Bring out the concept of Total Quality Management (TQM). Also highlight the role of TQM in today's organizations in attaining objectives.
11. With a neat sketch explain how to calculate standard time.
12. Explain the method study procedure in detail.

**MBA-112**

**MSP-21**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**ENTREPRENEURSHIP**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Define Entrepreneur. List out its importance of Entrepreneur.
2. What are the Forms of business?
3. Write note on “Ratio analysis”
4. “Entrepreneurial guidance bureau” Explain
5. “Women entrepreneurship in India” Evaluate.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Describe Entrepreneurial Environment in India.
  7. Discuss the qualities, types, culture of entrepreneurship.
  8. How does you prepare project report and its financial analysis?
  9. Discuss the Various Project Appraisal method.
  10. Which are the institutions for Finance Assistance available to the entrepreneurship in India?
  11. Enumerate the steps involved in setting up of SSI Unit.
  12. Critically evaluate the entrepreneurial Performance.
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**MBA-113**

**MSP-22**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**BUSINESS LAWS**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE Questions**

**All questions carry equal marks**

1. Define consideration. Why is it essential in a contract?
2. Explain the process of formation of a company.
3. Write short notes on
  - (a) Promissory note
  - (b) Bills of exchange.
4. What is contract of agency? What are the essentials of relationship of agency?
5. State the objectives of Foreign Exchange Management Act 1992.

PART B — (4 × 15 = 60 marks)

Answer any FOUR Questions

All questions carry equal marks

6. Discuss the essentials of valid contract.
7. Discuss the remedies available to an aggrieved party on the breach of a contract.
8. Discuss the modes of dissolution of partnership firms.
9. What are different types of meetings? Explain them in brief.
10. What do you mean by delivery of goods in a contract of sale? Explain in brief the rules relating to delivery of goods.
11. Discuss the fundamental elements of law of insurance.
12. Discuss the rights of consumer granted in Consumer Protection Act.

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**MBA-114**

**MSP-23**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**STRATEGIC MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Explain the difference between 'strategy' and 'strategic management'.
2. What involves the strategic management function?
3. How the BCG (Growth-Share) Matrix is significant and practicably usable.
4. How is the general 'Management of Objectives', different from 'Management by Objectives'?
5. Discuss the strategic importance of emerging markets.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Outline the fundamental differences between outside-in and inside-out thinking about strategic management.
7. What are the different ways in which the external environment can be explored, and for what purposes?
8. Explain the process of strategic choice.
9. How is strategic performance management different in Japan than the west?
10. Explain the Porter's' approach for globalization.
11. How successful is franchising as a means of corporate growth? Explain.
12. Comment on 'the use of objectives ensures organizational involvement'.



**MBA-116**

**MSP-30**

**M.B.A. DEGREE EXAMINATION —  
DECEMBER 2018.**

**Second Year**

**SECURITY ANALYSIS AND PORTFOLIO  
MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Explain the concept of investment. Why do investors invest in gold and silver?
2. Distinguish between primary market and secondary market.
3. How does the competitive condition in an industry affect the performance of the industry? Explain.

4. Explain the significance of covariance in the estimation of the risk of a portfolio.
5. Distinguish between active revision strategy and passive revision strategy.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the differences between investment. Speculation and gambling. State the uses of a sound investment plan.
7. Explain the concept of systematic risk. Why is it called systematic risk?
8. Explain the functions of stock exchange in India.
9. What is company analysis? Explain how financial ratios can be used to determine the strengths and weakness of a company?

10. What is Random walk theory? Briefly describe the results of empirical tests of semi-strong form market efficiency.
  11. Explain the problems involved in the portfolio selection process.
  12. A security pays a dividend of Rs. 3.85 and sells currently at Rs. 83. The security is expected to sell at Rs. 90 at the end of the year. The security has a beta of 1.15. The risk free rate is 5 percent and the expected return on market index is 12 percent. Assess whether the security is correctly priced.
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**MBA-117**

**MSP-31**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**MANAGEMENT OF FINANCIAL SERVICES**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Bring out the important role played by financial services in developing the economic growth of a country.
2. What are the differences between banking and non-banking companies?
3. What is a leasing agreement? What are the major constituents of the leasing industry?
4. Discuss the process of factoring.
5. How does credit rating help the investor to choose an instrument? Give an account of the credit ratings process.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. State the procedure to be followed by a merchant banker while acting as a banker to an issue.
7. Define mutual funds and explain their operation. How is mutual fund established and managed?
8. How do the mutual funds deploy their money? What are the regulations regarding the investment of mutual funds?
9. Explain the tax laws related to leasing.
10. What is forfeiting? How does forfeiting help the exporter?
11. Discuss the features of general insurance, giving any three types of general insurance.
12. Briefly Discuss the various rating agencies functioning in the Indian capital market.

