

DECEMBER 2015

**P/ID 77501/PMBA/
PMB1A/PMBSA**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define – Management and its functions.
2. Give the basic principles and process of management.
3. Explain the evolution of management thought.
4. Explain the importance of planning.
5. What is policy making?
6. Explain the need for organisation.
7. Explain the methods of grouping activities.
8. What is the use of organisational chart?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Differentiate between management and administration.
10. What are the function of organisation charts?

11. How will you decide the delegation of authority?
12. Explain the functions of staffing and components of staffing.
13. Explain the types of leadership styles and their functions.
14. Differentiate between formal and informal communication.
15. How will you develop group cohesion?
16. List out the qualities of a supervisor.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case study :

“Project organisation is not a panacea for overcoming all functional weaknesses. However, it can be a valuable asset to those companies which have the acumen to exploit its strengths”.

As a management consultant, indicate the various strengths of a project organisation and suggest whether it should complement or supplement or replace the functional organisation.

DECEMBER 2015

**P/ID 77503/PMBC/
PMB1C/PMBSC**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. How is the study of O.B. important to managers?
2. What is locus of Control?
3. State errors in 'Perception'.
4. Describe 'Motivation'.
5. How are groups Classified?
6. Bring out the differences between managers and leaders.
7. Define "personality" and bring out its importance in placements.
8. How is Culture important to organisations?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. State the advantages and disadvantages of group decision making.
10. What is managerial grid? Give illustrations?
11. What is job design? Describe factors affecting job design.
12. Explain the role of communication in an organisation.
13. Compare and contrast Maslow's theory and Alderfer's ERG theory. What motivation Research says about these two theories?
14. What are the types of organisation structures?
15. Explain the characteristics that constitute organisational culture.
16. Distinguish between stress and conflict. Explain the methods of managing organisational conflict.

PART C — (1 × 20 = 20 marks)
(Compulsory)

17. Case Study

Motivation–Incident

In one of the branches of an organisation with 200 staff (all white collared) who cannot be considered as very docile type, where results are not upto the mark, by changing the seating pattern, increasing lighting facilities and by providing cool water facilities (without demand from staff), the output increased by 80%. Discuss as to how/why this could have happend.

(6 pages)

DECEMBER 2015

**P/ID 77504/PMBD/
PMB1D/PMBSD**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the functions of Financial Accounting.
2. Bring out and explain the characteristics of Management Accounting.
3. Discuss on the short term liquidity ratios.
4. What are the various methods of cost classification? Explain.
5. What is Zero-Base Budgeting? Explain its features.
6. What are the advantages of marginal costing? Explain.
7. Examine the concept of “Margin of Safety” and give its uses for decision making.
8. Explain the concept and classification of standard costing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the scope of Management Accounting.
10. Differentiate between Fund Flow and Cash Flow Statements.
11. A Toy manufacturing company required you to calculate and present the budget for the next year from the following information :

Sales Rs. 8,00,000 per year

Direct material cost = 60% of sales

Direct wages 20 workers @ 2,000 Rs. per month.

Work manager Rs. 2,500 per month.

Foreman Rs. 4,000 per month.

Stores and spares $2\frac{1}{2}$ on sales

Depreciation on machinery Rs. 12,600

Repairs and maintenance Rs. 8,000

Light and power Rs. 5,000

Administrative expense Rs. 14,000

Other sundries 10% on direct wages.

12. From the following particulars, calculate BEP

Sales Rs. 1,00,000

Variable cost Rs. 60,000

Fixed cost Rs. 15,000

Also calculate :

(a) New BEP, if selling price is reduced by 10%

(b) New BEP, if variable cost increases by 10%

(c) New BEP, if fixed cost increases by 10%.

13. From the following information, complete the Balance Sheet given below :

Total debt to Networth 5 : 1

Total assets Turnover 2

Gross profit 30%

Average collection period 40 days (assume 360 days a year)

Inventory turnover (based on cost of goods sold) 3

Absolute liquid ratio 75 : 1.

Balance Sheet

Liability	Rs.	Assets	Rs.
Capital	3,00,000	Plant and equipment	?
Retained earnings	2,00,000	Inventory	?
Total debt	?	Debtors	?
		Cash	?
	_____		_____
	_____		_____

14. The Balance Sheet of ABC Ltd. are as follows :

Liabilities	2006	2007	Assets	2006	2007
	Rs.	Rs.		Rs.	Rs.
Capital	5,00,000	7,00,000	Land and		
P/L a/c	1,00,000	1,60,000	Building	80,000	1,20,000
General			Machinery	5,00,000	8,00,000
Reserve	50,000	70,000	Stock	1,00,000	75,000
Bills			Debtors	1,50,000	1,60,000
Payable	2,00,000	2,45,000	Cash	20,000	20,000
	_____	_____		_____	_____
	8,50,000	11,75,000		8,50,000	11,75,000

Rs. 50,000 depreciation has been charged on machinery during the year 2007. Prepare a statement showing the sources and application of funds.

15. Explain the difference between Job Costing and Process Costing.
16. Explain Accounting information is useful to various stakeholders in business with example.

PART C — (1 × 20 = 20 marks)

Compulsory

17. A Company is considering which two mutually exclusive projects it should undertake. The Finance Director thinks that the project with the higher NPV should be chosen. The company anticipates a cost of capital of 10% and the projected flows are :

Year :	0	1	2
Project X =	2,00,000	35,000	80,000
Project Y =	2,00,000	2,18,000	10,000

Year :	3	4	5
Project X =	90,000	75,000	20,000
Project Y =	10,000	4,000	3,000

DECEMBER 2015

**P/ID 77505/PMBE/
PMB1E/PMBSE**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the scope of managerial economics.
2. Enumerate marginal relationship.
3. Describe Lagrangion multiplier method.
4. Describe demand analysis.
5. Differentiate derived and autonomous demand.
6. What is market equilibrium?
7. Describe the objectives of pricing.
8. Describe national income.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain various methods of demand forecasting.
10. Explain DCF methods of capital investment analysis.
11. Explain business indicators and its uses with example.
12. Explain
 - (a) Price stability
 - (b) Technology transfer.
13. Explain the features of MRTP Act.
14. Explain the objectives of fiscal policy.
15. Explain the foreign trade policy in India.
16. Explain the theory of income determination.

PART C — (20 marks)

(Compulsory)

17. Company XYZ produce a product and sells it for a price of Rs. 30 per unit. The variable cost of the product is Rs. 20 per unit. Break Even Quantity is 5,000 Units.

- (a) Find the B.E.S P/V ratio, Fixed cost.
 - (b) Find the MOS if the sale value is 31 Lakhs.
 - (c) Find the sale value if the margin of safety is 10%.
 - (d) Find the B.E.S, B.E.Q, profit, Price if the p/v ratio is 20 % and MOS is 30 %.
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DECEMBER 2015

**P/ID 77506/PMBF/
PMB1F/PMBSF**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the term 'capacity to contract'.
2. What are the characteristics of a negotiable instrument?
3. Distinguish between memorandum of association and articles of association.
4. Explain the duties of directors.
5. Distinguish between sale and agreement to sell.
6. Explain the provisions for employment of women as given in the factories act, 1948.
7. Explain the term 'occupational disease' as given in the workmen's compensation act, 1923.
8. What are the powers and duties of the ESI corporation?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the essential elements of a valid contract.
10. Explain the rights and duties of the buyer.
11. Briefly explain the conditions and warranties implied by law in a contract for the sale of goods.
12. Explain the privileges of a holder in due course.
13. Explain the various grounds for compulsory winding up of a company.
14. Explain the provisions regarding safety as given in the factories act, 1948.
15. Explain the provisions regarding payment and forfeiture of gratuity.
16. Explain the constitution and powers of national tribunal.

PART C — (1 × 20 = 20 marks)

17. Compulsory :

- (a) A bill of exchange payable three months after date is altered to be payable three months after sight by the holder and then indorsed to X. The drawee refuses to make payment.

Can X enforce its payment against the drawer? Give reasons for your answer.

- (b) A draws a cheque for Rs. 10,000 on bank Y on 25th May, 1991. He has sufficient funds to his credit on that date. Bank Y fails on 25th June, 1991, before the cheque is presented.

Advise the holder of the cheque as to his course of action.

DECEMBER 2015

**P/ID 77507/PMBG/
PMB1G**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define research and describe its characteristics.
2. What are the problems encountered in research?
3. What are the factors to be considered while selecting a research problem?
4. Differentiate between primary and secondary data.
5. Describe advantages of tabulation.
6. What is hypothesis testing?
7. How do you communicate to a group?
8. What are the types of report?

PART B — (5 × 10 = 50 marks)

Answer any FIVE Questions.

9. Explain different types of research in detail.
10. Explain the purpose of literature review and what kind of literature is useful.

DECEMBER 2015

P/ID 77508/PMBH/
PMB1H/PMBSJ

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Give the applications of operations research.
2. Explain the following :
 - (a) Artificial variable
 - (b) Surplus variable
 - (c) Unbounded solution in LPP.
3. A small manufacturer employs 5 skilled men and 10 semi-skilled men for making a product in two qualities: a deluxe model and an ordinary model. The production of a deluxe model requires 2-hour work by a skilled man and 2-hour work by semi-skilled man. The ordinary model requires 1 -hour work by a skilled man and 3-hour work by a semi-skilled man. According to worker's union rules, no man can work more than 8 hours per day. The profit of the deluxe model is Rs. 1000 per unit and that of the ordinary model is Rs.800, per unit. Formulate a linear programming model for this manufacturing situation to determine the production volume of each model such that the total profit is maximized.
4. Distinguish between CPM and PERT.
5. The arrival rate of customers at a banking counter follows Poisson distribution with a mean of 35 per hour. The service rate of the counter clerk also follows Poisson distribution with a mean of 50 per hour.
 - (a) What is the probability of having 0 customer in the system (p_0)?
 - (b) What is the probability of having 7 customers in the system (p_7)?

6. Discuss the applications of OR models in marketing.
7. List and explain the cost components of inventory control.
8. Find the optimum strategies of the players in the following game.

Player A		Player B		
		1	2	3
	1	35	20	45
	2	55	55	60
	3	60	30	50

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. The manager of an oil refinery has to decide on the optimal mix of two possible blending processes. The inputs and outputs per production run of the blending process are as follows.

Process	Input		Output	
	Crude A	Crude B	Gasoline G ₁	Gasoline G ₂
1	5	3	5	8
2	4	5	4	4

The maximum amounts of availability of crude A and B are 200 units and 150 units, respectively. Market requirements show that at least 100 units of gasoline G₁ and 80 units of gasoline G₂ must be produced. The profits per production run from process 1 and process 2 are Rs. 3,00,000 and Rs. 4,00,000 respectively. Formulate this problem as a LP model to determine the number of production runs of each process such that the total profit is maximized.

10. A manufacturing company has three factories F1, F2 and F3 with monthly manufacturing capacities of 7000, 4000 and 10,000 units of a product. The product is to be supplied to seven stores. The manufacturing costs in these factories are slightly different but the important factor is the shipping cost from each factory to a particular store. The following table represents the factory capacities, store requirements and unit cost (in rupees) of shipping from each factory to each store. Here, slack is the difference between the total capacity and the total requirement. Find the optimal transportation plan so as to minimize the transportation cost.

		Stores							Factory capacity
		S1	S2	S3	S4	S5	S6	S7	
Factory	F1	5	6	4	3	7	5	4	7000
	F2	9	4	3	4	3	2	1	4000
	F3	8	4	2	5	4	8	3	10000
Store demand		1500	2000	4500	4000	2500	3500	3000	

11. A college is having an undergraduate programme for which the effective semester time available is very less and the degree course requires field work. Hence, the savings in the total number of class hours handled can be utilized for such field work. Based on past experience, the college has established the number of hours required by each faculty to teach each subject. The course in its present semester has 4 subjects and the college has considered 6 existing faculty to teach these courses. The objective is to assign the best 4 teachers out of these 6 faculty to teach 4 different subjects such that the total number of class hours required is minimized. The data for this problem is summarized below. Solve and optimize the assignment problem.

		Subject			
		1	2	3	4
Faculty	1	25	44	33	35
	2	33	40	40	43
	3	40	35	33	30
	4	44	45	28	35
	5	45	35	38	40
	6	40	49	40	46

12. Consider the details of a project as shown in the table :

Activity :	A	B	C	D	E	F	G	H	I	J
Immediate	-	-	-	A	A	B	B	C	C	D
Predecessor (s)										
Duration	4	8	5	4	5	7	4	8	3	6
(months) :										

Activity :	K	L	M	N	O	P	Q
Immediate	E	F	G	H	I	J, K, L	M, N, O
Predecessor (s)							
Duration	5	4	12	7	10	5	8
(months) :							

- (a) Construct the network.
- (b) Determine the critical path.

13. The arrival rate of breakdown machines at a maintenance shop follows Poisson distribution with a mean of 6 per hour. The service rate of machines by a maintenance mechanic also follows Poisson distribution with a mean of 4 per hour. The downtime cost per hour of a breakdown machine is Rs.300. The labour hour rate is Rs. 60. Determine the optimal number of maintenance mechanics to be employed to repair the mechanics such that the total cost is minimized.

14. Consider the following 3 machines and 5 jobs flow shop problem. Check whether Johnson's rule can be extended to this problem. If so, what is the optimal schedule and the corresponding makespan?

Job	Machine 1	Machine 2	Machine 3
1	11	10	12
2	13	8	20
3	15	6	15
4	12	7	19
5	20	9	7

15. The failure rate of 1000 bulbs in a colony are summarized in the following table :

End of month :	1	2	3	4	5	6
Probability of failure to date :	0.05	0.20	0.40	0.65	0.85	1.00

The cost of replacing an individual bulb is Rs. 60/-. If all the bulbs are replaced simultaneously it would cost Rs. 25/- per bulb. Any one of the following two options can be followed to replace the bulbs.

- Replace all bulbs individually when they fail (Individual replacement policy).
- Replace all the bulbs simultaneously at fixed intervals and replace the individual bulbs when they fail in service during the fixed interval (Group replacement policy).

Find out the optimal replacement policy, i.e. individual replacement or group replacement policy? If group replacement policy is optimal, then find at what equal intervals should all the bulbs be replaced?

16. Consider the following 4×4 game played by Players A and B and solve it optimally.

		Player B			
		1	2	3	4
Player A	1	12	4	8	16
	2	4	-2	2	24
	3	4	6	6	18
	4	10	4	12	20

PART C — (20 marks)

Compulsory

17. Consider the data of project as shown in the following table. If the indirect cost per week is Rs. 300, find the optimal crashed project completion time

Activity	Normal Time (weeks)	Normal cost (Rs.)	Crash Time (weeks)	Crash cost (Rs.)
1-2	8	800	5	950
1-3	5	500	3	700
1-4	9	600	6	1050
2-5	10	900	8	1300
3-5	5	700	3	1100
3-6	6	1200	5	1500
4-6	7	1300	5	1400
5-7	2	400	1	500
6-7	4	500	2	900

DECEMBER 2015

**P/ID 77509/PMBJ/
PMB1J/PMBSL**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define HRM and bring out its scope.
2. What do you mean by the term Job description and Job specification? Explain.
3. What are the various sources of recruitment? Explain.
4. Selection is considered to be a "decision making process" – Discuss
5. Explain various disciplinary action penalties.
6. Bring out and explain the objectives of promotion.
7. Define job evaluation. Explain its objectives.
8. Define industrial health. How is it important for employees? Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the different roles of a HRD manager.
10. Write an essay on the evolution of HRM.
11. Discuss the nature and scope of HR planning.
12. Define Promotion and what are the various basis and methods of promotion? Explain.
13. Write a short notes on:
 - (a) Transfer
 - (b) Demotion
 - (c) Separation
 - (d) Promotion.
14. Discuss the managerial and supervisory performance appraisal practices followed in Indian Industry.
15. Define stress. What are the main causes? Explain.
16. Explain the significance of safety audit.

PART C — (20 marks)

Compulsory.

17. Hotel Mangalore Private Ltd.

Hotel Mangalore Private Ltd, is located in Hampankatta, Mangalore. It is 1 km from Mangalore railway station. Though started about 2 years ago, it is now attracting business customers throughout the country. Mr.R.K. Shetty, who has served in five star hotels in Mumbai and Chennai, wants to make it the number one hotel in Mangalore.

The staff and employees of this hotel are recruited locally. Since most of them do not have experience working in five star hotels, they do not have the attitudes and skills to deal with the hotels customers. In contrary, the supervisory staff are qualified and having a degree in hotel Management and have undergone intensive training in five star hotels in Mumbai, before joining Hotel Mangalore. However, their assistants in the front office, lobby, restaurant, kitchen and housekeeping, do not have any formal training in their respective jobs. The supervisory staffs therefore finds it difficult to give them suitable instructions. The employees and staff are not of the standard expected of them from the business customers, who compares the service at hotel Mangalore with other five star hotels of late, there have been increasing number of complaints about general cleanliness, housekeeping, room service and service at the restaurant.

Mr. Shetty has called a number of meetings with departmental heads and supervisory staff. They recommended a formal training programme for staff and employees of the hotel. It was therefore agreed that suitable training be given to the staff and employees. However, the supervisory staff do not wish to relieve the staff during working hours and the staff are not willing to attend the training programme after working hours.

You have been appointed as management consultant for Hotel Mangalore and have been asked to give a comprehensive training plan for the employees, stating the needs, duration of the training, contents, methodology, resource persons, and a formal appraisal method to evaluate the effectiveness of the training programme.

Questions:

- (a) How will you make a comprehensive training plan for all the staff who needs training?
- (b) What would the contents of the training programme be?
- (c) How will you assess the training needs?
- (d) How will you motivate the staff to attend the training programme?

DECEMBER 2015

**P/ID 77510/PMBK/
PMB1K/PMBSM**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain in detail about copy right.
2. What is the role of branding and advertising in rural markets?
3. List the factors which affect consumer behaviours.
4. How on-line marketing helps to increases the sales?
5. What are the various methods of segmenting the markets?
6. Discuss the functions and stages of marketing research.
7. List out the consumer rights/duties/responsibilities in the market place.
8. Discuss different types of concepts in marketing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What is the role of branding and advertising in rural markets?
10. Analyse the marketing environmental factor influence the marketing.
11. Define Marketing. Discuss the importance and objectives of marketing.
12. Briefly discuss about the different channels involved in the product distribution.
13. Define and differentiate the consumer and industrial market.
14. Explain personal selling and state its advantages.
15. Define pricing. List out different pricing methods available in marketing.
16. Discuss in detail factors influencing consumer behaviour.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Etec was founded by an inventor and a former police officer. The company markets autocite, which is sought for automatic citation. Insurance system. Using this along with computer and printing device, a police officer can write and record traffic violations much more efficiently. Today Autocite is used by police departments in more than 350 cities and college campuses. However, Etec sold only three units in its first two years of operation. Autocite is durable and works in all types of weather. A police officer who give multiple tickets in a given location does not have to reprogramme location information into the Autocite. This allows the officer to produce more tickets in a given time period.

Questions :

- (a) How important are customer services and customer training for a period such as Autocite?
- (b) In what stage of the PLC is Autocite?
- (c) How should Autocite's marketing strategy deal with the issues of obsolescence?

DECEMBER 2015

**P/ID 77511/PMBL/
PMB1L/PMBSN**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the principles of a good layout.
2. What are the factors to be considered for plant capacity planning?
3. Write short note on “Ergonomics”.
4. How the JIT is important for manufacturing Industry?
5. What are all the costs involved in preventive and maintenance management?
6. Identify the benefits and applications of control charts.
7. Explain the purposes of time study.
8. How do we estimate the value in purchasing?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe the problems and prospects of selecting the plant location in a regional, community based site selection.
10. Explain the types of layout and advantages and disadvantages in these layouts.
11. Discuss the necessity and practices of safety measures to provide good work environment.
12. Explain the types of production system with suitable illustrations.
13. Explain the inventory practices in India.
14. Discuss the methods of preventive and breakdown maintenance.
15. “Supply chain management simplifies the job of Production Manager”. How? Explain with illustrations.
16. Explain the functions of store keeper and store keeping.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. As Delhi based company manufactures all types of seats used by Maruthi Ltd. for all its models. This company so far practising 6 σ (six sigma) concept of acceptance of defects. Now the company wanted to improve further conscious of quality, so the company decides to have zero (0%) rejection ratio.
- (a) What do you think of the decisions taken by this company? Whether it is possible (or) not?
 - (b) What are all the ways you can suggest to the company to practise zero rejections ratio practices?
 - (c) How to train production team to adopt zero rejection ratio?
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DECEMBER 2015

**P/ID 77512/PMBM/
PMB1M/PMBS**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is the justification for the goal of maximising the wealth of shareholders? Explain.
2. Explain the problems in financial statement analysis.
3. What assumptions underlie cost-volume-profit analysis? Explain.
4. Explain the significance of cash management.
5. Describe the important features of Dehajia Committee.
6. Twenty year 12.5% debentures of a firm are sold at a rate of Rs. 75. The face value of each debenture is Rs. 100 and the rate of tax is 50%. You are required to compute the cost of debt capital.
7. Explain EBIT – EPS analysis.
8. Explain any two types of budgets.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Evaluate the two companies in terms of its financial and operating leverages.

	Firm A	Firm B
Sales	Rs. 20,00,000	Rs. 30,00,000
Variable cost	40% sales	30% sales
Fixed cost	Rs. 5,00,000	Rs. 7,00,000
Interest	Rs. 1,00,000	Rs. 1,25,000

10. Explain the functions of financial management.
11. Explain the various sources of working capital in detail.
12. “The Break-even analysis is a useful device of profit planning” – Discuss.
13. What are the various sources of long term funds? Explain.
14. Explain the role of finance information system in an organisation.
15. Explain the objectives of inventory management and their importance of inventory management.

16. A company has the following capital structure. Find out the weighted average cost of capital :

Securities	Book value in Rs.	After tax cost
Equity	5,00,000	13%
Retained earnings	2,00,000	8%
Preference capital	2,00,000	14%
Debentures	4,00,000	5%
	13,00,000	

PART C — (1 × 20 = 20 marks)

Compulsory

17. The cost of an article at a capacity level of 5,000 units is given under *A* below. For a variation of 25% in capacity above or below this level, the individual expenses vary as indicated under *B* below :

	<i>A</i> Rs.	<i>B</i>
Material cost	25,000	(100% varying)
Labour cost	15,000	(100% varying)
Power	1,250	(80% varying)
Repairs and maintenance	2,000	(75% varying)
Stores	1,000	(100% varying)

3 **P/ID 77512/PMBM/
PMB1M/PMBS**

	<i>A</i>	<i>B</i>
	Rs.	
Inspection	500	(20% varying)
Depreciation	10,000	(100% varying)
Administration overheads	5,000	(25% varying)
Selling overheads	3,000	(25% varying)
	<u>62,750</u>	

Cost per unit Rs. 12.55.

Find the unit cost of the product at production levels of 4,000 units and 6,000 units.

DECEMBER 2015

**P/ID 77513/PMBN/
PMB1N**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Give the block diagram of a computer.
2. List the steps followed to find a specific text in a given document.
3. State the difference between Goal seek and Solver in Excel.
4. Describe various data types. How could we extend the range of values they represent?
5. Explain different types of input and output formats with examples.
6. Differentiate between an array, structure and an enumerated data type.

7. Explain different operations on pointers with examples.
8. Describe the flowchart symbols with their activity.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What is an Operating System? Explain different types of operating system.
10. Explain title case, toggle case and sentence case in MS Word.
11. What are internal and external databases in Excel?
12. Describe the background and development of C Language.
13. Write syntax of various control statements in C.
14. For what kind of applications, union data structure is useful? How are arrays different from structure?

15. Explain various uses of MS-Office in business.
16. Discuss in detail about the classification of computers.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Write a C program to open a file named CANDIDATES and accept student roll number, name, course, duration. Accept data for 10 students. Allow user to enter student roll number and the print the corresponding details.
-

DECEMBER 2015

**P/ID 77514/PMBP/
PMB1P**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the features of mixed economy?
2. List out the role of competitors in business.
3. What are business strategies?
4. What is strategic management?
5. What is Management by Exception?
6. What are the types of diversification?
7. What do you mean by acquisition?
8. List out the objectives of business.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the impact of Government on business.
10. Explain how economic system affects business.
11. Describe the social responsibility of business.
12. Explain the features of SWOT Analysis.
13. Explain the strategic implementation process.
14. Describe the various business policies.
15. Discuss the need for strategic control.
16. Describe the significance of business ethics.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. How will you devise business strategy for existing product in India?
-

DECEMBER 2015

**P/ID 77515/PMBR/
PMB1R/PMBSR/
MBN5A**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight questions.

1. Briefly explain the environment of an organization.
2. Explain the concept of system.
3. What are the different data collected to design the system? Explain.
4. Briefly explain the essentials of system design.
5. Briefly explain the significance of operating systems.
6. Write a note on “programming language”.
7. Briefly explain about the components of Database.
8. What are the limitations of computer lease from a third party? Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of Eight questions.

9. Explain the business and technical dimensions of information.
10. Discuss the functions of system in detail.
11. Explain the bottlenecks involved in system implementation.
12. Explain the different strategies involved in system design.
13. Discuss the functions of Marketing Information System.
14. Write an essay on “Interrelationship of functional Management Information Systems”.
15. List down and explain the advantages and disadvantages of data base.
16. Explain the merits and demerits of acquisition of a used computer.

PART C — (1 × 20 = 20 marks)

Case Study

17. “Due to the non-stop effort of Research and Development wing, the concept “computer” is enjoying many benefits in terms of its size and characters. Different types of computers are pumped into the market in a regular interval and however still many of the demands of the computer users were not attended that is the computers may have their own sophistications, but there is a huge gap between the usages and features are available. Many management information are unable to convert into right form according to the expectations of the management.” Discuss.
-

DECEMBER 2015

**P/ID 77516/PMBS/
PMB1S/MBN5B**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Distinguish between Domestic and International marketing.
2. What are the difficulties involved in the marketing of FMCG products internationally? Explain.
3. Write a note on International Product Life Cycle.
4. What do you mean by counter trade? Give examples.
5. List down the steps involved in excise clearance.
6. What is meant by Letter of Credit (LOC)? State its uses.
7. Define Multi National Enterprises (MNEs). Highlights its characteristics.
8. What are the duties performed by Clearing and Forwarding Agents (CFA)?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the tariff and non-tariff barriers associated with international marketing.
10. Explain the controllable and un-controllable factors influencing international marketing.
11. Discuss about export pricing. List down its applications.
12. Explain the standard clauses of International Sales Contract with suitable examples.
13. Write a detailed note on the following:
(a) LAFTA (b) CACM (c) ASEAN
14. Discuss the recent trends in India's Foreign Trade.
15. Explain the different types of export packing with its advantages and limitations.
16. Discuss the current EXIM policy in the present international economic environment.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. KFC is the worlds largest fast-food chicken chain, owning or franchising 12,800 outlets in about 90 countries out of which 60 percent of them outside the United States. KFC had a number of obstacles to overcome when it entered the Japanese market. The Japanese saw fast food as artificial made by machines and unhealthy. To build trust in the KFC brand, advertising showed scenes depicting Colonel Sanders' beginnings in Kentucky that conveyed Southern hospitality, old American tradition and authentic home cooking. The campaign was hugely Successful and in less than eight years KFC expanded its presence from 400 locations to more than 1000.
- (a) Where KFC is vulnerable? What should it watch out for in future?
 - (b) What have been the key success factors for KFC?
 - (c) What recommendation would you make to do with its marketing and understanding better consumer behaviour?

