



K18P 0652

Reg. No. : .....

Name : .....

**Second Semester M.B.A. Degree (Regular/Supple.) Examination, July 2018  
(2014 Admn. Onwards)**

**MBA2C13 : PRODUCTION AND OPERATIONS MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**Instruction : Answer all Sections.**

**SECTION – A**

Answer **two** questions in this section. **Each** question carries **13**.

1. a) Discuss the objectives and functions of production, planning and control.

OR

b) Explain in detail the factors affecting the selection of site for a plant.

2. a) Explain the concept of total Quality Management. What are the chief requirements for the successful working of total quality management programme in a business firm.

OR

b) Explain the various techniques available for successful implementation of TQM in an organisation. (2×13=26)

**SECTION – B**

Answer **any six** questions in this Section. **Each** question carries **1** mark for Part **a**, **3** marks for Part **b** and **5** marks for Part **c**.

3. a) What do you understand by the term PPC ?

b) What are the objective of PPC ?

c) Discuss the role of PPC in operations management.

4. a) What is plant layout ?

b) What are the factors influencing plant layout ?

c) How does a good plant layout help to improve productivity ?

P.T.O.



5. a) What is product design ?  
b) Distinguish between standardization and simplification.  
c) Explain the steps in product design.
  6. a) What is JIT manufacturing ?  
b) Mention the objectives of Quality Circles.  
c) Explain the need for controlling quality of goods and services.
  7. a) Define quality.  
b) What are the prime determinants of quality ?  
c) Explain the use of control charts for quality improvement with a help of an example.
  8. a) What is business process engineering ?  
b) List the areas of application of BPR.  
c) Explain the steps in Business process engineering.
  9. a) What is a maintenance policy ?  
b) What are the objectives of maintenance management ?  
c) Briefly explain the recent developments in production management. **(6×9=54)**
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**Second Semester M.B.A. Degree (Regular/Supplementary) Examination,  
July 2018**

**(2014 Admn. Onwards)**

**MBA2C14 : RESEARCH METHODOLOGY**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) "A research study is a sequential process". Elucidate.

OR

b) Discuss the relative merits and problems with

i) Rating and ranking scales

ii) Likert and differential scales.

2. a) 'The presentation of statistics in research reports is a special challenge for writers'. Elucidate with emphasis on presentation of reports.

OR

b) The following table gives the number of units production per day turned out by four different types of machine.

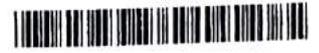
Types of Machine				
Employees	M1	M2	M3	M4
E1	40	36	45	30
E2	38	42	50	41
E3	36	30	48	35
E4	46	47	52	44

Using analysis of variance :

a) Test the hypothesis that the mean production is same for four machines.

b) Test the hypothesis that the employees do not differ with respect to mean productivity.

P.T.O.



## SECTION – B

Answer **six** questions in this Section. **Each** question carries **9** marks. **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

3. a) What is a dichotomus question ?  
b) What is secondary data analysis ?  
c) Elaborate on type I and type II errors.
  4. a) What is a sample ?  
b) What is validity and reliability ?  
c) Explain the different types of charts.
  5. a) What are non parametric tests ?  
b) Explain the uses of correlation and regression.  
c) It is claimed that a random sample of 100 tyres with a mean life of 15269 kms is drawn from a population of tyres which has a mean life of 15200 kms and standard deviation of 1248 kms. Test the validity of that claim at (i) 5% (ii) 1% level of significance.
  6. a) What is nominal scale ?  
b) Explain a Chi square as a test of goodness of fit.  
c) Explain the role of the hypothesis in research.
  7. a) What is a pilot test ?  
b) What is experimental research ?  
c) Suppose a certain hotel management is interested in determining the percentage of the hotels guests who stay for more than 3 days. The reservation manager wants to be 95 per cent confident that the percentage has been estimated to be within  $\pm 3\%$  of the true value. What is the most conservative sample size needed for this problem ?
  8. a) What is a questionnaire ?  
b) Distinguish between technical report and management report.  
c) Explain factor analysis and cluster analysis.
  9. a) What is an unstructured interview ?  
b) Explain one tailed and two tailed tests.  
c) Elaborate the steps in sampling design.
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**Second Semester M.B.A. Degree (Regular/Supplementary)**  
**Examination, July 2018**  
**(2014 Admission Onwards)**  
**MBA 2C09 : OPERATIONS RESEARCH**

Total Marks : 80

Time : 3 Hours

## SECTION - A

Answer **two** questions in this Section. Each question carries **13** marks.

