

Total No. of Printed Pages : 2

Total No. of Questions : 10



MBAH 451

Sl.No. : 0305

II Semester M.B.A. Degree Examination, May 2018
BUSINESS ADMINISTRATION
Human Resource Management

Time : 3 Hours

Max. Marks : 70

SECTION - A
(Compulsory)

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

Q1) Discuss various methods of performance appraisal. Explain the role of appraisal in managing performance.

SECTION - B

[5 × 8=40]

Note : Answer any five questions of the following. Each question carries eight marks. Answer to each of the question should not exceed five pages.

Q2) Briefly explain the process of recruitment.

Q3) Discuss the challenges of managing human resources in international business.

Q4) What are the current issues in compensation? Explain.

Q5) Write a note on incentives for Managers and Executives.

Q6) Explain training need analysis highlighting its importance.

Q7) What are the causes of accidents in organisations? How they can be prevented?

Q8) Explain the benefits of employee participation.

Q9) Briefly explain the collective bargaining process.

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P.T.O.

SECTION - C
(Compulsory)

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

Q10) Sona Enterprises Ltd., designed a training and development programme for their newly hired first line managers. The needs assessment programme indicated that Sales managers will need training on company policies and procedures, handling customer complaints and motivating sales personnel. the company initiated terms and lines of action programme to make the training more effective by allocating resources and time. they ensured that the training will contribute to competitive strategies of the firm. Yet there were some barriers which impede the effectiveness of the training programme.

Questions :

- a) What learning principles were missing in the training programme?
- b) Suppose if you were the training programme designer, what training methods would you choose? Explain your choices with examples.

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MBAH 452

Sl.No. :

0393

II Semester M.B.A. Degree Examination, May 2018

BUSINESS ADMINISTRATION

Marketing Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer questions in all sections.

SECTION - A

(Compulsory)

Note : Answer to the question should not exceed six pages.

Q1) Discuss the evolution of marketing philosophies from production concept to Holistic marketing concept. Also explain the components of Holistic Marketing. (1 × 15 = 15)

SECTION - B

Note : Answer any five of the following questions. Each question carries eight marks.

Answer to each question should not exceed six pages. (5 × 8 = 40)

Q2) Explain with example the components of product mix.

Q3) What is behavioural based segmentation? Give example.

Q4) Explain cultural influence on consumer buying decision.

Q5) Explain the marketing strategies during maturity stage of PLC.

Q6) What are the challenges and issues of new product pricing in marketing? Explain.

Q7) Explain the structure of rural Markets in India.

Q8) Analyse the ethical dilemma in Marketing Management.

Q9) What are the factors which determine the promotion mix of a company? Explain.

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P.T.O.

SECTION - C
(Compulsory)

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

Q10) The President of Maxwell Corporation is considering whether the company should set up its own distribution system or whether it should outsource the entire distribution and logistics function to third party service provider. The company has set up a manufacturing plant at Vizag where wide range of orthopaedic equipment's viz., crutches, wheel chairs, walkers, back braces, heating pads, elastic bandages, canes, knee braces, shoulder braces and so forth are manufactured. Presently the finished goods is located at Vizag itself and the products are sent to all major towns in India as a point-to-point dispatch. The company is supplying these equipments directly to retail stores at all these locations. Marketing activity is headed by General Manager Marketing based at Vishakhapatnam who is supported by a sales team comprising of Sales Officers.

The company is not restoring to advertisements and publicity though the products of the company are fairly well known. But, it is felt that all the customer's quick response to their orders as the products are catered to emergency patients. But, these retail outlets carry only very limited inventories.

This is due to the fact that most of the products come in a variety of styles, shapes and sizes and the requirements is more customers driven and keeping even a moderate inventory of all Changing the distribution channel from the present numerous retail outlet systems to a more efficient system. Outsourcing the entire distribution and logistics to a third party wherein the entire activity of transportation and distribution till the ultimate retail outlet will be taken care of by this service provider so that the company can focus more on activities related to marketing and sales. Types is economically not viable and leads to development of dead stocks in the long run. The company is looking at various options which include:

- Setting up of hub and spoke of a distribution network wherein it proposes to set up a stock point or mother warehouse in each zone, viz., East, West, North and south and respective retail which are to be fed from the mother warehouse located in that zone.
- Setting up of a central warehouse anywhere in Central India and feeding retail outlets from this location.

Explain the strengths weaknesses of the channel of distribution. Also explain the alternative channel that may be employed.

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MBAH 453

Sl.No. : 0393

II Semester M.B.A. Degree Examination, May 2018

BUSINESS ADMINISTRATION

Indian Business Environment

Time : 3 Hours

Max. Marks : 70

SECTION - A
(Compulsory)

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

Q1) Elucidate the components of Indian economic environment.

SECTION - B

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

Q2) Explain the significance of environment analysis to business.

Q3) Discuss the plant level impact of technology on Business.

