



K24P 4368

Reg. No. :

Name :

**Third Semester M.B.A. Degree (C.B.S.S. – Supplementary)
Examination, October 2024
(2021 – 2022 Admission Only)
MBA 3C15 : INDIAN MANAGEMENT ETHOS AND PRACTICES**

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 the need of business ethics ? Discuss your arguments for and against business ethics.

OR

- B) Discuss the main ethical issues that are relevant to Business World in brief.

2. A) Explain 'Code of Ethics' and discuss the benefit of Managing Ethics at Work Place.

OR

- B) Elaborate in detail the role of government in eradicating unethical behaviour.

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 is Integration view of ethics ?
B) What are the importance of character ?
C) Comment on the importance of Good Corporate Governance in India.

P.T.O.



4. A) Define deontology.
B) Write the difference between Rights and Duties.
C) Explain the term 'Dharma' and the importance of its understanding for a manager.
 5. A) What is law ?
B) State the meaning of Value system.
C) Write a note on corporate culture.
 6. A) What is wisdom ?
B) Why respect for hierarchy is important ?
C) Explain the importance of holistic management.
 7. A) What is unethical behaviour ?
B) Write the difference between business ethics and work ethos.
C) Write a note on Value driven management.
 8. A) What is courage ?
B) Why we need to respect our elders ?
C) Explain the need of value-based holism in management in India.
 9. A) Give an example for Indian Ethos.
B) Explain the future of Indian business ethics.
C) Explain in brief corporate mission statement.
 10. A) What is meant by ethical dilemma ?
B) What do you mean by respect for status ?
C) List out those ethical principles which are relevant to Work Life.
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K24P 4350



Reg. No. :

Name :

**Third Semester M.B.A. Degree (C.B.C.S.S. – O.B.E.-Regular)
Examination, October 2024
(2023 Admission)**

MBMBA03C16 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** question carries **4** marks.

1. How barcodes, identification codes and EDI systems contribute to the optimization of inventory and logistics management ?
2. Examine the impact of Technology on Transportation Optimization in Supply Chain Management.
3. What are the Legal and Regulatory Considerations in Multimodal Transport ?
4. How have innovations like smart packaging and eco-friendly materials influenced the packaging industry ?
5. What strategies can companies use to minimize risks and optimize costs in overseas shipping ?
6. How does an effective customer service strategy enhance customer loyalty in logistics ?

(5×4=20)

SECTION – B

Answer **any three** questions. **Each** question carries **8** marks.

7. Explain the role of supply chain coordination to minimize wastage of resources.
8. What role does UPC play in reducing errors and enhancing transparency in logistics operations ?

P.T.O.



9. How can Transportation Management Systems (TMS) optimize logistics operations ?
10. What are the sustainability challenges associated with primary, secondary, and tertiary packaging in logistics ?
11. Explain how sourcing strategies determine supplier selection, procurement efficiency, and cost management. **(3×8=24)**

SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

12. What are the functions of a Container Freight Station (CFS), and why are they important in international trade and how does a CFS complement the operations of an ICD ?
 13. What are the key issues in containerization related to loading, handling, and transportation ? Analyze how these issues impact global supply chain efficiency and discuss potential solutions to mitigate these challenges.
 14. "A connection and interrelationship between the components of supply chain has to be established for utmost customer satisfaction." Explain the statement with reference to integration of supply chain at various stages.
 15. What are the key macro dimensions that impact the efficiency of supply chain operations ?
 16. 'Multimodal transport is vital for supply chain resilience during disruptions'. Explain. **(3×12=36)**
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K24P 4351



Reg. No. :

Name :

Third Semester M.B.A. Degree (C.B.C.S.S. – O.B.E.-Regular)

Examination, October 2024

(2023 Admission)

MBMBA03C17 : BUSINESS LAW

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** question carries **4** marks.

1. What are the characteristics of an offer ? When is consent said to be free and genuine ?
2. Describe the duties of an agent under the Indian Contract Act.
3. State the special rules for cheque and drafts.
4. What are the provisions of Sale of Goods Act relating to the conditions and warranties ?
5. What are the provisions of the Companies Act, 1956 relating to annual general meeting ?
6. Discuss the rights of an unpaid seller against the goods sold. **(5×4=20)**

SECTION – B

Answer **any three** questions. **Each** question carries **8** marks.

7. Explain the essential elements of Valid Offer.
8. What are implied conditions in a contract of sale ? Explain with examples.
9. Explain how an agency is created by implications.

P.T.O.