**MBA-118**

**MSP-32**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**TAX MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Distinguish between capital receipts and revenue receipts.
2. What are the characteristics of salary? What is the basis of charge of salary income?
3. What is meant by capital gain? Distinguish between long term capital gain and short term capital gain.
4. State the rates of income tax for individuals.
5. What are the conditions to be fulfilled for the partnership firm to be assessed as firm?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. “The incidence of income tax depends upon the residential status of an assessee” – Discuss.
7. Find the gross total income of Mr. Senthil for the AY 2018–19 if he is a (a) Resident; (b) Not ordinarily resident; (c) Non-resident.
- (i) Income from business in Chennai, managed in France Rs. 50,000.
  - (ii) Pension for service rendered in India, received in France Rs. 30,000.
  - (iii) Profit from business in Sri Lanka, deposited in a bank these Rs. 24,000.
  - (iv) Profit on sale of building in India but received in Sri Lanka Rs. 36,000.
8. Find the gross annual value for a let out house property for the assessment year 2018–19 from the following particulars :
- |                      |             |
|----------------------|-------------|
| Municipal value      | Rs. 39,000  |
| Fair rental value    | Rs. 38,400  |
| Actual rent received | Rs. 37,200. |

9. Explain various deemed Income.
10. What is section 54F under capital gains? Discuss the provisions relations to exempted capital gains.
11. Explain the steps to be taken in arriving at total income and tax liability of an individual.
12. Calculate the firms income under the head 'profit and gains of business or profession' from the data given below:

Net profit as per P and L a/c	30,000
(after debiting the following)	
Salary to partner A	60,000
Salary to Partner B	40,000
Commission to A	20,000
Interest on capital @ 21% to A	14,000
Interest on capital @ 21% to B	7,000

The payments to partners have been made in accordance with partnership deed.



**MBA-119**

**MSP-33**

**M.B.A. DEGREE EXAMINATION —  
DECEMBER, 2018.**

**Second Year**

**INTERNATIONAL FINANCIAL MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. What is international finance? Explain the significance of international finance.
2. What are the major cash outflows and cash inflows associated with a foreign project?
3. Why is capital budgeting analysis so important to the company? Explain.
4. What factors may cause increase in the cost of capital as the debt/equity ratio increases?
5. Write brief note on the management of receivables.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What do we mean by offensive and defensive strategies in the context of foreign investment? Which different activities do enterprises take up in foreign countries?
7. Discuss the issues involved in investment analysis.
8. Enumerate the merits and limitations of Capital Asset Pricing Model (CAPM).
9. Discuss the principle of foreign capital budgeting.
10. The weighted average cost of capital is superior to marginal cost of capital as a discount rate to evaluate capital budgeting of a project. Explain the rationale along with an appropriate example.
11. Explain how settlement of credit in a foreign currency takes place.
12. Discuss the factors which affects the multination working capital management.

**MBA-120**

**MSP-40**

**M.B.A. DEGREE EXAMINATION —  
DECEMBER 2018.**

**Second Year**

**MARKETING RESEARCH AND CONSUMER  
BEHAVIOUR**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. With an example explain what is descriptive research design.
2. List the varied functions of product research.
3. Bring out the significance of market segmentation and consumer behaviour.
4. Bring out the significance of studying repeat purchase behaviour.
5. List the various sources of collecting information about the product for purchase.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Bring out the role of sampling techniques in marketing research.
7. Design a questionnaire to measure the consumer preference towards the purchase of LED television. Make suitable assumptions.
8. Write an essay about the varied applications of marketing research.
9. In detail explain the applications of consumer behaviour principles to strategic marketing.
10. With a neat sketch explain the Howard-Seth model of buyer behaviour.
11. Write an essay about the need for understanding the personality of consumer in studying consumer behaviour.
12. Bring out the significance of studying about consumer decision processes.