DECEMBER 2015

**P/ID 77517/PMEA/
PMBM1/PMSM1/
MBNM1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the characteristics of a good hypothesis?
2. Explain SPSS.
3. Why consumers try to reduce dissonance?
4. State the need for studying social class.
5. What are the different sources to collect primary data?
6. What is data analysis? Give suitable example, explain it.
7. What are the various factors influencing consumer behaviour?
8. Compare and contrast the economic and emotional models of decision making.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Distinguish between natural experiments and controlled experiments.
10. Discuss the different methods of sampling.
11. How does the computer help the marketing agency for conducting marketing research?
12. Describe the different types of research report. How do advertisements promote sales of products and services?
13. Why is an opinion leader a more credible source of product information than an advertisement of the same product?
14. How can marketers use measures of recognition and recall to study the extent of consumer learning?
15. Explain Howard-Sheth buyer behaviour model in detail.
16. What do you mean by self concept? How does it influence consumer decision making? Explain the link between self concept and attitude formation.

PART C — (1 × 20 = 20 marks)

Case Study (Compulsory)

17. Assume that you are assigned to conduct a market research for a product of “TWINS” to which is going to be introduced in the market, assume that the competition products are SAMSUNG, SONY, THOMSON [only Television]. Draw up a suitable strategy.
-

DECEMBER 2015

**P/ID 77518/PMEB/
PMBM2/PMSM2/
MBNM2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Why do companies spend money on advertising?
2. What is message strategy?
3. What is copy? Explain the guidelines for effective copy writing.
4. Discuss about the factors that influence the selection of media.
5. Enumerate the need for integrated communication strategy.
6. “Do we require advertising agency”? Discuss.
7. Explain when sales promotion schemes would yield expected results.
8. Discuss how the society is influenced by advertisements.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the methods of segmenting a market and also discuss how target customers are identified.
10. List out various appeals used in copy development. Quote suitable examples.
11. Compare the benefits of Radio and Television ad and online ads.
12. Explain different budgeting methods available to marketer. Which is best? Why?
13. Discuss the departments of an ad agency and their functions.
14. For the following products recommend suitable sales promotion schemes.
 - (a) Furniture
 - (b) Smart phone
 - (c) Business magazine.
15. Explain pre-test techniques available for measuring the ad effectiveness of print media.

16. Critically analyse the unethical content involved in body deodorant TV commercials. Also suggest how those advertisements should be.

PART C — (20 marks)

Compulsory.

17. A multinational biscuit manufacturing company plans to launch a new biscuit for diabetic patients, where in they have used a herbal ingredient. To make the product successful the company decided to offer some sales promotion schemes to the buyers. Besides, they have decided to launch a massive ad campaign.

Suggest sales promotion schemes and strategy for ad campaign.

DECEMBER 2015

**P/ID 77519/PMEC/
PMBM3/PMSM3/
MBNM3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss how a sales management prepares someone for future career challenges.
2. List and explain the steps of the sales management planning process.
3. Compare the internal and external environment for field sales force.
4. Explain how sales budget levels are determined.
5. Discuss the importance of sales forecasting to a firm.
6. Identify and discuss the steps in the sales force staffing process.
7. Explain the role of distribution in the marketing mix.
8. Discuss about the dealer functions at wholesale and retail level.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Outline the current organisational trends that impact sales force management. Which do you consider to be most important? Why?
10. List and discuss the role of the modern field sales manager.
11. Why should sales forecasters be concerned with economic and industry forecasts? Discuss.
12. How are sales training need related to the sales person's career cycle? Discuss.
13. Identify and describe the major types of interviews used in staffing a sales organization.
14. Discuss about the motivational and compensation procedure for sales force.
15. Describe the role of middlemen/dealer in marketing and distribution.
16. The roles that dealer selection results in a role conflict for sales management. Explain.

PART C — (1 × 20 = 20 marks)
(Compulsory)

17. The college division of Mc-Graw Hill Book company the publisher of textbook holds annual sales meeting for its 90 field representatives. The sales people call upon college professors who make thousands of textbook selection decisions each year. The meetings are typically held in January and last about seven days. Recent meetings sites have included Princeton, N.J. H. Lauderdale, FL : and New York City.

The primary purpose of this meeting is to introduce the firm's New Products ("New Titles" in textbook Industry Jargon) to the sales force. These new products presentations are made by Mc Graw-Hill editors. They explain the orientation of the new texts, the courses for which they are intended, and their relative advantages over competitive texts. The meeting also include discussions and presentations concerning how to best market the firm's texts. The building of the sales force camaraderie's is another meeting

Objective Questions :

- (a) Does Mc Graw-Hill's program seem to meet the requirements for an effective sales meeting as outlined?
- (b) What other activities might Mc-Graw Hill's sales management include in this meeting?

DECEMBER 2015

**P/ID 77520/PMED/
PMBM4/PMSM4/
MBNM4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the characteristics of service?
2. Explain about designing of service.
3. Write notes on seven Ps in service marketing.
4. Mention about internal marketing of service.
5. What is external orientation of service strategy?
6. What is meant by quality gaps?
7. Explain CRM.
8. Mention about professional service.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain in detail about the classification of service and building service aspirations.
10. Discuss about the promotion of service and planning of distribution methods for services.

11. Identify the marketing demand and supply through capacity planning and segmentation.
12. What is quality gap in service marketing? Explain the factors and techniques to resolve this gap.
13. Describe about service performance gap and the key factors and strategies for closing the gap.
14. Explain about the way for developing appropriate and effective communication about service quality.
15. Write an essay on Major issues in hospitality services.
16. Evaluate the challenges and opportunities in educational services.

PART C — (1 × 20 = 20 marks)

17. Case study

Assume that you are principal of a leading educational institution for higher study.

- (a) Formulate the strategy/program to grab the attention more of freshers.
- (b) Develop marketing firm for student segment.

DECEMBER 2015

**P/ID 77501/PMBA/
PMB1A/PMBSA**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define – Management and its functions.
2. Give the basic principles and process of management.
3. Explain the evolution of management thought.
4. Explain the importance of planning.
5. What is policy making?
6. Explain the need for organisation.
7. Explain the methods of grouping activities.
8. What is the use of organisational chart?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Differentiate between management and administration.
10. What are the function of organisation charts?

11. How will you decide the delegation of authority?
12. Explain the functions of staffing and components of staffing.
13. Explain the types of leadership styles and their functions.
14. Differentiate between formal and informal communication.
15. How will you develop group cohesion?
16. List out the qualities of a supervisor.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case study :

“Project organisation is not a panacea for overcoming all functional weaknesses. However, it can be a valuable asset to those companies which have the acumen to exploit its strengths”.

As a management consultant, indicate the various strengths of a project organisation and suggest whether it should complement or supplement or replace the functional organisation.

DECEMBER 2015

**P/ID 77503/PMBC/
PMB1C/PMBSC**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. How is the study of O.B. important to managers?
2. What is locus of Control?
3. State errors in 'Perception'.
4. Describe 'Motivation'.
5. How are groups Classified?
6. Bring out the differences between managers and leaders.
7. Define "personality" and bring out its importance in placements.
8. How is Culture important to organisations?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. State the advantages and disadvantages of group decision making.
10. What is managerial grid? Give illustrations?
11. What is job design? Describe factors affecting job design.
12. Explain the role of communication in an organisation.
13. Compare and contrast Maslow's theory and Alderfer's ERG theory. What motivation Research says about these two theories?
14. What are the types of organisation structures?
15. Explain the characteristics that constitute organisational culture.
16. Distinguish between stress and conflict. Explain the methods of managing organisational conflict.

PART C — (1 × 20 = 20 marks)
(Compulsory)

17. Case Study

Motivation–Incident

In one of the branches of an organisation with 200 staff (all white collared) who cannot be considered as very docile type, where results are not upto the mark, by changing the seating pattern, increasing lighting facilities and by providing cool water facilities (without demand from staff), the output increased by 80%. Discuss as to how/why this could have happend.

(6 pages)

DECEMBER 2015

**P/ID 77504/PMBD/
PMB1D/PMBSD**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the functions of Financial Accounting.
2. Bring out and explain the characteristics of Management Accounting.
3. Discuss on the short term liquidity ratios.
4. What are the various methods of cost classification? Explain.
5. What is Zero-Base Budgeting? Explain its features.
6. What are the advantages of marginal costing? Explain.
7. Examine the concept of “Margin of Safety” and give its uses for decision making.
8. Explain the concept and classification of standard costing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the scope of Management Accounting.
10. Differentiate between Fund Flow and Cash Flow Statements.
11. A Toy manufacturing company required you to calculate and present the budget for the next year from the following information :

Sales Rs. 8,00,000 per year

Direct material cost = 60% of sales

Direct wages 20 workers @ 2,000 Rs. per month.

Work manager Rs. 2,500 per month.

Foreman Rs. 4,000 per month.

Stores and spares $2\frac{1}{2}$ on sales

Depreciation on machinery Rs. 12,600

Repairs and maintenance Rs. 8,000

Light and power Rs. 5,000

Administrative expense Rs. 14,000

Other sundries 10% on direct wages.

12. From the following particulars, calculate BEP

Sales Rs. 1,00,000

Variable cost Rs. 60,000

Fixed cost Rs. 15,000

Also calculate :

(a) New BEP, if selling price is reduced by 10%

(b) New BEP, if variable cost increases by 10%

(c) New BEP, if fixed cost increases by 10%.

13. From the following information, complete the Balance Sheet given below :

Total debt to Networth 5 : 1

Total assets Turnover 2

Gross profit 30%

Average collection period 40 days (assume 360 days a year)

Inventory turnover (based on cost of goods sold) 3

Absolute liquid ratio 75 : 1.

Balance Sheet

Liability	Rs.	Assets	Rs.
Capital	3,00,000	Plant and equipment	?
Retained earnings	2,00,000	Inventory	?
Total debt	?	Debtors	?
		Cash	?
	<u> </u>		<u> </u>
	<u> </u>		<u> </u>

14. The Balance Sheet of ABC Ltd. are as follows :

Liabilities	2006	2007	Assets	2006	2007
	Rs.	Rs.		Rs.	Rs.
Capital	5,00,000	7,00,000	Land and		
P/L a/c	1,00,000	1,60,000	Building	80,000	1,20,000
General			Machinery	5,00,000	8,00,000
Reserve	50,000	70,000	Stock	1,00,000	75,000
Bills			Debtors	1,50,000	1,60,000
Payable	2,00,000	2,45,000	Cash	20,000	20,000
	<u>8,50,000</u>	<u>11,75,000</u>		<u>8,50,000</u>	<u>11,75,000</u>

Rs. 50,000 depreciation has been charged on machinery during the year 2007. Prepare a statement showing the sources and application of funds.

15. Explain the difference between Job Costing and Process Costing.
16. Explain Accounting information is useful to various stakeholders in business with example.

PART C — (1 × 20 = 20 marks)

Compulsory

17. A Company is considering which two mutually exclusive projects it should undertake. The Finance Director thinks that the project with the higher NPV should be chosen. The company anticipates a cost of capital of 10% and the projected flows are :

Year :	0	1	2
Project X =	2,00,000	35,000	80,000
Project Y =	2,00,000	2,18,000	10,000

Year :	3	4	5
Project X =	90,000	75,000	20,000
Project Y =	10,000	4,000	3,000

DECEMBER 2015

**P/ID 77505/PMBE/
PMB1E/PMBSE**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the scope of managerial economics.
2. Enumerate marginal relationship.
3. Describe Lagrangion multiplier method.
4. Describe demand analysis.
5. Differentiate derived and autonomous demand.
6. What is market equilibrium?
7. Describe the objectives of pricing.
8. Describe national income.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain various methods of demand forecasting.
10. Explain DCF methods of capital investment analysis.
11. Explain business indicators and its uses with example.
12. Explain
 - (a) Price stability
 - (b) Technology transfer.
13. Explain the features of MRTP Act.
14. Explain the objectives of fiscal policy.
15. Explain the foreign trade policy in India.
16. Explain the theory of income determination.

PART C — (20 marks)

(Compulsory)

17. Company XYZ produce a product and sells it for a price of Rs. 30 per unit. The variable cost of the product is Rs. 20 per unit. Break Even Quantity is 5,000 Units.

- (a) Find the B.E.S P/V ratio, Fixed cost.
 - (b) Find the MOS if the sale value is 31 Lakhs.
 - (c) Find the sale value if the margin of safety is 10%.
 - (d) Find the B.E.S, B.E.Q, profit, Price if the p/v ratio is 20 % and MOS is 30 %.
-

DECEMBER 2015

**P/ID 77506/PMBF/
PMB1F/PMBSF**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the term 'capacity to contract'.
2. What are the characteristics of a negotiable instrument?
3. Distinguish between memorandum of association and articles of association.
4. Explain the duties of directors.
5. Distinguish between sale and agreement to sell.
6. Explain the provisions for employment of women as given in the factories act, 1948.
7. Explain the term 'occupational disease' as given in the workmen's compensation act, 1923.
8. What are the powers and duties of the ESI corporation?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the essential elements of a valid contract.
10. Explain the rights and duties of the buyer.
11. Briefly explain the conditions and warranties implied by law in a contract for the sale of goods.
12. Explain the privileges of a holder in due course.
13. Explain the various grounds for compulsory winding up of a company.
14. Explain the provisions regarding safety as given in the factories act, 1948.
15. Explain the provisions regarding payment and forfeiture of gratuity.
16. Explain the constitution and powers of national tribunal.

PART C — (1 × 20 = 20 marks)

17. Compulsory :

- (a) A bill of exchange payable three months after date is altered to be payable three months after sight by the holder and then indorsed to X. The drawee refuses to make payment.

Can X enforce its payment against the drawer? Give reasons for your answer.

- (b) A draws a cheque for Rs. 10,000 on bank Y on 25th May, 1991. He has sufficient funds to his credit on that date. Bank Y fails on 25th June, 1991, before the cheque is presented.

Advise the holder of the cheque as to his course of action.

DECEMBER 2015

**P/ID 77507/PMBG/
PMB1G**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define research and describe its characteristics.
2. What are the problems encountered in research?
3. What are the factors to be considered while selecting a research problem?
4. Differentiate between primary and secondary data.
5. Describe advantages of tabulation.
6. What is hypothesis testing?
7. How do you communicate to a group?
8. What are the types of report?

PART B — (5 × 10 = 50 marks)

Answer any FIVE Questions.

9. Explain different types of research in detail.
10. Explain the purpose of literature review and what kind of literature is useful.

DECEMBER 2015

P/ID 77508/PMBH/
PMB1H/PMBSJ

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Give the applications of operations research.
2. Explain the following :
 - (a) Artificial variable
 - (b) Surplus variable
 - (c) Unbounded solution in LPP.
3. A small manufacturer employs 5 skilled men and 10 semi-skilled men for making a product in two qualities: a deluxe model and an ordinary model. The production of a deluxe model requires 2-hour work by a skilled man and 2-hour work by semi-skilled man. The ordinary model requires 1 -hour work by a skilled man and 3-hour work by a semi-skilled man. According to worker's union rules, no man can work more than 8 hours per day. The profit of the deluxe model is Rs. 1000 per unit and that of the ordinary model is Rs.800, per unit. Formulate a linear programming model for this manufacturing situation to determine the production volume of each model such that the total profit is maximized.
4. Distinguish between CPM and PERT.
5. The arrival rate of customers at a banking counter follows Poisson distribution with a mean of 35 per hour. The service rate of the counter clerk also follows Poisson distribution with a mean of 50 per hour.
 - (a) What is the probability of having 0 customer in the system (p_0)?
 - (b) What is the probability of having 7 customers in the system (p_7)?

6. Discuss the applications of OR models in marketing.
7. List and explain the cost components of inventory control.
8. Find the optimum strategies of the players in the following game.

		Player B		
		1	2	3
Player A	1	35	20	45
	2	55	55	60
	3	60	30	50

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. The manager of an oil refinery has to decide on the optimal mix of two possible blending processes. The inputs and outputs per production run of the blending process are as follows.

Process	Input		Output	
	Crude A	Crude B	Gasoline G ₁	Gasoline G ₂
1	5	3	5	8
2	4	5	4	4

The maximum amounts of availability of crude A and B are 200 units and 150 units, respectively. Market requirements show that at least 100 units of gasoline G₁ and 80 units of gasoline G₂ must be produced. The profits per production run from process 1 and process 2 are Rs. 3,00,000 and Rs. 4,00,000 respectively. Formulate this problem as a LP model to determine the number of production runs of each process such that the total profit is maximized.

10. A manufacturing company has three factories F1, F2 and F3 with monthly manufacturing capacities of 7000, 4000 and 10,000 units of a product. The product is to be supplied to seven stores. The manufacturing costs in these factories are slightly different but the important factor is the shipping cost from each factory to a particular store. The following table represents the factory capacities, store requirements and unit cost (in rupees) of shipping from each factory to each store. Here, slack is the difference between the total capacity and the total requirement. Find the optimal transportation plan so as to minimize the transportation cost.

		Stores							Factory capacity
		S1	S2	S3	S4	S5	S6	S7	
Factory	F1	5	6	4	3	7	5	4	7000
	F2	9	4	3	4	3	2	1	4000
	F3	8	4	2	5	4	8	3	10000
Store demand		1500	2000	4500	4000	2500	3500	3000	

11. A college is having an undergraduate programme for which the effective semester time available is very less and the degree course requires field work. Hence, the savings in the total number of class hours handled can be utilized for such field work. Based on past experience, the college has established the number of hours required by each faculty to teach each subject. The course in its present semester has 4 subjects and the college has considered 6 existing faculty to teach these courses. The objective is to assign the best 4 teachers out of these 6 faculty to teach 4 different subjects such that the total number of class hours required is minimized. The data for this problem is summarized below. Solve and optimize the assignment problem.

		Subject			
		1	2	3	4
Faculty	1	25	44	33	35
	2	33	40	40	43
	3	40	35	33	30
	4	44	45	28	35
	5	45	35	38	40
	6	40	49	40	46

12. Consider the details of a project as shown in the table :

Activity :	A	B	C	D	E	F	G	H	I	J
Immediate	-	-	-	A	A	B	B	C	C	D
Predecessor (s)										
Duration	4	8	5	4	5	7	4	8	3	6
(months) :										

Activity :	K	L	M	N	O	P	Q
Immediate	E	F	G	H	I	J, K, L	M, N, O
Predecessor (s)							
Duration	5	4	12	7	10	5	8
(months) :							

- (a) Construct the network.
- (b) Determine the critical path.

13. The arrival rate of breakdown machines at a maintenance shop follows Poisson distribution with a mean of 6 per hour. The service rate of machines by a maintenance mechanic also follows Poisson distribution with a mean of 4 per hour. The downtime cost per hour of a breakdown machine is Rs.300. The labour hour rate is Rs. 60. Determine the optimal number of maintenance mechanics to be employed to repair the mechanics such that the total cost is minimized.

14. Consider the following 3 machines and 5 jobs flow shop problem. Check whether Johnson's rule can be extended to this problem. If so, what is the optimal schedule and the corresponding makespan?

Job	Machine 1	Machine 2	Machine 3
1	11	10	12
2	13	8	20
3	15	6	15
4	12	7	19
5	20	9	7

15. The failure rate of 1000 bulbs in a colony are summarized in the following table :

End of month :	1	2	3	4	5	6
Probability of failure to date :	0.05	0.20	0.40	0.65	0.85	1.00

The cost of replacing an individual bulb is Rs. 60/-. If all the bulbs are replaced simultaneously it would cost Rs. 25/- per bulb. Any one of the following two options can be followed to replace the bulbs.

- (a) Replace all bulbs individually when they fail (Individual replacement policy).
- (b) Replace all the bulbs simultaneously at fixed intervals and replace the individual bulbs when they fail in service during the fixed interval (Group replacement policy).

Find out the optimal replacement policy, i.e. individual replacement or group replacement policy? If group replacement policy is optimal, then find at what equal intervals should all the bulbs be replaced?

16. Consider the following 4×4 game played by Players A and B and solve it optimally.

		Player B			
		1	2	3	4
Player A	1	12	4	8	16
	2	4	-2	2	24
	3	4	6	6	18
	4	10	4	12	20

PART C — (20 marks)

Compulsory

17. Consider the data of project as shown in the following table. If the indirect cost per week is Rs. 300, find the optimal crashed project completion time

Activity	Normal Time (weeks)	Normal cost (Rs.)	Crash Time (weeks)	Crash cost (Rs.)
1-2	8	800	5	950
1-3	5	500	3	700
1-4	9	600	6	1050
2-5	10	900	8	1300
3-5	5	700	3	1100
3-6	6	1200	5	1500
4-6	7	1300	5	1400
5-7	2	400	1	500
6-7	4	500	2	900

DECEMBER 2015

**P/ID 77509/PMBJ/
PMB1J/PMBSL**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define HRM and bring out its scope.
2. What do you mean by the term Job description and Job specification? Explain.
3. What are the various sources of recruitment? Explain.
4. Selection is considered to be a "decision making process" – Discuss
5. Explain various disciplinary action penalties.
6. Bring out and explain the objectives of promotion.
7. Define job evaluation. Explain its objectives.
8. Define industrial health. How is it important for employees? Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the different roles of a HRD manager.
10. Write an essay on the evolution of HRM.
11. Discuss the nature and scope of HR planning.
12. Define Promotion and what are the various basis and methods of promotion? Explain.
13. Write a short notes on:
 - (a) Transfer
 - (b) Demotion
 - (c) Separation
 - (d) Promotion.
14. Discuss the managerial and supervisory performance appraisal practices followed in Indian Industry.
15. Define stress. What are the main causes? Explain.
16. Explain the significance of safety audit.

PART C — (20 marks)

Compulsory.

17. Hotel Mangalore Private Ltd.

Hotel Mangalore Private Ltd, is located in Hampankatta, Mangalore. It is 1 km from Mangalore railway station. Though started about 2 years ago, it is now attracting business customers throughout the country. Mr.R.K. Shetty, who has served in five star hotels in Mumbai and Chennai, wants to make it the number one hotel in Mangalore.

The staff and employees of this hotel are recruited locally. Since most of them do not have experience working in five star hotels, they do not have the attitudes and skills to deal with the hotels customers. In contrary, the supervisory staff are qualified and having a degree in hotel Management and have undergone intensive training in five star hotels in Mumbai, before joining Hotel Mangalore. However, their assistants in the front office, lobby, restaurant, kitchen and housekeeping, do not have any formal training in their respective jobs. The supervisory staffs therefore finds it difficult to give them suitable instructions. The employees and staff are not of the standard expected of them from the business customers, who compares the service at hotel Mangalore with other five star hotels of late, there have been increasing number of complaints about general cleanliness, housekeeping, room service and service at the restaurant.

Mr. Shetty has called a number of meetings with departmental heads and supervisory staff. They recommended a formal training programme for staff and employees of the hotel. It was therefore agreed that suitable training be given to the staff and employees. However, the supervisory staff do not wish to relieve the staff during working hours and the staff are not willing to attend the training programme after working hours.

You have been appointed as management consultant for Hotel Mangalore and have been asked to give a comprehensive training plan for the employees, stating the needs, duration of the training, contents, methodology, resource persons, and a formal appraisal method to evaluate the effectiveness of the training programme.

Questions:

- (a) How will you make a comprehensive training plan for all the staff who needs training?
- (b) What would the contents of the training programme be?
- (c) How will you assess the training needs?
- (d) How will you motivate the staff to attend the training programme?

DECEMBER 2015

**P/ID 77510/PMBK/
PMB1K/PMBSM**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain in detail about copy right.
2. What is the role of branding and advertising in rural markets?
3. List the factors which affect consumer behaviours.
4. How on-line marketing helps to increases the sales?
5. What are the various methods of segmenting the markets?
6. Discuss the functions and stages of marketing research.
7. List out the consumer rights/duties/responsibilities in the market place.
8. Discuss different types of concepts in marketing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What is the role of branding and advertising in rural markets?
10. Analyse the marketing environmental factor influence the marketing.
11. Define Marketing. Discuss the importance and objectives of marketing.
12. Briefly discuss about the different channels involved in the product distribution.
13. Define and differentiate the consumer and industrial market.
14. Explain personal selling and state its advantages.
15. Define pricing. List out different pricing methods available in marketing.
16. Discuss in detail factors influencing consumer behaviour.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Etec was founded by an inventor and a former police officer. The company markets autocite, which is sought for automatic citation. Insurance system. Using this along with computer and printing device, a police officer can write and record traffic violations much more efficiently. Today Autocite is used by police departments in more than 350 cities and college campuses. However, Etec sold only three units in its first two years of operation. Autocite is durable and works in all types of weather. A police officer who give multiple tickets in a given location does not have to reprogramme location information into the Autocite. This allows the officer to produce more tickets in a given time period.

Questions :

- (a) How important are customer services and customer training for a period such as Autocite?
- (b) In what stage of the PLC is Autocite?
- (c) How should Autocite's marketing strategy deal with the issues of obsolescence?

DECEMBER 2015

**P/ID 77511/PMBL/
PMB1L/PMBSN**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the principles of a good layout.
2. What are the factors to be considered for plant capacity planning?
3. Write short note on “Ergonomics”.
4. How the JIT is important for manufacturing Industry?
5. What are all the costs involved in preventive and maintenance management?
6. Identify the benefits and applications of control charts.
7. Explain the purposes of time study.
8. How do we estimate the value in purchasing?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe the problems and prospects of selecting the plant location in a regional, community based site selection.
10. Explain the types of layout and advantages and disadvantages in these layouts.
11. Discuss the necessity and practices of safety measures to provide good work environment.
12. Explain the types of production system with suitable illustrations.
13. Explain the inventory practices in India.
14. Discuss the methods of preventive and breakdown maintenance.
15. “Supply chain management simplifies the job of Production Manager”. How? Explain with illustrations.
16. Explain the functions of store keeper and store keeping.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. As Delhi based company manufactures all types of seats used by Maruthi Ltd. for all its models. This company so far practising 6 σ (six sigma) concept of acceptance of defects. Now the company wanted to improve further conscious of quality, so the company decides to have zero (0%) rejection ratio.
- (a) What do you think of the decisions taken by this company? Whether it is possible (or) not?
 - (b) What are all the ways you can suggest to the company to practise zero rejections ratio practices?
 - (c) How to train production team to adopt zero rejection ratio?
-

DECEMBER 2015

**P/ID 77512/PMBM/
PMB1M/PMBS**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is the justification for the goal of maximising the wealth of shareholders? Explain.
2. Explain the problems in financial statement analysis.
3. What assumptions underlie cost-volume-profit analysis? Explain.
4. Explain the significance of cash management.
5. Describe the important features of Dehajia Committee.
6. Twenty year 12.5% debentures of a firm are sold at a rate of Rs. 75. The face value of each debenture is Rs. 100 and the rate of tax is 50%. You are required to compute the cost of debt capital.
7. Explain EBIT – EPS analysis.
8. Explain any two types of budgets.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Evaluate the two companies in terms of its financial and operating leverages.

	Firm A	Firm B
Sales	Rs. 20,00,000	Rs. 30,00,000
Variable cost	40% sales	30% sales
Fixed cost	Rs. 5,00,000	Rs. 7,00,000
Interest	Rs. 1,00,000	Rs. 1,25,000

10. Explain the functions of financial management.
11. Explain the various sources of working capital in detail.
12. “The Break-even analysis is a useful device of profit planning” – Discuss.
13. What are the various sources of long term funds? Explain.
14. Explain the role of finance information system in an organisation.
15. Explain the objectives of inventory management and their importance of inventory management.

16. A company has the following capital structure. Find out the weighted average cost of capital :

Securities	Book value in Rs.	After tax cost
Equity	5,00,000	13%
Retained earnings	2,00,000	8%
Preference capital	2,00,000	14%
Debentures	4,00,000	5%
	13,00,000	

PART C — (1 × 20 = 20 marks)

Compulsory

17. The cost of an article at a capacity level of 5,000 units is given under *A* below. For a variation of 25% in capacity above or below this level, the individual expenses vary as indicated under *B* below :

	<i>A</i> Rs.	<i>B</i>
Material cost	25,000	(100% varying)
Labour cost	15,000	(100% varying)
Power	1,250	(80% varying)
Repairs and maintenance	2,000	(75% varying)
Stores	1,000	(100% varying)

3 **P/ID 77512/PMBM/
PMB1M/PMBS**

	<i>A</i>	<i>B</i>
	Rs.	
Inspection	500	(20% varying)
Depreciation	10,000	(100% varying)
Administration overheads	5,000	(25% varying)
Selling overheads	3,000	(25% varying)
	<u>62,750</u>	

Cost per unit Rs. 12.55.

