MBEP 4001

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

Fourth Semester

Common Paper

Elective – ORGANIZATIONAL PSYCHOLOGY

(2023 Regulation)

Time : Three hours Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Describe the structure and function of human memory systems.

2. Outline the forms of workplace aggression and their implications.

3. Highlight the psychological effects of workplace bullying.

4. Discuss the role of positive emotions in employee well-being.

5. Illustrate the basic principles behind relaxation training.

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6. Summarize the concept of place attachment in organizational settings.

7. Explain how conflict management strategies influence workplace dynamics.

8. Briefly comment on the impact of technology on organizational relationships.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Evaluate the scope of cognitive psychology in understanding workplace behaviour.

10. Analyse the psychological triggers and consequences of occupational stress.

11. Compare Hedonic and Eudaemonic approaches to workplace happiness.

12. Examine the role of systematic desensitization in behavioural therapy.

13. Discuss the development and evolution of the human relations movement.

14. Assess the application of the Broaden-and-Build theory in an organizational context.

15. Review the relevance of modelling theory in modern workplace behaviour therapy.

16. Critically appraise new psychological challenges introduced by digital work environments.

PART C — (1 × 15 = 15 marks)

Compulsory

17. Case Study :

X-Corporation is a leading and fast-growing tech firm, high-pressure targets and poor communication have led to frequent conflicts and signs of burnout. An internal survey revealed increasing aggression, especially among mid-level managers. Simultaneously, a pilot program promoting mindfulness and positive psychology techniques among a small team has shown measurable gains in morale and productivity.

Questions :

(a) Identify key psychological issues affecting employees at X-Corp.

(b) Propose intervention strategies using behaviour therapies.

(c) Recommend a long-term approach to instill positivity and reduce conflict.

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PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case Study (Compulsory)

"Youth Empowerment through Social Entrepreneurship"

A group of young entrepreneurs in a rural region of India has started an initiative focused on providing affordable clean water solutions. This social enterprise not only aims to provide access to clean water but also empowers local youth by involving them in both the technical and managerial aspects of the business.

- Define Social Youth Entrepreneurship.
- Explain how this initiative aligns with the core values and goals of social youth entrepreneurship.
- Identify the elements and approaches of social youth entrepreneurship that are applied in this case.
- How can the social enterprise ensure sustainability and impact in this context?
- Discuss the challenges this youth-led enterprise might face in managing its team and operations.

MBEP 4002

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

Fourth Semester

Common Paper

Elective – SOCIAL ENTREPRENEURSHIP

(2023 Regulation)

Time : Three hours Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Compare and contrast Social Entrepreneurship and Business Entrepreneurship with suitable examples.

2. Discuss the major characteristics that differentiate a Social Entrepreneur from a traditional entrepreneur.

3. Explain any two mission-oriented categories of Social Enterprises.

4. List out an explain any two key elements of Social Youth Entrepreneurship.

5. Give two real-life examples of young social entrepreneurs and their initiatives.

6. State the objectives of the Centre for Social Innovation (CSI).

7. Mention two ways in which GOs and NGOs contribute to Social Entrepreneurship.

8. Describe the objectives and activities of Barefoot College founded by Bunker Roy.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Analyze the importance of Social Entrepreneurs in modern society. Provide examples to support your answer.

10. Explain the concept of Social Entrepreneurship. How does it differ from Business Entrepreneurship in terms of objectives, operations, and outcomes?

11. Describe the various types of Social Enterprise Models. How do they differ in their approach to achieving social impact?

12. Elaborate on how mission orientation shapes the functioning and impact of Social Enterprises. Provide examples to support your answer.

13. Evaluate the impact Of Social Youth Entrepreneurship on society. What makes it a powerful tool for transformation?

14. Discuss the importance of leadership and team management in the success of a youth-led social enterprise.

15. How does innovative social entrepreneurship influence youth empowerment and career development? Illustrate with examples.

16. How have institutions like Infosys, TISS, and TISCO contributed to the promotion of social entrepreneurship in India? Illustrate with examples.

MBEP 4004

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

Fourth Semester

Common Paper

Elective – RENEWABLE ENERGY

(2023 Regulation)

Time : Three hours Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Enumerate an overview of the current energy scenario in India.

2. Discuss the importance of coal, petroleum and natural gas in India's energy sector.

3. Describe the fermentation process used in bioethanol production.

4. Identify the importance of setting standards for biofuels in terms of quality and sustainability.

5. Decipher the working principle of solar photovoltaic cells.

6. Portray the use of solar photovoltaic systems in the industrial sector.

7. Defend the technologies how wind energy is converted into electricity.

8. Trace the trends in global energy production over the last few decades.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Classify renewable energy sources.

