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**MBAH 451**

**II Semester M.B.A. Degree Examination, May/June 2019**

**BUSINESS ADMINISTRATION**

**Human Resource Management**

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

(Compulsory)

Answer to the question should not exceed **6** pages. **(1 × 15 = 15)**

1. Discuss the issues related to Managing Human Resources in International Business.

SECTION – B

Answer **any five** questions of the following. Each question carries **8** marks. Answer to each question should not exceed **5** pages.

**(5 × 8 = 40)**

2. Explain the relationship between strategic planning and HR management.
3. Write a note on Workforce analysis.
4. What are the various methods of selection? Explain.
5. Describe how incentives are determined for operations employees.
6. Explain the various problems faced in performance appraisal. What solutions do you suggest?
7. Discuss the different causes of accidents. What is the role of supervisor to ensure safety?
8. Explain the role of counseling in management.
9. Enumerate the functions of employee participation in management.



SECTION - C

(Compulsory)

10. Answer to the question should not exceed **6** pages. **(1 × 15 = 15)**

Mr. Vijay Kant joined the Railways five years back when he was 21 years old. He proved himself as an efficient steam engine driver. He bagged the Railway Minister's Best Driver's Award this year. He was asked to undergo training in diesel engine driving due to massive dieselization in South Central Railway. But he was reluctant to take up training. The head of the loco staff was quite surprised to know the reluctance of Mr. Vijay Kant when a number of drivers of steam engine have volunteered themselves to undergo training in diesel engine driver.

Question :

Identify the problem in this case and suggest the strategies to overcome the problem.

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**MBAH 452**

**II Semester M.B.A. Degree Examination, May/June 2019**

**BUSINESS ADMINISTRATION**

**Marketing Management**

Time : 3 Hours]

[Max. Marks : 70

**Instructions :** Answer the question in all Sections.

SECTION – A

(Compulsory)

Answer to each question should not exceed **6** pages. **(1 × 15 = 15)**

1. Marketing Management at times also called as Demand Management. Explain the statement with the help of various types of demand conditions and resulting marketing practices to manage those demand.

SECTION – B

Answer **any five** questions. Each question carries **8** marks. Answer to each question should not exceed **4** pages. **(5 × 8 = 40)**

2. Explain the micro and macro environmental factors which impact Cell Phone Marketing in India.
3. What are the advantages and disadvantages of Product Specialisation and Market Specialisation as target market strategies?
4. Explain, how personal factors influence consumer buying decision. Give suitable examples.
5. Explain the various meaning a brand can convey in consumer market.
6. Why pricing is considered to be a strategic and critical decision in consumer products pricing?
7. What are the challenges in integrating traditional and social media of marketing communications?



8. Explain how marketing mix of a product in Rural and Urban markets are modified.
9. Why Green marketing is getting more importance in today's marketing management and what are the ways in which a firm practices it?

SECTION - C

(Compulsory)

Answer to the questions should not exceed **6** pages. **(1 × 15 = 15)**

10. Consider any four consumer products of your choice for each stages of PLC and critically examine the Marketing Mix Strategies used by the marketers.

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**MBAH 453**

**II Semester M.B.A. Degree Examination, May/June 2019**

**BUSINESS ADMINISTRATION**

**Indian Business Environment**

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

(Compulsory)

Answer to the question should not exceed 6 pages. **(1 × 15 = 15)**

1. Discuss the role of social and cultural environment in influencing the business.

SECTION – B

Answer **any five** questions. Each question carries **8** marks. Answer to each question should not exceed 5 pages. **(5 × 8 = 40)**

2. What are the benefits of environmental analysis?
3. How does the mixed economy help in developing the business of the country?
4. Explain the impact of Demographic Dividend on Business and Economic growth.
5. How does technology affect the business environment? What is its contribution to economic growth?
6. Explain the policy measures initiated to realize the objectives of globalization.
7. What are the merits and demerits of FDI (Foreign Direct Investment) in India?



8. What are Fundamental Rights under the Constitution? Elucidate.
9. Critically analyze the impact of liberalization on the Indian economy.

