MBAH 451

Second Semester M.B.A. Degree Examination, May/June 2017
BUSINESS ADMINISTRATION
Human Resource Management

Time : 3 Hours   Max. Marks : 70

SECTION – A   (1×15= 15)

(Compulsory)

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

1. Discuss the process involved in selection. How does it differ from recruitment ?
   Briefly explain the methods of selection.

SECTION – B   (5×8= 40)

Note : Answer **any five. Each** question carries **eight** marks. Answer to the question
should **not** exceed **five** pages.

2. Bring out the importance of human resource planning.

3. Explain about various types of incentive schemes.

4. Briefly explain the importance of training.

5. Explain the techniques of job analysis.

6. Outline the steps in developing effective incentive plans.

7. What are the different methods of training used in Indian Organisations ?

8. Discuss occupation health and safety in India.

9. Explain the role of collective bargaining in maintaining employee relations.

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(Compulsory)

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

10. The bank is a multinational bank. Some years ago, the women staff charged that they are not given a chance of promotion as a bank officer. So the bank developed a training program to prepare themselves for the executive posts. Women with five years experience with or without a degree or senior grade clerical staff with 12 years experience was eligible to apply. They also offered Rs. 3,500 as incentive, to anybody who successfully completes the program. The program consisted of management subjects and on the job training. Most of the women worked hard to come up I and succeeded too.

When the second group of trainees came out, the head office was shifted to America, with the understanding that most of the executive positions be filled by Americans. As a result of the program, a surplus of qualified women are available through out the bank. If the 65 started, 25 finished and they felt that they worked hard, so that they would get promotion. Most of them are in the age group 25 to 45, had been clerical employees, but want their promotion not far away from their family.

Question :

Develop an action plan for handling the trained and qualified staff.

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MBAH 452

Second Semester M.B.A. Degree Examination, May/June 2017
BUSINESS ADMINISTRATION
Marketing Management

Time : 3 Hours

Max. Marks : 70

Instruction : *Answer questions in **all** Sections.*

SECTION – A
(Compulsory)

(1×15=15)

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

1. Discuss the major environmental factors which are affecting the marketing of FMCG's in Indian market.

SECTION – B

(5×8=40)

Answer **any five** of the following questions, **each** question carries **eight** marks. Answer to **each** question should **not** exceed **six** pages.

2. List out the scope of modern marketing practices.

3. Analyse the advantages of Niche markets over market segments with a suitable example.

4. Explain the different roles involved in family buying decisions.

5. Explain the Marketing Mix strategy of a company during growth stage of the PLC.

6. What is customer based pricing method ? Explain their contextual relevance.

7. What kind of logistic functions are performed in the distribution management ?

8. How the promotion mix of companies varies from durable to non-durable products ?

9. Explain the methods of market testing for new products in consumer market.

SECTION – C

(1×15=15)

(Compulsory)

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

10. Read the case and answer the following questions :

India's Refrigerator market estimated at Rs. 2,750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market. Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems is exchange for old "bring your old refrigerator and take a new one with many gifts".

A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customisation of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%. The market shares of the major players are as follows :

- Godrej   30 %
- Videocon   13%
- Kelvinator   12%
- Allwyn   10%
- Voltas   5%
- Whirlpool   27%
- Daewoo   1%
- LG   1%
- Others   1%

Questions :

1) Could the refrigerator market be segmented on geographical base planned by Electrolux ?

2) What would be the marketing mix for rural market ?

3) Would 125 L and 150 L models be an ideal choice to launch in rural market ?

MBAH 453

Second Semester M.B.A. Degree Examination, May/June 2017
BUSINESS ADMINISTRATION
Indian Business Environment

Time : 3 Hours   Max. Marks : 70

SECTION – A
(Compulsory)

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

1. Discuss the implications of economic environmental factors to the business organisation with special reference to the recent move-demonetization.

SECTION – B

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

2. Explain the advantages and disadvantages of technological environment of business.

3. Explain the role of legislature in effective functioning of business.

4. Explain the importance and limitations of Environmental Analysis.

5. Bring out the pros and cons of periodical changes and government interventions to business policies. Illustrate with suitable examples.

6. Explain the external environmental factors of business in strategic decision making.

7. How does the social structure and demographic factors influences the business functions ?

8. Bring out the impact of culture on global business.

9. Bring out the significance of NITI and its recommendations to the growth of Indian economy.

SECTION – C
(Compulsory)

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

10. How FDI does benefit the business and economy as a whole ? Discuss with reference to the recent policy frameworks with respect to FDI.

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Reg. No.

