

**Master of Business Administration**

**Second Semester Examination, June-2021**

**Operational Research for Business Decisions [MBA201T]**

**Time: 3:00**

**Max Marks 80**

**Note : Attempt any five questions. All question carry equal marks.**

- Q.1 Discuss LPP. Discuss advantages of LPP models in linear programming.
- Q.2 Explain “Mathematical model of Transportation”.
- Q.3 Define operations research and quantitative techniques.
- Q.4 Discuss various quantitative techniques, models and methodologies of OR in solving business problems.
- Q.5 What do you mean by game theory and explain its uses in linear programming?
- Q.6 Explain dynamic programming. What sort of problem’s can be solved by it?
- Q.7 Explain in detail various queuing models.

**Master of Business Administration**  
**Second Semester Examination, June-2021**  
**Fundamentals of Operations Management [MBA202T]**

**Time: 3:00**

**Max Marks 80**

**Note : Attempt any five questions. All question carry equal marks.**

- Q.1 What do you understand by facilities planning? Discuss the process of technology selection.
- Q.2 What is the importance of layout planning? Explain its.
- Q.3 Discuss the importance of operations management in competitive environment. Do you think that customers can be delighted through these functions? Why?
- Q.4 Explain:-  
(i) Methods for improving productivity  
(ii) Scope of production management  
(iii) Assembly to order strategy  
(iv) Standardized service strategy
- Q.5 Define six sigma. Explain its importance in production management.
- Q.6 Write Short Note on :-  
(i) Product layout  
(ii) Process Layout  
(iii) Group Layout  
(iv) Fixed Position Layout
- Q.7 Write a note on material requirement planning.

**Master of Business Administration**  
**Second Semester Examination, June-2021**  
**Entrepreneurship [MBA203T]**

**Time: 3:00**

**Max Marks 80**

**Note : Attempt any five questions. All question carry equal marks.**

- Q.1 What are the opportunities for entrepreneurs in India?
- Q.2 What role do entrepreneurs perform in economic development of a country?
- Q.3 Discuss role of women entrepreneur in economic development of a country.
- Q.4 Write a detailed note on role of small industries development bank of India. (SIDBI).
- Q.5 What are the various aspects related to the implementation of business plans?
- Q.6 Discuss various sources of Finance and explain E-commerce and Entrepreneurship.
- Q.7 What are the reasons for existing and long-term preparation and explain the Dimensions of CSR?

**Master of Business Administration**  
**Second Semester Examination, June-2021**  
**Fundamentals of Financial Management [MBA204T]**

**Time: 3:00**

**Max Marks 80**

**Note : Attempt any five questions. All question carry equal marks.**

- Q.1 Distinguish between budgeting & forecasting. What do you understand by flexible budgeting & performance budgeting?
- Q.2 What is the difference between cash flow statement & Fund flow statement?
- Q.3 What do you understand by the modern concept of financial management? Explain its objective.
- Q.4 Explain the concept, nature and process of working capital with example.
- Q.5 How does dividend decision make? What are the aspects of dividend decisions?
- Q.6 Discuss Value, Profit and wealth maximization.
- Q.7 What is meant by investment decision? Why do investment decisions require special attention?

**Master of Business Administration**  
**Second Semester Examination, June-2021**  
**Fundamentals of Marketing Management [MBA205T]**

**Time: 3:00**

**Max Marks 80**

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**Note : (i) Attempt any five questions.**  
**(ii) All question carry equal marks.**

- Q.1 Briefly explain the patterns and procedures of market segmentation. What criteria are used to evaluate market segments?
- Q.2 Explain:- (Any-2)  
(a) Bases of market segmentation.  
(b) The need and process of segmentation.  
(c) Segmentation, Targeting, Positioning  
(d) Positioning – Positioning Strategies.
- Q.3 What are the various elements of marketing mix? Explain with examples.
- Q.4 What are the requirements for effective segmentation? Explain the major variables used to segment consumer markets. Explain various Bases of Market Segmentation
- Q.5 Explain:- (Any-2)  
(a) PLC.  
(b) Product diffusion.  
(c) Branding  
(d) New product development process.
- Q.6 Briefly explain various pricing methods with suitable examples.
- Q.7 Explain in detail vertical and horizontal marketing system.

## **Master of Business Administration**

### **Second Semester Examination, June-2021**

#### **Fundamentals of Human Resource Management [MBA206T]**

**Time: 3:00**

**Max Marks 80**

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**Note : (i) Attempt any five questions.  
(ii) All question carry equal marks.**

- Q.1 What is recruitment. What are various sources of recruitment?
- Q.2 Explain in detail the process of developing effective training programmes, and need for training for improving organizational effectiveness.
- Q.3 What does HR planning mean? Discuss the varied steps required in effective HR Planning.
- Q.4 What do you understand by knowledge management? Explain its importance in HRM.
- Q.5 What is 360 degree appraisal? What are its objectives?
- Q.6 What do you understand by performance appraisal? Explain in detail the process of performance appraisal.
- Q.7 What do you understand by job evaluation? Explain cross national variation in detail.
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**Master of Business Administration**

**Second Semester Examination, June-2021**

**Business Ethics & Indian Ethos in Management [MBA207T]**

**Time: 3:00**

**Max Marks 80**

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**Note : Attempt any five questions.**

**All question carry equal marks.**

- Q.1 Critically examine Egoism and Enlightened egoism.
- Q.2 Explain:  
Utilitarian views on Business ethic.
- Q.3 Define Ethics and Characteristics of Moral Standards.
- Q.4 Explain the Nature and Purpose of Ethical Reflections.
- Q.5 Discuss the Theory of Voluntary Mediation and participatory ethics with suitable examples.
- Q.6 Explain:  
Karma Theory & Nishkama Karma Theory .
- Q.7 Write a detailed note on Mahabharata, Ramayana and Teachings of Buddha.

**Master of Business Administration**  
**Second Semester Examination, June-2021**  
**Business Research Methods [MBA208T]**

**Time: 3:00**

**Max Marks 80**

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**Note: Attempt any five questions.**  
**All question carry equal marks.**

- Q.1 Explain the meaning and use of Exploratory Research Design. What are its limitations?
- Q.2 Differentiate between Interviews and Surveys.
- Q.3 What are the different types of Measurement Scales used for data collection? And discuss Reliability and validity of Scales.
- Q.4 Which types of research design will be appropriate in an evaluation type of research?
- Q.5 What do you mean by Reporting Research? Explain types of report with suitable examples.
- Q.6 Explain Content Analysis. Discuss techniques of measurement scales.
- Q.7 Discuss the method of primary Data Collection. Which technique will be useful in the collection of qualitative data?