Q4) How mixed economy is helpful for developing countries Business. Explain.

Q5) Elucidate the advantages of GST.

Q6) Discuss the importance of FDI for Indian economy.

Q7) Describe the status of technology in India.

Q8) How fundamental rights influence business? Explain.

Q9) Explain the effects of levels of culture on business.

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P.T.O.

SECTION - C
(Compulsory)

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

Q10) Yoga, an ancient Hindu philosophical practice, was claimed to be developed in the northern parts of India nearly 5000 years ago. It combined body movements and fixed postures with meditation, spiritual, and holistic exercises. According to the International Yoga Federation, over 300 million people were practicing yoga all over the world by 2008. Yoga gained high popularity and worldwide recognition due to its manifold benefits and overall growth of an individual in terms of body, mind and soul. Western countries have taken this a step forward and develop it as an industry, by standardization of its training and development practices. The growing business potential prompted yoga teachers in US to rush for patenting. India raised strong protest through all its channels and US admitted that patents were given for yoga related products made in US but not to yogic postures. India became alert and had set up a resource team to research and standardize yoga postures, to ensure owning and developing yoga.

Questions:

- a) How are patents crucial in developing businesses and acquiring business leadership?
- b) What impact would the US patents have on the practice of yoga?
- c) Discuss the significant measures that India needs to take in developing its leadership in the yoga market.

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MBAH 454

Sl.No. : 0393

II Semester M.B.A. Degree Examination, May 2018

BUSINESS ADMINISTRATION

Operations Research

Time : 3 Hours

Max. Marks : 70

SECTION - A
(Compulsory)

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

Q1) Explain the role of operations research in decision making.

Q2) Describe the basic structure of queuing system.

Q3) Discuss the Monte Carlo method of solving a problem, illustrating it by outlining a procedure to solve a specified problem of your choice.

SECTION - B

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

Q4) Solve the following L.P.P. using graphical method.

$$\text{Maximise } Z = 7X_1 + 14X_2$$

Subject to the constraints

$$3X_1 + 2X_2 \leq 36$$

$$X_1 + 4X_2 \leq 10$$

$$X_1, X_2 \geq 0.$$

Q5) A company has four factories manufacturing the same commodity, which are required to be transported to meet the demands in four warehouses. The supplies and demands as also the cost per transportation from factory to warehouse in rupees per unit of product are given in the following table:

Factory	Warehouses				Supply (units)
	X	Y	Z	W	
A	25	55	40	60	60
B	35	30	50	40	140
C	36	45	26	66	150
D	35	30	41	50	50
Demand (units)	90	100	120	140	

Derive an optimal strategy of transportation of goods from factories to warehouses and assess the optimal cost.

Q6) The arrival of aircraft at an international airport tends to follow a Poisson fashion, in spite of schedule flight time, due to high operating variability in the schedule time. It can be assumed that the aircraft arrives at an average rate of 6/hr. The landing service is provided through a single runway by a control tower according to ED with an average service time of 6 mins/flight:

- Find the probability that will be more than 10 mins all together to wait for landing and to land an aircraft.
- What is probability that the runway will be free for an incoming flight?

Q7) A marketing manager has five salesmen and five sales districts. He estimates that the sales per month (in hundred rupees) would be as follows:

Salesmen	Districts				
	A	B	C	D	E
1	32	38	40	28	40
2	40	24	28	21	36
3	41	27	33	30	37
4	22	38	41	36	36
5	29	33	40	35	39

Find the assignment of salesmen to districts that will result in maximum sales.

Q8) A fleet owner finds from his past experience records that the cost of the machine is Rs.8000/- and the running cost are given below. At what age the replacement is due:-

Year	1	2	3	4	5	6	7	8
Maintenance cost	1000	1200	1400	1800	2300	2800	3400	4000
Resale Value	3000	1500	750	375	200	200	200	200

SECTION - C
(Compulsory)

Note: Answer to this question should not exceed six pages. (1 × 14 = 14)

Q9) A small projects time estimates are listed in the table.

Activity	Estimated Time Duration (Weeks)		
	Optimistic	Most Likely	Pessimistic
1 - 2	1	1	5
1 - 3	1	4	7
1 - 4	2	2	8
2 - 5	1	1	2
2 - 6	2	2	4
3 - 5	2	5	10
4 - 6	2	5	8
5 - 6	3	6	14

- a) Draw the network diagram of the activities in the project.
- b) Find the expected duration and variance of the activities.
- c) Find the expected duration of the project length.
- d) What is the probability that the project will be completed :
 - i) at least 4 weeks earlier than expected time?
 - ii) not more than 4 weeks later than expected time.

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Total No. of Printed Pages : 2

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MBAS 455

Sl.No. :

0367

II Semester M.B.A. Degree Examination, May 2018

BUSINESS ADMINISTRATION

Production and Operations Management

Time : 3 Hours

Max. Marks : 70

SECTION - A
(Compulsory)

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

Q1) Discuss in detail the role of primary and secondary factors influencing selection of facility location.