Find the unit cost of the product at production levels of 4,000 units and 6,000 units.

DECEMBER 2015

**P/ID 77513/PMBN/
PMB1N**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Give the block diagram of a computer.
2. List the steps followed to find a specific text in a given document.
3. State the difference between Goal seek and Solver in Excel.
4. Describe various data types. How could we extend the range of values they represent?
5. Explain different types of input and output formats with examples.
6. Differentiate between an array, structure and an enumerated data type.

7. Explain different operations on pointers with examples.
8. Describe the flowchart symbols with their activity.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What is an Operating System? Explain different types of operating system.
10. Explain title case, toggle case and sentence case in MS Word.
11. What are internal and external databases in Excel?
12. Describe the background and development of C Language.
13. Write syntax of various control statements in C.
14. For what kind of applications, union data structure is useful? How are arrays different from structure?

15. Explain various uses of MS-Office in business.
16. Discuss in detail about the classification of computers.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Write a C program to open a file named CANDIDATES and accept student roll number, name, course, duration. Accept data for 10 students. Allow user to enter student roll number and the print the corresponding details.
-

DECEMBER 2015

**P/ID 77514/PMBP/
PMB1P**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the features of mixed economy?
2. List out the role of competitors in business.
3. What are business strategies?
4. What is strategic management?
5. What is Management by Exception?
6. What are the types of diversification?
7. What do you mean by acquisition?
8. List out the objectives of business.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the impact of Government on business.
10. Explain how economic system affects business.
11. Describe the social responsibility of business.
12. Explain the features of SWOT Analysis.
13. Explain the strategic implementation process.
14. Describe the various business policies.
15. Discuss the need for strategic control.
16. Describe the significance of business ethics.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. How will you devise business strategy for existing product in India?
-

DECEMBER 2015

**P/ID 77515/PMBR/
PMB1R/PMBSR/
MBN5A**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight questions.

1. Briefly explain the environment of an organization.
2. Explain the concept of system.
3. What are the different data collected to design the system? Explain.
4. Briefly explain the essentials of system design.
5. Briefly explain the significance of operating systems.
6. Write a note on “programming language”.
7. Briefly explain about the components of Database.
8. What are the limitations of computer lease from a third party? Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of Eight questions.

9. Explain the business and technical dimensions of information.
10. Discuss the functions of system in detail.
11. Explain the bottlenecks involved in system implementation.
12. Explain the different strategies involved in system design.
13. Discuss the functions of Marketing Information System.
14. Write an essay on “Interrelationship of functional Management Information Systems”.
15. List down and explain the advantages and disadvantages of data base.
16. Explain the merits and demerits of acquisition of a used computer.

PART C — (1 × 20 = 20 marks)

Case Study

17. “Due to the non-stop effort of Research and Development wing, the concept “computer” is enjoying many benefits in terms of its size and characters. Different types of computers are pumped into the market in a regular interval and however still many of the demands of the computer users were not attended that is the computers may have their own sophistications, but there is a huge gap between the usages and features are available. Many management information are unable to convert into right form according to the expectations of the management.” Discuss.
-

DECEMBER 2015

**P/ID 77516/PMBS/
PMB1S/MBN5B**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Distinguish between Domestic and International marketing.
2. What are the difficulties involved in the marketing of FMCG products internationally? Explain.
3. Write a note on International Product Life Cycle.
4. What do you mean by counter trade? Give examples.
5. List down the steps involved in excise clearance.
6. What is meant by Letter of Credit (LOC)? State its uses.
7. Define Multi National Enterprises (MNEs). Highlights its characteristics.
8. What are the duties performed by Clearing and Forwarding Agents (CFA)?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the tariff and non-tariff barriers associated with international marketing.
10. Explain the controllable and un-controllable factors influencing international marketing.
11. Discuss about export pricing. List down its applications.
12. Explain the standard clauses of International Sales Contract with suitable examples.
13. Write a detailed note on the following:
(a) LAFTA (b) CACM (c) ASEAN
14. Discuss the recent trends in India's Foreign Trade.
15. Explain the different types of export packing with its advantages and limitations.
16. Discuss the current EXIM policy in the present international economic environment.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. KFC is the worlds largest fast-food chicken chain, owning or franchising 12,800 outlets in about 90 countries out of which 60 percent of them outside the United States. KFC had a number of obstacles to overcome when it entered the Japanese market. The Japanese saw fast food as artificial made by machines and unhealthy. To build trust in the KFC brand, advertising showed scenes depicting Colonel Sanders' beginnings in Kentucky that conveyed Southern hospitality, old American tradition and authentic home cooking. The campaign was hugely Successful and in less than eight years KFC expanded its presence from 400 locations to more than 1000.
- (a) Where KFC is vulnerable? What should it watch out for in future?
 - (b) What have been the key success factors for KFC?
 - (c) What recommendation would you make to do with its marketing and understanding better consumer behaviour?

DECEMBER 2015

**P/ID 77517/PMEA/
PMBM1/PMSM1/
MBNM1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the characteristics of a good hypothesis?
2. Explain SPSS.
3. Why consumers try to reduce dissonance?
4. State the need for studying social class.
5. What are the different sources to collect primary data?
6. What is data analysis? Give suitable example, explain it.
7. What are the various factors influencing consumer behaviour?
8. Compare and contrast the economic and emotional models of decision making.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Distinguish between natural experiments and controlled experiments.
10. Discuss the different methods of sampling.
11. How does the computer help the marketing agency for conducting marketing research?
12. Describe the different types of research report. How do advertisements promote sales of products and services?
13. Why is an opinion leader a more credible source of product information than an advertisement of the same product?
14. How can marketers use measures of recognition and recall to study the extent of consumer learning?
15. Explain Howard-Sheth buyer behaviour model in detail.
16. What do you mean by self concept? How does it influence consumer decision making? Explain the link between self concept and attitude formation.

PART C — (1 × 20 = 20 marks)

Case Study (Compulsory)

17. Assume that you are assigned to conduct a market research for a product of “TWINS” to which is going to be introduced in the market, assume that the competition products are SAMSUNG, SONY, THOMSON [only Television]. Draw up a suitable strategy.
-

DECEMBER 2015

**P/ID 77518/PMEB/
PMBM2/PMSM2/
MBNM2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Why do companies spend money on advertising?
2. What is message strategy?
3. What is copy? Explain the guidelines for effective copy writing.
4. Discuss about the factors that influence the selection of media.
5. Enumerate the need for integrated communication strategy.
6. “Do we require advertising agency”? Discuss.
7. Explain when sales promotion schemes would yield expected results.
8. Discuss how the society is influenced by advertisements.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the methods of segmenting a market and also discuss how target customers are identified.
10. List out various appeals used in copy development. Quote suitable examples.
11. Compare the benefits of Radio and Television ad and online ads.
12. Explain different budgeting methods available to marketer. Which is best? Why?
13. Discuss the departments of an ad agency and their functions.
14. For the following products recommend suitable sales promotion schemes.
 - (a) Furniture
 - (b) Smart phone
 - (c) Business magazine.
15. Explain pre-test techniques available for measuring the ad effectiveness of print media.

16. Critically analyse the unethical content involved in body deodorant TV commercials. Also suggest how those advertisements should be.

PART C — (20 marks)

Compulsory.

17. A multinational biscuit manufacturing company plans to launch a new biscuit for diabetic patients, where in they have used a herbal ingredient. To make the product successful the company decided to offer some sales promotion schemes to the buyers. Besides, they have decided to launch a massive ad campaign.

Suggest sales promotion schemes and strategy for ad campaign.

DECEMBER 2015

**P/ID 77519/PMEC/
PMBM3/PMSM3/
MBNM3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss how a sales management prepares someone for future career challenges.
2. List and explain the steps of the sales management planning process.
3. Compare the internal and external environment for field sales force.
4. Explain how sales budget levels are determined.
5. Discuss the importance of sales forecasting to a firm.
6. Identify and discuss the steps in the sales force staffing process.
7. Explain the role of distribution in the marketing mix.
8. Discuss about the dealer functions at wholesale and retail level.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Outline the current organisational trends that impact sales force management. Which do you consider to be most important? Why?
10. List and discuss the role of the modern field sales manager.
11. Why should sales forecasters be concerned with economic and industry forecasts? Discuss.
12. How are sales training need related to the sales person's career cycle? Discuss.
13. Identify and describe the major types of interviews used in staffing a sales organization.
14. Discuss about the motivational and compensation procedure for sales force.
15. Describe the role of middlemen/dealer in marketing and distribution.
16. The roles that dealer selection results in a role conflict for sales management. Explain.

PART C — (1 × 20 = 20 marks)
(Compulsory)

17. The college division of Mc-Graw Hill Book company the publisher of textbook holds annual sales meeting for its 90 field representatives. The sales people call upon college professors who make thousands of textbook selection decisions each year. The meetings are typically held in January and last about seven days. Recent meetings sites have included Princeton, N.J. H. Lauderdale, FL : and New York City.

The primary purpose of this meeting is to introduce the firm's New Products ("New Titles" in textbook Industry Jargon) to the sales force. These new products presentations are made by Mc Graw-Hill editors. They explain the orientation of the new texts, the courses for which they are intended, and their relative advantages over competitive texts. The meeting also include discussions and presentations concerning how to best market the firm's texts. The building of the sales force camaraderie's is another meeting

Objective Questions :

- (a) Does Mc Graw-Hill's program seem to meet the requirements for an effective sales meeting as outlined?
- (b) What other activities might Mc-Graw Hill's sales management include in this meeting?

DECEMBER 2015

**P/ID 77520/PMED/
PMBM4/PMSM4/
MBNM4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the characteristics of service?
2. Explain about designing of service.
3. Write notes on seven Ps in service marketing.
4. Mention about internal marketing of service.
5. What is external orientation of service strategy?
6. What is meant by quality gaps?
7. Explain CRM.
8. Mention about professional service.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain in detail about the classification of service and building service aspirations.
10. Discuss about the promotion of service and planning of distribution methods for services.

11. Identify the marketing demand and supply through capacity planning and segmentation.
12. What is quality gap in service marketing? Explain the factors and techniques to resolve this gap.
13. Describe about service performance gap and the key factors and strategies for closing the gap.
14. Explain about the way for developing appropriate and effective communication about service quality.
15. Write an essay on Major issues in hospitality services.
16. Evaluate the challenges and opportunities in educational services.

PART C — (1 × 20 = 20 marks)

17. Case study

Assume that you are principal of a leading educational institution for higher study.

- (a) Formulate the strategy/program to grab the attention more of freshers.
- (b) Develop marketing firm for student segment.

DECEMBER 2015

**P/ID 77521/PMEE/
PMBF1/PMSF1/
MBNF1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the scope of corporate finance.
2. State the scientific method of valuing a firm.
3. What is the role of probability approach in investment decisions?
4. Where from a financial institution is mobilising the required funds? Explain.
5. Describe the fiscal Policies of the Government of India.
6. What are the causes for business failures? Explain.
7. In what way mutual fund investments differ from investments in corporate securities?
8. Explain the features of options.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the various models moulding the dividend Policies of the corporate sector.
10. Evaluate the role of the Industrial Finance Corporation of India.
11. Discuss the regulatory role of Securities Exchange Board of India.
12. Where and when mergers and consolidations of corporate enterprises are recommended? Explain the procedure of its application.
13. How can leasing be used as a tax planning device? Explain.
14. What sort of financial decisions are helpful to offset the impact of inflation? Explain.
15. How successful the Indian corporates in establishing and sustaining business ventures abroad? Explain.
16. 'Multi-national companies kindle the Indian economy many ways'. Substantiate.

PART C – (20 marks)

Compulsory

17. Case Study:

Your mother is holding shares of performing companies listed in the National Stock Exchange. All her holdings are in physical form. As a student of MBA, you are advising your mother to go in for dematerialisation of all her holdings.

- (a) What do you mean by 'dematerialisation' of shares?
 - (b) What is the procedure to dematerialise the shares?
 - (c) What are the advantages of dematerialisation?
 - (d) What kind of services that the depository participant will render to your mother?
-

DECEMBER 2015

**P/ID 77522/PMEF/
PMBF2/PMSF2/MBNF2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. 'Security analysis has to be made from different dimensions'. Elucidate.
2. What are the advantages of a bonus share over a cash dividend? Explain.
3. Are future market prices are predictable on the basis of past price behaviour? Explain.
4. Explain the significance of covariance in calculating portfolio risk.
5. Explain the underlying principles behind the evaluation of securities.
6. "Options and futures are zero—sum games". Explain.

7. Explain why people are willing to purchase insurance and what determines the maximum amount of insurance they will pay for.
8. How can the two funds have the same expected rate of return, and yet nearly always have different realised rates of return?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. How the criterion 'return' influences the valuation of corporate securities? Illustrate your answer.
10. Outline the features of a rights issue of equity capital and suggest why this method of issuing fresh equity may be preferred by shareholders.
11. State the meaning, rationale, procedure, and limitations of the Fundamental Analysis.
12. Technical analysts believe that one can use past price changes to predict future price changes. How do they justify this belief?
13. Define the Efficient Market Hypothesis in each of its three forms. What are its implications?

14. Critically appraise the factors which determine the theoretical value of options highlighting any problems that might be encountered in incorporating them in a formal valuation model.
15. Discuss the growth of financial derivatives in the global financial markets.
16. “A risk—averter will never enter a fair game of chance”. Prove this statement graphically.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study :

Suppose you are asked to analyse two portfolios having the following characteristics :

Portfolio	Observed r	Beta B	Residual variance
A	.15	2.5	.40
B	.10	1.5	.00

The risk-free rate is 0.08 and the return on the market portfolio is 15 with the standard deviation of .06. Compute the Jensen, the Treynowr, and the Sharpe indexes for portfolios A and B. What would be the Sharpe index for the market portfolio?

DECEMBER 2015

**P/ID 77523/PMEG/
PMBF3/PMSF3/MBNF3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define “a company in which public is substantially interested” and “charitable purpose”.
2. Write a brief note on ‘profits in lieu of salary’.
3. Distinguish between Short-term and Long-term capital gains.
4. Explain the term ‘Capital Assets’ for income tax purpose.
5. What do you mean by ‘Tax deducted at sources’? Explain.
6. What is the significance of clubbing of incomes? Explain.
7. How will you set-off of Losses arising due to unabsorbed depreciation? Explain.
8. What do you meant by Venture capital? Explain its features.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain, how are the assesses classified for income-tax purpose.
10. Discuss the incomes which are not included in total income nor income tax is payable on them.
11. Enumerate with reference to section 10 of the Income Tax, 1961, five types of income which is totally exempt from tax.
12. What expenses are disallowed to a businessman in computing profit? Explain.
13. Discuss the procedure for computation of capital gains.
14. What are the Provisions relating to deductions from Gross Total income of donations to certain funds, charitable institutions, etc. u/s 80G of the income Tax Act 1961?
15. Explain the provisions regarding carry forward and set-off of losses.
16. Explain the tax on income by UTI or Mutual Fund.

PART C — (20 marks)

2 **P/ID 77523/PMEG/
PMBF3/PMSF3/MBNF3**

Compulsory.

17. Mr. Muthu owns two houses (at Amirtsar and Pune). He transfers following long term capital assets during 2013-2014

	Residential house property at pune Rs.	Gold Rs.	Silver Rs.
Date of sale	April 10, 2013	April 11, 2013	April 12, 2013
Sale consideration	10,00,000	8,00,000	6,00,000
Indexed cost of acquisition	4,00,000	7,00,000	2,50,000

Muthu purchases the following assets invested	Date of purchase	Amount (Rs.)
Residential house at Bombay	October 1, 2013	7,00,000
Bonds of National Highways Authority of India for the purpose of section 54 EC	October 10, 2013	2,50,000

Ascertain the amount of capital gains chargeable to tax for the assessment year 2014-15. Can he claim exemption under sections 54, 54EC and 54F.

DECEMBER 2015

**P/ID 77524/PMEH/
PMBF4/PMSF4/
MBNF4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss the role of financial markets.
2. What is the difference between book value and market value of a firm? Explain.
3. Outline the functions of ICRA.
4. Explain the importance of Credit rating.
5. What are the advantages of social Cost benefit Analysis? Explain.
6. Discuss the importance of Factoring.
7. Enumerate the various features of venture capital.
8. Differentiate between leasing and hire.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the role and function of Merchant Banker.
10. What is meant by Acquisition/takeover? What are the requirements for a takeover offer?
11. What are credit rating agencies? Write a note on role and objectives of CRISIL.
12. What are the various stages of a project life cycle? Give unique feature of each stage.
13. Explain the importance and functions of Venture Capital Companies. Comment on the present status of Venture capital companies in India.
14. What are the various steps for designing and pricing of an instrument for a public issue? Explain.
15. Discuss the SEBI guidelines for Merchant Banking Institution in India.
16. What are the functions of a factor? Explain the various types of factoring.

2 **P/ID 77524/PMEH/
PMBF4/PMSF4/
MBNF4**

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. J Ltd. proposes to acquire a machine on 1st April 2006 for its business. It will cost about Rs. 1,50,000. It is expected to have a working life of 3 years. Scrap value of the machine will be Rs. 40,000. If the machine is purchased through borrowed funds, the rate of interest is 15% p.a. The loan is repayable in three annual-installments of Rs. 50,000 each. If the machine is acquired through lease, the rent would be Rs. 60,000 per annum. Profits before depreciation and tax, is expected Rs. 1,00,000 every year. Rate of depreciation is 15% and average rate of tax, may be taken at 33.66%. J Ltd. seeks your advice whether it should
- (a) acquire the machine through own funds or borrowed funds
 - (b) take it on lease

DECEMBER 2015

**P/ID 77525/PMEJ/
PMBS1/PMSS1/
MBNS1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the normalization process with an example.
2. Explain the constructional methods of a database. State their merits and demerits.
3. “Concurrency is helpful during disaster; hence concurrency management is not required” – Comment.
4. What is ‘atomicity’? State its business facilitation.
5. “Form layout is user specific; hence need not be standardised” – Discuss.
6. Describe various options of retrieving and saving data. Give examples.

7. Trace the trends in software development.
8. Discuss any three popular security measures adopted by business.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain and compare various types of data models. Give examples.
10. Discuss the step-by-step procedure for coming out with FAQ (Frequency Asked Questions) in a DBMS.
11. Explain the methodology of designing forms and reports with examples. Highlight the criteria for its' effectiveness.
12. Highlight the issues in error handling. How it varies between human error and mechanical error?
13. Discuss the features and any two business applications of DBASE IV. Give examples.

2 **P/ID 77525/PMEJ/
PMBS1/PMSS1/
MBNS1**

14. What are the various types of DBMS? Discuss and compare their selection and acquisition procedures.
15. Discuss the scope, function, features and business usage of IMS. Compare it with IDMAS.
16. Enumerate the problems of conventional file processing. How they are addressed through DBMS?

PART C — (1 × 20 = 20 marks)

Compulsory

17. In a b-school, the management meet is conducted annually. During the past it is successfully conducted and this is the 6th time in a row. The organizing committee is planning to deviate from the conventional method and want to conduct the management meet with e-systems focus.
 - (a) Draw the E-R diagram for the management meet event.
 - (b) Create a database from the past experience and explain procedure to make it operational.

DECEMBER 2015

**P/ID 77526/PMEK/
PMBS2/PMSS2/
MBNS2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is classical system? Explain.
2. Why user interfaces should always be developed using prototyping?
3. What is meant by file design? What are the various activities involved in file design?
4. What is the difference between system analysis and design?
5. How does conversion plan differ from operational plan? Explain the purpose of such plans.
6. What is the basic function of accounts payable system?

7. What is system reliability? Explain.
8. Distinguish between initial investigation and feasibility study.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the categories of information system? Mention the characteristics of each category.
10. Explain the advantages and disadvantages of prototyping.
11. Define CASE tools. How are they applied to business problems? Explain them.
12. Discuss the different methods of investigation.
13. What is meant by hardware selection? Enumerate various categories that should be analysed prior to hardware selection.
14. Discuss about prototyping techniques.

15. What implications would input design is likely to have on output design?
16. Give a detailed account on the issues and challenges related to system implementation.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Discuss about the steps involved in the development of marketing system of a FMCG company.
-

DECEMBER 2015

**P/ID 77527/PMEL/
PMBS3/PMSS3/MBNS3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is a Decision Support System? Give an overview.
2. Discuss about Data Management Subsystem.
3. What are the major types of Models used in DSS?
4. Explain the different sources of data.
5. What are the capabilities of Multimedia?
6. Discuss the major benefits of GUI.
7. List the various development strategies of DSS.
8. Explain the need for testing in DSS.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss about the various classifications of DSS.
10. Explain the hardware needed for a DSS.
11. Define data, information and knowledge. Give two examples for each.
12. Explain the following in brief :
 - (a) Data Directory
 - (b) DBA.
13. What is an Influence Diagram? Explain the use of it.
14. Explain what is multidimensional modelling.
15. Explain the role of NLP in DSS.
16. Explain the criteria for selection of software for the design of DSS.

PART C — (1 × 20 = 20 marks)

(Compulsory)

Case study

17. An Automobile manufacturer manufactures 10 models of cars and 8 models of two wheelers. The company management decides to go for the design of a Decision Support System. As a consultant draw a prototype of the DSS needed for the company.
-

DECEMBER 2015

**P/ID 77528/PMEM/
PMBS4/PMSS4/MBNS4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the concept of online shopping.
2. What are the benefits of data warehousing?
3. What are the features of intelligent agents?
4. Explain the legal issues involved in E-Commerce.
5. Discuss the advantages and disadvantages of e-commerce.
6. Explain the different types of OLAP server.
7. How to avoid legal issues in selecting the technology?
8. What is a fire-wall and how does it protect a site?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the techniques involved in promoting e-business.
10. Enumerate the need of customer relationship management in an organisation.
11. Discuss the marketing strategies on the web.
12. How firewall acts as a security measure?
13. Explain the limitations of conducting e-business in the Indian context.
14. What is SCM? Why is it important in e-business environment?
15. Explain how world wide web promotes e-commerce applications.
16. How does the value of distribution channel functions change when they become internet based?

2 **P/ID 77528/PMEM/
PMBS4/PMSS4/MBNS4**

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Rajesh had an appointment with Mr. Sekar, Management consultant, Chennai. While waiting in the office, Rajesh remembered that he had to send an important document to his office through mail (he carries in a removable disk). There was a computer at the reception, which was switched on, but the receptionist was nowhere to be seen. Rajesh immediately used the computer at the reception. Just then, the receptionist entered and saw Rajesh at the computer. He immediately called the security and informed the manager. The manager wants to take action against Rajesh for unauthorised access. Advise the manager.
-

DECEMBER 2015

**P/ID 77529/PMEN/
PMBR1/PMSR1/MBNR1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the factors responsible for having good industrial relations.
2. How strikes, lock-outs, layout, and retrenchment are different from one another?
3. 'Labour productivity is very much in the hands of the management'. Substantiate.
4. 'Joint consultations never expect the participants to sacrifice their rights but to safeguard the interests of the other party'. Amplify.
5. How trade unions are governed in India?
6. 'Mushrooming of trade unions kills the spirit of contributing towards productivity'. How to control the number? In what way 'recognition' is the answer to this problem?

7. What methods and tactics make collective bargaining a realistic one?
8. How industrial legislations are instrumental to promote industrial health?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Justify the application of psychology in industrial relations.
10. Suggest measures to create and sustain labour-management cooperation.
11. ‘Tripartite conventions sow the seeds for congenial labour relations’. Putforth your views.
12. To what extent joint consultation is successful in India?
13. Bring to light the economic, social and political conditions leading to the development of trade unionism in India.
14. “Trade unions of Indian industries attain their economic objectives at the cost of social responsibilities”. Give reasons either to advocate or condemn the above statement.

**2 P/ID 77529/PMEN/
PMBR1/PMSR1/MBNR1**

15. Discuss the procedure for administering collective bargaining agreements.
16. Evaluate the role of the International Labour Organisation.

PART C — (20 marks)

(Compulsory)

Case Study:

17. During five successive decades, i.e., forties, fifties, sixties, seventies, and eighties, five major social security legislations were introduced in India. Name these legislations with the years of their passing. Also discuss why each of them can be said to be a landmark in the field of social security.
-

DECEMBER 2015

**P/ID 77530/PMEP/
PMBR2/PMSR2/
MBNR2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the need and significance of HRD.
2. State the principles for successful implementation of HRD.
3. What is human capital? Describe its components.
4. Identify the reasons for increasing interest in human resource planning in recent years.
5. How will you identify training needs of an organisation? Describe the process of training.
6. What are the various off-the-job methods of executive development?
7. Define the organizational development. State its features.
8. List down the functions of organizational culture.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the linkages between HRD and OD with suitable examples.
10. “Human resource planning is a pre-requisite for effective management of human resources”. In the light of this statement, analyse the significance of human resource planning.
11. Explain the various methods commonly used in training and development programmes in various organisations.
12. Describe the main methods for valuation of human resources.
13. Discuss the various roles of OD consultants.
14. What are the casual, intervening and end-result variables in organizational effectiveness? Discuss their relationships.
15. Explain the creation and strengthening of culture in an organization.
16. Discuss the important channels of communication in organisation.

PART C — (1 × 20 = 20 marks)
(Compulsory)

17. Case study ;

Ahiya Departmental stores is a multi-division, multi-locational largest department stores based in New Delhi. Ahiya's growth in New Delhi has been phenomenal. The stores directly sells to its growing number of customers, variety of consumable goods and electronics items of household requirements.

The proprietors have decided to start in about a years period from now on four more departmental stores in the cities of Mumbai, Chennai, Bangalore, Kolkata. The director incharge of this expansion plan is not aware of the planning recruitment and selection techniques of the modern time, you have to make a manpower plan for this project. The requirements of experienced, fresh personnel in various activities of the departmental stores to start in the cities may be assured for large store. The departments will include, HR, accounts, finance, purchase, marketing, sales, stores, security, godown keeper, warehousing and transport (by their own trucks).

3 **P/ID 77530/PMEP/
PMBR2/PMSR2/
MBNR2**

Questions :

- (a) Draw a manpower plan for each store in each city.
- (b) Mention sources of manpower to be recruited, and the type of employees to be engaged, giving their specification.
- (c) Which managers and other staff members would you meet in the New Delhi stores for gaining first hand knowledge? Write a brief manpower plan, using various tables, figures and charts.
- (d) How would you present the plan to the proprietors? Would you like to discuss the plan with senior managers in the New Delhi stores? If so why? How will this benefit you?
- (e) Briefly mention the order in which you would like to recruit the staff and the period by which the entire staff would be recruited.

DECEMBER 2015

**P/ID 77531/PMER/
PMBR3/PMSR3/
MBNR3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the tools and techniques used for total quality management?
2. Mention the application and benefits of Total Quality Management.
3. Mention the scope and approach of Total Quality Management.
4. What are the critical issues for integration of components of TQM in an organization?
5. Describe the statistical thinking and approach in TQM.
6. List out the benefits of Quality Measurement and Control.
7. Briefly describe the benefits of ISO-9000 Quality Management System.
8. Mention the Environment Management Policy.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Write a strategic planning goal and mention the seven steps to strategic planning.
10. What are the control charts for Attributes?
11. Describe the Business Process in Re-engineering (BPR).
12. Describe the models for Total Quality Implementation.
13. Elaborate the highlights of ISO-1400 standards for Environment Management.
14. Mention the organizational tasks and commitments for ISO-9000.
15. What is Total Quality? And mention the difference between Quality Management and Total Quality Management.
16. State Deming's fourteen points of Quality Management.