**SECTION – C**

(Compulsory)

Answer to the question should not exceed 6 pages. **(1 × 15 = 15)**

10. Do you believe that political stability leads to business development and vice-versa? Discuss.

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**MBAH 454**

**II Semester M.B.A. Degree Examination, May/June 2019**

**BUSINESS ADMINISTRATION**

**Operations Research**

Time : 3 Hours]

[Max. Marks : 70

**SECTION - A**

Answer **any two** questions. Each question carries **10** marks. Answer to the question should not exceed **5** pages. **(2 × 10 = 20)**

1. Explain different phases of an Operation Research Study.
2. Explain the advantages and limitations of simulation.
3. Describe the steps involved in the formation of LPP.

**SECTION - B**

Answer **any three** questions. Each question carries **12** marks. Answer to each question should not exceed **6** pages. **(3 × 12 = 36)**

4. Solve the following linear program using graphical method :

$$\text{Maximize : } Z = X_1 + 3X_2$$

$$\text{Subject to : } 2X_1 + 3X_2 \leq 6$$

$$X_1 + 2X_2 \leq 10$$

$$X_1, X_2 \geq 0$$

5. A railway booking office has 3 counters to receive request for reservation of tickets. On an average 48 persons arrive in an 8-hour day. Each reservation clerk spends 15 minutes on an average on an arrival. If the arrivals are Poissonally distributed and service times are according to exponential distribution, find :
  - (a) Average number of passengers in the system
  - (b) Average number of passengers waiting to be served.



6. Solve the following game and state the optimum strategy for both players. Also determine which player wins how much?

		B		
		B1	B2	B3
A	A1	1	7	2
	A2	6	2	7
	A3	6	1	6

7. The maintenance cost and resale value per year of a machine whose purchase price is Rs. 7,000 is given below :

Year :	1	2	3	4	5	6	7	8
Maintenance cost in Rs.	900	1200	1600	2100	2800	3700	4700	5900
Resale value in Rs.	4000	2000	1200	600	500	400	400	400

When should the machine be replaced?

8. There are three sources or origins which store a given product. These sources supply these products to four dealers. The capacities of the sources ( $S_i$ ) and the demands at dealers ( $D_j$ ) are as given below :

$S_1 = 150, S_2 = 40, S_3 = 80$

$D_1 = 90, D_2 = 70, D_3 = 50, D_4 = 60$

The cost of transporting the product from various sources to various dealers is shown in the table below :

	D1	D2	D3	D4
S1	27	23	31	69
S2	10	45	40	32
S3	30	54	35	57

Find out the optimum solution for transporting the products at a minimum cost.



**SECTION - C****(Compulsory)**Answer to this question should not exceed **6** pages. **(1 × 14 = 14)**

9. The table given below gives different time estimates for activities of a project.

Activities	Time estimates in week		
	$t_e$	$t_m$	$t_p$
1-2	3	5	13
1-3	1	2	15
2-4	6	7	8
3-4	2	5	14
2-6	2	4	12
4-5	4	6	8
4-6	5	9	13
5-7	1	2	3
6-7	1	4	7

- (a) Draw the project diagram.  
(b) Calculate critical path.  
(c) Find the probability that project will be completed within 29 weeks.  
(d) What due date has about 90 percent of being met?

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**MBAS 455**

**II Semester M.B.A. Degree Examination, May/June 2019**

**BUSINESS ADMINISTRATION**

**Production and Operations Management**

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

(Compulsory)

Answer to the question should not exceed **6** pages. **(1 × 15 = 15)**

1. What are the major priorities associated with operations strategy? How has their relationship to each other changed over the years?

SECTION – B

Answer **any five** of the following questions. Each question carries **8** marks. Answer to each question should not exceed 5 pages.

**(5 × 8 = 40)**

2. “Automation in the manufacturing segment has led to increased productivity and quality”. Discuss.
3. Explain the different stages in the production planning and control process.
4. Describe briefly the different types of plant layout.
5. Explain the benefits to an organization being certified as a ISO 9000 company.
6. Write a note on forward scheduling and backward scheduling.
7. Discuss the characteristics of JIT and key processer to eliminate waste.
8. Explain MRP structure and benefits of it.