10. Explain the winding up process of a company.
11. Bring out the characteristics of negotiable instruments. (3×8=24)

SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

12. What is Consideration ? Give an account on legal rules of Consideration.
 13. Explain the doctrine of caveat emptor and give situations where this doctrine does not apply.
 14. Explain competence and liability of Parties in Negotiable Instrument Act.
 15. Explain the responsibilities of directors and independent director in a company.
 16. Discuss the provisions relating to Consumer Dispute Redressal Agencies and their powers. (3×12=36)
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K24P 4369

Reg. No. :

Name :

Third Semester M.B.A. Degree (C.B.S.S. – Supplementary)
Examination, October 2024
(2021 – 2022 Admission Only)
MBA 3C16 : BUSINESS LAW

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

(2×13=26)

1. a) Describe the procedure of formation of companies under the Companies Act.

OR

- b) Explain the consumer dispute redressal agencies provided under the Consumer Protection Act, 1986.

2. a) What are the circumstances in which the contract of bailment stands terminated ?

OR

- b) Discuss the different ways in which a contract may be discharged by operation of law.

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 the doctrine of frustration of contract ?
b) What contracts need not be performed ?
c) 'Mere silence is not a fraud'. Explain and state exception to this rule.

P.T.O.



4. a) Define minimum wages.
b) What are the salient features of Consumer Protection Act, 1986 ?
c) State the registration process of a trade union.
 5. a) What is coercion ?
b) When can the payment of the cheque be refused by a bank ?
c) What is a promissory note ? What are its essential elements ?
 6. a) Define industrial dispute.
b) What are the objectives of Companies Act, 2013 ?
c) Explain different kinds of companies.
 7. a) What is cyber law ?
b) Explain various types of cybercrimes.
c) What is an Articles of Association ? Explain the contents of Articles of Association.
 8. a) What are the characteristics of an offer ?
b) Explain the types of offer.
c) Describe the legal rules of a valid acceptance.
 9. a) What do you mean by quasi-contract ?
b) What are the ways in which a contract may be discharged ?
c) Describe the rights of unpaid seller.
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K24P 4352

Reg. No. :

Name :

**Third Semester M.B.A. Degree (C.B.C.S.S. – O.B.E.-Regular)
Examination, October 2024
(2023 Admission)
MBMBA03C18 : INFORMATION SYSTEM AND TECHNOLOGY**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** question carries **4** marks.

1. What are the difference between information system and management information system ?
2. What is the importance of Enterprising Resource Planning ?
3. What do you mean by B2B ?
4. What is System ? What are the key characteristics of a system ?
5. Describe the limitation of EDI.
6. What is Internetworked security defence ?

(5×4=20)

SECTION – B

Answer **any three** questions. **Each** question carries **8** marks.

7. Describe the different data mining techniques and their suitability for various business scenarios.
8. Elaborate the different data base model.
9. Address the pros and cons of different e-commerce payment methods.
10. Explain in detail how to overcome the failure in IT Management.
11. Define EDI. Explain the several components of EDI.

(3×8=24)

P.T.O.

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SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

12. How can a DSS help managers make semi-structured decisions ? Provide an example of a business scenario where a DSS would be particularly beneficial.
 13. Evaluate the role of logistics and delivery services in the success of an E-commerce business, highlighting key considerations for efficient order fulfillment.
 14. Describe the core functions of a Database Management System (DBMS) and how it facilitates efficient data storage, retrieval and manipulation within an organization.
 15. List and discuss the steps for integrating a data mining system within a data.
 16. Evaluate the impact of different cultural and political perspectives on IT adoption and usage. **(3×12=36)**
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Reg. No. :

Name :

**Third Semester M.B.A. Degree (C.B.C.S.S. – O.B.E.-Regular)
Examination, October 2024
(2023 Admission)**

**ELECTIVE : MARKETING MANAGEMENT
MBMBA03E01 : Consumer Behaviour**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** question carries **4** marks.

1. What are the dimensions of consumer behaviour ?
2. What is the impact of the digital revolution on consumer behaviour ?
3. What is the role of 'Gender Identity' in consumer socialization.
4. Explain the 'Theory of Reasoned Action'.
5. Why do marketers initiate market segmentation ? Explain.
6. What are the advantages of consumer research ?

(5×4=20)

SECTION – B

Answer **any three** questions. **Each** question carries **8** marks.

7. Explain Psychological Determinants of Consumer buying Behaviour.
8. Discuss the post-purchase behaviour of a consumer.
9. What are reference groups ? What are the various reference group appeals being used by marketers.
10. Discuss the role of socio-cultural dimensions in consumer behaviour.
11. Explain and Illustrate Consumer Research Process.

(3×8=24)

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

12. Discuss the Various Sources of Information in order to understand 'Consumer Behaviour'.
 13. Elaborate consumer decision making process with suitable examples.
 14. Explain the various factors affecting consumer behaviour.
 15. Describe consumer perceptions of self and brand identities.
 16. Explain the model of high and low involvement of the consumer in the purchasing process. **(3×12=36)**
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K24P 4354

Reg. No. :

Name :

**Third Semester M.B.A. Degree (C.B.C.S.S. – O.B.E.-Regular)
Examination, October 2024
(2023 Admission)**

**ELECTIVE : FINANCIAL MANAGEMENT
MBMBA03E10 : Financial Markets and Institutions**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** question carries **4** marks.

