

Second Semester M.B.A. Degree Open Book Examinations-Sep/Oct-2020
(New Scheme)
MANAGEMENT
COURSE 7: INFORMATION TECHNOLOGY FOR MANAGERS

Time:

Max.Marks:80

SECTION – A

- 1. Answer any Five Sub-Questions. Each Sub-Question carries Three marks. [5X3=15]**
- What is Information System?
 - Define E-Governance
 - Differentiate between LAN and WAN
 - What is load testing?
 - What is data base planning?
 - Define prototyping
 - Define data warehousing

SECTION – B

- Answer any Four questions. Each Question carries Five marks. [4X5=20]**
- Explain the features of computers
 - Discuss the characteristics of information system
 - Examine the ethical issues for IT managers
 - Give an account on human resource information system
 - Explain the importance of supply chain management
 - Discuss the concept of business process re-engineering

SECTION – C

- Answer any Three questions. Each Question carries Ten marks. [3X10=30]**
- Examine the significance of information system in an enterprise
 - Identify the need for data and information at various levels of management
 - Discuss the applications of expert system and artificial intelligence
 - What is cyber-crime? Discuss its nature and types.
 - How information technology helps to promote CRM? Explain

SECTION – D

13. Case (Compulsory)

[1X15=15]

The encashment procedure in a bank can be taken as a basic example of decision tables. The bank decides on to encash the check or not to encash it. For this decision, the bank has to check

- If the amount in the check is within the credit limits
- If the check covers the term of good payment practice and
- If the check fulfills the promise of payment.

The bank encashes the check if the amount in the check is within the credit limits or the check covers the terms of good payment practice or the check fulfills the promise of payment. It is not possible to encash the check if the amount in the check is not within the credits limits and the check does not cover the terms of good payment practice and the check does not fulfill the promise of payment.

Question:

1. Prepare a decision table for the following above data.

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MANAGEMENT
COURSE 8: LEGAL ASPECTS OF BUSINESS

Time:

Max.Marks:80

SECTION – A

1. Answer any Five Sub-Questions. Each Sub-Question carries Three marks. [5X3=15]

- a) Define Consideration
- b) Classify the types of negotiable instruments
- c) What is memorandum of association?
- d) What is dissolution of company?
- e) Define Intellectual property law
- f) State any three significance of IT Act, 2000
- g) What is electronic governance?

SECTION – B

Answer any Four questions. Each Question carries Five marks. [4X5=20]

2. What are the essentials of valid contract?
3. What is transfer of ownership and rights of unpaid seller?
4. What are the features of companies Act 2013?
5. Write a note on consumer disputes redress under consumer protection Act
6. Explain the concept of authentication of electronic records using digital signature
7. “All agreements are not contract, but all contracts are agreements”. Comment.

SECTION – C

Answer any Three questions. Each Question carries Ten marks. [3X10=30]

8. Define the contract. Explain its nature and scope of the Indian Contract Act
9. What is a sale of goods Act? Distinguish between sales and agreement to sell.
10. Elaborate the stages of incorporation and commencement of business under the companies Act 2013
11. What are the unfair and restrictive trade practices under the consumer protection Act?
12. Explain the duties of “certifying authority” under the It Act 2000.

SECTION – D

13. Case (Compulsory)

[1X15=15]

Mr. Amit sees a book displayed in a shelf of a book shop with the price tag of Rs. 1000/-. Amit tenders Rs. 1000/- on the counter as asked for the book, the book seller refused to sale the book saying that the book has already being sold to someone and he does not have another copy of the book in the stock.

Question:

1. Is the book seller bound to sell the book to Amit?

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MANAGEMENT
COURSE 9: CORPORATE FINANCE

Time:

Max.Marks:80

SECTION – A

- 1. Answer any Five Sub-Questions. Each Sub-Question carries Three marks. [5X3=15]**
- a) What is discounting rate?
 - b) Mention any three objectives of financial management.
 - c) What is time value of money?
 - d) What is wealth maximization?
 - e) What is depreciation tax shield?
 - f) What are permanent and temporary working capitals?
 - g) What is capital budgeting?

SECTION – B

Answer any Four questions. Each Question carries Five marks. [4X5=20]

2. Explain the emerging role of financial managers in India.
3. What is stable dividend policy? Explain.
4. In what ways the wealth maximization objective is superior to profit maximization?
5. You are given the following information relating xyz Ltd. For the years of recent performance of an asset.
Initial cash outlay Rs. 1,00,000
Life of the asset 5 years
Estimated annual cash flow Rs. 25,000
Calculate (i) Payback period (ii) IRR
6. What are assumptions of MM theory of capital structure?
7. Briefly explain different forms of dividends.

