

FACULTY OF MANAGEMENT**M.B.A. III – Semester (CBCS) Examination, May / June 2018****Subject : Operations Management****Paper – MB-301****Time : 3 hours****Max. Marks : 80****PART – A (5 x 4 = 20 Marks)**
(Short Answer Type)

- 1 Types of Manufacturing processes
- 2 Aggregate planning
- 3 Work study
- 4 Value analysis
- 5 Need for materials management

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Describe and compare the phases in product life cycle and process life cycle.
OR
b) Write about job, batch and mass production systems.
- 7 a) Explain the factors influencing product and process layout.
OR
b) Five elements of a job are subjected to five cycles. The time recorded in minutes is given below.

Element	Cycles				
	C ₁	C ₂	C ₃	C ₄	C ₅
A	33	26	30	27	35
B	36	30	28	27	32
C	44	25	32	30	38
D	39	28	24	25	36
E	32	31	29	23	42

You are required to find the normal time and standard time of the job considering 15% of it as allowance.

- 8 a) Describe the procedure of master production scheduling.
OR
b) Explain about development of aggregate plans for service organizations.
- 9 a) What are the various techniques used for rating a vendor?
OR
b) Describe the process of materials requirement planning.

- 2 -

- 10 a) The annual requirement of a material is 72000 units. The cost of placing an order is Rs.456 and the carrying cost per unit per annum is Rs.3.45. You are required to find the EOQ and number of orders to be place in a year. Further for a 11% increase or decrease in carrying cost what would be the EOQ and number of orders in a year.

OR

- b) Categorise the following materials into A, B and C and give a graphical presentation of the same.

Items	Units	Unit Price (Rs.)
A	9870	23
B	245	45
C	18900	22
D	27400	8
E	9000	46
F	3200	32
G	15400	9
H	650	200
I	9000	111

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, May / June 2018

Subject : E-Business

Paper – MB-302

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 C2C model
- 2 Web marketing
- 3 M-Commerce
- 4 5G system
- 5 Mobile Communication standards

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) What is meant by e-business? Explain its role in global economy.
OR
b) Explain the concept of Internet, Intranet and Extranet.
- 7 a) Write about legal issues in e-business.
OR
b) Discuss about communication process in e-marketing.
- 8 a) Give an overview on business models of M-commerce.
OR
b) Discuss the trends in mobile commerce applications.
- 9 a) Enumerate the role of mobile service providers in the growth of M-commerce.
OR
b) Briefly explain about 3G and 4G systems.
- 10 a) Write a note on privacy and security issues related to M-commerce.
OR
b) State the features of mobile payment systems.

FACULTY OF MANAGEMENT**M.B.A. III – Semester (CBCS) Examination, May / June 2018****Subject : Operations Research****Paper – MB-303****Time : 3 hours****Max. Marks : 80****PART – A (5 x 4 = 20 Marks)**
(Short Answer Type)

- 1 Dynamic programming
- 2 Simplex method
- 3 Hungarian method
- 4 Critical path method
- 5 Queuing theory

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Define Operation Research. Explain managerial applications and limitation of OR.

OR

- b) Define linear programming. Explain its applications.

- 7 a) What is degeneracy in LPP and how it is resolved.

OR

- b) Solve the following LP problem by simplex method.

$$\begin{aligned} \text{Maximize } Z &= 10x_1 + 15x_2 + 20x_3 \\ \text{Subject to } &2x_1 + 4x_2 + 6x_3 \leq 24 \\ &3x_1 + 9x_2 + 6x_3 \leq 30 \\ &x_1, x_2 \text{ and } x_3 \geq 0 \end{aligned}$$

- 8 a) Explain various method for solving the Transportation problem.

OR

- b) Solve the following assignment problem using Hungarian method :

Job→	I	II	III	IV	V
Person↓					
1	11	17	8	16	20
2	9	7	12	6	15
3	13	16	15	12	16
4	21	24	17	28	26
5	14	10	12	11	15

- 2 -

- 9 a) What are the basic steps in PERT/CPM techniques? Explain the applications of PERT/CPM techniques.

OR

- b) The time cost estimates for the various activities of a project are given below :

Activity	Preceding activity	Time (in weeks)		Cost (in rupees)	
		Normal	Crash	Normal	Crash
A	---	8	6	8000	10000
B	---	7	5	6000	8400
C	A	5	4	7000	8500
D	B	4	3	3000	3800
E	A	3	2	2000	2600
F	D, E	5	3	5000	6600
G	C	4	3	6000	7000

Find the optimum duration and minimum cost of the project.