1. a) What do you understand by simulation ? How is a simulation technique better than mathematical models in solving problems of business and industry ? Discuss taking suitable examples.

OR

- b) Using duality, solve the LPP :

$$\text{Max. } Z = 5x_1 + 3x_2$$

$$\text{Subject to } \begin{aligned} x_1 + x_2 &\leq 2 \\ 5x_1 + 2x_2 &\leq 10 \\ 3x_1 + 8x_2 &\leq 12 \\ x_1, x_2 &\geq 0. \end{aligned}$$

2. a) "OR is a logical and systematic approach to provide a rational basis for decision making". Comment.

OR

- b) Find the optimal solution of the TP whose cost-matrix is given below :

		Warehouses				Capacity
		W1	W2	W3	W4	
Factory	F1	19	30	50	10	7
	F2	70	30	40	60	9
	F3	40	8	70	20	18
Requirement		5	8	7	14	

(13x2=26)  
P. T.O.



## SECTION – B

Answer **any six** questions in this Section. **Each** question carries **9** marks, (1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c).

3. a) What is an artificial variable ?  
 b) Write a note on degeneracy in TP.  
 c) Elucidate decision making under risk and uncertainty.
4. a) What are the solution methods of assignment problem ?  
 b) Write a note on linear programming.  
 c) The production department for a company requires 3500 kg. of raw material for manufacturing a particular item per year. It has been estimated that the cost of placing an order is Rs. 35 and the cost of carrying inventory is 25 percentage of the investment in the inventories. The price is Rs. 10 per kg. The purchase manager wishes to determine an ordering policy for raw material. Calculate :
- 1) The optimal lot size
  - 2) The minimum yearly variable inventory cost
  - 3) The optimal order cycle time
  - 4) The minimum yearly total inventory cost.
5. a) What is assignment modal ?  
 b) Write a note on north west corner rule.  
 c) There are five jobs each of which must go through the two machines A and B in order A B. Process times (in hours) are given below :

	Job	1	2	3	4	5
Machine A		5	1	9	3	10
Machine B		2	6	7	8	4

Determine the sequence of the five jobs that will minimize the elapsed time.



- 6. a) Define surplus variable in LPP.
- b) How do you convert a maximization assignment problem into a minimization problem ?
- c) Solve the following transportation problem using VAM method.

	A	B	C	D	Supply
X	7	8	11	10	30
Y	10	12	5	4	45
Z	6	11	10	9	35
Demand	20	28	19	33	

- 7. a) What is Hurwicz alpha criterion?
- b) Write a note on revision of probability.
- c) A firm is planning to develop and market a new drug. The cost of extensive research to develop the drug has been estimated at Rs. 1,00,000. The manager of the research programme has found that there is a 60% chance that the drug will be developed successfully. The market potential has been assessed as follows :

**Market condition Prob. Present value of profit (Rs.)**

Large Market potential	0.1	50,000
Moderate Market potential	0.6	25,000
Low Market potential	0.3	10,000

The present value figures do not include the cost of research. While the firm is considering this proposal, a second proposal almost similar comes up for consideration. The second one also requires an investment of Rs. 1,00,000 but the present value of all profits is Rs. 12,000. The return on investment in the second proposal is certain.

Draw a decision tree indicating all events and choices of the firm.



8. a) Define OR.  
b) Write the steps in Hungarian method.  
c) Cars arrive at a drive-in restaurant with mean arrival rate of 24 cars per hour and the service rate of the cars is 20 cars per hour. The number of parking space for cars is only 4 find :
- Average number of customers waiting in the system
  - Average number of customers waiting in the queue.
9. a) What is simulation ?  
b) Write a note on MODI method.  
c) Five jobs are to be processed and five machines are available. Any machine can process any job with the resulting profit (in rupees) as given below. What is the maximum profit that may be expected if an optimum assignment is made ?

