Reg. No. ☐☐☐☐☐☐☐

MBAH 451

II Semester M.B.A. Degree Examination, October/November 2022
(Regular and Repeater)
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. What is the role of training in organizations ? Explain the process of training and development.

SECTION – B

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

2. Explain the Harvard Model of HRM.

3. Differentiate between Recruitment and Selection.

4. What is Job Analysis ? Explain the process of Job Analysis.

5. Bring out the difference between Performance Appraisal and Performance Management.

6. What is E-Learning ? Explain the Importance of – Learning in the present Environment.

7. What is the future of trade unionism in India? Discuss.

8. Define SHRM. What is the importance of SHRM in IT Industry ?

P.T.O.

MBAH 451

$(1 \times 15 = 15)$

Answer to this question should **not** exceed **6** pages.

9. **(Case Study)**

Digi-Heights Pvt. Ltd. is an Indian organization involved in distribution of electronic gadgets like Smartphones, I Pods, Coolers and Air Conditions etc. Now the company wants to open up its branch in the international market. For that they have chosen seven candidates to be transferred to new branch. As these seven candidates have been chosen, they need to be trained properly. The new branch will be opened in Berlin. To have a good business, it is mandatory for the candidates to be well versed with the local language. For this reason the company is trying to keep a training program for candidates, so that they can learn the local language "German".

Answer the Following questions :

a) What is the need of training in the above situation ?

b) What appraisal system did the company might have followed to filter the seven candidates ?

c) Along with language training, what all other training is required ?

d) As a HR manager formulate a training process for the seven candidates.

e) Develop a T& D Department for generating such training programs in the coming future.

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MBAH 452

Second Semester M.B.A. Degree Examination, October/November 2022
(Regular and Repeater)
BUSINESS ADMINISTRATION
Marketing Management

Time : 3 Hours
Max. Marks : 70

Instruction : Answer **all** Sections.

SECTION – A
(Compulsory)

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

1. Explain the impact of globalisation, technology and social responsibility on marketing.

SECTION – B

Note : Answer **any five** of the following questions. **Each** question carries **8** marks. Answer to the question should **not** exceed **five** pages. **(5×8=40)**

2. Define market segmentation and explain the STP process.

3. Briefly explain the main stages associated with the new product development process, with illustrations.

4. Explain different pricing strategies suitable at various marketing situations.

5. What does constitute marketing communications mix ? Explain the key role of marketing communications.

6. Write a short note on :
   a) Content marketing
   b) Google Ad words
   c) You Tube marketing

7. Explain the process of consumer buying behaviour.

8. A small manufacturer of fishing lures is faced with the problem of selecting its channel of distribution. What reasonable alternatives does he has ? Explain the steps involved in channel design by a company.

P.T.O.

MBAH 452

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

9. **Case Study** :

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore, they thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions :

How will you advise Sachin and Virag, as how to increase the consumer awareness ?

a) About this new food.

b) What would be your suggestions for distribution channel for mushrooms ?

MBAH 453

II Semester M.B.A. Degree Examination, October/November 2022
(Regular and Repeater)
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. "In current situation it is seen that RBI is more concerned with the containing inflation rather than advancing economic growth". Do you agree with this statement ? Give reasons in support of your answer with examples.

SECTION – B

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

2. What is Environmental Scanning ? Explain its importance and the techniques of environmental scanning.

3. Critically evaluate the current Fiscal Policy in India.

4. Explain the various political institutions and their influence on business with examples.

5. How does rapid growth of population create hurdles in economic development ?

6. "Changing composition of India's external trade reflects the changing nature of the economy." Elaborate.

7. Critically examine the role of public sector in the economic development of India.

8. Examine the role of MSME in Indian economy.

P.T.O.

MBAH 453

SECTION – C
(Compulsory)

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

9. **Case Study :**

Reserve Bank of India's on the 'State of the Economy' says, "Domestic macroeconomic conditions are striking a path that is diverging from global developments" (RBI Bulletin, February 2022). But, the possible outcomes of the geopolitical crisis that began when Russia invaded Ukraine on February 24 and the ban on the import of Russian energy products by US and other European countries could challenge that assessment. While many observers worry that the impact of the above developments on the India's economy could be severe; others are optimistic that India's economy is insulated from the effects of a war that is very far away. The stock market had reacted with major indices falling by almost 10 percent during the initial period of this conflict, but climbed later. Several market veterans shrug off the slide saying a 'technical correction' was due anyway, and events in Europe supplied the trigger.

Evaluate the impact of the war in Ukraine and related developments on the Indian Economy.

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MBAH 454

Second Semester M.B.A. Degree Examination, October/November 2022
(Regular and Repeater)
BUSINESS ADMINISTRATION
Business Research Methods

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. Describe the steps involved in formulating research problem.

2. Elucidate the suitability of different sources of data in business research.

3. Discuss the commonly used non-probability sampling methods and its suitability in business research.

SECTION – B

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

4. Explain the types of qualitative research methods with examples.

5. Describe the format of a business research report.

6. For some computers, the time period between charges of the battery is normally distributed with a mean of 50 hours and a standard deviation of 15 hours. Mr. X has one of these computers and needs to know the probability that :
   a) The time period will be between 50 and 70 hours.
   b) The time period will be less than 40 hours.
   c) What time period marks the shortest 70% of all charging ?