SECTION – C

Answer any Three questions. Each Question carries Ten marks.

[3X10=30]

8. From the following capital structure of a company calculate the overall cost of capital using (i) Book value weights and (ii) Market value weight

Source	Book value	Market value
Equity share capital (Rs.10 /share)	Rs.90,000	Rs.1,80,000
Retained earnings	30,000	Nil
Preference share capital	20,000	20,000
Debenture	60,000	60,000

After tax cost of different source of finance is as follows: Equity share capital 14%, retained earnings 13%, preference share capital 10% and debentures 5%.

9. As a financial manager of ABC Ltd, you have to advise the board of directors on selecting between two competing project proposal, which require an equal investment of Rs.2,00,000 and expected to generate cash flows as under:

Year	PV factor at10%	Project-I	Project-II
1	0.909	Rs. 58,000	Rs. 30,000
2	0.826	42,000	34,000
3	0.751	30,000	46,000
4	0.683	Nil	58,000
5	0.621	34,000	26,000
6	0.564	22,000	18,000

Which project proposal should be recommended and why? Assume the cost of capital to be 10% p.a. Evaluate the projects by NPV method.

SECTION – D

13. Case (Compulsory)

[1X15=15]

ABB has two project proposals. They requested you to advise on which project they are supposed to select. The details of the projects are as follows:

The initial cash outlay required for both the projects is Rs. 10,00,000.

The expected cash flows for their life span of 6 years is as follows:

Year	PV factor at 8%	Project –A	Project-B
1	0.926	Rs. 5,00,000	Rs. 3,00,000
2	0.857	2,00,000	2,00,000
3	0.794	3,00,000	4,00,000
4	0.735	3,00,000	3,00,000
5	0.681	2,00,000	2,00,000
6	0.630	2,00,000	4,00,000

Based on the (1) Payback period method (2) NPV method and (3) IRR method, you are required to advise ABB ltd.

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COURSE 10: MARKETING MANAGEMENT

Time:

Max.Marks:80

SECTION – A

1. Answer any Five Sub-Questions. Each Sub-Question carries Three marks. [5X3=15]

- a) Define Marketing.
- b) What is Market Segmentation?
- c) Define the Concept of Product
- d) What is pricing?
- e) Give the meaning of Retailing
- f) Distinguish between advertising and Publicity
- g) Define Branding

SECTION – B

Answer any Four questions. Each Question carries Five marks. [4X5=20]

2. What are the role and responsibilities of a marketing manager?
3. Explain the consumer buying behavior process
4. What are the objectives of pricing?
5. Explain the essential elements of marketing mix
6. Write a note on CRM
7. Distinguish between marketing and selling

SECTION – C

Answer any Three questions. Each Question carries Ten marks. [3X10=30]

8. Explain the nature and scope of marketing management
9. What is marketing environment? Discuss the internal and external factors affecting marketing decision
10. Elaborate the stages and strategies of product life cycle
11. Examine the various functions of channels of distribution
12. “Product diversification is an important strategy of marketing business”. Critically evaluate?

SECTION – D

13. Case (Compulsory)

[1X15=15]

India's Refrigerator market estimated at Rs. 2750 Cr is catered to by mainly 10 brands. The annual capacity is estimated at around 4.15 million units and is running ahead of demand of 1.5 million. 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 behavior of the customer. Earlier, it was cash and carry system. Now dealers play an important role in selling, now the system is exchange for old, "bring your old refrigerator and take a new one, that too along with many gifts". A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researches have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux's strategy is customization 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 as follows:

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

Question:

1. Could the refrigerator market be segmented on geographical basis as planned by Electrolux?
2. What should be the marketing mix for rural markets?

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MANAGEMENT
COURSE 11: PEOPLE MANAGEMENT

Time:

Max.Marks:80

SECTION – A

- 1. Answer any Five Sub-Questions. Each Sub-Question carries Three marks. [5X3=15]**
- Define the term stress.
 - What is employee retention?
 - Define employee discipline
 - What are the career opportunities in people management?
 - State the importance of job evaluation
 - What is career progression?
 - What is succession planning?

