

MBCP 2001

M.B.A. DEGREE EXAMINATION,
MAY 2025.

Second Semester

Common Papers

FINANCIAL MANAGEMENT

(2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. What is financial management?
2. Explain the goals of financial management.
3. What is profitability index?
4. What is financial leverage?
5. What is Net Income Approach?
6. Explain Gordon's Model.

7. What is corporate dividend behaviour?
8. What is Operating Cycle?

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Briefly explain the various functions of financial management.
10. Financial management is essentially of a stewardship nature — Discuss.
11. Cash flow of X project are given below:

Year	Cash flow	PV factor at 10%
1	20,000	0.909
2	30,000	0.826
3	60,000	0.751
4	80,000	0.683
5	30,000	0.621

The salvage value at the end of 5th year is 40,000.
Calculate the Net Present Value.

12. Discuss in detail the theories of dividend?
13. Explain the factors influencing capital structure.

14. What is dividend policy? Discuss the various forms of dividend.
15. What is “Conservative Approach” to working capital financing? How it differ from hedging approach?
16. Analyze the methods of measurement of working capital.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case study: Compulsory

Calculate operating leverage for the Many Ltd. of software industry from the given information and explain the answer in comparison to the industry.

No. of units produced 50,000

Selling price per unit: Rs.50

Variable cost per unit: Rs.20

MBCP 2002

M.B.A. DEGREE EXAMINATION, MAY 2025.

Second Semester

Common Paper

MARKETING MANAGEMENT

(2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Define External Marketing.
2. What is customer retention?
3. Write a short note on price stabilization.
4. Explain the factors affecting pricing decisions.
5. Discuss the roles and functions of channel of distribution.
6. What is called new product development?
7. Distinguish between retailer and wholesaler.
8. Delineate the qualities of a good advertisements.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Critically evaluate the trends in marketing practices in the present global environment.
10. What is marketing environment? Explain internal and external marketing environment.
11. Explain the various stages of Product Life Cycle.
12. Design a buyer behaviour model for purchase of durable goods.
13. Develop a sales promotion campaign for kids' apparel.
14. Explain the concepts of marketing mix and describe various factors that determine it.
15. Promotion is more beneficial for marketers than for either consumer or society. Do you agree? Justify your stand.
16. Discuss the various sales promotion techniques used by FMCG companies.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case study: Compulsory

Mr. Walter Sullivan (owner of the Sullivan Auto World) has purchased small Ford dealership in 1983, after the many years; the dealership built their good reputation as one of the best in city. In 1999, he decided to move locations of dealership to more populated area closer to major intersections. With sudden death of Mr. Walter at the age of 56 years, her younger daughter Ms. Carol Sullivan who is health care manager by profession taken over the charge of family business and which is not running well these days, profit margins continuously decrease over the years due to increase in fuel prices, interest rates, mainly poor performance of the service department. Ms. Carol wonders whether a turnaround is possible.

- (a) How Does Marketing Cars Differ from Marketing Services for Those Same Vehicles?
- (b) Compare and Contrast the Sales Department and the Service Department at Auto World.

training programmes for the employees' handling this machine and the reject rates situation started to improve. Meanwhile, the production manager found the HR department at fault for the crisis and blamed it for not undertaking training-needs assessment among the production department employees. However, the HR department retorted by saying that barely three months before the arrival of the new machine, a routine training needs assessment had been made among those employees but it had revealed no pressing training requirements. On their part, the HR personnel held the production manager responsible for failing to inform them about the imminent arrival of the new machine at the time of the assessment of the training necessities. The blame game continued.

Discussion Questions

- (a) From your perception, who is responsible for the whole incident resulting in high reject rates and the other associated problems?
- (b) If you were the HR manager, what would you do to avert this crisis?
- (c) What should be the long-term strategy of this company in terms of the training policy and process?

MBCP 2003

M.B.A. DEGREE EXAMINATION, MAY 2025.