- 10 a) Explain the process of simulation. What are its advantages and limitations?

OR

- b) A super market has two girls ringing up sales at the counters. If the service time for each customer is exponential with mean 4 minutes, and if people arrive in a poisson fashion at the rate of 10 an hour. Then calculate
- Probability of having to wait for service
 - Expected percentage of idle time for each girl
 - If a customer has to wait, what is the expected length of his waiting time.

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, May / June 2018

Subject : Financial Risk Management

Paper – MB-304-1

Discipline Specific Elective-II

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Product Market Risk
- 2 Risk avoidance
- 3 International Fisher Effect
- 4 Currency Swap
- 5 Types of Options

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Explain the nature and scope of risk management.
OR
b) Explain briefly the risk reporting process.
- 7 a) What is VaR? Explain how VaR helps in investment decisions. How is VaR different from CaR?
OR
b) Discuss the RBI guidelines in relation to ALM.
- 8 a) What do you mean by stock index futures? Explain how the speculators and arbitrageurs can profitably use stock index futures.
OR
b) A stock index is currently selling at 860. The continuously compounding risk free rate of return is 9% p.a. and the dividend yield on the index is 4 per annum. What should the futures price for a contract with 3 months to expiration be?
- 9 a) Define Swaps. Explain the types of swaps.
OR
b) Explain the role of interest rate swaps in hedging the risk of rising or falling interest rates.
- 10 a) What are options and what are the types of options?
OR
b) The standard deviation of the continuously compounded stock price changes for Rekha Ltd. is estimated to be 20 per cent per year. The stock of Rekha Ltd is currently selling at Rs.85 and the effective annual interest rate is 12.5 per cent. What is the value of a one year call option on the stock of Asha Ltd if the exercise price is Rs.90.

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, May / June 2018

Subject : Product and Brand Management (MKT)

**Paper – MB-304-2
Discipline Specific Elective-I**

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Brand equity
- 2 BCG
- 3 Product Maps
- 4 DESIGNR
- 5 PLANOPT model

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Write a detailed note on product line and product mix.
OR
b) Explain about brand positioning strategies.
- 7 a) Describe the phases in new product development.
OR
b) Discuss the G.E. model with suitable examples.
- 8 a) What are market maps? What are their uses?
OR
b) Discuss the steps involved in idea screening.
- 9 a) Describe the cost behaviour in long run and short run.
OR
b) Discuss the PREF maps with relevant examples.
- 10 a) Compare and contrast between PLANOPT and MARMIX model.
OR
b) Explain about organization for product management.

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M.B.A. III – Semester (CBCS) Examination, May / June 2018

Subject : Compensation Management (HR)

Paper – MB-304-3

Discipline Specific Elective-I

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Compensation Management
- 2 Merit pay
- 3 Market pay rates
- 4 Fringe compensation
- 5 Expatriate employees

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Write a note on 3-P compensation concept.
OR
b) Enumerate the recent trends in compensation management.
- 7 a) How to create and establish the pay plans? Explain.
OR
b) What is meant by incentive? Explain about various types of incentives.
- 8 a) How does an external market pay rates influence the internal job structure?
OR
b) Discuss about designing of pay structure for knowledge program.
- 9 a) Enumerate the factors influencing the planning of a benefit program.
OR
b) State the salient features of totally integrated employee benefit program.
- 10 a) Write a note on work schedules of contingent employees and flexible employees.
OR
b) Discuss about international compensation strategies.

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M.B.A. III – Semester (CBCS) Examination, May / June 2018

Subject : Decision Support Systems

Paper – MB-304-4

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Hardware
- 2 EIS
- 3 Expert Systems
- 4 Data Ware house
- 5 Data Mining

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) What is DSS? Explain the evolution of DSS.
OR
b) Explain the need and benefits of DSS.
- 7 a) Explain the development and implementation of DSS.
OR
b) Explain the types of models in DSS.
- 8 a) What are the problems of Group Decision Making? Explain.
OR
b) What are the components of EIS? Explain.
- 9 a) Distinguish between Artificial Intelligence Vs Natural Intelligence.
OR
b) Explain the structure and benefits of ES.
- 10 a) What is Data Ware house? Explain the characteristics of Data Ware House.
OR
b) What is Data Mining? Explain the techniques Data Mining.