Second Semester M.B.A. Degree Examination, May/June 2017
BUSINESS ADMINISTRATION
(Choice Based Credit System)
Operations Research

Time : 3 Hours

Max. Marks : 70

SECTION – A

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

1. Define OR model and give four examples. State their properties, advantage and limitations.

2. Describe the kind of problems for which Monte Carlo will be an appropriate method of solution.

3. Explain the linear programming problem giving two examples.

SECTION – B

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

4. The following is the cost matrix of assigning 4 clerks to key punching jobs. Find the optimal assignment if clerk 1 cannot be assigned to job 1.

Clerk	Job			
	1	2	3	4
1	–	5	2	0
2	4	7	5	6
3	5	8	4	3
4	3	6	6	2

P.T.O.

5. Solve the following L.P. problem:

Minimize $Z = 5x_1 + 3x_2$

s.t. $2x_1 + 4x_2 \leq 12$

$2x_1 + 2x_2 = 6$

and $5x_1 + 2x_2 \geq 10$, $x_1, x_2 \geq 0$

6. A cashier at a bank takens an average of 3 minutes to serve a person, the service time being exponentially distributed. Customers arrive at his counter in Poisson fashion, the average arrival rate being on customer every 4 minutes. Find

a) the probability that there are more than two customers in the queue.

b) the probability that there is atleast a one customer in the queue.

c) the probability that there is no one in the customer, and the average time a customer spends in the bank.

7. A company has 3 factories A, B, C which supply to 5 warehouse its small car fans. The production capacity of factories and the demand of customers – Assumed constant and distribution cost are given in the following table. The objective is to supply the wholesaler with their demand is a cheapest way, use VAM for optimal solution.

Wholeseller		A	B	C	D	E	Available units
Factories	a	5	7	10	5	3	5
	b	8	6	9	12	4	10
	c	10	9	8	10	15	10
Requirement		3	3	10	5	4	25

8. In a game of matching coins with two players, suppose a wins one unit of value when there are two head, wins nothing when there are two tails and losses ½ unit of value when there is one head and one tail. Determine the payoff matrix, the best strategies for each player and the value of game to A.
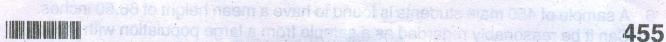
SECTION – C

(Compulsory)   (1×14=14)

9. The following table gives the activities in a construction project and also gives other relevant information :

Activity	Normal time (days)	Manpower required per day
1 – 2	10	2
1 – 3	11	3
2 – 4	13	4
2 – 6	14	3
3 – 4	10	1
4 – 5	7	3
4 – 6	17	3
5 – 7	13	5
6 – 7	9	8
7 – 8	1	11

a) Draw the network and find out total float of each activity.

b) The contractor stipulates that during the first 26 days only 4 to 5 men and during remaining days 8 to 11 men only can be made available. Rearrange the activities suitably for leveling the manpower resources, satisfying the above condition.

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Second Semester M.B.A. Degree Examination, May/June 2017
BUSINESS ADMINISTRATION
Business Research Methods
(Repeaters)

Time : 3 Hours　　　　　　　　　　　　　　　　　　　Max. Marks : 70

SECTION – A

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

1. Describe different types of probability sampling designs.

2. Elucidate the problem identification process.

3. Explain the different steps in writing a research report.

SECTION – B

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

4. Upone collecting a sample of 250 from a population with known standard deviation of 13.7, the mean is found to be 112.4.

　　a) Find an interval estimate with a confidence level of 95 percent for the mean.

　　b) Find an interval estimate with a confidence level of 99 percent for the mean.

5. The following table gives the details of conditions of home and condition of child.

Condition of child	Conditions of home		Total
	Clean	Dirty	
Clean	70	50	120
Fairly Clean	80	20	100
Dirty	35	45	80
Total	185	115	300

6. A sample of 450 male students is found to have a mean height of 66.50 inches. Can it be reasonably regarded as a sample from a large population with mean height of 67.00 inches and standard deviation of 1.30 inches ? Test at 5 percent level of significance. Use the proper procedure to test the hypothesis.

7. In the past the average completion time of a project was 44 days and the standard deviation was 12 days.

   a) Find the probability that the project will take between 33 and 42 days to complete the project ?

   b) What is the probability of finishing the project i less than 30 days ?

   c) What is the probability of finishing the project in less than 25 days or more than 60 days ?

8. In a competitive examination 30 candidates are to be selected in all 600 candidates appear in written test and 100 will be called for interview. What is the probability that a person will be called for interview ? Determine the probability of a person getting selected, if he has been called for interview ?

SECTION – C   (1×14=14)

(Compulsory)

9. The following table gives the number of units of production per day turned out by four different types of machines by four employees.