9. A hospital procurer the supply of material once a year. The total number procured is 2400 packages per year. The policy of procurement is being questioned by the accountants. Calculate the cost of inventory holding at Rs. 36 per package per year, cost of ordering is 1200 per order. What inventory policy would you advise to the hospital?

**SECTION - C**

(Compulsory)

Answer to the question should not exceed 6 pages. **(1 × 15 = 15)**

10. Find the sequence that minimizes the total elapsed time required to complete the following jobs. Each job is processed in the order ACB.

Jobs :	J1	J2	J3	J4	J5	J6
Time on Machine A :	12	8	7	11	10	5
Time on Machine B :	7	10	9	6	10	4
Time on Machine C :	3	4	2	5	2	4

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**MBAS 457**

**II Semester M.B.A. Degree Examination, May/June 2019**

**BUSINESS ADMINISTRATION**

**Supply Chain Management**

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

Answer to the questions should not exceed **6** pages. **(1 × 15 = 15)**

1. Discuss the major challenges that must be overcome to manage supply chain successfully.

SECTION – B

Answer **any five** questions of the following. Each question carries **8** marks. Answer to each question should not exceed **5** pages.

**(5 × 8 = 40)**

2. What type of distribution network is typically best suited for commodity items?
3. Explain multiple inventory location management with an appropriate example.
4. Discuss the barriers of worldwide sourcing and the ways a company can overcome the barriers.
5. What do you mean by Differential advantage? How can an organization attain it?
6. Explain the role of E-commerce on supply chain management.
7. What are the recent trends in global supply chain management?
8. Explain the bench marking process under supply chain management.
9. Explain suitable inventory policies for SCM of a Retail organization.



## SECTION – C

(Compulsory)

Answer to the question should not exceed **6** pages. **(1 × 15 = 15)**

10. The world's leading aerospace company. Boeing is the largest manufacturer of commercial jet airlines and military air craft combined. Headquartered in Chicago, Boeing operates in 70 countries with culturally diverse workforce. Boeing has an arch rival in the form of its European counterpart Airbus. Airbus is the largest civil airliner in service. Airbus also has expanded into military transport aircraft sector. Every strategic move of these two giants is followed closely and counter-measures are swiftly planned to capture the market share of each other. When Airbus started its ambitious super jumbo A380 project, Boeing quickly followed suit with its dream liner 787. Airbus, by virtue of its multi-country lineage in EADS, has its manufacturing process scattered across many European nations including the UK, France and Germany. Its final assembly plant is located at France, where huge parts are brought through several transportation modes for assembling into an aircraft. This approach to manufacturing has been criticized by experts, who cited this as one of the reason for the A380 project delays and cost over runs. Ironically, Boeing tried to adapt a similar approach to manufacturing the 787. It experimented with radial outsourcing with major parts of the plane outsourced to companies in Canada, Australia, Korea, Japan and Europe. Comparatively, Boeing is into higher percentage of outsourcing for its engineering and design work. It is debatable as to whether this is the primarily the reason for the numerous delays and hefty cost overruns the 787 project has witnesses over the past several years. On several occasions, Boeing admitted design flaws, leading to delays. Boeing's customers are increasingly cautious of their delayed delivery schedules of 787. Some reports say that the first delivery of its new 787 aircraft would slip a well into the mid of 2011 or even beyond. Interestingly it is the first time Boeing faced this kind of problems on after the eventual first flight in December 2009. The report also indicates that the company officials opine that they over reached on the new manufacturing method used with 787, but they remain committed to the outsourcing model. However, further delays have been indicated and the increasing competition in cashing on the situation in a big way, with Airbus receiving orders from several Airlines who cancelled the 787 orders in favour of its A380.



Questions :

- (a) The CEO of Boeing has decided to take an unbiased opinion of an external consultant to critically analyse the whole production model adapted in 787. If you are requested by Boeing as external consultant to submit a preliminary report, critically examine the outsourcing model of 787.
  - (b) Suggest remedial measures in the Boeing's supply chain so as to avoid failure like 787 in future.
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