2 **P/ID 77531/PMER/
PMBR3/PMSR3/
MBNR3**

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study (or) Problem :

Select a problem (or) situation and with a team of three (or) more people. Use the seven management and planning tools to implement an action plan. If one of the tools doesn't fit, justify its exclusion.

DECEMBER 2015

**P/ID 77532/PMES/
PMBR4/PMSR4/
MBNR4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. How to identify the training needs?
2. Apprenticeship is more effective than coaching – How?
3. What are the important subsystems of HRD?
4. Explain the methodology meant for designing programmed instructions.
5. Define performance appraisal and state its importance.
6. Explain the relationship between orientation training and apprentice training.
7. Distinguish the conferences and workshops.
8. Outline the effectiveness of 't' group training.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the role and functions of Training department.
10. Evaluate the training methods in terms of effectiveness.
11. Explain why organisations should focus on career planning and development.
12. Explain the various audio-visual aids available for the trainers.
13. “Training and development is yet to get importance in India” – Comment.
14. Discuss the leader centred techniques of management development.
15. Bring out the various techniques of training used in Indian Industry.
16. State the importance of executive development in the Indian context.

2 **P/ID 77532/PMES/
PMBR4/PMSR4/
MBNR4**

PART C — (20 marks)

17. Case study :

Leadership development that works :

Retaining and development top talent is critical for companies after spend thousands of dollars and commit extensive resources to leadership development programmes. Too after however these programmes do not deliver the promised results.

The situation

An organisation in the technology industry needed an innovative solution to replace its traditional leadership development programmes. It was undergoing significant changes and its existing programmes were not delivering the desired return on investment.

The consulting responded to this client's needs by creating horizonTM a leadership development programme built on best practices and years of experience identifying and developing high potential leaders. The programme has now grown into a family of leadership development programmes. Each programme leverages leading-edge assessment and behavioural-change techniques to ensure participant development and demonstrable improvements in job performance overtime. These programmes reflect the emerging business challenges facing different groups within the organisations.

3 **P/ID 77532/PMES/
PMBR4/PMSR4/
MBNR4**

- LEAD develops leaders and high professionals
- HR catalyst develops HR professionals
- Technical catalyst develops technical professional.

The consulting conducts programmes around the world in languages such as Japanese, Mandarin, Korean, German, Hindi and French. The ISO 9001-2001 certified assessment center operation team ensures that each programme is delivered Flawlessly and achieves the desired results. In addition, the team successfully handles programme logistics to further enhance participants experience and lighten the administrative burden on clients.

Questions :

- (a) Analyse leadership development as a motivational tool for employee retention (or) reduction of employee attrition in the context of this case study.
- (b) Critically examine the time frame indicated in the case study visa-a-vis the expectation of grooming effective leaders.
- (c) Can you suggest any changes in the projects of the company for making the entire programme more effective?

DECEMBER 2015

**P/ID 77533/PMAQ/
PMB01/PMSM5/
MBNAQ**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight questions.

1. Explain 'Hyper Market' with suitable example.
2. What are the characteristics of retail industry?
3. List down the steps in buying decision process.
4. What are private brands? Explain with example.
5. Compare National brands and Local brands with examples.
6. What do you mean by 'Merchandise Management'?
7. Explain the term 'Negotiating Purchase'.
8. What is every day low pricing strategy?

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of Eight questions.

9. Explain the different types of retail outlets with example.
10. List down the factors affecting consumer behaviour.
11. Discuss the factors determining the Assortment Planning Process.
12. What are the factors influencing retailer's choice of location?
13. Explain the objectives of good store design and layout.
14. Discuss the components of retail marketing mix in detail.
15. Write short notes on 'International Retail structures, with examples.
16. Compare the role of ethics and communism in retail industry.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study :

Customers are very sure of the quality of food and service they would receive at any 'Hotel Saravana Bhavan' outlet in the country. What steps do you feel should be adopted by 'Hotel Sangeetha Bhavan' to ensure the same predictability of experience at their outlets too.

3 **P/ID 77533/PMAQ/
PMB01/PMSM5/
MBNAQ**

DECEMBER 2015

**P/ID 77534/PMBQ/
PMB02/MBNBQ**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss and Focus on rural—urban disparities.
2. What reforms would you suggest to change the Indian rural face?
3. Explain the nature of rural marketing.
4. State the characteristic features of rural buyers.
5. Emphasise the need for information system for rural marketing.
6. What criteria are helpful to select the rural market segments?
7. How the product mix is designed for a rural market?
8. Describe the structure of rural distribution channels.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Bring to light the rural marketing perspectives.
10. Discuss the challenges with which Indian marketers are functioning.
11. Write the scope of rural marketing in India.
12. Explain the status of 'brand loyalty' and 'innovation adoptability' among rural Consumers.
13. 'Marketing research system is a promotional device to rural marketers' . Justify.
14. Explain the different bases for Segmenting rural markets.
15. Suggest competitive product strategies for a marketer of biscuits in Indian rural segments.
16. What promotion strategies would you advocate while attempting to popularise fast moving consumer goods in Indian rural markets?

PART C — (20 marks)

17. Case study :

Your company has identified a location surrounded by nearly 40 Villages where they plan to sell all agricultural inputs and implements with the provision of after – sale service. As marketing manager of the proposed unit

- (a) How you will study the behaviour of prospective customers?
 - (b) How will you segment the Customer base?
and
 - (c) What strategies would you apply to woo the farmers?
-

(6 pages)

DECEMBER 2015

**P/ID 77535/PMCQ/
PMB03/PMG02/
MBNCQ**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is marketing environment? Explain its main dimension.
2. Explain various techniques used for demand analysis.
3. “Market segmentation and product positioning are the bases for marketing planning and strategy” - Comment.
4. What are the factor that influence the choice of marketing channel?
5. Explain the role of advertising in industrial marketing era.
6. Explain the various techniques used for capturing customer information.
7. Define and discuss meta marketing.
8. What are the classification of industrial product?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss different types of packaging.
10. Explain various sales promotional techniques.
11. Methods of measuring market potential and sales forecasting.
12. Define and Discuss various pricing techniques in marketing.
13. ‘Advertising is nothing but salesmanship in print’
Discuss the statement and explain the benefit of advertisement in industrial marketing.
14. List out the marketing research steps with suitable examples.
15. Marketing intelligence system - Explain.
16. Why do marketed study buying behaviour? What are the factor that affect the industrial buying behaviour?

PART C — (1 × 20 = 20 marks)

Compulsory

Case study or problem.

17. Sales promotion

TRIPLE PLUS PROTEIN BISCUITS

Indra Pharmaceuticals was established in 1986 to manufacture, distribute and market pharmaceutical drugs. It is purely an Indian company which had to face tough competition from multinational companies during the initial years. The company mainly survived on institutional buying (i. e., various Government and charitable hospitals) and in the last decade with the help of effective strategies, it has set up a place for itself , amongst the leading pharmaceutical companies in the country.

In 1999, the Managing Director of the company stressed the need for diversification and addition of new products to its existing product range. Looking at the success of 'Threptin' band of high protein biscuits, he floated the idea of manufacturing and marketing the biscuits rich in protein, minerals and vitamins. His advisers suggested that since most of the people in the

3 **P/ID 77535/PMCQ/
PMB03/PMG02/
MBNCQ**

country were suffering from protein deficiency the product, enriched with protein, would be desirable and should be a big success, specially in view of its competing brand having a high price. The marketing research department of the company also gave green signal to the project after conducting a brief survey.

The company launched its biscuits with “Triple Plus Protein” brand name in 400 gm. packet consisting of 60 biscuits and priced at Rs. 75, i.e. Rs. 150 per kg. The product was heavily advertised in the newspapers, health magazines, radio and television. The target audience was middle class, who, it was believed, suffered most from protein deficiency and can afford triple plus protein biscuits. The ordinary biscuits were available in the market at the rate of Rs. 30 to Rs. 40 per kg. The thrust of triple plus biscuits in the promotion campaign was that these biscuits contain 3 times more protein and have additional mineral and vitamin value.

The company has 50 stockists covering the entire country and has the sales force of about 150 medical representatives for promoting its

4 **P/ID 77535/PMCQ/
PMB03/PMG02/
MBNCQ
[P.T.O.]**

products, through doctors and registered medical practitioners. The medical representatives of the company had very good rapport with government and charitable hospitals. To promote the triple plus brand of biscuits, its medical representatives gave discount coupons to the doctors for passing on to their patients for buying their biscuits. The buyers was entitled to a discount of Rs. 5 per packet of 400 gms. The scheme continued for about 6 months.

Despite heavy advertisement and canvassing by the medical representatives, the product was unable to attract customers. It was observed that launching of this product has not affected the market position of Threptin biscuits at all which was being sold at Rs. 90 for a pack of 275 gms. Rather, it was observed that the sale of Threptin biscuits had increased marginally, consequent to the advertisement campaign by Indra Pharmaceuticals. The company could achieve only 25 percent its sales target in the year and sales remained almost static for the next year.

5 **P/ID 77535/PMCQ/
PMB03/PMG02/
MBNCQ**

Questions :

- (a) How do you account for the failure of the company to achieve the sales target?
 - (b) Critically evaluate the advertising and sales promotion strategy of the company.
 - (c) Suggest a suitable promotion plan that can increase the sales of the company.
 - (d) Do you think that change in the channels of distribution can improve the sales of this product? Give reasons for your answer.
-

DECEMBER 2015

**P/ID 77536/PMDQ/
PMB04/PMG03/
MBNDQ**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. How to calculate relationship indices?
2. Why do we need CRM practices?
3. What are the statistical tools can be used for customer survey analysis?
4. Explain the responsibilities and functions of CRM Analyst.
5. Discuss the types of Relationship Drivers.
6. Explain the methods of customer retention strategies.
7. Explain the procedures involved in suppliers relationship.
8. Discuss the involvement of Technology in CRM practices.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Trace out the evolution and growth of CRM practices in India.
10. Explain the qualitative and quantitative measurement methods of CRM.
11. Explain the process of designing the customer relationship survey design for a super market.
12. “Relationship with a stakeholders brings success in any Business” – How? And when to develop this relations?
13. Explain in brief the CRM models and illustrate suitably.
14. Discuss the methods and its importance in maintaining the CRM under the changing corporate culture.
15. Explain the methods and procedures involved relationship marketing. Give examples.
16. Describe the characteristics and functions of a relationship marketing.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. If you are a CRM consultant for a MNC Bank operates in India deals with atleast 10 product/services. Branches spread allow India. How will you develop a CRM Network and techniques to Improve the customer satisfaction and as well as Banking efficiency.
-

DECEMBER 2015

**P/ID 77537/PMEQ/
PMB05/PMG05/
MBNEQ**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Write a note on organizational design.
2. Enumerate the life cycles in an organization.
3. Bring out the features of organizational culture.
4. How are teams formed? Mention the stages.
5. Write a note on career management.
6. What is meant by Eustress?
7. What are change agents?
8. Discuss the resistance factors for change in organizations.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What kinds of organizational changes have resulted from increased international competition and how has the HRM helped achieve those changes?

10. Explain with suitable example, the key role of organizational culture in companies.
11. Explain the career stage model with an example.
12. What is QWL? How quality of work life can be undertaken in organizations?
13. What are the consequences of stress? Explain.
14. What are occupational hazards? How they can be overcome?
15. Explain any two organizational development interventions.
16. How do you overcome the resistance? Cite with real life examples.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case study.

Satish Mehta is one of the sales executives in Nirmal Plastic Products Ltd. The company has an annual turnover of Rs. 700 crores, with nearly 300 workers. The company has 45 sales executives who promote the products of the company (such as

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PMB05/PMG05/
MBNEQ**

plastic buckets, mugs, food containers, and furniture items) with retailers as well as dealers. Satish Mehta works in a high-business area, promoting company's plastic chairs in offices. Satish is an aggressive and a highly convincing salesperson, who almost always meets the targets specified by his manager. He earns a good amount in incentives and other allowances. He is very happy with the company and the company is happy with his work. Satish, however, of late has been in the habit of reporting late to work. This delay has at time been more than half an hour delay. His manager, Nikhil is very upset with Satish for this behavior. Two-to-three times, Nikhil has discussed this issue with Satish but it has always fallen on deaf ears. Whenever he was late, Satish always cited "personal problems" as the cause for his late coming. The office grapevine suggested that he was having frequent fights with his wife and was even thinking of a divorce. Moreover, other sales executives seem to have made a note of this, as after this incident a few of them started walking in 5 or 10 minutes late. Nikhil is worried about Satish's late coming. He is caught up in a catch 22 situation because Satish is a star sales executive and generates substantial

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PMB05/PMG05/
MBNEQ**

business for the company. At the same time, other sales executives have taken a serious note of this and have started being unpunctual like Satish. Nilthil has discussed this situation with his superior, Mr. Arup Das, who is the area sales manager. Mr. Das suggested that Satish be given a serious warning for the last time and then if he persists in late – coming then necessary action be initiated against him. Of course, Nikhil went back and warned Satish about his late coming and also mentioned that hereafter serious action will be taken against him. But to his disappointment, Satish turned up late the next day once again!

Questions :

- (a) What is the dilemma before Nikhil? How do you ensure motivation among employees?
- (b) If you were in Nikhil's position what will you do to check Satish's late coming?

DECEMBER 2015

**P/ID 77538/PMFQ/
PMB06/MBNFQ**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the characteristic features of successful entrepreneurs?
2. Why developing countries are expected to identify potential entrepreneurs?
3. As an entrepreneur, how would you go ahead of organizing a small business unit?
4. How small entrepreneurs have to manage their inventory?
5. 'Counseling plays a major role in entrepreneurial development'- How?
6. Explain the composition and sources of working capital for a small business venture.
7. 'Institutional finance sustain entrepreneurship'. How?
8. Explain the composition of distribution channels meant for a small entrepreneur.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Present the case history of a successful entrepreneurial whom you referred from business magazines.
10. Analyse the entrepreneurial growth among different communities in India.
11. What sort of social environment is instrumental for the promotion of entrepreneurship?
12. As an entrepreneur, how would you go ahead with personnel administration?
13. Explain the factors influencing the plant location of a small scale unit.
14. 'Indian ancillary units have a bright future though they face certain problems' – Elaborate.
15. How banks undertake credit appraisal of entrepreneurial ventures?
16. Entrepreneurs have to undertake marketing feasibility studies. Suggest a suitable methodology for such a study.

PART C — (20 marks)

(Compulsory)

17. Case study :

‘Industrialisation is a process which accelerates economic growth ; affects structural changes in the economy, particularly in respect of resource utilization, production functions, income generation, occupational pattern, population distribution and foreign trade and induces social change’.

In the light of the above passage, attempt to respond to the following queries:

- (a) What should be the impact of industrialization?
- (b) How industrialization ensures optimum utilization of resources?
- (c) How industrialization and income generation go hand in hand?
- (d) Evaluate the role of Indian entrepreneurs in the industrialization of the nation.

DECEMBER 2015

**P/ID 77539/PMHQ/
PMB07/PMG07/
MBNHQ**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define derivatives. Explain the functions served by derivatives.
2. Specify the limits within which the value of a call option falls.
3. Explain briefly about forward contracts. What are the limitations?
4. What does it mean to assert that the delta of a call option is 0.7? How can a short position in 1,000 options be made delta neutral when the delta of each option is 0.7?
5. ABC Co's equity is currently selling for Rs. 100 per share. In a year from now it can rise to Rs. 110 or fall to Rs. 90. The interest rate is 15%. What is the value of a call option on ABC Co's equity as per the Binomial model if the exercise price is Rs. 100?

6. What is the elasticity of a put option currently selling for Rs. 4 with exercise price Rs. 120, and hedge ratio -0.4 if the stock price is currently Rs. 122?
7. If you enter into a six month forward contract on a non-dividend paying stock when the stock price is Rs. 30 and the risk free interest rate (with continuous compounding) is 12% p.a. What is the forward price?
8. A trader writes a December put option with a strike price of Rs. 30. The price of the option is Rs. 4. Under what circumstances does the trader make a gain?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the derivatives market structure in India.
10. Define option. What is the difference between a call option and a put option?
11. Explain the execution of forward contracts. How will you cancel and extend the contracts?
12. A stock is currently selling for Rs. 120. The call option on the stock exercisable a year from now at an exercise price of Rs. 110 is currently selling for Rs. 30. The risk free interest rate is 12%. The stock can either rise or fall after a year. It can fall by 30%. By what percent can it rise?

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PMB07/PMG07/
MBNHQ**

13. Apply the Black scholes formula to value a call option under the following circumstance :

Stock price	–	Rs. 100
Exercise price	–	Rs. 95
Interest rate	–	0.10
Time to expiration	–	0.25 (3 months)
Standard deviation	–	0.5

14. The price of gold is currently Rs. 1,500 per gram. The forward price for delivery in one year is Rs. 2,200. An arbitrageur can borrow money at 10% p.a. What should the arbitrageur do? Assume that the cost of storing gold is zero and that gold provides no income.

15. Using binomial model, calculate the hedging ratio and the value of a call option with one year to expiry from the following data :

Current share price	–	Rs. 50
Exercise price	–	Rs. 60
Value expected at expiration	–	Either Rs. 80 or Rs. 40
Risk free rate of return	–	10%

3 **P/ID 77539/PMHQ/
PMB07/PMG07/
MBNHQ**

16. A stock price is currently Rs. 80. It is known that at the end of four months it will be either Rs. 75 or Rs. 85. The risk free interest rate is 5% p.a. with continuous compounding. What is the value of a four month put option with a strike price of Rs. 80?

PART C — (1 × 20 = 20 marks)

(Compulsory)

Case Study

17. A trader buys a call option with a strike price of Rs. 45 and put option with a strike price of Rs. 40. Both options have the same maturity. The call costs Rs. 3 and the put costs Rs. 4. Draw a diagram showing the variation of the trader's profit with the asset price.

DECEMBER 2015

**P/ID 77540/PMJQ/
PMB08/PMG08/
MBNJQ**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Examine how the risk will be identified.
2. Explain risk management insurance.
3. What are the features of personal risk management? Explain.
4. What is retirement planning? Explain.
5. Explain how claim valuation will be done with an example.
6. State the importance of commercial property insurance.
7. Explain risk management environment.
8. Explain the different types of policies in insurance.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Enumerate the risk management process.
10. Discuss the pros and cons of commercial property insurance.
11. Explain the risk management for home owners.
12. How is the workers compensation computed? Explain the process.
13. List out and explain the latest challenges for private insurance.
14. Explain how the claim valuation will be done for insurance.
15. Explain the risk management process.
16. What are the different types of policies in insurance? State the advantages and disadvantages of each.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Discuss the impact of Risk Management environment in detail with suitable examples.

DECEMBER 2015

P/ID 77548/PMSH5

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the principles of clinical and support services in a hospital?
2. Give the meaning and importance of nursing care.
3. What are the emergency services associated with a hospital? List the occasions of emergency services.
4. List the rules and conduct of laboratory service.
5. How do corporate hospitals make arrangements for laundry service?
6. What do you understand by special diet kitchen? Explain.
7. Give the need and importance of blood banks.
8. What are the facilities provided in an ambulance vehicle?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe the role of supportive services and departments in the hospital management.
10. List and explain the various documents and records to be maintained by nurses and ward supervisors.
11. Discuss the role and importance of emergency services with suitable examples.
12. What type of housekeeping is maintained in a clinical laboratory? What are the safety procedures in the X-Ray laboratory?
13. Bring out the various washing materials and washing arrangements available in hospitals.
14. Write about the various functions of nutrition and dietary services.
15. Elucidate the different methods of organizing supportive services for hospitals.
16. Write an essay on blood bank management.

PART C — (1 × 20 = 20 marks)

(Compulsory Question)

17. The client Boston-Lavan is a medical start up and corporate hospital. It was founded by a professor at JP Harayan hospital with past commercialization experience. The hospital has recently developed and installed a new device that can efficiently filter blood. The client wants to know the market potential and optimal service price in the hospital for the service. If you are a consultant, how would you approach the case? Give supportings to your analysis.
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DECEMBER 2015

**P/ID 77553/PMBP1/
PMSO1/MBNP1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the various strategies of supply chain management.
2. Explain the process of supply chain.
3. Explain the network design in supply chain.
4. Explain the various distribution networks.
5. Explain the various components of inventory design.
6. Explain the role of safety inventory in supply chain.
7. Explain the performance characteristics of transportation supply chain.
8. Briefly explain the supplier relationship management.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the network design in uncertain environment.
10. Briefly explain the various strategies in supply chain management.

11. Briefly explain the determination of optimal level of product available.
12. Explain the role of aggregate planning in a supply chain management.
13. Explain the planning steps in Transportation Networks in supply chain.
14. Explain the various factors that influence network design decisions.
15. Discuss the following term :
e-SRM, e-LRM, e-SCM.
16. Explain the frame work of customer relationship management.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Explain the various challenges of supply chain management.
-

DECEMBER 2015

**P/ID 77554/PMBP2/
PMSO2/MBNP2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss the global practices in World Class Manufacturing.
2. How competitive advantage can be achieved in World Class Manufacturing?
3. Discuss the functions of World Class Manufacturing System.
4. What is Poka Yoke? Discuss its principle.
5. Discuss the Indian organization who have successfully implemented World Class Manufacturing.
6. Describe the characteristics of World Class Manufacturing.
7. Discuss the role of software in World Class Manufacturing.
8. Discuss the objectives of World Class Manufacturing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the role of Information Technology in World Class Manufacturing.
10. Discuss the method of achieving total commitment to quality.
11. Explain how quality influence productivity, profitability and competitiveness of firms. Draw suitable examples.
12. Differentiate between Total quality control and Total quality management.
13. Elucidate the concept of Just In Time. Describe its pros and cons.
14. Discuss the concepts of core competence for ensuring quality.
15. Discuss the global standards in measuring quality. Identify the barriers.
16. What is Total Productive Maintenance? Explain the various costs associated with Total Productive Maintenance.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Examine the various manufacturing systems practised in India.

DECEMBER 2015

**P/ID 77555/PMBP3/
PMSO3/MBNP3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the principles of business process management.
2. Elucidate the growth of business process Reengineering Industry in India.
3. Discuss the need for migration strategy in business process outsource.
4. Discuss the need for information privacy in outsourcing.
5. Elucidate the recent trends in offshoring.
6. Discuss the legal requirements needed in an outsourcing.
7. What is Benchmarking? Discuss its need in BPO.
8. Discuss the risks involved in business process outsourcing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Compare and contrast core and non core process.
10. Discuss the need for process mapping in business process reengineering.
11. Elucidate the steps to be followed to assess risk of business process outsourcing.
12. Discuss the infrastructure needed in order to develop outsourcing.
13. Elucidate the technology support needed in business process outsourcing business.
14. Discuss the steps to be followed to evaluate critical success factors in business process outsourcing.
15. Elucidate the need to manage change in business process reengineering.
16. Discuss the procedure to be adopted to manage Cost of BPO transition.

PART C — (1 × 20 = 20 marks)

Compulsory questions.

17. VATs Ltd is involved in BPO business for the past 10 years. Most of their clients are from India and abroad. The company employ 500 people and operates in three shifts. The company is located in

Chennai and Bangalore. The company plans to conduct a feed back from its customers. VATs Ltd find difficulty in getting the time of the customer for feed back. Customer contact VATs Ltd for their grievance, and once it is solved and don't give time frame for feed back.

Questions :

Suggest suitable guidelines for VAT Ltd. in order to get a feed back from its customers.

DECEMBER 2015

**P/ID 77556/PMBP4/
PMSO4/MBNP4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the ways in which projects have been classified?
2. What are the various stages of project cycle?
3. State the important Criteria's for selecting a project.
4. What is the aim of project formulation? Explain.
5. What are the significances of a project? Explain.
6. How to manage a Project Team? Explain.
7. List the advantages of feasibility study.
8. What are the contents of Project Report?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the procedures to be followed while estimating project time and cost?
10. What are the classification of projects? Explain.
11. What are the finance factors to be considered in feasibility study? Explain.
12. Discuss any five important Project Evaluation and performance review techniques.
13. Who is a project manager? What are the roles and responsibilities of a project manager?
14. “Insurance is necessary for a project” – Do you agree with this statement – Comment.
15. How will you identify the necessity of project preparation? Explain the factors involved with proper illustration.
16. What is Project Information System? Explain the salient features of information system.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Assume you are the Marketing Manager of an Leading FMCG Company in India. You have been directed to expand and introduce some of the company's product in South India, how will you make the feasibility study. Prepare a project report by analysing all factors by taking an organisation as an example.
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DECEMBER 2015

**P/ID 77557/PMBN1/
PMSN1/MBNN1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Who are the parties involved in Letter of Credit?
2. Explain the essential features of New EXIM policy.
3. Explain the functions of State Trading corporation of India.
4. Give a note on Export Processing Zones.
5. Discuss the direction of India's Export Trade.
6. What is Forfaiting? How does EXIM bank acts as a nodal agency for Forfaiting?
7. What are Export Incentives? Explain.
8. Explain the types of Trading Houses.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss in detail the specific Policies and schemes of ECGC.
10. Discuss any four categories of Pre-shipment finance available for Exports.
11. Discuss the Shipping method of despatching goods to an exporter by air.
12. Describe the documents needed and the procedure for availing Credit insurance.
13. Describe the different types of Tariff and non-Tariff barriers in export marketing.
14. Explain the significance of marine insurance in export and import business.
15. Discuss in detail the functions of Export Promotion Councils.
16. Give note on :
 - (a) Free Trade Zones
 - (b) Thrust products of India's exports.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Evaluate the role and describe the services rendered by EXIM bank in facilitating Export-import trade.

DECEMBER 2015

**P/ID 77558/PMBN2/
PMSI5/MBNN2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is the use of a foreign exchange market? Explain.
2. How do spot and forward markets differ from each other? Explain.
3. How is interest rate of a country influence the exchange rate? Explain.
4. Write a note on method of advanced indicator as exchange rate forecasting.
5. Explain different types of option contract.
6. How do you cancel the forward contract? Explain.
7. Write a note on consolidation exposure.
8. What effect does a continued trade deficit have on currency? Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. If the rates are quoted as follows in Paris \$ 1.5537-50 for pound sterling and \$ 0.1982-98 for French franc. What is the direct quota for pound sterling in Paris?
10. Critically examine the purchasing power parity theory.
11. Examine the features of future contracts.
12. What are the basic difference between future and option contract? Explain.
13. Explain the different types of risk that multinational enterprise subjected to.
14. Explain any four external techniques of covering exchange rate risk.
15. Suppose India welcomes Foreign Direct Investment (FDI), how does this affect current account balance?
16. Explain how fiscal policy helps in exchange rate management.

PART C — (20 marks)

Compulsory.

17. Discuss with example about the various determinants of exchange rate in a country.

DECEMBER 2015

**P/ID 77559/PMBN3/
PMSN3/MBNN3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. How do you classify MNC? Explain their types with examples.
2. Explain the concept of Strategic planning in MNCs.
3. Give a brief note on foreign subsidiaries.
4. What is ownership strategy of MNCs?
5. Why are International Joint Ventures promoted?
6. What are the various forms of Retrenchment strategy?
7. Explain International Subsidiary structure.
8. Give a note on Business Ethics.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss in detail the organisational strategies of MNCs.
10. Discuss the growth and importance of MNCs in India.
11. Compare and Contrast SWOT analysis with PEST analysis.
12. Discuss the various issues involved in Strategic Implementation.
13. Explain the various facets of Environmental scanning for MNCs.
14. Describe the characteristic features and importance of Strategic Business Units.
15. Give a detailed note on Corporate Social Responsibility of MNCs with illustrative examples.
16. Give note on :
 - (a) American organisational design
 - (b) Balanced Scorecard.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. “Though strategic alliances assist the companies concerned to improve their financial health, at times, such alliances foster monopolistic situations which will not be good for the consuming public/users”. Elaborate with illustrations.
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DECEMBER 2015

**P/ID 77560/PMBN4/
PMSN4/MBNN4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the provisions for imports in new EXIM policy?
2. List down the negative list of imports.
3. Explain the procedure for Open General License.
4. What is Global sourcing? Explain its benefits.
5. What are the functions of Shipping agent?
6. What are Forward contracts?
7. Explain the working of Letter of Credit.
8. What are the sources of Import Finance?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Compare and Contrast Capital Goods scheme and Duty Exemptions scheme.
10. Discuss the functions, obligations and responsibilities of specialist services in Customs clearance.