Employees	Machine			
	M_1	M_2	M_3	M_4
E_1	40	36	45	30
E_2	38	42	50	41
E_3	36	30	48	35
E_4	46	47	52	44

   a) Test whether the mean productivity is same for the different machine types.

   b) Test whether the four employees differ with respect to mean productivity. Use five percent level of significance to test the results.

Second Semester M.B.A. Degree Examination, May/June 2017
BUSINESS ADMINISTRATION
Production and Operations Management

Time : 3 Hours   Max. Marks : 70

SECTION – A   (1×15=15)
(Compulsory)

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

1. Explain the concept of Total Quality Management and the chief requirements for the successful working of total quality management programme in a business firm.

SECTION – B   (5×8=40)

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

2. Explain the importance of production planning and control.

3. Enumerate the importance of location decisions.

4. Explain the objectives of Ideal Plant Layout.

5. What is TQM ? Briefly explain the steps necessary to implement TQM.

6. Explain the benefits of JIT and what are its prerequisites for its successful implantation.

7. Consider the following assembly network relationship of a product. The number of shifts per day is three and the number of working hours per shift is 8. The company aims to produce 60 units of the product per day. Group the activities into work stations and compute Balancing Efficiency.

Operation No.	Immediate Preceding tasks	Duration (Min)
1	–	8
2	1	12
3	1	15
4	2	10
5	2	14
6	2	9
7	3	11
8	3	16
9	3	20
10	4, 5	8
11	6, 7	13
12	7, 8, 9	17
13	10, 11	6
14	11, 12	5
15	13, 14	12

8. Explain the importance and uses of computers in production management.

9. Discuss the nature and importance of inventory for a manufacturing organization.

SECTION – C (1×15=15)
(Compulsory)

Note : Answer to the questions should **not** exceed **six** pages.

10. Find out the optimal schedule for the flow shop problem and determine the corresponding makespan.

Jobs	Machine		
	M1	M2	M3
J1	10	15	23
J2	8	10	7
J3	12	7	10
J4	15	20	6

Reg. No.

Second Semester M.B.A. Degree Examination, May/June 2017
(Choice Based Credit System)
BUSINESS ADMINISTRATION
Supply Chain Management

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

(1×15=15)

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

1. How can you explain SCM based on the cycle view and pull push concept ?
   What are the SCM process ?

SECTION – B

(5×8=40)

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

2. Explain the role of E-COMMERCE in SCM.

3. How is supply and demand managed in the service industry ? Explain, giving
   suitable example.

4. What is Bullwhip effect and how does it relate to lack of coordination in the
   supply chain ?

5. Logistics information will become more and more important for supporting
   enterprise decision making". Do you agree ? Furnish reason for your position in
   the matter.

6. How does RFID technology facilitate information collection and exchange
   throughout the supply chain ? Explain.

P.T.O.

through our e-auction portal". The scrap-trading major aims to create a B2B portal which will deal with commodities which have a reasonable number of suppliers (10 or so in numbers) and a fair number of buyers (3,000 approximately) thus helping build a virtual market for such commodities. Since the discussion is about B2B portal, it is obvious that these commodities will be the industrial raw materials and intermediate products.

The process of e-auction is transparent, paper-less, hassle-free and economic and helps instill a lot of confidence among the customers. The organisation has already started e-banking for auction of coal and the entire transaction takes place online. This not only saves time but also reduces the chances of personal interface between the buyer and the seller that leads to greater transparency in deal making.

It has been past four years since the group has moved into e-commerce and the e-auction processes and e-procurement services. "E-commerce process can however pick up when the infrastructure is robust and net banking becomes popular. Success of an e-commerce operation is dependent on the seamless flow of information, which is being hampered by low internet bandwidth, slowing the process of bidding as it takes a long time to log on to the system. In an attempt to strengthen our e-commerce activities, we have plans to form two joint ventures – one with a mining group in the area of mining and another one in the area of warehousing and logistics. A Detailed Project Report (DPR) is being prepared, and we hope to embark on it by the year of 2007 – 2008" avers Malay Sengupta. The organisation has enjoyed a 3,000 percent profit over the last nine years and the organisation has been doubling its profit every year from 2002 to 2005. "There will be a merging of our two portfolios which includes e-commerce and trading in the next five years", quips Sengupta.

E-commerce has emerged as the key driver for the Indian economy and the scrap trading group is helping fuel the industrial growth.

(Source Page – 12 of Industry Spectrum of Business World dated 06.08.2007)

Questions :
1) Discuss the advantages of recycling of scrap metals.
2) What is E-auction portal ? Explain how it helps in sale of scrap materials.
3) Discuss what steps you propose for E-auction of an industrial products.

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