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M.B.A. III – Semester (CBCS) Examination, May / June 2018

Subject : International Finance

Paper – MB-305-1

Discipline Specific Elective-II

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Euro Bonds
- 2 Forward Rate Agreement
- 3 Transaction Exposure
- 4 Foreign Direct Investment
- 5 Territorial Approach

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Explain the evolution of international financial system.
OR
b) Describe the types of international banking offices.
- 7 a) Explain the features and types of foreign exchange markets.
OR
b) Explain the contents of BOP and its trends in India.
- 8 a) What is hedging? Discuss the different ways of hedging.
OR
b) Explain the process of risk management through hedging.
- 9 a) Discuss the parity theories compare and contrast IFM Vs Domestic FM.
OR
b) Explain about FDI and theories of FDI.
- 10 a) Briefly explain various types of taxation in international finance.
OR
b) Explain the transfer pricing rules in India?

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M.B.A. III – Semester (CBCS) Examination, May / June 2018

Subject : Promotion and Distribution Management (MKT)

**Paper – MB-305-2
Discipline Specific Elective-II**

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Media Planning
- 2 Benefits of personal selling
- 3 Nature of Marketing Communication
- 4 Support Media
- 5 Market logistics

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Describe the Integrated Marketing Communication Planning process.
OR
b) Explain how do you prepare a budget for promotional programme.
- 7 a) Discuss about creative strategy development and its need.
OR
b) Write a note on implementation of marketing strategies.
- 8 a) Discuss about process of personal selling.
OR
b) Explain the need for motivating sales force.
- 9 a) Bring out the objectives of sales promotion.
OR
b) What is meant by direct marketing? State its merits and demerits.
- 10 a) Write about controlling of distribution costs.
OR
b) Explain the criteria involved in selecting a distribution channel.

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, May / June 2018

Subject : Organizationl Development (HR)

**Paper – MB-305-3
Discipline Specific Elective-II**

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Assumptions of OD
- 2 Concept of Teams
- 3 Program Management
- 4 T-Groups
- 5 Culture change

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Describe the evolution and growth of OD.
OR
b) Bring out the features of Organizational Development.
- 7 a) What is meant by action research? Describe it as an approach.
OR
b) Briefly explain the general model of planned change.
- 8 a) Discuss about evaluation of OD interventions.
OR
b) What is consultant client relationship? What are the issues involved in it?
- 9 a) State the merits and limitations of role analysis technique.
OR
b) Describe the process involved in forming T-groups.
- 10 a) Bring out the approaches of work design.
OR
b) State the features of organizational transformation.

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, May / June 2018

Subject : Business Analytics

Paper – MB-305-4

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Data Visualization
- 2 Mean, Median and Mode
- 3 Sampling techniques
- 4 Data Mining
- 5 Decision Analysis

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) What is Descriptive Statistics? Explain the importance of Descriptive Statistics.
OR
b) Explain the steps in Data Dashboards using SPSS.
- 7 a) Explain the Visualization techniques in Data Visualization.
OR
b) Explain the types of sampling.
- 8 a) What is trend line? Explain its Advantage and Disadvantages.
OR
b) What is Data Mining? Explain the approaches in Data Mining.
- 9 a) What is linear optimization? Explain its overview and importance.
OR
b) What is Decision Analysis? Explain its Risk and Uncertainty method.
- 10 a) Explain the advantages of R packages.
OR
b) Explain the steps in data manipulation in R.

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, May / June 2018

Subject : Innovation Management

Paper – MB (ID) 306

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Integration of R & D
- 2 Technology leverage
- 3 R & D Budget
- 4 Scientific Freedom
- 5 Importance of Innovation

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Explain the traditional view of R & D.
OR
b) What are the strategic pressures on R & D?
- 7 a) Explain the changing nature of R & D management.
OR
b) Explain the steps for acquisition of external technology.
- 8 a) Explain the steps in evaluating for R & D progress.
OR
b) Explain the link with product innovation process.
- 9 a) Briefly explain successful and unsuccessful innovation.
OR
b) Distinction between innovation and invention.
- 10 a) Explain the IT systems and their impact on innovation.
OR
b) Explain the organizational structures and their innovation.