11. Discuss the objectives and functions of Import Oriented Units.
12. Define international liquidity. Discuss the role of IMF and IBRD in increasing the international liquidity.
13. Discuss the Export promotion measures and Import substitutions.
14. Discuss the role of RBI and its regulations in Indian imports.
15. Give a detailed note on recent trends of Import and Export in India.
16. How does Import Trade Intensity analysis is carried out? Explain the computation of Commodity and Country indices.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Respond and prepare for the following requests :
 - (a) You have been asked to add your confirmation to be irrevocable letter of credit by the issuing bank.
 - (b) The beneficiary of a revocable letter of credit has asked you to add your confirmation to the credit.

DECEMBER 2015

**P/ID 77561/PMBE1/
PMSE1/MBNE1**

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define Educational Management.
2. Discuss the practicability of Macaulay's minute on education.
3. Explain the nature and importance of educational management.
4. Discuss the policies of education before and after independence.
5. Explain the development of higher education in India.
6. What suggestions do you render to improve curriculum planning and implementation?
7. Bring out the concept of administration and management in education.
8. Highlight the scope of educational administration in India.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Write a detailed note on wood's dispatch (1854).
10. Discuss in detail educational administration India before and after 1947.

11. Explain the need and importance of management of educational institutions.
12. Explain in detail about National Commission on Teachers (1983-85).
13. Describe the role of components system or subsystem in successful management education.
14. Explain the role of private agencies in shaping up the education in India.
15. Explain the functions of educational administration in India.
16. Explain the different levels of educational administration.

SECTION C — (1 × 20 = 20 marks)

(Compulsory)

17. Explain the different measures of teaching-learning and evaluation.

DECEMBER 2015

**P/ID 77562/PMBE2/
PMSE2/MBNE2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the significance of economics of education.
2. “Education as consumption”. Briefly Comment.
3. Briefly explain the correlation between education and distribution of income.
4. How is the education influencing the population? Explain.
5. What are resources for education? Explain.
6. What are the objectives of analysing the costs of education? Explain.
7. Briefly explain the correlation between education and employment.
8. What are the objectives of Input-output analysis in education? Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the scope of economics.
10. Highlight the association between Education and Human Resource Development.
11. Explain the role of Education on Economic growth.
12. Bring down and explain the impacts of Education on National development.
13. What are the educational costs come under the taxation? Explain.
14. List down and explain the components of cost of Education.
15. How is labour wage varies based on the education? Explain.
16. Explain the parallelism between education and industry.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. “In India the standard of Education is degrading everyday and if anybody seeks quality education then they he/she has to pay huge cost for that. The

2 **P/ID 77562/PMBE2/
PMSE2/MBNE2**

Indian government (both central and state) never took any effective measure to standardize the quality of education and control the cost of education”. Comment on this issue.

DECEMBER 2015

**P/ID 77563/PMBE3/
PMSE3/MBNE3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the key issues in institution management.
2. Explain the term manpower grooming.
3. What is institutional climate and explain the factors influencing it?
4. What is organizational culture and explain its element?
5. What is organizational change and why it is needed?
6. Explain the term online communication management.
7. What is meant by intervention strategies and how it is useful in institutional effectiveness?
8. Define the term activity management and explain how it is applied in educational institution.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the different internal environmental factors that influence education.
10. Bring out the emerging trends in organizational culture.
11. Explain the various factors influencing culture in the educational institution.
12. What are the essential prerequisites for proper implementation of organizational change?
13. Identify the various factors leading to resistance to change.
14. Explain the term communication management and discuss its importance in educational institution.
15. Define conflict. Explain how to manage conflict among the student and staff members.
16. How would you manage crisis that exists among the staff members of educational institution.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Explain the important points to be considered by the management before introducing the change in the education system.

DECEMBER 2015

**P/ID 77564/PMBE4/
PMSE4/MBNE4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the recent amendments in Indian Higher Education System?
2. Briefly explain the quality indicators which are framed and followed by NAAC.
3. Draw out the organisational structure of NCTE.
4. Enumerate the objectives of Indian Council of Medical Research (ICMR).
5. Explain the services offered by Common Wealth of Learning (COL).
6. Highlight the strength and weakness of current higher education system in India.
7. Explain the objectives of UGC.
8. Explain the policies of AICTE.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the functions of Pharmacy Council of India.
10. Explain the various programmes offered by Sports Authority of India (SAI).
11. State and explain the different types of higher educational institutions functioning in India.
12. Explain role of agencies of higher education.
13. Elucidate the contribution of AICTE to the Indian higher education system.
14. Enumerate and explain the regulations of MCI relating to professional conduct.
15. Explain in details the functions and research project programmes and incentives for Promotion of Sports education.
16. Explain about the powers, functions, assessment and accreditation of distance education council.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. The quality of technical education in India is not upto the standard and everyday losing its colour. The Apex body of technical education AICTE is facing plenty of challenges to keep the sustainability in the quality of technical education. How would you strengthen the power and capacity of AICTE? Bring your valuable tips in this regard.
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DECEMBER 2015

**P/ID 77565/PMBT1/
PMST1/MBNT1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. List out the importance of pre-registration.
2. What are the methods of payments made in hotels?
3. What is the need for interdepartmental communication in hospitality industry?
4. What is outsourcing?
5. Why do people need skill training?
6. What do you mean by guest cycle?
7. What is the need for job specification?
8. List out the need for maintaining good relationship with guests.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the scenario of hospitality industry in India.
10. Explain the recruitment process in the hospitality industry.
11. Describe the types of training given in hospitality industry.
12. Discuss the importance of revenue management.
13. Explain the types of front office forms used in hospitality industry.
14. Discuss the functions of sales and marketing in hospitality industry.
15. How will you maintain accounts in hospitality industry?
16. Write a note on property management system.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. How will you manage Human Resources in hospitality industry? Explain.

DECEMBER 2015

**P/ID 77566/PMBT2/
PMST2/MBNT2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is tourism? State its components.
2. State the purpose of tourism planning.
3. What are the steps involved in planning a campaign?
4. Define market segmentation. State its importance in tourism.
5. How can tourism contribute to economic and social development?
6. Bring out the scope of tourism in India.
7. Explain the various types of tourism planning.
8. List and explain the different categories of tourist statistics.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Enumerate different types of tourism giving examples for each form of tourism.
10. How would you assess tourism demand and supply for a tourist spot that is already operational? Justify with examples.
11. How do you promote tourism through media?
12. Why and how might the marketing practice for a small enterprise differ from the large international tourism company?
13. Why does hotel accommodation play an important role in tourism?
14. Explain how the evolution of demand for tourism came.
15. How computers and internet are used in tourism industry? State its merits.
16. Write a detailed note on role of transport in the growth of tourism.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Prepare a proposal for evaluating socio-cultural impacts of tourism.

DECEMBER 2015

**P/ID 77567/PMBT3/
PMST3/MBNT3**

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain briefly about hotel chains in India.
2. Explain the responsibilities of front office staff.
3. List out the equipments used in front office.
4. Explain the role played by public relation officer.
5. Sketch out the organization structure followed in catering department.
6. Explain the sales forecasting strategies applicable to the beverage market.
7. List out in detail the segmentation of alcoholic and non alcoholic beverages.
8. Write a short note on hotel automation.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Write in detail about various kinds of hotel and its grading system.
10. Discuss on front office statistics and reports.
11. Highlight the functions of a reservation system in a hotel industry.
12. State and explain the features of a reservation process.
13. Elucidate on the function of catering management.
14. Write on menu planning and the food production process.
15. Comment on the overview and key factor of various restaurants.
16. Highlight the future of hospitality industry.

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. Bring out in detail the importance of housekeeping in hotel industry.

DECEMBER 2015

**P/ID 77568/PMBT4/
PMST4/MBNT4**

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define the term services and explain service package.
2. What are the 4 C's of customer marketing? How do they apply to CRM?
3. How to develop new services and explain in detail with example.
4. What are the strategic issues in services?
5. Explain the benefits of CRM.
6. List out the basic characteristics of services.
7. Bring out the various components in CRM solutions.
8. Highlight the role of e-business in service management.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Highlight the unique characteristics of services.
10. Explain the steps and implementation of different phases of CRM.
11. Discuss the key areas of CRM system.
12. Draw the various blocks of CRM and explain each block in detail.
13. Bring out the significance of CRM.
14. Explain the role of technology played in CRM.
15. Explain with an example of CRM process.
16. List out the various challenges faced by organization in implementing CRM.

SECTION C — (1 × 20 = 20 marks)

(Compulsory)

17. Choose any organization and discuss how CRM can enhance customer relationship.

DECEMBER 2015

**P/ID 77569/PMBH1/
PMSH1/MBNH1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Write note on Indian population trends with respect of health planning.
2. What are the important elements of health policy?
3. Explain the concepts of tertiary health care system.
4. What kind of health problems arises due to life style of the people?
5. Describe the functions of UNDP.
6. Assess the functional parameters of health planning.
7. Trace the history of National Health Policy.
8. 'Primary Healthcare is a new approach to healthcare' – Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the factors that affecting the health policy of India?
10. Discuss the need and uses of national health programmes in India.
11. What are the challenges confronting the public health system?
12. Elucidate the different structures that required for the hospitals in India.
13. Explain the role and functions of Indian council for child welfare.
14. Analyze the changing pattern of diseases and discuss the required preventionel methods.
15. What are the major health problems in India? Discuss and also suggest suitable measure to solve the problems.
16. Elucidate the public health achievements in India through health planning.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Discuss the role and functions of private, government and corporate hospitals in Indian health care system.
-

DECEMBER 2015

**P/ID 77570/PMBH2/
PMSH2/MBNH2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the concepts of hospital system.
2. Explain the principles of hospital planning.
3. What are the criteria should follow on selection of an architect?
4. Describe the various methods for evaluating project cost.
5. List the various documents maintaining in hospitals.
6. How do you design an intermediate zone for hospitals?
7. State the standards factors for medical gas system.
8. What are the advantages of computerization in hospital services?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe and differentiate the planning process of hospital in urban and rural areas.
10. Enumerate the selection process of site and location for a hospital.
11. How do you forecast the demand and need of hospitals for a metropolitan city?
12. What are the major facilities that a hospital should concentrate?
13. Indicate the major service problems in Government hospitals.
14. Highlight the factors responsible for biomedical waste handling in hospitals.
15. What are the functions of hospital information system and describe its uses?
16. Examine the emerging issues and challenges involved in hospital administration.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Discuss in your points based on the following factors for the importance to the success of hospitals.
- (a) Planning and design of the hospital
 - (b) Equipped modern instruments
 - (c) All kind of services and
 - (d) Cost of the treatment.
-

DECEMBER 2015

**P/ID 77571/PMBH3/
PMSH3/MBNH3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Why is a hospital records management programme important?
2. Explain the purpose and nature of patient case-notes.
3. Describe the need for preparing medical records to press.
4. Why are comprehensive record-keeping processes important for the management of pharmacy and drug records?
5. How do you keep the hospital's data as safe and secure?
6. Describe the steps in preparing the surgery records.

7. What are the advantages and disadvantages of a single-site records service?
8. Name five types of hospital records often worthy of permanent retention.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the process of record keeping in hospital administration.
10. Explain the principles of good records management.
11. What are the benefits and drawbacks to providing electronic access to records?
12. Write the procedures of records retention and disposition.
13. How do you manage the causality records? Explain.
14. Describe the merits and demerits of electronic records management.

15. Explain the different medical forms and reports.
16. Elaborate the major challenges in maintaining the medical registers.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Discuss some common registration and practical problems that are related to records, found in hospitals and suggest the 'best practice methods' to solve it.
-

DECEMBER 2015

**P/ID 77572/PMBH4/
MBNH4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define counselling and explain the need of counselling.
2. State two goals of counselling.
3. What is closed group in counselling?
4. Explain the concept of self-actualisation.
5. What is the relationship between counselling and psychotherapy?
6. What are the aims of group counselling?
7. What is non-directive approach to counselling?
8. What is pre-counselling interview?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain and differentiate the patient centred and counsellor centred counselling.
10. Discuss various relaxation techniques in counselling.
11. What are the characteristic distinguishing effective from ineffective counselors?
12. Explain the stages in counselling process.
13. Critically evaluate the counselling procedures to drug addiction patients.
14. What are the factors to be considered while counselling of HIV patients?
15. Highlight the role of psychological tests in guidance and counseling.
16. Explain the process of patient counselling on the basis of humanistic approach.

PART C — (1 × 20 = 20 marks)

Compulsory

17. A counsellor is defined as a _____.

- (a) Helping professional or
- (b) Understanding personality or
- (c) Experienced Person or
- (d) Expert communicator

Discuss the above all in the hospital environment with examples.

DECEMBER 2015

**P/ID 77573/PMBA1/
PMSA1/MBNA1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the general properties of textile fibres.
2. Write down the Botanical and Commercial classification of cotton.
3. Highlight the salient features of carbon fibre.
4. What is generally called as fibre morphology and polymer system?
5. Write about the types of textured yarns.
6. Illuminate the silk types and its major growing places.
7. Give a note on waxing and its significance.
8. List out the reasons for blending.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain about the classification of Textile fibre.
10. Illuminate the enduses of Flax and Wool.

11. What is called as silk? Explain its chemical composition and properties.
12. Briefly state about semi synthetic fibres.
13. List out the uses of aramid and metallic fibres.
14. Portray the methods of Filament spinning.
15. Explain briefly the Staple spinning system.
16. Discuss the properties required for export quality hosiery yarns and various yarns.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Wrap and weft yarns with diameters of 0.5 mm and 0.8 mm, respectively are used to produce plain woven fabric with end spacing of 0.7 mm and pick spacing of 1.4 mm. Assuming the degree of flattening to be 0.7 in both wrap and weft yarns, what is the approximate fabric cover?

DECEMBER 2015

**P/ID 77574/PMBA2/
PMSA2/MBNA2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Briefly describe about the principles of fashion.
2. Explain about the fashion focus on Men's Apparel.
3. Enumerate on Retailing Policies.
4. Give a note on Fashion Markets.
5. Define Warehousing. Explain the role of Warehousing in fashion business.
6. Illuminate the Demographic and psychographic factors that Influence Fashion.
7. Explain about planning and selection of Fashion Merchandising Plan.
8. Discuss the fashion focus on apparel accessories.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Elucidate the fashion cycle and discuss the role of Designer, Manufacturer and retailer in the changing fashion cycle.
10. Portray the forecasting techniques used to children apparel.

11. State about the fashion association in India.
12. Give a detailed note on Buying, Receiving and Distribution functions on Fashion Merchandising.
13. Elaborate the challenges faced in organizing fashion shows.
14. Write a brief note on Foreign designers and UK-Indian designers.
15. List down the components and principles of Fashion.
16. Enumerate the scope of fashion business in all levels.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Levi, the world famous Manufacturer of Jeans, offers to Supply Jeans to Suit Individual customers by taking body measurements with a laser beam and cutting the cloth with computer – controlled Laser Knives and stitching them subsequently all of this with in half an hour of placing the order in a department store.

Imagine if you are a Person Manufacturing Garments, what type of the new techniques you can used to attract the people and capture the position in the world of fashion.

DECEMBER 2015

**P/ID 77575/PMBA3/
PMSA3/MBNA3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. List out the types of bifurcated garments.
2. Enumerate the factors responsible for manufacturing structure of cloning industry.
3. Discuss the concept of basic pattern and grading.
4. Explain the standard body measurements for children's clothing in different countries.
5. Portray the concept process sequence.
6. State about mechanism of stitch formation in chain and lock stitch.
7. Give a detailed note on sewing thread consumption ratio.
8. Elucidate about garment embellishments.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain different types of sectors in Apparel Industry.
10. Write a detailed note on product types and its influence on organization.
11. List out the causes and remedies for pattern defects.
12. Write down the advantages and disadvantages of computer aided grading.
13. Explain the necessity for marker planning and marker efficiency.
14. Briefly state about work aids and its special purpose.
15. Give a detailed note on pressing and packing.
16. List out the causes and remedies for Needle and Thread problem.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. The Global Apparel Industry's total revenue in 2012 was US \$ 352.4 billion, which was approximately 68% of the overall industry value. Among the total, Asia Pacific region constitutes the largest amount of production and trade in the apparel industry worldwide. China one of the strongest economies of today's world had captured 65% of the global market share towards the end of 2012 in total apparel exports. The other major apparel exporting nations include USA, Germany, Hongkong, Italy, Malaysia, Pakistan, Thailand and India. Identify why India's position is last. Give our suggestions to improve the market share of India in Global Apparel Manufacturing Industry.
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DECEMBER 2015

**P/ID 77576/PMBA4/
PMSA4/MBNA4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define production. Cite its relevance with apparel production management.
2. List the functions of production department and the duties of a production manager.
3. Briefly explain the concept of capacity requirement planning.
4. List the steps in production planning.
5. What are the advantages of UPS?
6. Explain the concept of line balancing with reference to a garment industry.
7. Discuss about process layout with a neat sketch.
8. What is simo chart?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain about factors of production and the setting up of definite complete production lines.
10. Elucidate the process of evaluating and choosing the system.
11. Discuss the major factors to be considered in production planning.
12. What is MRP? Explain its phases with a neat sketch.
13. How will you conduct a productivity analysis survey in the garment industry?
14. Discuss about plant engineering and location economies.
15. How is the scope of work study measured? Explain its necessity.
16. List down the principles of motion study.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Develop a production layout for an inner wear manufacturing company. Invent relevant details and discuss its suitability in Asian market.

DECEMBER 2015

**P/ID 77577/PMBX1/
PMSI1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define 'Economic Interdependence'. What creates it?
2. What is the basis of modern theory of International trade?
3. Bring out the privileges of 'WTO' members.
4. Brief the objectives and activities of 'EPU'.
5. Specify the role of 'UNIDO'.
6. Write note on 'NIEO'.
7. Specify the key elements of International Commercial Arbitration.
8. List out the factors relevant to the enforceability of an Arbitration clause.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the gains from International trade. Bring out its limitations.
10. Describe the emerging dimensions of international economic relations.
11. Explain WTO and mention its main features.
12. Discuss the role of IMF in providing and increasing international liquidity.
13. Explain the three businesses of IFC.
14. Discuss the method of valuing SDR.
15. Explain the features of arbitration agreement in the settlement process.
16. Suggest your guidelines for drafting International arbitration clauses.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Co-operation among 'SAARC' countries in International trade and commerce is yet get momentum. Do you agree? Discuss in detail.

DECEMBER 2015

**P/ID 77578/PMBX2/
PMSI2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. List out the advantages of international trade.
2. What do you mean by balance of payments?
3. Write note on deemed exports.
4. What is the need for export promotion?
5. What do you mean by EPCG?
6. Brief about the instruments of export promotion.
7. Specify the reasons to form joint venture.
8. What do you understand by counter trade arrangements? List out its types.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the assumptions, merits and derivatives of Hecksher-Ohlin theory.
10. Critically examine the comparative cost theory.

11. Trace the direction and explain the composition of India's foreign trade.
12. Describe the various instruments of commercial policy.
13. Comment on the existing duty exemption schemes in India.
14. State and explain the marketing assistance given by the Government machinery to promote exports.
15. Discuss about the performance of project exports state your suggestions to improve it.
16. Discuss about India's foreign collaborations with reference to foreign trade in post liberalisation era.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Critically examine the India's foreign trade policy.
-

DECEMBER 2015

**P/ID 77579/PMBX3/
PMSI3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Brief the elements of International Supply Chain Management.
2. What are marketing logistics? State its importance.
3. What do you mean by multi modal transport system? State its advantages.
4. Write note on ship owner and shipper consultation.
5. Write notes on :
 - (a) Voyage charter
 - (b) Time charter and
 - (c) Demise charter.

6. List out the documents needed for shipping of goods.
7. Brief the three stage procedure for starting Air Transport Services.
8. Bring out the symptoms of poor inventory management.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. “Logistics is some time referred as other half of marketing”. Discuss.
10. Bring out the similarities and differences between domestic and global supply chain management.
11. Explain Dry Port and Inland Container Depot (ICD).
12. Elaborate the impact of containerisation in global trade.
13. Narrate the criteria for freight rate determination.
14. Explain the liner conference and tramp shipping.

15. Elaborate the total cost concept in air transportation.
16. Explain the nature and importance of warehousing.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Discuss the importance of developing several minor ports in India.
-

DECEMBER 2015

**P/ID 77580/PMBX4/
PMSI4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Briefly explain the concept of culture.
2. Briefly explain the impact of culture on business.
3. Briefly explain the correlation between culture and global management.
4. Explain the importance of business culture.
5. Explain the concept of cross culture.
6. Briefly explain the negotiations of cross culture.
7. How the global management cadre is being motivated? Explain briefly.
8. Elucidate the concept of cultural shock. How do you combat it?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the role of good culture of suppliers of an organisation for its success.
10. What are the determinants of cultural background of business state-holders? Explain.

11. Discuss the processes of communication across cultures.
12. List down and explain the communication strategy of Foreign MNC.
13. Explain the strategies deployed in global business operations.
14. What are the steps involved in strategy formulation? Explain.
15. Explain the process of staffing in global operations.
16. List down and explain the different phases of cultural change.

PART C — (1 × 20 = 20 marks)

Compulsory

17. "The cultural image of an organization is highly depend on the employees of that organization because, their role is being interlinked with each and every movement of the organization". Comment.
-

DECEMBER 2015

**P/ID 77581/PMBL1/
PMSL1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. State and explain the importance of logistics management.
2. Brief about integrated logistics system.
3. What are the elements of supply chain management?
4. How do you measure the performance of logistics management?
5. Explain the role of transports in logistics and supply chain management.
6. State the merits and demerits of ocean transport.
7. Give an account of port procedures.
8. What are the advantages of air transport?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss in detail the components of logistics management.
10. Enumerate and explain the functions of logistics management.
11. Examine the impact of forecasts on logistics and supply chain management.
12. Describe the factors determine the selecting the mode of transportation.
13. “Transporting the goods in containers is the best and safest way”. Do you agree? Justify your answer.
14. Elucidate the role of emerging technologies in logistics and supply chain management.
15. Explain the types of ships. How do you measure the capacity of ships?
16. Discuss the role and significance of insurance in logistics.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Identify and analyse the issues and challenges faced by developing countries like India in logistics and supply chain management. Suggest suitable measures to overcome such challenges.
-

DECEMBER 2015

**P/ID 77582/PMBL2/
PMSL2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the basic terms in International Transport?
2. Explain the scope of rail transport in international transportation.
3. What do you mean by the Geography of Transportation Networks?
4. What are the uses of Geographic Information Systems for Transportation?
5. Write a note on Transport Performance Indicators.
6. Describe the uses of Delphi Forecasting in transportation.
7. What is a 'cold chain'?
8. What are the issues related to safety in international transport?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the different modes of international transportation.
10. What changes are expected in the near future in international transportation?
11. What are the important functions of the transport terminals?
12. Explain the various issues involved in the freight distribution and repositioning of empty containers.
13. Describe the relationship between the international transport and economic development.
14. Explain the powers and duties of port authorities of different countries.
15. What are the challenges involved in managing a large airport terminal?
16. Explain the nature and features of international transport policy.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Compare the airfare between different countries. What are the reasons for the difference in the airfare between countries? How does the airfare can be minimized? Give suggestions.

DECEMBER 2015

**P/ID 77583/PMBL3/
PMSL3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define inventory. Explain the types of inventory.
2. What are the various cost associated with inventory?
3. Explain the merits and demerits of selective inventory control.
4. What is EOQ? What are the uses of it?
5. What is JIT? What are the risks associated with JIT?
6. Explain the significance of computers in inventory management.
7. Explain the need for warehousing.
8. What are the various factors affecting warehousing cost?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the symptoms of poor inventory management? How to improve the effectiveness of inventory management?

10. Elaborate the various models of inventory control.
11. Explain the various modern methods of inventory control such as Kanban, DRP & ERP.
12. How do you manage inventory at the time of uncertainty? Whether JIT will be useful in uncertainty? How.
13. Explain the steps in warehouse selection and planning.
14. What are the various functions and operations of a warehouse?
15. Explain the various steps involved in codification and standardisation of materials.
16. Write a detailed note on the following: bulk-breaking, cross docking and mixing.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Explain the role of Information Technology in warehousing.

DECEMBER 2015

**P/ID 77584/
PMBL4/PMSL4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the purposes of Liner conferences.
2. Discuss the significance of Loyalty rebate schemes.
3. Explain about Bills of Lading and their importance in liner traffic.
4. Discuss the role of letter of indemnity.
5. Discuss on “containerization”.
6. Explain the rationale of multimodalism.
7. Explain the theory of FAK.
8. Discuss the functions of shippers, consignees and banks.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Write a detailed note about the routes and ports of world liner trades.
10. Explain in detail about different types of bills of lading and their uses.
11. Discuss the issues induced in implementing multimodalism in India.
12. Explain the legal issues related to container leasing.
13. How do you calculate the rate for Liner trade?
14. “Marginal costing is the best method of fixing price for containers” – Do you agree? Explain.
15. Discuss the procedure of cargo claims.
16. What are the different types of insurances carried by merchants?

PART C — (20 marks)

Compulsory

17. Discuss about the following.
- (a) How the Liner tariff is fixed during heavy competition?
 - (b) Intermodal transportation.
-

DECEMBER 2015

**P/ID 77585/PMBG1/
PMSP1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Differentiate dry bulk and liquid Trades.
2. What is meant by International Trade?
3. How is Receipt operations different from Port operations?
4. Brief on quay transfer operations.
5. Write a note on Emergency Contingencies.
6. Discuss on factors determining the type of Cargo Equipment.
7. Elucidate on Port Environmental matters.
8. Enumerate the Evolution of Ports in a Competitive World.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the location of major World Ports in Trades.
10. Write a note on the Diversity of Specialist Port Operations.

11. Explain the Operational Planning of Ports.
12. Elucidate on Containerization and Just in Time Transportation.
13. Highlight the types of Terminals.
14. How can sustainable development be ensured in Port Management?
15. Enumerate on alternative Port Management Structure.
16. Comprehend on framework for Port Reforms.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Comprehend on the types of Port Ownership and administration in India.
-

DECEMBER 2015

**P/ID 77586/PMBG2/
PMSP2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Prepare a SWOT Analysis about the shipping industry in India.
2. What are the functions of shipping?
3. Differentiate importation from exportation of goods.
4. Write down the meaning of vessels.
5. What is meant by port state control?
6. Brief on combined transport.
7. Write a note on risk management.
8. How is ship management defined?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Elaborate on ship design and construction.
10. Write a note on trades through shipping industry

11. Explain the contribution of inland waterways in trade.
12. Discuss the services provided by shipping organizations.
13. Highlight the different types of freight.
14. Establish the contribution of ship operations with port security.
15. Enumerate on carriage of goods by sea.
16. Elucidate on role of shipping management companies.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Analyze the contribution of Shipping Industry to Exports.
-

DECEMBER 2015

**P/ID 77587/
PMBG3/PMSP3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the needs of Port Pricing.
2. List out to whom the Port Services are provided.
3. What is meant by Port Dues and Port Tariff?
4. Discuss the importance of Port charges.
5. Highlight the need for a good Accounting System.
6. What is meant by a Cost/Revenue Center?
7. How are Costs Calculated for Port Charges?
8. Define Ratio Analysis.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Elaborate on the Administrative Status of Port Authorities.
10. Explain Pricing and Supply of Port Services and Facilities.