SECTION – B

- Answer any Four questions. Each Question carries Five marks. [4X5=20]**
- What is job description? Describe its features.
 - Outline the steps involved in human resource planning process.
 - Explain in brief the various selection techniques in general.
 - Briefly outline the steps involved in conducting a training programme in a systematic way.
 - Explain the process of career development clearly.
 - Write a note on HRD v/s personnel function

SECTION – C

- Answer any Three questions. Each Question carries Ten marks. [3X10=30]**
- Evaluate the significance of performance appraisal in an educational institution. How would you make it more effective?
 - What do you mean by 'fringe benefits'? Explain the need for fringe benefits.
 - What is collective bargaining? Why is it considered as the best way of determining employer-employee relations?
 - Describe briefly the various steps that are involved in hiring human resources in an organization.
 - Distinguish between induction and training. Explain the importance of on-the-job training.

SECTION – D

13. Case (Compulsory)

[1X15=15]

Lekhan Divith has been employed for six months in the accounts section of a large manufacturing company in Faridabad. You have been his supervisor for the past three months. Recently you have been asked by the management to find out the contributions of each employee in the Accounts Section and monitor carefully whether they are meeting the standards set by you.

A few days back you have completed your formal investigation and with the expectation of Lekhan, all seem to be meeting the targets set by you. Along with the numerous errors, Lekhan's work is characterized by low performance often he does 20 per cent less than other clerks in the department.

As you look into Lekhan's performance review sheets again, you begin to wonder whether some sort of remedial training is needed for people like them.

Questions:

- 1) As Lekhan's supervisor, can you find out whether the poor performance is due to poor training or to some other cause?
- 2) If you find that Lekhan has been trained in adequately, how do you go about introducing a remedial training programme?
- 3) If he has been with the company for six months, what kind of remedial programme would be best?
- 4) Should you supervise him more closely? Can you do this without making it obvious to him and his co-workers?
- 5) Should you discuss the situation with Lekhan?

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MANAGEMENT
COURSE 12: MANAGERIAL COMMUNICATION AND RESEARCH METHODS

Time:

Max.Marks:80

SECTION – A

1. Answer any Five Sub-Questions. Each Sub-Question carries Three marks. [5X3=15]

- a) What is non-verbal communication?
- b) Define research
- c) Bring out the importance of “Pilot Study”
- d) What is factor analysis?
- e) Define Sampling
- f) Write a note on review of literature
- g) What is technical writing?

SECTION – B

Answer any Four questions. Each Question carries Five marks. [4X5=20]

2. Differentiate between Exploratory research and Descriptive research
3. Design a questionnaire to collect the primary data of consumer behavior towards smart phones
4. Explain the process of research design
5. Write a short note on ‘ Advanced statistical techniques’
6. Do you agree that modern method of communication has brought paradigm shift into today’s business?
7. Explain the steps in drafting a report.

SECTION – C

Answer any Three questions. Each Question carries Ten marks. [3X10=30]

8. Describe communication process with a neat flow diagram with an example
9. You have purchased a fully automatic brand ‘X’ washing machine, but before the warranty period. The panel board of the washing machine is not working after a month of purchase. Write a complaint letter to the company seeking replacement
10. What are the different methods of data collection? Explain with appropriate example

11. Outline the purpose of a report? Briefly explain different types of report
12. Write a short note on
 - a. Testing of hypothesis
 - b. Application of research

SECTION – D

13. Case (Compulsory)

[1X15=15]

It was almost 2 years after Zap Car was introduced in 2018. Zap Car had received unprecedented Global media coverage when it was launched. It was regarded as similar to “Mercedes Smart”, in terms of space utilization and design. The manufacturers of Zap- BRM motors were very much disappointed with diminishing demand and declining deliveries. The company turned to Marketing Research to identify the problem and develop a programme to increase the sale. Initially, the Research team interacted with Mr. Sen, the editor of Auto India. According to him the real problem is a “Marketing failure” the manufacturers did not advertise or even set up efficient distribution channels. The other problems identified were:

- a. The marketing team which was initially held responsible was no longer involved. The new team, with diverse background, took time to understand.
- b. The team ended up selling 75% cars in 5 major cities of India.
- c. The right customer segment was not tapped. The first-time car buyers from small towns were not aware of the exciting features of the car.

The research team also wanted more insights about the expectation of internal sales representatives and to identify the target customer segment.

Questions:

1. What are the reasons for the disappointment of Zap Car manufacturers? What did the company do to identify the problem?
2. Which research design is suitable to answer the information expected by the research team? Discuss.
3. What kind of sampling design (population, sampling frame, sampling techniques and sample size), would you suggest to identify the target customer segment? Why?