**MBA-121**

**MSP-41**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**ADVERTISING AND SALES PROMOTION**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Bring out the challenges in the field of advertising in today's environment.
2. List the benefits of outdoor media for advertising.
3. How to arrive on the advertising budget?
4. List the factors to be considered in selecting the sales force.
5. What are the commonly used dealer promotion tools?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Write an essay about the different types of advertising.
7. Enumerate the functions of advertising agencies. Explain about any three advertising agencies in detail.
8. “Future of advertising rests only on the internet media”- Comment on the statement with illustrations from the present Indian context.
9. Explain the means by which the advertising research can be carried out.
10. Bring out the challenges in managing sales force for an pharmaceutical company.
11. With examples explain the role of sales promotion in integrated marketing communication towards attaining the objectives.
12. In detail explain the process of personal selling.

**MBA-122**

**MSP-42**

**M.B.A. DEGREE EXAMINATION —  
DECEMBER, 2018.**

**Second Year**

**SERVICES MARKETING**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Write down the characteristics of services.
2. List the 7P's of Internal marketing with illustrations.
3. Explain the importance of building customer relationship.
4. List the services marketing mix for banking services.
5. Write about the characteristics of media services.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What do you mean by marketing of services? What are the reasons for the growth in the service market?
7. With Indian examples explain the importance of relationship marketing in services marketing.
8. What is service positioning? Discuss how the dimensions of service quality can be used for positioning strategies.
9. Write an essay about the dimensions of service quality.
10. Bring out the characteristics of health care services.
11. Explain the scope and functions of service marketing strategy for tourism industry.
12. Explain the market for educational services and the marketing approach of an educational institution.



**MBA-123**

**MSP-43**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**INTERNATIONAL MARKETING**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. What is international market access initiative?
2. What are the objectives of WTO?
3. What are deemed exports?
4. How is the tele-conferencing carried out?
5. What are the reasons for promoting international trade?

**PART B — (4 × 15 = 60 marks)**

**Answer any FOUR questions.**

6. Differentiate between domestic marketing and international marketing.
7. Why should an international marketing manager monitor the economic environment?

8. What are the important international market product strategies?
  9. What are the factors that influence international pricing decision?
  10. What do you understand by 'Bill of Lading'? Explain various types of bill of lading.
  11. Write an essay on customs duties and its impact in International Marketing.
  12. By marketing in a foreign country, must a firm automatically utilise geographic segmentation or some other segmentation basis?
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**MBA-124**

**MSP-50**

**M.B.A. DEGREE EXAMINATION —  
DECEMBER, 2018.**

**Second Year**

**HUMAN RESOURCE DEVELOPMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Explain HRD.
2. Explain Interpersonal Feedback.
3. Write a short note on Training Programme Design.
4. Write the components of Management Development.
5. Explain the concept of Organizational Culture.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the Evolution of HRD.
7. Discuss the scope and importance of Performance Appraisal.
8. Discuss the Learning Principles.
9. Discuss the Techniques of Management Development.
10. Discuss the concept of Organization Development.
11. Discuss the concept of TQM.
12. Discuss the Training Methods uses in MNCs.

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**MBA-125**

**MSP-51**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**LABOUR LEGISLATIONS**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All Questions carry equal marks.**

- 1. State the provisions of the factories act regarding the employment of women.**
- 2. Write a short note on ESI Act 1948.**
- 3. Write a short note on Minimum Wages Act 1948.**
- 4. Write a short note on Standing Orders Act 1946**
- 5. Write a short note on Plantation workers Act.**

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the various provisions given to workers in Factories Act 1948.
  7. Discuss the Industrial Disputes Act 1947 in detail.
  8. Discuss Payment of Gratuity Act 1972.
  9. Discuss Payment of Bonus Act 1965.
  10. Discuss Tamil Nadu State Shops and Establishment Act.
  11. Discuss Trade Union Act 1926
  12. Discuss workmen compensation Act 1923.
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**MBA-126**

**MSP-52**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**ORGANIZATIONAL DEVELOPMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Write the process of Organization Development.
2. What is T-Group?
3. Write a short note on employee involvement model.
4. Write the objectives of performance management.
5. Write a short note on strategic intervention.