11. Identify the characteristics of the Supply of Port services and facilities.
12. Discuss on Weight of Port Charges for the Port users.
13. Elucidate on the Process of establishing Port Charges.
14. List out the elements in choosing a Pricing Structure.
15. Write a note on utilization of Assets and Income estimation.
16. Analyze the Objectives of Port Financial Statements.

PART C — (1 × 20 = 20 marks)

Compulsory

17. With imaginary figures of your own, present the Process of preparing Fund Flow Statement in Ports.

DECEMBER 2015

**P/ID 77588/
PMBG4/PMSP4**

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the activities of a discharging port.
2. Explain the description of different types of ports.
3. What are the elements of port competition?
4. What are the threats to port security?
5. What are the different stages of project planning in port marketing?
6. Discuss the role played by ship operators.
7. Explain the various policies involved in port pricing.
8. Why do we need marine insurance?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain about port design.
10. Explain the importance of port in exporting business.

11. Explain the demand factors that determine port establishment.
12. Explain the process of positioning shipping service.
13. Highlight the importance of financial management in port operations.
14. Discuss the various clauses of Marine Insurance Policies.
15. Define marine insurance. Discuss the principles of Marine Insurance.
16. Explain the structure of port tariff.

SECTION C — (1 × 20 = 20 marks)

Compulsory

17. State the reasons for privatization in port sector.
-

DECEMBER 2015

**P/ID 77601/
PBE1A/PBEXA**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. State the contributions of Peter F. Drucker towards management thought.
2. State the pros and cons of narrow and wide span of control.
3. What are the factors influencing perception?
4. What is ERG theory of motivation? What are its merits?
5. What are objectives? How will you set the objectives for manufacturing organisation?
6. Explain the information requirements at different levels of various decision makers.
7. How do management principles help increase managerial efficiency at enterprise and societal levels?
8. What are the reasons for resistance to change?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the types of policies? Explain the principles of policy making.
10. Discuss the factors to be considered for the establishment of an organisation.
11. Discuss the relationship between values and behaviour.
12. Describe the techniques of motivating the employee.
13. Briefly discuss the process of strategy for a Single business Unit (SBU) and for a Multiple Business Units. Illustrate your answer with the help of examples.
14. “Fayol’s general principles of management provide a basis for development of a management theory”. Comment, by giving a brief account of Fayol’s principles. Which of these principles are more important, in your view, and why?
15. Do SWOT analysis for a company of your choice.
16. Describe the techniques of co-ordination. - —

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study:

As a part of the company's management development program, a group of managers from various functional areas have devoted several class sessions to a study of motivation theory and the relevance of such knowledge to the manager's responsibility for directing and controlling the operations of his organizational unit. One of the participants in the program is Ashok Seth, who has been a Supervisor in the Production Department for about a year. During the discussion session, Ashok Seth made the observation: 'Motivation theory makes sense in general, but there is really no opportunity for me to apply these concepts in my job situation. After all, our shop employees are unionized and have job security and wage scales that are negotiated and are not under my control. The study of motivation concepts have given me some ideas about how to get my sons to do their chores and their home work, but it has not given me anything I can use on the job. Furthermore, in a working situation we are all dealing with adults, and it seems to me this reward and punishment thing smacks of personal manipulation that just won't go over with people.'

Questions:

- (a) In what respect is Ashok Seth correct in his comment about not having any opportunity to apply motivational concepts in his job situation?
 - (b) What types of incentives for effective performance may Ashok Seth be overlooking?
 - (c) What do you think about his concern that the application of motivational concepts leads to the manipulation of people?
-

DECEMBER 2015

**P/ID 77602/
PBE1B/PBEXB**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define probability. State and explain Baye's theorem.
2. Explain the three types of decision making environments.
3. Define OR and discuss its scope.
4. Write short notes on LPP.
5. Define hypothesis. How to test the hypothesis?
6. What are all the applications of PERT and CPM?
7. Define a research report and explain its purpose.
8. What are the essentials of good sampling?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Consider an emergency room of a small rural hospital where the past records indicate an average of 5 arrivals daily. The demand for emergency room service at this hospital is distributed according to a Poisson distribution. Calculate the probability of exactly 0, 1, 2, 3, 4 and 5 arrivals. What is the probability of more than 3 arrivals?
10. The following matrix gives the payoff of different strategies (alternatives) S_1, S_2, S_3 against conditions (events) N_1, N_2, N_3 and N_4 .

	N_1	N_2	N_3	N_4
S_1	Rs. 4,000	Rs. -100	Rs. 6,000	Rs. 18,000
S_2	20,000	5,000	400	0
S_3	20,000	15,000	-2,000	1,000

Indicate the decision taken under the following approach. (a) Pessimistic (b) Optimistic (c) Regret and (d) Equal probability.

11. Explain different types of probability sampling techniques.

12. Calculate the coefficient of correlation between x and y from the following data.

$$x: 1 \quad 3 \quad 5 \quad 8 \quad 9 \quad 10$$

$$y: 3 \quad 4 \quad 8 \quad 10 \quad 12 \quad 11$$

13. Solve the following LPP by graphical method.

$$\text{Maximize } Z = 3x + 2y$$

Subject to :

$$-2x + 3y \leq 9$$

$$3x - 2y \leq -20$$

$$x, y \geq 0.$$

14. Show that assignment model is a special case of transportation model.
15. What are the characteristics of a research report? What functions does it perform?
16. You are given turn – over of 50 shops in a particular region :

	Turn – over	
	In town	In village
Before sales campaign	20	10
After sales campaign	10	10

Can it be inferred that sales campaign be successful? Apply chi-square test.

PART C — (1 × 20 = 20 marks)

Compulsory

17. For the following data, fit the regression lines equation of Y on X and X on Y .

Y : 8 36 23 27 14 12

X : 10 37 18 29 14 21

(6 pages)

DECEMBER 2015

**P/ID 77603/PBE1C/
PBEXC**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define accounting. Explain the scope and significance of accounting.
2. Explain the features of trading and profit and loss account and balance sheet.
3. Discuss in brief about the classification of costs.
4. What are the advantages of capital budgeting? Explain.
5. What are the objectives of budgetary control? Explain.
6. What are the basis of cost allocation? Explain.
7. What are the assumptions underlying BEP? Explain.
8. What are the uses of accounting information? Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. How does Management Accounting differ with financial accounting and cost accounting? Explain.
10. What is capital budgeting? What are the different methods of capital budgeting? Discuss in detail.

11. "Ratio Analysis is a tool in the hands of Management for measuring achievements in efficiency and guiding for future business policy" - Explain.
12. You are required to calculate from the following data:
- Gross Profit Ratio
 - Net Profit Ratio
 - Return on total assets
 - Inventory Turnover
 - Working Capital Turnover
 - Net Worth to Debt.

Particulars	Rs.
Sales	25,20,000
Cost of Sales	19,20,000
Net Profit	3,60,000
Inventory	8,00,000
Other current assets	7,60,000
Fixed assets	14,40,000
Net Worth	15,00,000
Debt	9,00,000
Current Liabilities	6,00,000

13. Mr. Amol, manufacturer of an electronic product, sells his product at Rs. 10/- each, variable cost being Rs. 4/- per unit and fixed cost amounting to Rs. 60,000/-.
- Calculate the Break Even Point.
 - What will be the profit if Mr. Amol sells 30,000 units?
 - What will be the BEP, if Mr. Amol spends Rs. 6000/- on advertising?
 - Calculate the amount of sales for making a profit of Rs. 30,000/-.
14. A company expects to have Rs. 38,500 cash in hand on 1st April 1998 and requires you to prepare an estimation of cash position during three months from 1st April to 30th June 1998. The following information is supplied:

Month	Sales	Purchases	Wages	Factory Expenses	Office and Selling Expenses
	Rs.	Rs.	Rs.	Rs.	Rs.
Feb.	75,000	45,000	9,000	7,500	10,500
March	84,000	48,000	9,750	8,250	10,500
April	90,000	52,500	10,500	9,000	11,250
May	1,20,000	60,000	13,500	11,250	12,570
June	1,35,000	60,000	14,250	14,000	14,000

Other information:

- (a) Period of credit allowed by the suppliers is 2 months.
- (b) 20% of sales are for cash and period of credit allowed to customers is 1 month.
- (c) Plant has been ordered and expected to be received in May. It will cost Rs. 1,10,000.
- (d) Delay in payment of all expenses, one month.
- (e) The company is to pay dividends to share holders and bonus to workers of Rs. 15,000 and Rs. 22,500 respectively in April.
- (f) Income tax of Rs. 57,500 is due to be paid on the 15th June 1998.

15. A Ltd. is considering two projects for investment purpose. Only one of which can be accepted. The data in respect of these two are given below:

	Project X (Rs.)	Project Y (Rs.)
Outlay	10,000	50,000
Net Inflow (yearly)		
1.	5,000	10,000
2.	5,000	15,000
3.	3,000	25,000
4.	2,000	25,000
5.	1,500	21,000

Year	1.	2.	3.	4.	5.
10% Discount Factor	0.909	0.826	0.751	0.681	0.621

Calculate:

- (a) The payback period.
 - (b) Net present value at 10%
 - (c) Suggest which project should be selected by the firm.
16. A product passes through three processes A,B and C. The normal loss of each process is as follows ; process A-3%, process B-5% and process C-8%. Loss of process of A was sold at 25 paise per unit, that of B at 50 paise per unit and that of C at Rs. 1.00 per unit. 10,000 units were introduced to process A at Rs. 1.00 per unit. The other expenses were as follows:

	Process		
	A	B	C
	Rs.	Rs.	Rs.
Materials	2,050	2,688	2,500
Labour	5,000	8,000	6,500
Actual output (in units)	9,500	9,100	8,100

Prepare the process accounts, assuming that there were no opening or closing stock.

PART C — (1 × 20 = 20 marks)

Compulsory

17. A newly formed company is to prepare cash budget. Estimated income and expenses for 6 months are given below:

Month	Total Sales	Materials	Wages	Factory expenses	Selling Expenses
	Rs.	Rs.	Rs.	Rs.	Rs.
January	20,000	20,000	4,000	3,200	800
February	22,000	24,000	4,400	3,300	900
March	24,000	4,000	4,600	3,300	800
April	26,000	12,000	4,600	3,300	900
May	28,000	12,000	4,800	3,500	900
June	30,000	16,000	4,800	3,800	800

Additional information:

- (a) Opening cash balance Rs. 10,000
- (b) Payment for the purchase of machinery Rs. 15,000 in March
- (c) Suppliers extended 2 months credit
- (d) Customers were given one month credit
- (e) Delay in payment of wages is 1/2 month.

DECEMBER 2015

**P/ID 77604/PBE1D/
PBEXD**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the scope of Managerial Economics.
2. Explain the term risk and uncertainty.
3. Explain the Cobb Douglas production function.
4. Distinguish between derived demand and autonomous demand.
5. What are the evil effects of cyclical fluctuations on business firms?
6. Explain the factors influencing price elasticity of demand.
7. What is MRTP? Explain briefly.
8. Bring out the factors influencing the national income.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What is an optimum firm? Illustrate with the help of diagram.
10. Explain the various demand forecasting techniques.
11. Explain how the prices are determined under perfect competition and what are its assumptions.
12. What is Cost volume profit analysis? What are the assumptions underlying it?
13. Explain the various demand elasticities with suitable examples.
14. “Trade cycle is a purely momentary phenomenon” – Do you agree? Discuss.
15. What are the determinants of cost behaviour? Enumerate the different approaches for estimating cost functions.
16. Discuss the various methods of measuring national income.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. You just finished MBA programme and we offered a senior manager position. Instead you decided to open a sports good store with your high school friend who is leaving the professional golf tour as the number two ranking player in order to open the store. Explain the cost of opening the store for you and your friend.
-

DECEMBER 2015

**P/ID 77605/PBE1E/
PBEXE**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the essentials of valid contract?
2. Distinguish between void and voidable contract.
3. State the essentials of vital tender.
4. What is a contract of sale of goods?
5. State the rules regarding sale by auction.
6. How does cheque is differ from bill of exchange.
7. Define the term employer and scheduled employment.
8. Define the term wages and continuous service under payment of gravity Act 1972.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What do you understand by capacity to contract? What are the effects of agreements made by persons of unsound mind?
10. Discuss fully Doctrine of supervising impossibility.
11. Distinguish between holder and a holder in due course.
12. Discuss the liability of various parties to negotiable instruments.
13. Discuss the contents of articles of association.
14. What are the provisions of Companies Act relating to foreign company?
15. What are the special provisions of payment of Bonus Act, 1965 in respect of new establishments?
16. Discuss the powers of ESI court under the ESI Act 1948. What matters can this court decide?

PART C — (1 × 20 = 20 marks)

Compulsory.

17. “A practical indorsement does not operate as a negotiation of the instrument” – Comment. Describe the different kinds of endorsements.
-

DECEMBER 2015

**P/ID 77606/
PBE1G/PBEXF**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is product concept? Explain briefly.
2. What is concept development? Explain its importance.
3. What are the various approaches available for studying marketing?
4. What is the need for sales forecasting?
5. What is a niche marketing strategy?
6. Describe the procedure for selecting target market.
7. Explain copy branding is important.
8. How do you eliminate the middlemen?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What is marketing concept? Give the importance of marketing concept.
10. How can informal communication among various departments can facilitate the marketing function?
11. What are the essential conditions in designing a questionnaire to elicit a correct response from the respondents?
12. What are the important requirements for commissioning a good research?
13. Of the various roles played by consumers in the decision making process. Which one is more important? Why?
14. How does the marketer's commitment affects his ability to serve customer?
15. Discuss the difference between micro environment and macro environment.
16. What do you understand by marketing information system? Explain the various elements of MIS in detail.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. (a) For the following products, suggest suitable media strategies for effective promotion
- (i) Educational institutes
 - (ii) Deodorants
- (b) A manufacturer of ready to wear garments wants to clear stocks. Prepare a blue print of sales promotion to accomplish the objective.
-

DECEMBER 2015

**P/ID 77607/PBE1H/
PBEXH**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Enumerate the scope of financial management.
2. What are the assumptions under lie cost-volume profit analysis? Explain.
3. What are the implications of Tandon Committee? Discuss.
4. What is an optimum capital structure? Discuss the important approaches to different theories of capital structure.
5. What are the advantages and disadvantages of debt financing?
6. How is the degree of operating leverage measured? Explain with an example.
7. What is flexible budget? Explain its significance.
8. What is meant by sensitivity analysis? State its uses.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe the salient features of the traditional and modern approaches to financial management.
10. What costs are incurred in the context of inventory management? Elucidate the concept of 'JIT' in inventory control.
11. How will you assess the working capital requirements of a company? Explain.
12. What are the different methods followed for speedy collections? Discuss.
13. Critically examine the contribution of MM to the theory of capital structure.
14. To what extent is it correct to argue that behavioural factors are likely to undermine a system of budgetary planning and control? Explain.
15. What is cost of capital? Describe its uses in financial decision-making.
16. Examine the sources of finance available to industries for meeting short-term as well as long-term financial requirements. Discuss.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. An enterprise requires 90,000 units of a certain item. The cost per unit is Rs. 3. The cost per purchase order is Rs. 300 and the inventory carrying cost is Rs. 6 per unit per year.

- (a) What is the EOQ?
(b) What should the firm do if the supplier offers discount as stated below?

Order quantity	Discount
4500-5999 units	2%
6000 and above units	3%

DECEMBER 2015

**P/ID 77608/PBE1K/
PBEXK**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Bring out the importance and objectives of HRM.
2. Explain the pros and cons of a written policy.
3. How do you reduce the recruitment cost?
4. State the need and uses of 'EXIT' interview.
5. What do you understand by evaluation of appraisal by results? Explain.
6. State the objectives of compensation management.
7. How do you maintain the personnel records?
8. What are the functions of the time office?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Examine the various qualities of personnel manager in IT industry.
10. Why there has been increased emphasis on human resource planning? Explain with suitable examples.
11. What is internet recruiting? How will you evaluate the control recruitment programme?
12. Enumerate the various steps involved in a selection process. Explain.
13. What are methods through which a job may be evaluated? State its pros and cons.
14. List down the various determinants of wage fixation.
15. Describe the grounds on which disciplinary action against employees. Explain the steps involved in taking disciplinary action.
16. Bring out the uses and limitations of Flexi-time. Discuss the importance of time management.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. In the present scenario, textile industry is facing hectic competition in view of entry of MNCs. But, employees are always keen in having more benefits in the form of bonus, incentives and the like. But, this industry as a whole is unable to cope up with the increasing aspirations of its employees.

Discuss ways and means of solving the problem and offer your suggestions.

DECEMBER 2015

**P/ID 77609/
PBE1M/PBEXM**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the procedure of designing a manufacturing process.
2. What are the qualitative and quantitative factors to be considered in make or buy decisions?
3. What is the object of location analysis? What is the importance of subjective and economic factors in comparing alternative choice for location?
4. Explain the factors which affect routing procedure.
5. What activities should a firm engage in order to ensure all its machines are always in good condition?
6. What is Statistical Quality Control (SQC)? State its techniques.
7. Define standard time and explain its uses.
8. What functions are generally assigned in the purchase department of a company?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe the issues surrounding the choice between Large and Small capacity units.
10. Briefly discuss capacity planning with reference to balancing in a multi – product factory.
11. State the characteristics and advantages of good Plant Layout.
12. State the conditions and assumptions required for effective working of MRP.
13. What are the advantages of contralised maintenance organisation over decentralised one?
14. What are the costs associated with machine breakdown? How can they be minimised?
15. Discuss the purpose to which time standard may be put in production management.
16. What are the advantages and disadvantages of centralised store?

PART C — (20 marks)
(Compulsory)

17. A.B.C. Co. uses brass rods 2 mm in diameter and 1 m long in one of their manufacturing processes. The rod costs Re. 1 each, and the total expenses involved in purchasing and receiving them are Rs. 10 per order. An interest rate of 10 percent annual is charged on capital investment. The average usage of these brass rods is 10 pieces per day. Find the standard ordering quantity. Assume 300 working days in the year.
-

DECEMBER 2015

**P/ID 77610/
PBE1N/PBEXN**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define Management Information System (MIS)? Explain its need for the organization.
2. List the pitfalls in the MIS development.
3. Elaborate on Standard Accounting Information System.
4. What do you mean by normalized database? Explain the 3 normal forms of E.F Codd with examples.
5. What are the features of customer relationship management?
6. Enumerate the system characteristics. How it varies with its types?
7. Compare logical system design with physical system design.
8. What are the components of Database Management System? – Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Why is MIS looked upon as a strategic need of management today? – Discuss.
10. Discuss the steps of System Life Cycle method of developing applications.
11. Write an account of interrelationship of functional management information system.
12. How DBMS is superior to conventional file processing system? List out the salient features of DBMS.
13. Explain how the concept of 'Buy or Lease' is applicable in the usage of computing systems in
 - (a) Time sharing companies
 - (b) Facility management companies.
14. How will you design a database? — Explain.
15. Briefly explain information gathering tools.
16. Design database for wholesale Grocery shop.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Explain how ERP implementation is performed in any company. Detail the steps with an neat diagram.
-

DECEMBER 2015

P/ID 77701/PGLAA

Time : Three hours

Maximum : 100 marks

அனைத்து வினாக்களுக்கும் விடையளி.

பகுதி அ — (10 × 2 = 20 மதிப்பெண்கள்)

சுருக்கமாக விடையளிக்க.

1. தமிழ்ணங்கின் முகமாக சுந்தரனார் எவற்றை உருவகப்படுத்துகிறார்?
2. இறைவன் எத்தகையவன் என்று இராமலிங்க அடிகளார் கூறுகிறார்.
3. கண்ணன் தன்னைக் குறித்து கூறிய செய்திகளாக பாரதியார் கூறுவன யாவை?
4. அழகின் சிரிப்பில் குரங்கானது எதை பாம்பாக எண்ணி பயந்தது?
5. எதை நோக்கி கருப்பு மலரின் கவிதை மாந்தர்கள் காத்திருக்கின்றனர்?
6. யாருக்கு நெருப்பை சுமந்த கருப்பை இருந்தது?
7. தமிழ்த்தாயின் கூந்தலை யாருடைய பேனா சிக்கெடுத்தது?
8. நளன் யாரிடம் பணிபுரிந்தான்?
9. நளன் ஆண்ட நாட்டின் பெயர் யாது?

10. இலக்கணக் குறிப்பு எழுதுக.

(அ) இதழ் இதழாய்.

(ஆ) ஒழிக.

பகுதி ஆ — ($5 \times 6 = 30$ மதிப்பெண்கள்)

இரண்டு பக்க அளவில் விடை தருக.

11. (அ) இறைவனின் தன்மைகளாக இராமலிங்க அடிகளார் கூறுவன யாவை?

(அல்லது)

(ஆ) கோவில் வழிபாடு குறித்து கவிமணி கூறும் செய்திகளை தொகுத்து எழுதுக.

12. (அ) குயில் தரும் விருந்தாக பாரதிதாசன் குறிப்பிடுவது எதனை?

(அல்லது)

(ஆ) “வேகவதிக்கு எதிர்ஏற விட்ட ஒரு சிற்றேடு” - இடம் சுட்டி பொருள் விளக்கம் தருக.

13. (அ) பாரதியைப் பற்றியும் தமிழைப் பற்றியும் வைரமுத்து விளம்புவது யாது?

(அல்லது)

(ஆ) அணிகலன்களாக திருநாவுக்கரசர் கூறுவதினை விளக்குக.

14. (அ) தேவகியின் புலம்பலும் நந்த கோபன் பெற்ற பேரும் யாது?

(அல்லது)

(ஆ) நளன் தேரோட்டிய சிறப்பினை எடுத்தியம்புக.

15. (அ) தமிழாக்குக.

(i) Public relation officer

(ii) Printer

(iii) Forensic science.

(அல்லது)

(ஆ)(i) Software

(ii) Laptop

(iii) Block board.

பகுதி இ — (5 × 10 = 50 மதிப்பெண்கள்)

விரிவான விடை தருக.

16. (அ) கண்ணனால் பெற்று வரும் நன்மைகள் பற்றி பாரதி கூறுவது யாது?

(அல்லது)

(ஆ) ஆலமரத்தில் வாழும் உயிரினங்களின் செயல்களைப் பற்றி பாரதிதாசன் உரைப்பனவற்றை தொகுத்து எழுதுக.

17. (அ) நம்பிக்கையின் குரலாக மேத்தா கூறுவனவற்றை தொகுத்தளிக்க.

(அல்லது)

(ஆ) நளனைக் கண்டு கொள்ள தமயந்தி மேற்கொண்ட வழிகள் குறித்து எழுதுக.

18. (அ) அறக்கருத்துகள் பற்றி மு.வ. கூறும் கருத்துக்களை தொகுத்துரைக்க.

(அல்லது)

(ஆ) இணையத்தின் தேவையும் பயனும் குறித்து கட்டுரை வரைக.

19. (அ) தமிழ்க் கிறிஸ்தவர்கள் ஆற்றிய தமிழ்ப் பணியை விளக்கி எழுதுக.

(அல்லது)

(ஆ) தமிழின் உரைநடை வளர்ச்சி பற்றி எழுதுக.

20. தமிழில் மொழி பெயர்க்க.

Room No : 25

Anna Street, Erode

20.09.2007

Dear Sister

I am glad to inform you that I have joined in B.Lit, I am very desirous of reading Tamil. I want to know fully well, the language and literature of my mother tongue.

Hope you all will be in good health.

Your

Ravindran.

(7 pages)

DECEMBER 2015

P/ID 77711/PGEZA

Time : Three hours

Maximum : 100 marks

SECTION A — (40 marks)

1. (a) Language skills : (15 × 2 = 30)

(i) Fill in the blanks with suitable articles:

_____ natives set to work in
_____ forest, and in _____
few hours _____row of serviceable
water proof huts had been constructed.

(ii) Fill in the blanks with suitable prepositions :

The answer will depend _____ the
first place _____ the person who
gives the advice and _____ the
second place _____ the person —
_____ whom it is given.

(iii) Give the antonyms for the following words :

normal, legal, relevant, ascend

(iv) Give the synonyms for the following words :

admission, foe, value, wrath

(v) Fill in the blanks with suitable tense form of the verb given in brackets :

(1) Alex ————— (drive) to Ooty by tomorrow.

(2) We ————— (live) here since 1973.

(vi) Add suitable tags to the following :

(1) Asha and Jackey like sweets.

(2) Take us to the movie.

(vii) Add suitable prefix to the following words :

(1) dead

(2) please

(3) tie

(4) holy

(viii) Add suitable suffix to the following words :

(1) bold

(2) hard

(3) bore

(4) main

- (ix) Change the following into passive voice:
- (1) The dog bites the boy.
 - (2) Tom cut an apple.
- (x) Change the following into active voice :
- (1) The door was opened by Hari.
 - (2) Let the order be given.
- (xi) Rewrite the following in the reported speech :
- (1) Bobby said, "I like coffee".
 - (2) They said, "Haste makes waste".
- (xii) Rewrite the following in the negative :
- (1) Birds fly
 - (2) The cat drinks milk.
- (xiii) Frame questions using the question word given in brackets :
- (1) Raju took his mother to the station (who)
 - (2) They are playing cards. (what)
- (xiv) Punctuate the following :
- Am i an escapist a crank or a simple lifer

(xv) Complete the following suitably :

(1) You will fall ill

(2) Though they? began late

(b) Write a paragraph in about 100 words on ONE of the following : (10)

(i) A friend in need is a friend indeed.

(ii) A trip to a memorable place.

SECTION B — (5 × 2 = 10 marks)

Answer any FIVE questions each in a sentence or two :

2. What does Inge criticize?
3. With what is the new theory of education connected?
4. Why does Plomer hate telephones?
5. When is the purpose of a university defeated?
6. Why does Wordsworth think that books are useless?
7. What is the poem "The Soldier" about?
8. Why is the horse wondering in frost's poem?
9. What do the lovers in Judith wright's poem remember?

SECTION C — (2 × 5 = 10 marks)

Explain any TWO of the following passages in about 50 words choosing ONE from each group :

GROUP – A

10. They are quite mistaken of course. There is nothing wrong with them.
11. If you want to give out the proper scent if must come from your heart.
12. I therefore drove fast, and within a week or two the speedometer was broken.

GROUP – B

13. Come forth, and bring with you a heart
That matches and receives.
14. While I stand on the roadway, or an the pavements grey,
I hear it in the deep heart's core.
15. The woods are lovely, dark and deep,
But I have promises to keep.

SECTION D — (2 × 5 = 10 marks)

Write short notes on any TWO, choosing ONE from each group :

GROUP – A

16. Describe how Della decides to sell her hair.
17. Describe the physical appearance of Edward Hyde Burton.
18. Was Rakesh really unjust and cruel to his father? Explain.

GROUP – B

19. Give your opinion of Prof. Ben.
20. Can biographies of successful people inspire us? How?
21. What values are directly related to a student?

SECTION E — (3 × 10 = 30 marks)

Write essays on any THREE of the following choosing ONE from each group.

GROUP – A

22. What observations does L.A.G. strong make on reading books?
23. What according to Gokak is the new theory of human values in education?

24. Write on the convocation address in the Aligarh Muslim University by Sir. Radha Krishnan.

GROUP –B

25. Summarize Wordworth's "The Jakles Turned".
26. How does Emerson describe Brahma?
27. "The company I lovers" is philosophic . Discuss.

GROUP – C

28. Bring out the pathos in "The refugees".
29. Justify the title "The Sparrows".
30. Comment on the irony and humor in "The Interview".
-

DECEMBER 2015

**P/ID 77712/MBS1A/
MBN1A**

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 3 = 30 marks)

Answer any TEN questions.

1. Define Management.
2. What is planning premises?
3. Define matrix organisation.
4. What is Staffing?
5. State the three principles of direction.
6. What is MBO?
7. State the importance of Co-ordination.
8. How reporting is tool of controlling?
9. What is budgetary control?
10. Define Decision making.
11. What is interview?
12. What is meant by MBE?