Jobs	Machines				
	A	B	C	D	E
1	32	38	40	28	40
2	40	24	28	21	36
3	41	27	33	30	37
4	22	38	41	36	36
5	29	33	40	35	39

(9×6=54)



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**Second Semester M.B.A. Degree (Regular/Supplementary)  
Examination, July 2018  
(2014 Admn. Onwards)  
MBA 2C08 : FINANCIAL MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **any two** questions. **Each** question carries **13** marks. **(2×13=26)**

1. In what ways wealth maximisation objective is superior to the profit maximisation objectives ? Explain.

OR

A companies EBIT is Rs. 50,000. The company has Rs. 2,00,000, 10 percent debentures. The overall cost of capital the company is 12.5 percent. Now the firm has decided to raise the amount of debenture by Rs. 1,00,000 and uses the proceeds to retire the equity shares. Alternatively the amount of debt has been reduced by Rs. 1,00,000 to Rs. 1,00,000 and a fresh issue of equity shares is made to retire the debentures. Compute the value of the firm and cost of capital according to Net operating income approach.

2. Describe different capital budgeting techniques.

OR

The following information is available in respect of a firm :

Capitalisation rate ( $k_e$ ) = 10 percent, EPS = Rs. 10.

Assumed rate of return on investments are 10 percent, 8 percent and 12 percent. Show the effect of dividend policy on the market price of shares, using Walter's model. You can also assume different pay-out ratios, 0%, 25%, 50%, 75% and 100%.

**P.T.O.**



## SECTION – B

Answer **any six** questions in this Section. **Each** question carries **9** marks. (1 mark for part (a), 3 marks for part (b) and 5 marks for part (c)). **(6×9=54)**

3. a) What do you mean by capital rationing ?  
 b) Bring out the criteria of investment.  
 c) Consider the following three investments :

Cash flows (Rs.)			
Projects	C <sub>0</sub>	C <sub>1</sub>	C <sub>2</sub>
X	-2500	0	3500
Y	-2500	1500	2000
Z	-2500	3000	0

The discount rate is 12 percent. Compute the net present value and the rate of return for each project.

4. a) Define operating leverage.  
 b) Differentiate between operating leverage and financial leverage.  
 c) Two firms A and B have the following information :

Firm	Sales (Rs. in Lakh)	Variable cost (Rs. in Lakh)	Fixed Cost (Rs. in Lakh)
A	1800	450	900
B	1500	750	375

If sales increase by 20 percent, what shall be the impact on the profitability of the two firms ?

5. a) What is cost of capital ?  
 b) Bring out the importance of cost of capital.  
 c) Explain the steps involved in the computation of cost of capital.
6. a) What is gross working capital ?  
 b) What is balanced working capital position ?  
 c) Explain the determinants of working capital requirements.



7. a) What is cash planning ?
    - b) Explain the transactions motive.
    - c) Explain the importance of short term cash forecasts.
  
  8. a) Define inventory management.
    - b) Explain safety stock.
    - c) A company has Rs. 4 per year carrying cost on each unit of inventory, an annual usage of 50000 units and an ordering cost of Rs. 100 per order. Calculate EOQ.
  
  9. a) What is work in process ?
    - b) Explain the nature of inventories.
    - c) Explain the objectives of inventory management.
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**Second Semester M.B.A. Degree (Regular/Supplementary)  
Examination, July 2018  
(2014 Admn. Onwards)  
MBA2C12 : HUMAN RESOURCE MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) What is meant by diversity of workforce? What are the major reasons that have made it a challenge for today's organisations ?

OR

b) Describe briefly the various steps that are involved in hiring human resources in an organisation.

2. a) Examine the need for career planning from the point of view of an individual employee and the organisation.

OR

b) Evaluate the significance of performance appraisal in an educational institution. How would you make it more effective ?

**SECTION – B**

Answer **any six** questions in this Section. **Each** question carries **9** marks.

(1 mark for Part (a) 3 marks for Part (b) and 5 marks for Part (c). **(6×9=54)**)

3. a) Expand MBO.

b) What is moonlighting phenomenon ?

c) How has the changes in technology influenced employee empowerment ?