7. You have obtained the data of number of years of education from one random sample of 38 police officers from City A and the number of years of education from a second random sample of 30 police officers from City B. The average years of education for the sample from City A are 15 years with a standard deviation of 2 years. The average years of education for the sample from City B are 14 years with a standard deviation of 2.5 years. Is there a statistically significant difference between the education levels of police officers in City A and City B ? Test it at 5 percent level of significance.

P.T.O.

8. A major food manufacturer is concerned that the sales for its skinny French fries have been decreasing. As a part of a feasibility study, the company conducts research into the types of fries sold across the country to determine if the type of fries sold is independent of the area of the country. The results of the study are shown in table. Conduct appropriate test at 5 percent level of significance.

Type of Fries	Northeast	South	Central	West
Skinny fries	70	50	20	25
Curly fries	100	60	15	30
Steak fries	20	40	10	10

The math teacher wants to determine the effectiveness of her statistics lesson and gives a pre-test and a post-test to 9 students in her class. Test whether the lesson had an effect on student achievement at 5 percent level of significance.

SECTION – C

Answer to the question should **not** exceed **6** pages.   **(1×14=14)**

9. Information about the current state of a complex industrial process is displayed on a control panel which is monitored by a technician. In order to find the best display for the instruments on the control panel, three different arrangements were tested by stimulating an emergency and observing the reaction times of five different technicians. The results, in seconds, are given below :

Arrangement	Technician				
	P	Q	R	S	T
A	2.4	3.3	1.9	3.6	2.7
B	3.7	3.2	2.7	3.9	4.4
C	4.2	4.6	3.9	3.8	4.5

Test for difference between technicians and between arrangements at 5 percent level of significance.

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II Semester M.B.A. Degree Examination, October/November 2022
(Regular and Repeater)
BUSINESS ADMINISTRATION
Operations Management

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

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

1. Explain the relevance of productivity to modern organizations. Also explain various productivity measures.

SECTION – B

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

2. Explain the different techniques of work measurement.

3. Elaborate on the process of value analysis.

4. Discuss the various models for forecasting.

5. Explain the different strategies for aggregate production planning.

6. Differentiate between MRP, MPR II and ERP.

7. Elucidate the operational control issues in mass production systems.

8. Discuss the components of a TPM system.

SECTION – C
(Compulsory)

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

9. **Case Study**

ANH is a restaurant based out of Mangalore. The restaurant has 3000 sq.ft area which can accommodate 125 people at a time. Once the operations of the restaurant have started the customers have started complaining about the service delay. The F & B manager is of the view that the order processing from kitchen is the reason for the delay. The executive chef is the opinion that with the given kitchen capacity this is the best they can offer. You are hired as the consultant to streamline operations and suggest solutions to the management.

From the given situation kindly provide three alternatives its pros and cons to the management for consideration.

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MBAS 460

II Semester M.B.A. Degree Examination, October/November 2022
BUSINESS ADMINISTRATION
(Regular and Repeater)
Marketing Analytics

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

Note : Answer **any two** questions. **Each** question carries **ten** marks. Answer to
each question should **not** exceed **five** pages.   **(2×10=20)**

1. What do you mean by Price Elasticity ? Explain linear and Power Demand
    Curve with an example for marketing analytics.

2. Highlight the need for and importance of sales forecasting for an organization.
    Describe various techniques of sales forecasting, with examples.

3. Highlight the salient features of social media analysis by giving suitable
    examples.

SECTION – B

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

4. Write a note on the pivot table.

5. Explain the Six C's of decision making .

6. Describe the significance and importance of data visualization.

7. What are the most popular Excel charts ? Explain.

8. Elucidate the gaining importance of marketing analytics.

SECTION – C
(Compulsory)

Note: This Section is **compulsory**. It carries **fourteen** marks. Answer to the question should **not** exceed **6** pages. **(1×14=14)**

9. **Case Study**

   Sushma cannot believe what she has just heard. Having joined Surya Healthy Products as a Market Analyst and Planner, she has just been informed that the company has no sales forecasting system and Finance simply examines previous sales when doing next year's estimated sales for budgeting purposes.

   She cannot understand how the company has managed to operate effectively without one. Her marketing manager, however, a very competent technical engineer who has over the years moved through sales and into marketing in the company, believes that all forecasts are simply a waste of time. His view is that what is going to happen will happen and no amount of forecasting will affect this. Moreover, he has pointed out that in his experience forecasts are usually wrong and so it is better to do without them.

   Although Sushma has already pleaded her case regarding the need for and uses of sales forecasts, her manager is adamant that she should spend her time on other 'more useful activities. Sushma, however, feels that she cannot effectively do her job with regard to helping prepare marketing plans without an effective system of sales forecasting. She plans to undertake sales forecasting on her own to build the trust of the management in the process.

   Question :

   a) How can Sushma persuade her manager that sales forecasts are not only useful but essential, in the marketing planning process ? What are the possible benefits she can highlight of undertaking forecasting ?

   b) Suggest suitable methods Sushma can employ for sales forecasting in any newly established system of forecasting.