SECTION B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. List out the role of a manager.
14. What are policies and procedures?
15. List out the steps involved in planning.
16. List out the steps in control process.
17. What are the features of informal organisation?
18. Discuss the need for organisation.
19. What are the levels of management? Discuss.
20. What do you mean by span of control? Explain.

SECTION C — (2 × 20 = 40 marks)

Answer any TWO questions.

21. Discuss the contributions of Henri Fayol in management.
22. Explain the types of organisation.
23. Describe the types of decisions. Explain the steps in decision making process.
24. Explain the techniques of control process.

DECEMBER 2015

**P/ID 77713/MBN1B/
MBS1B**

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 3 = 30 marks)

Answer any TEN questions.

Write short notes on the following :

1. Going concern concept.
2. Intangible assets.
3. Error of principle.
4. Pass book.
5. Annuity method of depreciation.
6. Home Branch.
7. Conversion method.
8. Selling price.
9. Instalment purchase system.
10. Partner.
11. Interest on capital.
12. Ledger.

SECTION B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. What are the difference between receipts and payments account and income and expenditure account?
14. Explain the circumstances under which different methods of depreciation can be employed.
15. What are the characteristics of the accounting system of an independent home branch? Explain.
16. Explain the methods of preparing hire purchase trading accounts.
17. State the main points which usually required treatment at the time of admission of a partner.
18. How does devaluation affect the conversion of trial balance of a foreign branch in the currency of head office? Explain.
19. Find out the profit or loss from the following information :
 - (a) Opening capital Rs. 4,000
 - (b) Drawings Rs. 90,000
 - (c) Closing capital Rs. 5,00,000
 - (d) Additional capital during the year Rs. 30,000.
20. Explain the role of an accountant in the present day economy.

SECTION C — (2 × 20 = 40 marks)

Answer any TWO questions.

21. The following trial balance has been extracted from the books of Mr. S.J on 31.12.2012.

Trial balance			
Particulars	Rs.	Particulars	Rs.
Machinery	4,000	Capital	9,000
Cash at bank	1,000	Sales	12,000
Cash in hand	500	Bank loan	4,000
Wages	1,000	Sundry creditors	4,500
Purchases	8,000	Dividend received	300
Stock 1.12.2012	6,000		
Sundry debtors	4,400		
Bills receivables	2,900		
Rent	400		
Interest on bank loan	50		
Commission	250		
General expenses	800		
Salaries	500		
	<u>29,800</u>		<u>29,800</u>

Adjustments :

- (a) Closing stock Rs. 8,000 on 31.12.2012
- (b) Wages outstanding Rs. 100
- (c) Salaries unpaid Rs. 100

- (d) Rent prepaid Rs. 150
 - (e) Commission due Rs. 50
 - (f) Interest on bank loan not yet paid Rs. 400
- Prepare trading and profit and loss account for the year ending 31 December 12 and Balance sheet as on that date.

22. How would you rectify the following errors?
- (a) An amount of Rs. 4,500 withdrawn by the proprietor for his personal use was has been debited to trade expense account.
 - (b) Rs. 1,000 received from Abhan when has been credited to Sohan.
 - (c) A credit sale of Rs. 15,000 to Sita has been wrongly passed through purchases book
 - (d) Periodical total of the sales book was cash short by Rs. 100.
23. What is bank a reconciliation statement? Differentiate cash book with pass book and state the advantages of having bank account.
24. What do you mean by joint life policies in partnership? What are the different ways in which transaction relating to such policies may be dealt with in the books of account of a partnership firm?

DECEMBER 2015

**P/ID 77714/MBN1C/
MBS1C**

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 3 = 30 marks)

Answer any TEN questions.

1. Law of Demand.
2. Marginal Utility.
3. Discounting principle.
4. Opportunity cost.
5. Forward planning.
6. Inelastic Demand.
7. Substitutional effect.
8. Cost control and reduction.
9. Equilibrium price.
10. Break even analysis.
11. Capital budgeting.
12. Oligopoly.

SECTION B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Point out the differences between managerial economics and economics.
14. Distinguish between industry demand and consumer demand.
15. What are the features of a Good forecasting method?
16. Distinguish between incremental costs and sunk costs.
17. Mention the sources of capital budgeting. Explain.
18. How will you estimate break even point in terms of physical units and sales value?
19. Explain briefly the leadership models of oligopoly.
20. What are the techniques of cost control? Explain.

SECTION C — (2 × 20 = 40 marks)

Answer any TWO questions.

21. Explain the concept of cost output relationship in the short and long run.
22. What is optimum combination? Explain the principle of least cost combination of factors.

23. Spell out the general approach to demand forecasting. What are the possible approaches for forecasting demand for new products?
 24. Define price elasticity of demand and distinguish between its various types. Discuss the role of price elasticity of demand in business decisions.
-

DECEMBER 2015

**P/ID 77715/
MBN1D/MBS1D**

Time : Three hours

Maximum : 100 marks

PART A — (10 × 3 = 30 marks)

Answer any TEN questions.

Write short notes on the following terms :

1. Business communication.
2. Importance of communication.
3. Oral communication.
4. Visual Aids.
5. EPABX.
6. Public Address system.
7. Minutes of the meeting.
8. Annual Report.
9. Internal communication.

10. Video conferencing.
11. Websites.
12. Notice.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Discuss the role of technology in communication.
14. What are the merits of oral communication?
15. What are the barriers of communication?
16. List out the layout of a letter.
17. Discuss the format of enquiry letter.
18. What do you mean by press report?
19. What do you mean by extempore speech?
20. What are the uses of circulars?

PART C — (2 × 20 = 40 marks)

Answer any TWO questions.

21. Explain the various communication devices. State their pros and cons.
 22. Discuss the types of notices. Write a model of notice.
 23. Describe the role of communication in business.
 24. Prepare a circular letter to your customer regarding premium payment of insurance policy.
-

DECEMBER 2015

**P/ID 77716/MBN2A/
MBS2A**

Time : Three hours

Maximum : 100 marks

PART A — (10 × 3 = 30 marks)

Answer any TEN questions.

Write short notes on the following :

1. Cost Account.
2. Tender.
3. EOQ.
4. ABC analysis.
5. Piece rate.
6. Machine hour Rate.
7. Ratio.
8. Financial statement.
9. Fixed cost.
10. BEP.
11. Budget.
12. Contribution.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Give a proforma of a “COST SHEET” with imaginary figure.
14. From the following figures, calculate Economic Order Quantity and number of orders to be placed in each year.
Annual consumption of materials 4000 kg.
Buying cost per order Rs. 5/-.
Cost per unit Rs. 2/- per kg.
Storage and carrying cost = 8% on average inventory.
15. Differentiate store ledger with Bin-card.
16. Explain the basis and procedure to allocation and apportionment of over-heads.
17. Current ratio 2.5; working capital Rs. 63,000. Calculate current assets and current liabilities.
18. Explain the term “Common size statement” – with example.
19. Differentiate funds flow statement with cash flow statement.

20. Find (a) P/v ratio (b) BEP (c) profit (d) margin of safety from the following.

Total fixed cost Rs. 4,500

Total variable cost Rs. 7,500

Total Sales Rs. 15,000

(e) Also calculate the volume of sales to earn profit of Rs. 6,000.

PART C — (2 × 20 = 40 marks)

Answer any TWO questions.

21. From the following data, relating to the manufacture of a standard product during the month of September 2012, prepare a statement showing cost and profit per unit.

Rs.

Raw materials used	40,000
Direct wages	24,000
Man hour worked	9,500 hours
Rate per hour	4/- per hours
Office over heads	20% of work cost
Selling over heads	Re.1 per unit
Units produced	20,000
Units sold	18,000 @ Rs.10/- P.V

22. Ram lal works in a factory where the following particulars apply :

Normal rate per hour = Rs. 1.50/-.

Normal piece rate = 20% more of time rate.

Expected output 20 units per hour.

He produces 157 units in a day of 8 hours.

Calculate his wages for the day on

(a) Time basis

(b) Piece basis

23. Explain the procedure to calculate machine hour rate.

24. Assuming that the cost structure and selling prices remain the same in periods I and II find out :

(a) P/V ratio

(b) BEP

(c) Profit when sales are Rs. 1,00,000/-

(d) Sales required to earn a profit of Rs. 20,000/-

(e) Margine of safety in II period.

Period	Sales Rs.	Profit Rs.
I	1,20,000	9,000
II	1,40,000	13,000

DECEMBER 2015

P/ID 77718/MBN2C

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 3 = 30 marks)

Answer any TEN questions.

Write short notes on the followings :

1. Integrity.
2. Civic virtue.
3. Empathy.
4. Enquiry.
5. Customs.
6. Code of ethics.
7. Risk benefit analysis.
8. Loyalty.
9. Collective bargaining.
10. Professional rights.

11. Copyright.
12. Designs.

SECTION B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Describe the need for self confidence to a human being.
14. Describe the different types of inquiry.
15. Explain the importance of customs and religion in business.
16. What are the grounds for opposition to grant of patents?
17. Summarise the provisions of the designs act, 2000 regarding the powers and duties of controller.
18. State the importance and characteristics of collective bargaining.
19. Explain the need and importance of social responsibilities of business.
20. What is computer ethics? What are its features?

SECTION C — (2 × 20 = 40 marks)

Answer any TWO questions.

21. State the importance of the co-operation function.
 22. Discuss the assessment of safety and risk.
 23. Summarise briefly the provisions relating to surrender and revocation of patents under the patent act, 1970.
 24. Explain the social responsibilities of business towards the employees.
-

DECEMBER 2015

**P/ID 77719/MBN2D/
MBS2D**

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 3 = 30 marks)

Answer any TEN questions.

1. What is meant by classification?
2. What are the different parts of a table?
3. What is coefficient of dispersion?
4. What are the uses of standard deviation?
5. What is rank correlation?
6. What do you understand by "cost of living index number"?
7. What is standard deviation?
8. What is regression?
9. Define range.
10. What is Quota Sampling?
11. What is index number?
12. What is Limit of a function?

SECTION B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. What are the various methods of classification of data?
14. What are the different methods of a graphical presentation of data? Explain.
15. What are the merits of mode? Find out the mode from the following series :
- Size : 0-5 5-10 10-15 15-20 20-25 25-30 30-35
Frequency : 1 2 5 14 10 9 2
16. Derive regression lines for the following data :
- (a) $\Sigma X = 30, \Sigma X^2 = 190, \Sigma XY = 192$
- (b) $\Sigma Y = 30, \Sigma Y^2 = 190, n = 5$.
17. Distinguish between "moving average" and "least squares" as methods of measuring trend in a given time series. Which method is better and why?
18. Distinguish between statistical hypothesis and null hypothesis.
19. Find the correlation between age and playing habits of the following students.
- Age : 15 16 17 18 19 20
Regular players : 200 150 90 48 30 12
20. Describe the various methods of sampling.

SECTION C — ($2 \times 20 = 40$ marks)

Answer any TWO questions.

21. (a) Explain the difference between continuous and discrete series.
(b) What are the rules to be followed in preparing a table?
22. What is the chain based method of construction of index numbers and how does it differ from fixed base method? Discuss the advantages and disadvantages of the two methods.
23. The probability that a man will be alive for 25 years is $\frac{3}{5}$ and the probability that his wife will be alive for 25 years is $\frac{2}{3}$. Find the probability that
(a) both will be alive
(b) only the man will be alive
(c) only the wife will be alive
(d) at least one will be alive.
24. Explain the different types of matrices and its operations.

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Formulate a linear programming problem in the form of the revised simplex method.
2. Solve the following TP where the cell entries denote the unit transportation costs (using least cost method).

	Destination				
Origin	A	B	C	D	Supply
P	5	4	2	6	20
Q	8	3	5	7	30
R	5	9	4	6	50
Demand	10	40	20	30	100

3. Discuss the advantages of the branch and bound method.
4. Solve the following assignment problem.

	A	B	C	D
I	1	4	6	3
II	9	7	10	9
III	4	5	11	7
IV	8	7	8	5

5. Write the standard form of an LP problem in the matrix form.

6. Discuss dynamic programming with suitable examples.
7. What are the basic characteristic of a queueing system?
8. Different between PERT and CPM.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Use the revised simplex method to solve the following LP problems.

$$\text{Max } Z = x_1 + 2x_2$$

Subject to

(a) $x_1 + x_2 \leq 3$

(b) $x_1 + 2x_2 \leq 5$

(c) $3x_1 + x_2 \leq 6$ and

$$x_1, x_2 \geq 0.$$

10. Solve the following transportation problem starting with the initial solution obtained by VAM.

	D ₁	D ₂	D ₃	D ₄	Supply
O ₁	2	2	2	1	3
O ₂	10	8	5	4	7
O ₃	7	6	6	8	5
Demand	4	3	4	4	15

11. Solve the following integer programming problems using Gomory's cutting plane algorithm or by branch and bound method.

$$\text{Max } Z = 7x_1 + 6x_2$$

Subject to :

(a) $2x_1 + 3x_2 \leq 12$

(b) $6x_1 + 5x_2 \leq 30$

and $x_1, x_2 \geq 0$ and integers.

12. Solve the following assignment problem. Determine the optimum assignment schedule for the following assignment problem. The cost matrix is given below.

		Machine					
		1	2	3	4	5	6
Job	A	11	17	8	16	20	15
	B	9	7	12	6	15	13
	C	13	16	15	12	16	8
	D	21	24	17	28	2	15
	E	14	10	12	11	15	6

13. Solve graphically the following NLP problem.

$$\text{Minimize } Z = x_1^2 + x_2^2$$

Subject to the constraints :

(a) $x_1 + x_2 \geq 8$

(b) $x_1 + 2x_2 \geq 10$

(c) $2x_1 + x_2 \geq 10$

and $x_1, x_2 \geq 0$.

14. Solve the given problem
 Min $Z = x_1^2 + 2x_2^2 + 4x_3$
 Subject to the constraint :
 $x_1 + 2x_2 + x_3 \leq 8$
 $x_1, x_2, x_3 \geq 0$.
15. What are the main objectives of an inventory model?
16. In a service department manned by one server, on an average one customer arrives every 10 minutes. It has been found out that each customer requires 6 minutes to be served. Find out :
 (a) Average queue length
 (b) Average time spent in the system
 (c) Probability that there would be two customers in the queue.

SECTION C — (1 × 20 = 20 marks)

Compulsory

17. The following table shows the job of a network along with their time estimates. The time estimates are in days.
- | Job | 1-2 | 1-6 | 2-3 | 2-4 | 3-5 | 4-5 | 5-8 | 6-7 | 7-8 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| a | 3 | 2 | 6 | 2 | 5 | 3 | 1 | 3 | 4 |
| m | 6 | 5 | 12 | 5 | 11 | 6 | 4 | 9 | 19 |
| b | 15 | 14 | 30 | 8 | 17 | 15 | 7 | 27 | 28 |
- (a) Draw the project network
 (b) Find the critical path
 (c) Find the probability of the project being completed in 31 days.

DECEMBER 2015

P/ID 77816/PMSP5

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is the role of shipping in maritime business?
2. What are the major origins and destinations?
3. What do you mean by consortium services?
4. What are MTO operations?
5. What are dry bulk operations?
6. What do you mean by inland terminals?
7. What are latitudes and longitudes?
8. What are the features of natural ports?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the types of ships used for various cargoes.
10. Discuss the principles of container operations.

11. Explain the principles of chartering.
12. Discuss the models of port ownership.
13. Describe the environmental issues related to ports.
14. Discuss the multimodal operations in detail.
15. Explain the various types of linear services.
16. Describe the warehousing operations.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Outline the functions of international shipping organisations.
-

DECEMBER 2015

P/ID 77817/PMG06

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. List out the importance of compensation.
2. What are the types of incentives?
3. Briefly explain the components of job evaluation.
4. Explain the components of wages.
5. Why do organisation pay commission to sales personnel?
6. List out the significances of performance appraisal.
7. What are the principles governing executive compensation?
8. What are the objectives of wage boards?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the traditional techniques of job evaluation.
10. Discuss the functions of pay commission.
11. Discuss the traditional methods of performance appraisal.
12. Explain the features of wage and salary administration.
13. Outline the functions of wage boards.
14. Describe the classifications of compensation.
15. Explain the compensation management in MNCs.
16. Examine the features of payment of Wages Act 1936.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. ABC Ltd is a refused finance company having 20 branches with 290 operative employees and 70 executives. The company has a performance rating plan under which the staff members are rated at the end of each financial year. After the

performance is rated, increments and promotions are given to the meritorious staff. Recently two employees have been denied annual increments due to low ratings. The employees approached the union and demanded that increments should be granted automatically.

Questions :

- (a) If you were the H.R. manager, how would you defuse the problem?
 - (b) What should the new appraisal system consist of?
-

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are business risks?
2. What is Web 2.0?
3. What are the objectives of threat modeling?
4. Discuss about Threat profiling.
5. What are firewalls?
6. What are intrusion detection systems?
7. What is cryptography?
8. What is the purpose of security tuning?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Outline the challenges related to web application code review.
10. Explain OWASP code review practices.

11. Discuss the web security applications using cryptographic processes.
12. Describe the Digital Forensic capability on web applications.
13. Discuss the basics of cryptography.
14. Explain the features of .NET.
15. Explain the web application platform vulnerabilities.
16. Discuss the stages of web application development lifecycle.

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. Explain the approaches to threat modeling.
-

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight questions.

1. Briefly explain the correlation between IT governance and organizational framework.
2. How are the IT governance activities directed? Explain.
3. Explain how the barriers of strategic alignment can be blasted?
4. What are the steps involved in IT planning? Explain.
5. Briefly explain the problems of benchmarking IT strategic performance.
6. How the IT contribution be managed to achieve the enterprise goals? Explain.
7. Briefly explain the problems involved in measuring consistency in size management process across IT processes.
8. What are the practical problems encountered in out-sourcing the IT operations? Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of Eight questions.

9. Explain the influence of IT governance on cultural changes of an organisation.
10. What are the steps involved in IT governance implementation? Explain.
11. Discuss the flow and method of communication between business and IT management.
12. How the effectiveness of strategic alignment be evaluated? Explain.
13. List down and explain the steps involved in benchmarking the IT strategic performance.
14. Explain the different project management techniques applied to IT investments.
15. Discuss the role of knowledge of CVE (Common Vulnerabilities and Exposures) for the growth and development of IT.
16. What are the steps involved in IT resource management gap analysis? Explain.

PART C — (1 × 20 = 20 marks)

Case Study

17. “Undoubtedly we can admit that the implementation and extension of IT activities in all sectors are inevitable because, this sector is fetching unlimited scope for the growth and development for a concern and the respective customer domain will also started to enjoy the benefits. However, many external environmental factors are influencing the IT’s growth and development”. Do you agree? If so, how would you identify those external factors? And what is your strategies to down size the negative impacts of those external factors? Discuss.
-

DECEMBER 2015

P/ID 77901/MBS1L

Time : Three hours

Maximum : 100 marks

பகுதி அ — (10 × 3 = 30 மதிப்பெண்கள்)

எவையேனும் பத்து வினாக்களுக்கு முறையே 50 சொற்களில் விடையெழுதுக.

1. மனோன்மணியத்தின் முதல் நூல் பற்றி எழுதுக.
2. மனோன்மணிய நாடகம் எந்த ஆண்டு வெளியானது?
3. இராமலிங்கர் எதனால் வள்ளலார் என்று அழைக்கப்பட்டார்.
4. ஆதரித்தால் போதும் என்று சேவகன் பாரதியிடம் கூறியன யாவை?
5. ஒற்றைக்கால் நெடிய பந்தல் என்று பாவேந்தர் எதைக் கூறுகிறார்?
6. உருவகக் கவிதை என்பது யாது?
7. கவுரவமான வில்லன் என்று மேத்தா எந்த உணர்ச்சியை விளம்புகிறார்?
8. இலக்கணக் குறிப்பு வரைக.
(அ) ஆலமரம் (ஆ) மண்டிய (இ) சிறுவீதி.

9. பிழை நீக்கி எழுதுக.
(அ) தவரு செய்யாதே (ஆ) தாய்மொளி
(இ) திறை கடல்.
10. புலவர் குழந்தை பற்றி நீவிர் அறிவன யாவை?
11. கவிஞர் வைரமுத்துவின் இலக்கியப் பணிகளை அறிமுகப்படுத்துக.
12. ஒலிபெயர்ப்பு என்றால் என்ன?

பகுதி ஆ — (5 × 6 = 30 மதிப்பெண்கள்)

எவையேனும் ஐந்திற்கு முறையே 200 சொற்களில் விடையெழுதுக.

13. நடராசர் திருவாசகத்தைப் படியெடுத்த வரலாற்றை எழுதுக.
14. கதிக்கு வழிகாட்டியாக வள்ளலார் இறைவனை விளிக்குமாற்றைக் கூறுக.
15. இணையான தமிழ் மரபுத் தொடர்கள் தருக.
(அ) BY ACCIDENT
(ஆ) PREVENTION IS BETTER THAN CURE
(இ) ELEVENTH HOUR.

16. பொருந்திய சொல் தேர்க :
- (அ) அனல் – நிலம், தீ, காற்று
(ஆ) அடிசில் – நீர், காய், உணவு
(இ) தத்தை – காக்கை, கிளி, குயில்
17. அறிவியல் கலைச்சொற்களைத் தமிழாக்குக.
- (அ) Aeroplane
(ஆ) Chemistry
(இ) Biology
(ஈ) Geology
(உ) Computer
(ஊ) Television.
18. தேசிய விருது பெற்ற கவிஞரை நேர் காண்க.
19. தமிழ் உரைநடையின் வளர்ச்சி வரலாற்றை எழுதுக.
பகுதி இ — (4 × 10 = 40 மதிப்பெண்கள்)
எவையேனும் நான்கிற்குக் முறையே 500 சொற்களில் கட்டுரை
வடிவில் விடையெழுதுக.
20. எத்திசையும் புகழ் மணக்க விளங்கும் தமிழணங்கின்
பெருமைகளை எடுத்துரைக்க.
21. தேவனை உன் உள்ளத்தில் காண்பாய் என்று கவிமணி
அறிவுறுத்துமாற்றை விளக்குக.

22. தெய்வமாய், சேகவனாய்க் கண்ணன் வந்தான் என்று கண்ணன் பாட்டு உரைப்பதை விளக்குக.
23. வாக்குச் சீட்டுகளுக்கு ஒரு அர்த்தம் வரட்டும் என்று தமிழன்பன் கூறுவன யாவை?
24. இலக்கிய இன்பம் என்னும் பொருளில் கட்டுரை எழுதுக.
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DECEMBER 2015

P/ID 77905/MBS1H

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 3 = 30 marks)

किन्हीं दस प्रश्नों के उत्तर लिखिए।

प्रत्येक उत्तर 50 शब्दों में हों।

1. 'सभ्यता का रहस्य' पाठ का उद्देश्य क्या है?
2. स्वामी विवेकानन्द युवकों से किस तरह की आशा रखते थे?
3. स्वामी विवेकानन्द की नज़रों में घृणा के पात्र कौन थे?
4. शोर प्रदूषण से तात्पर्य क्या है?
5. 'टूटी हुई जिंदगी' कहानी की बहू का परिचय दीजिए।
6. 'एडा' से क्या मतलब है? उसका परिचय दीजिए।
7. सरकारी पत्र से तात्पर्य क्या है?
8. ज्ञापन किसे कहते हैं?

9. किन्हीं छः के हिन्दी पर्याय लिखिए।
- (i) Chancellor, (ii) Casual Leave, (iii) Planning Commission, (iv) Inspector, (v) Accountant, (vi) Manager, (vii) Administrative officer, (viii) Zonal office, (ix) Law commission (x) Director
10. किन्हीं छः के अंग्रेजी पर्याय लिखिए:
- (i) विधान सभा, (ii) उच्च न्यायालय, (iii) वित्त मंत्रालय, (iv) संपादक, (v) प्रधानमंत्री, (vi) चालू खाता, (vii) दैनिक भत्ता, (viii) संवाददाता, (ix) लाभांश (x) प्रशासन ।
11. किन्हीं तीन के हिन्दी रूप लिखिए।
- (i) Administrative Approval (ii) As directed (iii) circulated and then file (iv) Dismissed (v) copy enclosed
12. किन्हीं तीन के अंग्रेजी रूप लिखिए।
- (i) उपर्युक्त (ii) आवेदित प्रतिलिपि (iii) यथाशीघ्र (iv) विमर्श कीजिए (v) अनुमति दे दी जाय।

SECTION B — (5 × 6 = 30 marks)

किन्हीं तीन की सप्रसंग व्याख्या कीजिए।

(3 × 6 = 18)

13. यह मेरी बदनामी की बात है। तेरा क्या बिगड़ा। साल छः महीने की सजा हो जायेगी, शर्मिदा तो मुझे होना पड़ रहा है।
14. हमें उन विचारों की अनुभूति कर लेने की आवश्यकता है, जो जीवन निर्माण, मनुष्य निर्माण तथा चरित्र निर्माण में सहायक हैं।
15. शिथिल हो जाने के बाद काम निकलने के बाद। वाह री पीढ़ी, बाप को बुढ़े में बदल देती।
16. यह मशीन मानव जीवन को बदलने जा रही है। समूचे सामाजिक ढाँचे को रद्दा बदल करने जा रही है।

किन्हीं दो प्रश्नों के उत्तर लिखिए।

(2 × 6 = 12)

17. बहन की शादी में भाग लेने हेतु दो दिन की छुट्टी मांगते हुए अपने कॉलेज के प्रिंसिपल के नाम एक पत्र लिखिए।
18. अनुस्मारक कब और कैसे लिखा जाता है?
19. कार्यालय आदेश का एक नमूना लिखिए।

SECTION C — (4 × 10 = 40 marks)

किन्हीं चार प्रश्नों के उत्तर लिखिए।

प्रत्येक उत्तर 500 शब्दों में हों।

20. 'युवाओं से' पाठ का सारांश लिखिए।
21. 'टूटी हुई जिंदगी' कहानी का मूल्यांकन कीजिए।
22. शोर प्रदूषण से पड़नेवाले दुष्प्रभावों पर प्रकाश डालिए।
23. अपनी गली में फैली गंदगी की ओर नगर पालिका का ध्यान आकर्षित करते हुए संपादक के नाम एक पत्र लिखिए।
24. अपने पाठ्यक्रम में निर्धारित पाठ्य पुस्तकों का आदेश देते हुए किसी एक प्रकाशक के नाम पत्र लिखिए।
25. तूफान से प्रभावित प्रांतों में आवश्यक राहत कार्यों को करने का आदेश देते हुए एक सरकारी पत्र लिखिए।

DECEMBER 2015**P/ID 77910/MBS1N**

Time : Three hours

Maximum : 100 marks

PART A — (10 × 3 = 30 marks)

Answer any TEN questions.

1. What did housewives in the olden days do?
2. Why did the narrator in “The Reason” curse the swallow?
3. What did Prof. Ben tell Peale?
4. Explain ‘Inter-relatedness’ as a functional human right principle.
5. Whom does Wordsworth address in his poem? What is he doing?
6. Why is the horse wondering in Frost’s poem? What does it do?
7. How did the shopkeeper flatter Rosemary Fell?
8. Who was Edward Hyde Burton?

9. What does Hermes reply to Prometheus?
10. Who should be taken care of in planning? What does Forster want?
11. Add suitable prefixes to the following words:

like; known; escapable; responsible; lucky;
complete
12. Complete the following sentences:
 - (a) If it rains ...
 - (b) If you meet him ...
 - (c) If you don't hurry ...

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Mention the ways suggested by Robbins to ensure continued success.
14. State the evil effects of spoon feeding.
15. What are the functions of a university according to Dr. Radhakrishnan?

16. Bring out the thoughts of the gladiator when he dies.
17. Bring out the inner meaning in Frost's poem.
18. Bring out the pathos in "The Refugees".
19. Change the voice:
 - (a) He wrote a novel.
 - (b) They are playing tennis.
 - (c) I will break the slate
 - (d) She will have read a novel.
 - (e) He has finished the work.
 - (f) He kills a snake.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. Give an account of the different kinds of human values.
21. What observations does L.A.G. Strong make on reading books?
22. How does Emerson describe Brahma?