4. a) What are wellness programs ?  
b) Explain 3 merits of human resource accounting.  
c) State some of the challenges faced in training overseas managers ?
  5. a) Define HRM.  
b) State the functions of HRM.  
c) Elaborate on the roles and responsibilities of HR Managers.
  6. a) What are incentives ?  
b) What is job evaluation ?  
c) Explain the methods of performance appraisal.
  7. a) What is selection ?  
b) Why is recruitment called a positive process ?  
c) State the significance of training and development.
  8. a) What is ergonomics ?  
b) What is turnover ?  
c) Explain the methods of forecasting the Demand of manpower.
  9. a) What are competencies ?  
b) What is a career path ?  
c) Are people always an organisations most valuable assets ? Why or why not ?
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**Second Semester M.B.A. Degree (Regular/Supple.) Examination, July 2018  
(2014 Admission Onwards)  
MBA 2C11 : ORGANISATIONAL BEHAVIOUR**

Time : 3 Hours

Max. Marks : 80

## SECTION – A

Answer **any two** questions in this Section. **Each** question carries **13** marks.

1. a) Bring out the challenges and opportunities for an OB manager during the next millennium.

OR

- b) Some people believe that understanding human behaviour at work is the single most important requirement for managerial success. What is your view ? Explain.

2. a) Assume that a friend states, "Organisational behaviour is selfish and manipulative, because it serves only the interests of management". How would you respond ?

OR

- b) "The political power game is very real in today's organisations". Explain how political strategies help someone acquire power in today's organisation.

(2×13=26)

## SECTION – B

Answer **any six** questions from this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

3. a) What is Halo effect ?  
b) How status develop in a group ? Explain.  
c) Explain the different approaches to the study of OB.



4. a) What is grid management ?  
b) Distinguish between positive and negative attitudes.  
c) Discuss the change and its effect on employees and organizations.
5. a) What is Machiavellianism ?  
b) Differentiate between classical conditioning and operant conditioning theory.  
c) Define group cohesiveness. What are the sources of cohesiveness ?
6. a) What is Charismatic Leadership ?  
b) Explain the characteristics of Type A and Type B personality.  
c) How do you measure team effectiveness ?
7. a) What is a coalition ?  
b) What are the objectives of OD ?  
c) Describe leadership styles. Which one does you feel most appropriate style for Indian industry ? Why ?
8. a) What is impression management ?  
b) Distinguish between positive and negative reinforcement.  
c) As a manager, would you like to promote conflict or avoid conflicts ? Give your reasons with examples.
9. a) Give the meaning of reinforcement.  
b) Explain grid training.  
c) Explain the variables in expectancy theory.

(6×9=54)

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**Second Semester M.B.A. Degree (Regular/Supple.) Examination, July 2018  
(2014 Admn. Onwards)  
MBA2C10 : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**Instruction : Answer all Sections.**

**SECTION – A**

Answer **two** questions in this Section. **Each** question carries **13**.

1. a) Explain the marketing management process.

OR

b) Marketing is managing profitable customer relationships. Discuss.

2. a) Discuss the impact of demographic and legal environment on marketing.

OR

b) Explain the important environmental factors to be considered in rural marketing.

**(2×13=26)**

**SECTION – B**

Answer **any six** questions in this Section. **Each** question carries **1** mark for Part **a**, **3** marks for Part **b** and **5** marks for Part **c**.

3. a) What do you understand by Societal marketing concept ?

b) Mention the functions of marketing.

c) Explain the marketing philosophies that have evolved after the advent of modern factory system.

4. a) What is target marketing ?

b) What are the different level so target marketing ?

c) Discuss the patterns of target market strategies.

**P.T.O.**



5. a) What is market segmentation and product differentiation ?  
b) How do we segment business markets ?  
c) Describe the basis for market segmentation.
6. a) Define the term Market positioning.  
b) List the various approaches to market positioning.  
c) Explain the steps to be followed in developing positioning strategy.
7. a) What are buying motives ?  
b) Explain the determinants of buyer's behaviour.  
c) Explain the stages in the consumer buying decision process.
8. a) What is a rural marketing ?  
b) Differentiate between social and direct marketing.  
c) Discuss the significance of rural market in India today.
9. a) What is green marketing ?  
b) Mention the benefits of green marketing.  
c) Explain the impact of green marketing on business.

(6×9=54)

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