**PART B — (4 × 15 = 60 marks)**

**Answer any FOUR questions.**

**All questions carry equal marks.**

6. Discuss the change model of Diagnosing Organisations.

7. Discuss the principles of leading and managing change in an organisation.
  8. Discuss the process of Human Process Interventions.
  9. As a manager how will you restructure the organisations work design?
  10. Discuss the concept of HRM Interventions.
  11. Elucidate the OD Design Interventions to solve problems.
  12. Enumerate the Group Process approach in OD.
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**MBA-127**

**MSP-53**

**M.B.A.DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**STRATEGIC HUMAN RESOURCE MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Write a short note on changing business environment.
2. Write the concept of Business Strategy.
3. Write the roles of Facilitators.
4. Explain the types of management careers.
5. Write the types of Leadership styles.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the Strategic Human Resource practices in Indian context.
7. Explain the strategic responses of organisation to changing environment.
8. Discuss the types of organizational structure
9. Explain the types of Leadership styles used in various organisations.
10. Enumerate the types of leadership styles.
11. Explain the concept of employee relations.
12. Explain the Leadership in times of change.

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**MBA-128**

**MSP-60**

**M.B.A. DEGREE EXAMINATION —  
DECEMBER, 2018.**

**Second Year**

**PROJECT MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. What is the role of a project manager?
2. What is project planning?
3. Define scheduling.
4. What are the various types of control processes?
5. What is project auditing?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain about the various stages of project life cycle in detail.
  7. Discuss about work breakdown structure in detail with necessary examples.
  8. Describe about PERT and CPM in detail.
  9. Discuss in detail about the various steps involved in project control.
  10. Explain about project audit life cycle in detail.
  11. Discuss about resource allocation and loading in detail.
  12. Discuss about project organization and its types in detail.
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**MBA-129**

**MSP-61**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**TOTAL QUALITY MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What are the various characteristics of excellent leadership?
2. What is the purpose of performance appraisal?
3. What is total quality management?
4. What is a process? Give an example.
5. What are the benefits of ISO 9000 certification?

**PART B — (4 × 15 = 60 marks)**

Answer any **FOUR** questions.

6. Explain about strategic quality planning in detail.
7. Describe about the management of process quality.

8. Discuss about the essence of benchmarking and its benefits.
  9. Explain about the cost of quality in detail.
  10. Discuss the quality control tools in detail.
  11. Explain about ISO 9000 in detail.
  12. Describe in detail about productivity and quality.
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**MBA-130**

**MSP-62**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**SUPPLY CHAIN MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What is a supply chain? State the objective of a supply chain.
2. What is the role of forecasting in a supply chain?
3. What is the role of cycle inventory in a supply chain?
4. What are the modes of transportation? Discuss the role of IT in transportation.
5. What are the obstacles to coordination in a supply chain?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain in detail about supply chain drivers and metrics.
  7. Explain about demand forecasting in a supply chain in detail.
  8. Discuss in detail about the safety inventory in a supply chain.
  9. Explain the role of transportation in supply chain.
  10. Describe about determining the optimal level of product availability in detail.
  11. Explain about coordination in a supply chain.
  12. Describe about supply chain performance in achieving strategic fit and scope.
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**MBA-131**

**MSP-63**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**MATERIALS MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. State the objectives of material planning.
2. Write note value engineering.
3. State the role of statistical quality control in operations.
4. Write the objectives of stores management.
5. What do you mean by physical distribution logistics?

**PART B — (4 × 15 = 60 marks)**

**Answer any FOUR questions.**

6. Explain the scope and objectives of materials management.

7. Discuss about the system approach in material management.
  8. Discuss the purchase and procurement activities under materials management.
  9. Explain the role of international Buying and import purchasing.
  10. Write a short note on:
    - (a) inventory valuation.
    - (b) physical verification.
    - (c) materials audit.
  11. Describe the various operations research and related Techniques.
  12. Distinguish between PERT and CPM in detail.
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