Second Semester

Common Papers

HUMAN RESOURCE MANAGEMENT

(2023 Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. List out the scope of HRM.
2. Write a short note on Job evaluation.
3. What is HR planning?
4. Write a short note on HRIS.
5. Differentiate training Vs Development.
6. List out On-the-job methods and off-the-job methods.
7. Define Stress. List out and explain the phases of reactions to Stress.
8. What are the key roles of grievances handling procedure?

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. What do you mean by profession? What is the status of professionalization of human resource management in India.
10. Discuss the role of recruitment in the acquisition process of Human resources.
11. How will you develop a test programme? What precaution will you take while you using test in a selection process?
12. As a human resource manager, you have been asked by your organization to organize a management development programme. What steps will you take to make it successful?
13. Explain Maslow's theory of Motivation and its suitability for multinational organizations.
14. "Various legislations have imposed upon the employer obligations for providing different kinds of employee services and benefits". Name and explain five such statutory benefits.
15. An effective grievance handling procedure is preventive rather than curative". Explain.
16. "Participation in management is claimed to usher in an era of industrial democracy. "Explain.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case study: Compulsory

Modern Textiles is in the business of producing garments and has an average annual turnover of Rs.3 billion. Since a large volume of its products is exported, the company has been very conscious of its quality commitment. It provides induction training to every new employee for two weeks and then on-the-job training by a supervisor for four months. This had been proving sufficient for the workers in meeting the clients' quality expectations even while maintaining the high volume of production. As part of its ambitious expansion programme, the company recently imported ultramodern machinery to double its production capacity. After the machinery was installed, the production volumes increased as expected, but the reject rates too rose dramatically. Consequently, the cost of production increased and the export deadlines too became very tight. The management discussed the issue at the different levels of the organization and held the machine operator's inadequate knowledge and improper handling of the new machines as the primary reason for the unusual rejects. To remedy the situation, the HR department hurriedly organized the necessary

13. A manufacturer has to supply 12,000 units of a product per year to his customer. The ordering cost is Rs. 100 per order and the carrying cost is Rs. 0.80 per item per month. The shortage cost is not allowed and the replacement is instantaneous. Determine
- The economic order quantity
 - The time between orders
 - The number of orders per year
 - The optimal annual cost, if the cost of item is Rs. 2 per item
14. Explain the procedure of determining the critical path?
15. Explain the Dominance property.
16. Discuss about Kendall's Notation for representing queuing models.

PART C — (1 × 15 = 15 marks)

Answer the following

17. Compulsory- Solve the following game

		Player B			
		I	II	III	IV
Player A	I	3	2	4	0
	II	3	4	2	4
	III	4	2	4	0
	IV	0	4	0	8

MBCP 2004

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Second Semester

Common Papers

OPERATIONS RESEARCH

(2024 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

- List out the applications of Operations Research.
- Explain the standard form LPP.
- Write a note the following:
 - Item cost
 - Ordering cost
 - Carrying cost
 - Shortage cost

4. Draw a network of the following projects of jobs.

Jobs: A B C D E
 Preceded by : - - - A, B B, C

5. Explain crashing of a network with diagram?
 6. Write down the characteristics of Game Theory?
 7. Solve the following game

$$\text{Player A} \begin{matrix} & \text{Player B} \\ \begin{pmatrix} 0 & 2 \\ -1 & 4 \end{pmatrix} \end{matrix}$$

8. What are the elements of queueing system?

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Solve the following game by Graphical method

$$\begin{matrix} & B_1 & B_2 & B_3 & B_4 \\ \begin{matrix} A_1 \\ A_2 \end{matrix} \begin{pmatrix} 3 & 3 & 4 & 0 \\ 5 & 4 & 3 & 7 \end{pmatrix} \end{matrix}$$

10. Obtain an initial basic feasible solution to the following transportation problem

	Destination			Supply
	P	Q	R	
Origin				
A	5	7	8	70
B	4	4	6	30
C	6	7	7	50
Demand	65	42	43	150

11. Solve the following game by LP method

$$\text{Player B} \begin{matrix} & \text{Player A} \\ \begin{pmatrix} 4 & 1 & -3 \\ 3 & 1 & 6 \\ -3 & 4 & -2 \end{pmatrix} \end{matrix}$$

12. The following indicates the details of the activities of a project. The duration are in days

Activity:	1-2	1-3	1-4	2-4	2-5	3-4	3-5
a:	2	3	4	8	6	2	2
m:	4	4	5	9	8	3	5
b:	5	6	6	11	12	4	7

- (a) Draw the network
 (b) Find the critical path
 (c) Determine the mean and standard deviation of the project completion time.