1. Bring out the objectives insolvency and bankruptcy code.
2. Differentiate between open ended and closed ended mutual funds.
3. Write a short note on Bulls.
4. Explain the settlement mechanism.
5. What are the advantages of listing of shares ?
6. Write a note on repo and reverse repo.

(5×4=20)

SECTION – B

Answer **any three** questions. **Each** question carries **8** marks.

7. Describe the role of commercial banks in economic development.
8. Explain the different stages in venture capital financing.
9. Elucidate the need for DEMAT System.
10. What are the indicators of maturity of a stock market ? Explain.
11. Bring out and explain the present status of Indian Debt Market.

(3×8=24)

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

12. Elucidate the structure of an efficient financial system.
13. Explain the significance of FDI and FII to a developing economy.
14. Discuss the process of credit rating in India.
15. Bring out and explain the significance of secondary market.
16. Describe the role and participants of money market.

(3×12=36)



Reg. No. :

Name :

Third Semester M.B.A. Degree (C.B.C.S.S. – O.B.E.-Regular)
Examination, October 2024
(2023 Admission)
ELECTIVE : HUMAN RESOURCE MANAGEMENT
MBMBA03E19 : Performance Management

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** question carries **4** marks.

1. Explain the concept of Performance Management Process and how does an effective PMP contribute to individual and organizational success ?
2. Elaborate the process of planning and implementing a Performance Management System in an organization ?
3. Explain the role of performance feedback in addressing performance-related issues and enhancing employee development.
4. How does competency mapping reduce bias in performance evaluations ?
5. How can managers adopt a coaching style to improve performance management outcomes ?
6. What are the problems associated with over emphasis on performance management in today's corporate world ?

(5×4=20)

SECTION – B

Answer **any three** questions. **Each** question carries **8** marks.

7. What role does HR play in selecting or implementing technology for performance management ?
8. How do organizations manage confidentiality and trust issues in these developmental processes ?

P.T.O.



9. What is the difference between performance management and performance appraisal ?
10. What are the challenges associated with transitioning from annual appraisals to continuous performance management ?
11. What role do job descriptions play in goal setting and aligning employee performance with organizational objectives ? (3×8=24)

SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

12. How can organizations use Performance Management Audits to foster a culture of accountability and growth ?
 13. Analyze how performance-related pay can be aligned with organizational goals and what strategies can organizations employ to ensure that PRP contributes to overall business objectives ?
 14. How can potential appraisal contribute to employee development and career progression ?
 15. "Performance management is a continuous process rather than a one-time event." Explain this statement with suitable examples.
 16. How can organizations ensure fairness and avoid bias in setting and applying performance standards ? (3×12=36)
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Reg. No. :

Name :

Third Semester M.B.A. Degree (C.B.C.S.S. – O.B.E.-Regular)

Examination, October 2024

(2023 Admission)

ELECTIVE : HEALTHCARE MANAGEMENT

MBMBA03E28 : Hospital Administration

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** question carries **4** marks.

1. Define Hospital. What is the classification of Hospitals ?
2. What are the barriers of information technology implementation ?
3. Explain the nature and scope and importance of HRM in hospitals.
4. List the places where pregnancy termination can be performed.
5. What are the key components of a hospital system ?
6. What are the primary objectives of an employee orientation program ? **(5×4=20)**

SECTION – B

Answer **any three** questions. **Each** question carries **8** marks.

7. Analyse the role of hospital administration in fostering education and research within the healthcare environment.
8. Describe the recruitment process in Health administration.
9. Assess how advancements in technology have transformed hospital administration.

P.T.O.



10. Discuss the potential consequences of inadequate consent practices.
11. "Explain the key applications of a Hospital Information System (HIS) in managing hospital operations". **(3×8=24)**

SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

12. Describe the process of obtaining medical licensure and the importance of continuing education for healthcare professionals.
 13. Outline the different stages involved in a typical recruitment process, from initial screening to final selection.
 14. Identify and discuss emerging trends in hospital administration. How are these trends reshaping the future of healthcare delivery and hospital management ?
 15. Analyse the role of patient safety and risk management in hospitals. How can effective strategies in these areas improve hospital care and reduce liability ?
 16. "Analyze how a Hospital Information System (HIS) can enhance patient care and operational efficiency in a healthcare facility." **(3×12=36)**
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K24P 4359



Reg. No. :

Name :

Third Semester M.B.A. Degree (C.B.C.S.S. – O.B.E.-Regular)
Examination, October 2024
(2023 Admission)
ELECTIVE : FINANCIAL MANAGEMENT
MBMBA03E09 : Security Analysis and Portfolio Management

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** question carries **4** marks.