10. Analyse how the shift from conventional to renewable energy sources contributes to sustainable development.

11. Examine the factors that influence the efficiency of the bioethanol fermentation process.

12. Elaborate the main components of biogas and how it is purified for use as a renewable energy source.

13. Assess the different methods of harnessing solar energy.

14. Explicate the potential applications of hybrid solar cells in different energy sectors.

15. Categorise the different types of ocean energy.

16. Detect the key policies introduced by MNRE to promote renewable energy in India.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case Study (Compulsory)

Gram Vikas is an NGO and Christian Aid is their international partner working on rural development in the eastern, coastal state of Orissa. The NGO operates in 21 of the 30 districts in the state, in a total of 732 villages. One of their principal interventions is the provision of a piped water supply and lighting for adivasi villages. Being remote, these villages are generally not connected to the grid. Gram Vikas's solution to the water supply problem is to install stand-alone, renewable pumping systems, driven by solar power, gravity flow and biodiesel - In the case of solar and biodiesel, by pumping water

from wells in the village; in the case of gravity flow, from wells or springs at a higher altitude connected to a water tower in the village. Under the scheme, each household is provided with a toilet and washroom; water is piped to these units as well as to taps installed in the kitchen and yard. If the project involves solar, then lighting can also be supplied. Measured purely in cost terms, gravity flow is the best option, followed by biodiesel and then solar.

The installation cost for each in three villages of a similar size was: Rs. 1,95,000 (£ 2,530) for gravity flow in Kerandi ; Rs.3,25,000. (£ 4,220) for biodiesel (Kichiling); and Rs. 5,00,000 (£ 6,490) for solar (Chanabogodo). So far Gram Vikas has installed 80 gravity flow systems – and the state government has been supporting this work. Labour time is one factor that needs to be taken into account here. The small-scale biodiesel projects do require considerable labour inputs by villagers to succeed: for example, the time spent planting trees, harvesting the seeds or nuts, and then preparing the fuel (oil is extracted from the seeds or nuts and mixed with ethanol). Gram Vikas previously supported biogas projects, which saw villagers using cattle dung to produce gas for cooking and lighting. This has made them aware of some of the maintenance challenges posed by this technology.

Many of the biogas plants built in Orissa during the 1980s and 90s fell out of use because people were not trained in how to maintain them, the upkeep was time-consuming and families did not keep enough cattle to produce sufficient dung for the plants. One advantage of Gram Vikas' current projects is that a 'maintenance fund' is set up after the infrastructure is built. Every household makes a small contribution to the fund to cover the cost of future maintenance and repairs. One person in the village is nominated to operate the system. Gram Vikas's insistence on 100% community participation increases the chances that the project will last beyond the intervention period (usually three to five years). Scaling up all these schemes, so that they cover whole districts, will of course require considerably more investment by government and donors. For example, in the case of solar, the Orissa state government is subsidising some village lighting and water supply projects. However, this support is not yet extensive enough to either pay for all the capital costs or transform the energy supply situation across whole districts. UNFCCC finance could be one trigger for a wider expansion of these projects.

Questions :

(a) What are the specific goals and objectives of the renewable energy project?

(b) What renewable energy technologies are being used, and why were they chosen?

(c) What are the key stakeholders involved in the project, and how are their interests being addressed?

(d) What are the main benefits and challenges of the project in terms of social, economic, and environmental impacts?

(e) How effective is the project in achieving its goals, and what lessons can be learned for future projects?

MBEP 4005

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

Fourth Semester

Common Paper

Elective : ARTIFICIAL INTELLIGENCE

(2023 Regulation)

Time : Three hours Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. How can NLP be used to improve customer service and enhance the business operations?

2. List out the differences between supervised, unsupervised, and reinforcement learning.

3. Explain the importance of developing an enterprise AI strategy for companies in today's digital age.

4. What are the role of machine learning in finance, including its applications and benefits?

5. Bring out the importance of regulating AI, including its benefits and challenges.

6. What is the important role of machine learning in fraud detection, including its benefits and limitations?

7. How can organizations ensure that machine learning models are accurate and reliable?

8. How can AI be used in business to improve decision-making?

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Discuss the potential benefits and challenges of implementing AI in a business organization.

10. How can machine learning be used to improve risk management and portfolio optimization in finance?

11. What are the steps involved in developing an enterprise AI strategy?

12. Explain the potential risks and challenges associated with using machine learning in finance. How can these risks be mitigated?

13. Explain the different ways to ensure compliance with AI regulations.

14. Enumerate the best practices for implementing machine learning-based fraud detection systems.

15. What are the advantages and disadvantages of using random forests in machine learning? How can random forests are used in business applications.

16. How can organizations ensure that AI is used responsibly and ethically?

PART C — (1 × 15 = 15 marks)

Answer the following questions.

17. A bank is looking to implement an AI-powered fraud detection system for online transactions.

    (a) What are the key performance indicators that should be tracked to evaluate the effectiveness of the systems?

    (b) How can the system to be designed to minimize false positives and false negatives?

    (c) Give the suggestions to improve the fraud detection system.

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