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)

Q2) What are the different types of production systems? Explain with suitable examples.

Q3) Explain the importance of production planning and control.

Q4) Explain the steps in new product development.

Q5) What are the characteristics of a good plant layout?

Q6) Explain the factors affecting capacity planning.

Q7) What is JIT? Explain the pre-requisites for its implementation.

Q8) What are the aims and objectives of quality control techniques?

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P.T.O.

Q9) Potential locations A,B, and C have the cost structures as shown below for producing a product expected to sell for Rs.3250 per unit. Find the most economical location for an expected volume of 2750 units per year.

Site	Fixed Cost/year (Rs.)	Variable cost/(Rs.)
A	65,00,000	1,200
B	75,00,000	560
C	55,00,000	4,250

SECTION-C
(Compulsory)

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

Q10) Consider the following 2 machines and 5 jobs flow shop scheduling problem. Using Johnson's algorithm, obtain the optimal sequence which will minimize the make-span.

Job	Time in hours	
	Machine 1	Machine 2
1	7	8
2	1	4
3	15	12
4	8	5
5	11	6

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MBAS 457

Sl.No. : 0150

II Semester M.B.A. Degree Examination, May 2018

BUSINESS ADMINISTRATION

Supply Chain Management

Time : 3 Hours

Max. Marks : 70

SECTION - A
(Compulsory)

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

Q1) Compare domestic SCM with Global SCM. Highlight the strategies available for Global SCM.

SECTION - B

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

Q2) Explain essential features and benefits of SCM.

Q3) Examine the bull whip effects in logistics.

Q4) Explain value additions in SCM and concepts of demand chain Management.

Q5) Discuss the role of E-Commerce in Supply Chain Management.

Q6) Explain supply chain bench marking concept and process.

Q7) How to build strategic partnership co-ordination and trust within SCM? Elaborate.

Q8) Discuss how to design the information system for logistic and SCM.

Q9) Explain the concept of ERP.

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P.T.O.

SECTION-C**(Compulsory)**

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

Q10) Two Brothers Automobiles Ltd. (TBAL) is a Bangalore-based well-established medium-sized company engaged in the manufacturing and distribution of automotive V-belts and break-linings used in the automobiles.

Presently, the company has experienced some very challenging environment not only due to the prevailing competition in the auto component industry but also due to liberalization of the Indian economy, which cleared the way for the entry of global players with world class technology and managerial acumen.

At present, the company is managing its marketing and distribution functions from its Bangalore head office. It has two major customers, as an original equipment manufacturer (OEM) contributes nearly 60 per cent of the business and the remaining orders come from the national replacement market through a network of wholesalers and retailers. The OEMs are located at Mumbai and Gurgaon, respectively.

Due to cut throat competition in the automobile industry, OEMs have become more cost sensitive and implement Just-in-time (JIT) inventory management to reduce their inventory cost. That is why, they are putting pressure on locating warehouses near to the OEM plants in order to reduce their own replenishment cycle time from 15 to 20 days to 3 to 5 days. Management have been concerned as to how this would affect the company's inventory levels and logistics operations. In fact, the increased inventory necessary to provide local warehousing for two of its large OEM customers would be almost Rs.20 lakh, apart from infrastructural cost.

The objective of the company was to double its turnover to Rs.500 crore by increasing its OEM base (as a large number of automobile manufacturers have been situated near Delhi as well as Mumbai) as well as being more aggressive in replacement market. To achieve the above objective and become the market leader, the management emphasizes on using customer service as a means of core competency.

A project has been initiated to determine the feasibility of the regional network of the distribution centres at Pune and Delhi as the former is an emerging automobile hub which is linked with Mumbai by expressway, whereas Delhi is the largest replacement market in India. The project focused on studying the firm's current customer service capabilities and the recommended logistics strategies it should pursue in the future. Management identified the following key issues:

- a) What are the logistics systems currently being used by the competitors and are they static or dynamic?
- b) How can a competitive advantage be achieved in the long-run by improved customer service?
- c) How can Just-in-Time programme be responded?
- d) What should be the warehousing strategy with regard to their number and location?
- e) How can logistical productivity be improved?
- f) What are the required methods of performance measurement and how can they be adopted?
- g) How can logistics best interface with their functional areas of the organization?

To answer these questions, a SWOT analysis was conducted to altert the management with its firm's current performance, customer expectations regarding service capabilities such as consistent and reliable replenishment cycle time, speedier order processing, availability of goods with the corresponding ability to meet unforeseen requirements in a cost - efficient manner without any defective delivery along with point-to-point information which will be achieved by improving logistical productivity and state of art technology.

Questions:

- 1) What are problems presently faced by TBAL?
- 2) Suggest a logistical customer service strategy.
- 3) What changes would you recommend for the implementation of the new strategy?
- 4) What type of new technology is required for the improvement of productivity and customer service capability?

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