23. Comment on Maugham's view on judging people as revealed in "Friend in Need".

24. Use the following in sentences of your own:

Crocodile tears; born with a silver spoon; to kick the bucket; add fuel to the fire; ask for; look into; call off; get down; makeout; wind up.

(7 pages)

DECEMBER 2015

P/ID 77911/MBSE1

Time : Three hours

Maximum : 100 marks

SECTION A — (40 marks)

Language Skills.

- I. Answer ALL questions.
1. Give the synonyms for the following words : (2)
Vanish; toil; directly; tightly
 2. Give the antonyms for the following words : (2)
regularly; quickly; encourage; painful.
 3. Give one word substitute for the following : (2)
(a) person disabled by illness
(b) Being present everywhere.
 4. Give the plural for the following : (2)
mother-in-law; rat; foot; tree.
 5. Write sentences in the following patterns : (2)
SVO; SVOCA.

6. Fill in the blanks with the suitable tense form of the verb given in brackets : (2)
- (a) Sekar _____ (drive) to Ooty by tomorrow.
- (b) Later on, we _____ (grow) out of that stage.
7. Add question tags to the following : (2)
- (a) Take us to the movie.
- (b) Ramesh and Ravi like sweets.
8. Change the following into negative : (2)
- (a) I am hungry
- (b) They still like a large and closely printed page.
9. Frame questions using the question word given in brackets : (2)
- (a) They will come home tomorrow. (who)
- (b) Raja plays cricket during the week ends. (when)
10. Rewrite the following in the interrogative : (2)
- (a) Skill has many facets of its own.
- (b) The skills relevant to the mastery of a subject would be many.

11. Answer the following as directed : (2)
- (a) Have you prepared for the examination.
(In the positive)
 - (b) Shall we go on a tour. (In the negative)
12. Fill in the blanks with appropriate form of the auxiliaries : (2)
- (a) They _____ a fiat car.
 - (b) He _____ gone.
13. Correct the following sentences : (2)
- (a) Farid book has been missing since yesterday.
 - (b) Ravi is more fatter than Ramesh.
14. Complete the following sentences : (2)
- (a) If it rains _____
 - (b) If winter comes _____
15. Rewrite the sentences changing the gerund into an infinitive : (2)
- (a) Climbing mountains is a good sport.
 - (b) Trespassing is prohibited.
16. Read the following passage and answer the questions given below : (10)

Forward planning, as is done in business, is generally done in two steps, according to the

author. In the first, imaging yourselves at home, office and is social life. Then decide what, how and where you want to be in terms of the three departments mentioned above. In the planning guide provided by David Schwartz, one has to picturize the income level of responsibility, power and prestige at the work place, standard of living, the kind of house to live, vacations and financial support to his family, the kind of friends, social groups, community leadership positions and the charitable causes that he wants to champion and the social level he wants to reach within the next ten years. A guide manual of this sort can be used for any work demanding detailed planning.

Therefore everyone of us must have a distinct purpose in our lives, for which we must work concurrently in three different departments viz, Work, Home and Society to hit the bull's eye accurately. This can ensure happiness in our lives.

- (a) How do business units plan for the future?
- (b) How many steps and departments are involved in David's planning guide?
- (c) What aspects do you have to look into while planning your work place?
- (d) What aspects do you have to look into while planning your family?
- (e) What aspects do you have to look into while planning your social life?

SECTION B

- II. Answer any FIVE in a sentence or two. ($5 \times 2 = 10$)
17. What is a must for achieving success in life?
 18. What did Robbins's teacher teach?
 19. Why do students read a book?
 20. Who can give a better answer to the challenge of our time?
 21. What is the impact of the vernal wood on man?
 22. What does Yeats mean by 'Veils of the morning'?
 23. Where did Maugham meet Hyde Burton?
 24. Why did Rosemary become jealous?

SECTION C

- III. Explain the lines in about 50 words. ($2 \times 5 = 10$)

25. (a) (i) We want the old morality with the new economy.

Or

- (ii) If you want to give out the proper scent it must come from your heart.

Or

- (iii) "It helps us to steer clear of all controversies and arrive at a synthesis or a reconciliation of opposites".

(b) (i) There's midnight's all a glimmer, and
noon a purple glow, And evening full of
the linnet's wings.

Or

(ii) A dust whom England bore, shaped made
aware,
gave once, her flowers to love, her ways
to roam.

Or

(iii) My little horse must think it queer
To stop without a farm house near.

SECTION D

IV. Write short notes in about 50 words. (2 × 5 = 10)

26. (a) (i) What is the difference between the owner
of the woods and the narrator?

Or

(ii) What does the word 'Brahma' mean?

Or

(iii) What will Yeats 'cabin be built of?

(b) (i) What does Kipling enumerate in his
poem?

Or

(ii) How would you explain the term 'values'?

Or

(iii) Why do people stumble along in life?

SECTION E

V. Write essays in about 200 words. (3 × 10 = 30)

27. (a) (i) Justify the title "Spoon Feeding".

Or

(ii) How does Forster want to combine old morality with the new economy?

Or

(iii) Why was Woman's liberation delayed?

(b) (i) Summarise the poem "The Dying Gladiator".

Or

(ii) Trace the evolution of thought in "The Lake Isle of Innisfree".

Or

(iii) Bring out the message in Frost's poem.

(c) (i) What are your impressions regarding Hyde Burton?

Or

(ii) Comment on the significance of the title "The Refugee".

Or

(iii) Why did Rosemary decide to take the young girl home?

DECEMBER 2015

P/ID 77912/MBS2L

Time : Three hours

Maximum : 100 marks

பகுதி அ — (10 × 3 = 30 மதிப்பெண்கள்)

எவையேனும் பத்து வினாக்களுக்கு முறையே 50 சொற்களில் விடையெழுதுக.

1. நீறு – சொற்பொருள் கூறுக.
2. கோவர்த்தனமலை குறித்து நீவிர் அறிவன யாவை?
3. நளன் எந்த நாட்டின் அரசன்?
4. நளவெண்பாவில் உள்ள காண்டங்கள் யாவை?
5. சீறாப்புராணம் – பொருள் கூறுக.
6. ஏசு காவியத்தின் ஆசிரியர் பற்றி எழுதுக.
7. இலக்கணக் குறிப்பு வரைக.
(அ) இலன்
(ஆ) சேவடி
(இ) தெய்வநங்கை
8. அந்தக்கக்கவி வீரராகவ முதலியார் குறித்து எழுதுக.

9. அதிவீரராமபாண்டியனின் படைப்புகளை அறிமுகப்படுத்துக.
10. திருவிளையாடல் புராண நூல் பற்றி நீவிர் அறிவன யாவை?
11. திருப்புகழின் சந்த அமைப்புப் பற்றி எழுதுக.
12. திருக்குறள் உரையாசிரியர்கள் எவரேனும் மூவரைப் பற்றிக் கூறுக.

பகுதி ஆ — (5 × 6 = 30 மதிப்பெண்கள்)

எவையேனும் ஐந்திற்கு முறையே 200 சொற்களில்
விடையெழுதுக.

13. நங்களுக்கு அருங்கலம் நமசிவாயவே – விளக்குக.
14. நல்வினை இல்லா வசுதேவன் என்று ஆழ்வார் சுட்டுவதை விளக்குக.
15. தாயரில் கடையான தாய் என்று தேவகி புலம்பியது யாது?
16. நளனைத் தேட, தமயந்தி புரோகிதனை விடுத்தவாற்றை விளக்குக.

17. சிற்றிலக்கியங்களின் இலக்கியச் சிறப்புகளை எடுத்துரைக்க.
18. தமிழ் இலக்கண உரைகளை அறிமுகப்படுத்துக.
19. ஆடம்பரம் ஒரு பாவச்செயல் என்று வரதராசனார் கூறுவது யாது?

பகுதி இ — (4 × 10 = 40 மதிப்பெண்கள்)

எவையேனும் **நான்கிற்குக்** கட்டுரை வடிவில் விடை தருக.

20. தமிழ்ப் பக்தி இலக்கியங்கள் மானுடமேன்மைக்கு உதவுமாற்றை விண்டுரைக்க.
21. வேடனூடன் நபி உரையாடிய பாங்கை வெளிப்படுத்துக.
22. புலனடக்கத்தின் தேவை, பயன் ஆகியன குறித்து வரதராசனார் கூறுவன யாவை?
23. 'தாய்மொழி வழி கற்றலின் சிறப்புகள்' என்னும் பொருளில் கட்டுரை வரைக.
24. தமிழில் மொழிபெயர்க்க:

Man has been using language as a tool of communication for centuries. It has enabled him to interact with the environment and to regulate

his social behaviour. Though there are a number of means of communication language is the most widely used instrument. It acts as a repository of wisdom and a telescope to view the vision of the future. Hence, language is one of the prized possession of man.

Time : Three hours

Maximum : 100 marks

PART A — (10 × 3 = 30 marks)

പത്ത് ചോദ്യത്തിന് ഉത്തരമെഴുതുക.

ഓരോന്നിനും മൂന്ന് മാർക്ക് വീതം.

1. 'സ്തരണ്' സാഹിത്യ രചനയാകുന്നത് എങ്ങനെ?
2. കാപ്പിരിയുടെ ക്രൂരസ്വഭാവം വ്യക്തമാക്കുന്ന ഒരു സംഭവം വിവരിക്കുക.
3. ബൈറയിലെ ബ്രിട്ടീഷ് കുൺസിലിന്റെ പ്രത്യേകതകൾ ഏവ?
4. വികേന്ദ്രീയ വെള്ളച്ചാട്ടത്തെ കാപ്പിരികൾ നോക്കി ക്കാണുന്നത് എങ്ങനെ?
5. ഉന്താലിയിലെ ഇന്ത്യാക്കാരുടെ പ്രത്യേകത എന്ത്?
6. ഗുജറാത്തികൾ നടത്തുന്ന കച്ചവടത്തിന്റെ സ്വഭാവമെന്ത്?

7. 'ബേയ' യെ പരിചയപ്പെടുത്തുക.
8. 'സത്യവതി' ഗുണവതിയാകുന്നത് എന്തുകൊണ്ട്?
9. കാപ്പിരികളുടെ കമ്പിയില്ലാക്കമ്പി സമ്പ്രദായം വിവരിക്കുക.
10. പോർട്ടുഗീസുകാരുടെ സൗരാജ്യം നായിഡു ആരാകുന്നു?
11. 'നീഗ്രോ' എന്നതുകൊണ്ട് അർത്ഥമാക്കുന്നത് എന്ത്?
12. ഇരിങ്ങയെക്കുറിച്ച് ഒരു ലഘുവിവരണം എഴുതുക.

PART B — (5 × 6 = 30 marks)

അഞ്ചു ചോദ്യത്തിന് ഉത്തരമെഴുതുക.

ഓരോന്നിനും ആറു മാർക്ക് വീതം.

13. ന്യൂസാലാൻഡ് കറുത്ത നാട് – എന്ന് ലേഖകന് തോന്നാൻ കാരണമെന്ത്?
14. 'യാവോ' വർഗ്ഗക്കാരെക്കുറിച്ച് വിവരിക്കുക.
15. വിവിധ കാപ്പിരി വർഗ്ഗക്കാരെക്കുറിച്ച് വിവരിക്കുക.
16. മസീംബറയെക്കുറിച്ച് വിവരണം എഴുതുക.
17. സ്വഹിലി ഭാഷ – വിവരിക്കുക.
18. ചാമക്കാല ഗ്രാമത്തിലെ അനുഭവം വിശദീകരിക്കുക.
19. തെക്കൻ റൊഡേഷ്യ നിലവിൽ വന്നത് എങ്ങനെ?

PART C — (4 × 10 = 40 marks)

നാലു ചോദ്യത്തിന് ഉത്തരമെഴുതുക.

ഓരോന്നിനും പത്തു മാർക്ക് വീതം.

20. 'സീത മുതൽ സത്യവതിവരെ' എന്ന കൃതിയെ ഒരു സ്ത്രീപക്ഷ രചനയെന്ന് വിശേഷിപ്പിക്കാമോ?
21. സീതയെ ലളിതാംബിക അവതരിപ്പിക്കുന്ന വിധം പരിശോധിക്കുക.
22. സഞ്ചാരസാഹിത്യം സർഗ രചനയാക്കുന്നതിൽ എസ്. കെ . കൈക്കാണ്ട മാർഗങ്ങൾ വിലയിരുത്തുക.
23. 'കാപ്പിരികളുടെ നാട്ടിലെ ഇന്ത്യ' - എപ്രകാരമുള്ളതാണ്?
24. ബ്ലാൻഡറിൽ നിന്ന് ലീലോഖയിലേക്കു പൊറ്റക്കാടു നടത്തിയ ബസ്സുയാത്ര വിവരിക്കുക.

DECEMBER 2015

P/ID 77916/MBS2H

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 3 = 30 marks)

किन्हीं दस प्रश्नों के उत्तर लिखिए।

प्रत्येक उत्तर 50 शब्दों में हों।

1. बिसाखाराम की सब से बड़ी चिंता क्या थी?
2. 'दस हजार' एकांकी की राजी की माँ का परिचय दीजिए।
3. शिवनाथ देवकुमार को कायर क्यों कहता है?
4. देव कुमार में मानसिक परिवर्तन कैसे आया?
5. राय साहब सीताराम का परिचय दीजिए।
6. कुमार कलिंग को अमर क्यों मानता है?
7. 'मैं भी मानव हूँ' का संदेश क्या है?
8. रहमान गाय को दाऊदयाल को ही क्यों बेचना चाहता था?
9. 'मक्तिधन' कहानी का उद्देश्य क्या है?

10. ताई कहानी के रामजीदास का परिचय दीजिए।
11. रामेश्वरी को बच्चों का खेलना-कूदना क्यों पसंद नहीं था?
12. डौली की माँ का परिचय दीजिए।

SECTION B — (5 × 6 = 30 marks)

किन्हीं तीन की सप्रसंग व्याख्या कीजिए। (3 × 6 = 18)

13. लो, यह पढ़ो, कैसा दुष्ट है लड़का! जरा भी लड़ाई नहीं की।
14. हमारे नेता शरीर को स्थूल कर रहे हैं, और लेखक आत्मा को। उन्हें चरबी क रोग है और इन्हें क्षय का।
15. अमन और कानून की हिफ़ाज़त के नाम पर तहज़ीब और तालीम के बहाने उनकी नसों में मौत का पानी भर दिया है।
16. मैं जीवित मानव को अपने अधीन करना चाहता हूँ। शस्त्र बल से नहीं, तो हृदय के बल पर ऐसा करूँगा।

किन्हीं दो प्रश्नों के उत्तर लिखिए। (2 × 6 = 12)

17. दाऊदयाल का परिचय दीजिए।
18. ताई कहानी की रामेश्वरी के बारे में लिखिए।
19. मामा का परिचय दीजिए।

SECTION C — (4 × 10 = 40 marks)

किन्हीं चार प्रश्नों के उत्तर लिखिए।

प्रत्येक उत्तर 500 शब्दों में लिखिए।

20. बलहीन एकांकी का सारांश लिखिए।
21. मिस होम्स का चरित्र-चित्रण कीजिए।
22. कुमार का चरित्र-चित्रण कीजिए।
23. ताई कहानी का मूल्यांकन कीजिए।
24. रहमान का चरित्र-चित्रण कीजिए।
25. हिन्दी में अनुवाद कीजिए।

A small family is indeed a happy family. It is mainly because in these days of high prices, it is very difficult to support a large family. Each member of the family requires food, clothing, education and accommodation. This means more expense. The income of a person being limited, the larger the family, the poorer the standard of living. Suppose a couples income is Rs. 5,000 per month. Their standard of living will be better if he had two children than if he had three or more children. A small family thus, is an economic necessity only a small family can be a happy family as its members do not have to face economic problems. I can have a decent standard of living.

DECEMBER 2015

P/ID 77921/MBS2N

Time : Three hours

Maximum : 100 marks

PART A — (10 × 3 = 30 marks)

Answer any TEN questions.

1. What are the hints for drafting a letter to an agency?
2. Where is the term 'indent' used?
3. Mention the categories into which secretarial correspondence can be classified.
4. What is an oral report?
5. Define Agenda.
6. Mention the features of a good press report.
7. Where is a memo used?
8. How will a good speaker be?
9. What are the two types of minutes?
10. What should be mentioned in a notice?

11. Why is the new information technology better?
12. What visual materials are transmitted through the fax machine?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. What facts would you include in your application for an agency?
14. Give the hints for drafting a letter to the editor.
15. As the director, write a letter to the secretary asking him to include certain important items in the agenda for discussion in the ensuring board meeting.
16. Draft a notice calling a meeting of the managing committee of a college association of which you are the secretary.
17. Explain a warning memo.
18. What is a circular letter? State its objectives.
19. How is E-mail different from the fax?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. A policy-holder has instituted a claim of Rs. 5,00,000/- under a fire policy. On the basis of the surveyor's report the insurance company is unable to accept it for the amount claimed. Draft a reply to the policy-holder.
21. Imagine that you are asked to present the annual report on the activities of your college for the year. Prepare a report highlighting the activities.
22. A manufacturing company (product of your choice) from Himachal Pradesh proposes to open a sales depot in Chennai. Prepare a report to be submitted to the Board of Directors by a sub-committee of three of the directors.
23. An accountant in your office has been repeatedly late in reporting to work and careless in his work. Draft a memo to be given to him.
24. How are websites used in business?

(7 pages)

DECEMBER 2015

P/ID 77922/MBSE2

Time : Three hours

Maximum : 100 marks

SECTION A — (40 marks)

Language Skills

I. Answer ALL questions.

1. Fill in the blanks with suitable articles and prepositions : (2)

He spent _____ thousand pounds in building _____ house for him.

This is only a sample _____ what civilization is doing _____ us.

2. Give answers as directed : (2)

damage ; crisis (give the synonyms)

like ; connect (give the antonyms)

3. Fill in the blanks with correct tense forms : (2)

This _____ (be) only a sample of what civilizations _____ (do) to us.

4. Add necessary prefixes and suffixes as directed : (2)

known ; turned (prefix)

delight ; suggest (suffix)

5. Frame question tag for the following sentences : (2)
- (a) He was taught to drive in a busy city?
 - (b) He rejected this machine?
6. Change the voice : (2)
- (a) Lock the door
 - (b) She was reading a book
7. Complete the following sentences : (2)
- (a) If I were the Prime Minister _____.
 - (b) If they were here, I _____.
8. Use the following in sentences of your own : (2)
- come across ; ask for
9. Rewrite the following sentences using 'It' as the subject : (2)
- (a) To play with explosive is dangerous
 - (b) To steal is wrong
10. Rewrite the sentences using the introductory 'there' : (2)
- (a) A page is missing from the book
 - (b) A lot of people were at the exhibition

11. Identify the gerunds in the following sentences : (2)
- (a) Seeing is believing
 - (b) They love making castles in the air
12. Give one word substitute for the following : (2)
- (a) One who believes in god
 - (b) One who looks at the bright side of things
13. Rewrite as directed : (2)
- (a) Coming out of his room he saw a man walking away (into compound sentence)
 - (b) Trying to get up he felt giddy again (Into complex sentence)
14. Give the correct spelling for the following words : (2)
- acheive ; interogete ; setlement ; comision.
15. Rearrange the given words to make a meaningful sentence : (2)
- (a) apple boy the an given was
 - (b) clearly write words the

II. Read the following passage and answer the questions given below : (10)

16. The Principal of a high school is sitting in his office room when a servant announces a bearded visitor. The visitor introduces himself as Wasserkopf who studied in the school eighteen year back. He claims refund of the tuition fees paid by him. When the Principal expresses surprise at his unusual request, Wasserkopf explains that he did not get his money's worth of education. It was his old classmate Lederer who put him wise about this. Wasserkopf found this a good suggestion and so has come to claim the refund. From this refund, he will buy a present for Lederer. The Principal asks him to wait in the next room while he consults the staff. Four teachers come in and the Principal explains to them the ex-student's claim.

- (a) Where is the Principal and what does the servant announce?
- (b) Who is the visitor?
- (c) What is the unusual request of Wasserkopf?
- (d) Who is Lederer? What did he tell Wasserkopf?
- (e) What is Wasserkopf going to do with the refund?

SECTION — B

Answer any FIVE in a sentence or two : (5 × 2 = 10)

17. What is the centre of all ethical systems?
18. What can free a Negro?
19. How is man in an age of reason?
20. Why does Plomer hate telephones?
21. What did Varma think of his son?
22. What did Dr. Livingston's mother confess?
23. What does Judith Wright speak in the poem "The Company of Loves"?
24. Why cannot the city dweller see the sky in "Urban"?

SECTION — C

25. Explain the lines in about 50 words : (2 × 5 = 10)
 - (a) (i) Does the old tyrant, then, repent his spite.

Or
 - (ii) The river which he claims he loves
Is dry, and all the kinds his dead.

Or
 - (iii) The works that I have in hand I will
finish afterwards.

(b) (i) She sat on the village swing
and her cousin, six or seven
sat himself against her.

Or

(ii) There was a house now far away.

Or

(iii) "Death draws his cordons in".

SECTION — D

26. Write short notes in about 50 words : (2 × 5 = 10)

(a) (i) What are the obligations that a
complete man has to keep in mind?

Or

(ii) Why does Plomer not have a telephone?

Or

(iii) How does the air affect us?

(b) (i) How did Rakesh convey his results to
his father?

Or

(ii) How did the astrologer's dress and
appearance attract his customers?

Or

(iii) What were the jobs that Hughie tried
his hand at?

SECTION — E

27. Write essays in about 200 words : (3 × 10 = 30)

(a) (i) What are the views of Norman Vincent Peale regarding prayers?

Or

(ii) What are Plomer's reactions in general to modern inventions?

Or

(iii) Is it possible for man to progress without endangering the environment? Explain.

(b) (i) What is A.D. Hope trying to convey through his poem?

Or

(ii) Discuss the central idea in "The company of Lovers".

Or

(iii) Why is the city dweller's landscape one dimensional?

(c) (i) Sketch the character of Rakesh.

Or

(ii) Do you think the astrologer invited trouble by inviting Guru Nayak? Explain.

Or

(iii) Comment on the humour in "The Interview".

DECEMBER 2015

P/ID 77951/PMSQ1

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss three fundamental principles that a security program has as objectives.
2. Define perimeter. How would you implement the firewalls in the perimeter?
3. Discuss the role of end users in implementing security technologies.
4. What are the consequences of policy violation?
5. Describe the process for organisational compliance.
6. Write basic concepts of digital evidence.
7. Enumerate the governance process life cycle.
8. What do you mean by information security control and what are its types?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the concept of information Security Management Systems (ISMS).
10. How would you protect your information against malware like Virus, Worms etc?
11. Briefly discuss about the differences between honey-pots and honey - nets.
12. Explain the end user code of practice towards development and monitoring the information.
13. Discuss the major legal requirements of information processing.
14. How will you enforce non-organisational entities to conform the compliance needs?
15. Explain the consequent risk management process.
16. How would you evaluate the information asset - Discuss?

PART C — (1 × 20 = 20 marks)

Compulsory

17. Your company's security officer has requested that the IT department implement an authentication and authorization systems based on biometrics. Which type of controls will you be implementing - Discuss.
-

DECEMBER 2015

P/ID 77952/PMSQ2

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What do you understand by categorizing vulnerabilities?
2. How will you develop and roll out risk awareness program?
3. Write the basic concept of cost benefit analysis.
4. Discuss the concept of risk ownership.
5. What do you know about risk management tools?
6. Discuss the association between the identified risk scenarios with business processes.
7. Brief about various risk monitoring processes.
8. Write the application of ISO 73.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Briefly discuss about the different forms of risks which is considered for business enterprises.
10. Explain different types of tools and techniques used for risk monitoring.

11. How will you monitor the third party role in risk management?
12. Write about NIST 800-30 in detail.
13. Write about the concept of residual risk and illustrate the conditions for accepting it.
14. How independent risk assessment process helps to validate existing risk responses?
15. Design a framework for management of risk with respect to manufacturing industry.
16. What is ISO 31000? Briefly explain about the principles and guidelines of risk management implementation?

PART C — (1 × 20 = 20 marks)

Compulsory

17. Critically evaluate the risk management practices in Oil and Gas Company in India with suitable illustrations.
-

DECEMBER 2015

P/ID 77953/PMSQ3

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define M-business. What are its main characteristics?
2. Mention major payment cards and their advantages.
3. What are CA certificates? What are the problems involved in it?
4. What is cyber stalking? Explain.
5. List out and mention the purpose of UDDI data structures.
6. What are industries affected by E-commerce?
7. State the roles of SET in electronic payment.
8. What are the demands that must be addressed by electronic payment system.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain how e-business helps empower suppliers and buyers and enable suppliers of all sizes.
10. Define electronic check? How electronic check is processed?
11. Explain how to build and enforce trust through technology platforms in e- business.
12. What is a firewall? How does it protect a business from internet attacks?
13. Explain the main methods for controlling transaction processing.
14. Describe the reasons for mobile commerce device proliferation and how it is integrated with the internet.
15. Discuss how cyber crimes affect business and economy.
16. Discuss the process of secure electronic payment systems and gateways.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Customer can book tickets for their travel through makemytrip.com server and sign in to the reservation system. This in turn uses services of servers of other operators, room booking for hotels, payment services. Explain the issues involved in implementation and maintenance of this system.
-

DECEMBER 2015

P/ID 77954/PMSQ4

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the value layers in BCDR framework?
Explain in brief.
2. Write a brief note on: How to compute MTD?
3. How will you prepare Criticality Assessment report?
4. What are the contents of a typical BC and DR plan?
5. Discuss about internal fire/food response.
6. Discuss first aid provisioning.
7. What are the different types of testing DC and BR processes?
8. What are the action plans for follow up on test results?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Define BCDRMS. Explain the policies, organizational roles and responsibilities in creating BC and DR.
10. Explain how to fine tune MTD with respect to organizational, cultural and economic compulsions.
11. Explain in detail: updation of BC and DR plans due to changes in business processes, geographies and technologies.
12. Explain the constitution of teams to handle specific roles during a disaster.
13. Discuss: Pre-crisis preparation actions – both internal and external.
14. How to establish a command center with complete logistics and financial authority?
15. Write in detail about the triggers for revisit of different parts of the BCDRMS; particularly MTD and RTO.
16. How to create and implement BCDRMS dashboard for management?

PART C — (1 × 20 = 20 marks)

Compulsory

17. Prepare and suggest the step by step procedure for the Building Community Resilience to Disasters with a NPO approach towards disaster management and resilience.
-

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe Audit Charter and Audit Planning.
2. Explain code of ethics for information system auditor.
3. Explain the concept of Certification and Accreditation (C & A).
4. State the security policies for C & A processes.
5. Write about reorienting the control assessment process.
6. Explain information system audit in risk-aware organisations.
7. What are the Information system auditing standards and Guidelines?
8. Explain TCSEC in detail.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain reporting and discussing audit findings.
10. State IT governance considerations during Audit of information system.
11. Describe the types and nature of controls in Accreditation.
12. Explain external benchmark for C & A process.
13. Discuss about implementing risk based information system audit approach.
14. Explain Mapping risk based information system audit to ERM.
15. Discuss the assessment of general organizational controls.
16. Explain in detail : Information security management system.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. A very small business is in its tenth year of operation. It has one full-time employee, the owner, and occasional part-time help from the owner's husband and various employees hired on a short-term "casual labor" basis. Last year the Business had under \$100,000 in gross sales.

The Business is in the business of retail sales over a dedicated WWW site and via the mails. More specifically, it is in a niche market, one of only a handful of businesses in exactly this market on the entire Internet. Only over the Internet are there sufficient buyers for this business to be a full-time job.

How can this company identify and select the employees so that the information security can be done easily?