1. How do you calculate return in a portfolio context ?
2. Bring out the assumptions of CAPM.
3. Write a note on economic analysis.
4. What do you understand by relative valuation methods ?
5. Explain the features of futures.
6. Write a note on risk adjusted measures of performance. (5×4=20)

SECTION – B

Answer **any three** questions. **Each** question carries **8** marks.

7. Explain the present status of Indian securities market.
8. Explain the efficient frontier in stock market with a graph.
9. What are the tools used in fundamental analysis ? Explain.

P.T.O.



10. The stock price of the shares of a certain company A closes at ₹ 117.5 on 1st August whose strike price is ₹ 100. The stock expires on 1st November. There are no dividends that need to be paid till the expiry date and the risk-free annual interest rate is 8.5%. If the standard deviation of the volatility of the stock returns is 0.8445, calculate the price of the call option using the Black-Scholes model formula.

11. What are the benefits of using technical stock analysis ? Explain. (3×8=24)

SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

12. Bring out and explain the investment decision process.

13. Describe the different forms of efficient market hypothesis.

14. A corporate bond with an annual interest rate of 5%, face value of Rs. 1,000, YTM of 3% and current market price of Rs. 1050 is making semi-annual interest payments for two years, after which the bond matures and the principal must be repaid. Another zero-coupon bond with YTM of 3% and face value of 1000 mature at Rs. 975. Calculate and the value of both bonds and offer your comment.

15. The following data is provided calculate the return on the portfolios by Sharpe's Model and by Treynor's Model. State which portfolio should be selected A or B.

Portfolio	Return	Standard deviation	Riskless rate of return	β
A	20%	4%	10%	0.5
B	24%	8%	10%	1.0

16. Discuss the different objectives of investment objectives. (3×12=36)



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Reg. No. :

Name :

**Third Semester M.B.A. Degree (C.B.C.S.S. – O.B.E.-Regular)
Examination, October 2024
(2023 Admission)**

**ELECTIVE : MARKETING MANAGEMENT
MBMBA03E02 : Sales and Distribution Management**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions. **Each** question carries **4** marks.

1. Write the scope and importance of sales management.
2. Why should firm go for designing sales territories ?
3. What is sales force management ?
4. State the need for sales performance evaluation.
5. What are the factors that determine choice of channel of distribution ?
6. Explain warehousing and inventory decisions. **(5×4=20)**

SECTION – B

Answer **any three** questions. **Each** question carries **8** marks.

7. What are the different types of sales positions ? Give examples of creative selling positions.
8. Explain the various theories of selling.
9. What are the sales forecasting techniques ?
10. Bring out the changing roles of sales force.
11. Explain the patterns of distribution. **(3×8=24)**

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

12. Illustrate need for 'Sales Organisation'. Explain various types of sales organisation structures.
 13. State the importance of proper selection and recruitment of sales people. What are the various sources of recruitment ?
 14. What is established sales territory ? What are the steps in determining sales territories for a firm ?
 15. Identify the different approaches of personal selling and suggest a suitable approach for insurance services.
 16. Describe how channel members are selected, Motivated and evaluated for effective implementation and results from distribution system. **(3×12=36)**
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Reg. No. :

K24P 4383

Name :

Third Semester M.B.A. Degree (C.B.S.S. – Supplementary)
Examination, October 2024
(2021 – 2022 Admission Only)
ELECTIVE : HUMAN RESOURCE MANAGEMENT
MBA 3E18 : Training and Development : Systems and Practices

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. a) Explain the forces influencing working and learning in organizations.

OR

- b) Explain the importance of training in organizations. Briefly discuss the different models of training.

2. a) What is career management ? Discuss the challenges in career management.

OR

- b) What is career development ? Discuss the various stages in career development process using suitable examples.

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) Define Training.
b) What are the objectives of training ?
c) Discuss the importance of evaluating training programmes.

P.T.O.



4. a) What is team work ?
b) Why is it important to conduct a training need analysis ?
c) How can an effective training process be designed ?
 5. a) What is pre training communication ?
b) What factors should be considered for training with focus on trainee ?
c) What organizational interventions are required for effective transfer of training ?
 6. a) Differentiate between career planning and career development.
b) Explain the development planning process.
c) How can organizations devise strategies to provide development ?
 7. a) Define Learning.
b) Explain the basic learning process.
c) Discuss the major principles of learning.
 8. a) What is task analysis ?
b) Explain the steps in task analysis.
c) Describe how organizations generate task analysis.
 9. a) What are critical Skills ?
b) How can critical skills be developed in organizations ?
c) Discuss how critical thinking improves personal and organizational development ?
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