MBCP 2005

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Second Semester

Common Papers

STRATEGIC MANAGEMENT

(2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions

1. What do you mean by Strategy?
2. What are the various environmental factors that affect the business?
3. Discuss about GAP analysis and Balance Score Card.
4. Explain the term Competitive advantage.
5. Write a note on Horizontal integrations.

6. List out the advantages and disadvantages of diversification.
7. What is strategy implementation?
8. Explain the relationship between formulation and implementation.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions

9. Explain in detail about the components of strategic management process.
10. Explain the various levels of strategy with an example.
11. Define SWOT analysis and explain its significance in business.
12. Discuss the Mc.Kinseys 7s framework for organizational analysis.
13. Explain how strategic choices are selected at business level.
14. Explain the BCG's growth approach in business portfolios development.

15. Explain the strategies used for the new product development.
16. Explain the process of strategic implementation and evaluation.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case Study – Compulsory.

You have been running a grocery shop for three generations and focus on locally available food grains, pulses and vegetables. Recently there has been a heavy influx of imported, genetically modified vegetable, grains and fruits which are bigger and more colorful to look at, but less tasty and less nutritious. Man of you customers are slowly switching towards the new products. Outline the strategy you will formulate to deal with this issue. How will you ensure that your strategy succeeds? What kind of control process will you put in place? How will you survive this new threat?

MBCP 2006

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Second Semester

Common Papers

BUSINESS ETHICS

(2024 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Define Ethical Values.
2. Explain the theories of Myths.
3. What is the meaning of morality in brief?
4. What is cross-country perspectives in business ethics?
5. What do you mean by ethical dilemma in detail?
6. Expand the term OEDS.

7. Write a short note on ethical decision making.

8. What is value-based leadership?

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Explain the scope of business ethics.

10. Discuss the different between business ethics and morality.

11. Bring out the ethical issues in the functional areas of business management.

12. Give a detail note on cross-country perspective on business ethics.

13. List the benefits of managing ethics in work place.

14. Explain the meaning and importance of OEDS in detail.

15. Evaluate the various code of ethics.

16. How does value based leadership perform in ethics management?

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Compulsory : Explain a brief note on ethical decision making, ethical reasoning and management programme with an example.

MBCP 2007

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Second Semester

Common Papers

OPERATIONS MANAGEMENT

(2024 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. What is mean by aggregate planning decisions?
2. How does the aggregate planning strategies perform?
3. Give a brief note on materials requirement planning.
4. What is single machine scheduling?
5. Explain the steps in method study.
6. Explain in detail about quality control techniques.

7. Discuss the need for controlling quality.
8. Write the meaning of Quality System.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Explain the method of aggregate planning in detail.
10. Discuss the nature of aggregate planning decisions.
11. Explain the strategies and methods of aggregate planning.
12. Explain in detail about single machine scheduling.
13. Explain the method study and its steps.
14. Elaborate the principles of motion economy.
15. Discuss the term Recording Techniques in method study in detail.
16. Explain the nature and importance of work study.

PART C – (1 × 15 = 15 marks)

Answer the following.

17. Case study Compulsory:

A shoe manufacturing company wants to become a market leader. For this a detailed planning is required. The first step taken by the firm is to set targets for the three months duration for selling maximum number of shoes in the market which they set as 2,50,000. The team doesn't want to make any mistake so they decide to do proper planning. They decide to chalk out alternative plans so that they can arrive at the best possible plan. However the team is surrounded with doubts. To remove doubts it goes for judging the plans to get the most profitable one. The plan is taken to the whole organisation and the concerned persons. Ultimately it is put into action. Without much caring for the results the company starts working on the other project simultaneously.

Identify the steps in the planning process which have been applied by the organisation in the above case?