

Reg. No. _____

Sub. Code: 21MBAC21

Date: 03.05.2023 F.N.



SOURASHTRA COLLEGE (AUTONOMOUS), MADURAI – 4

(An Institution affiliated to Madurai Kamaraj University)

(Re-Accredited with B+ Grade by NAAC)

SUMMATIVE EXAMINATIONS – APRIL 2023

Time: 3 Hours

Max. Marks: 75

Section – A

Answer ALL the questions

(10 x 1= 10 Marks)

Choose the correct answer

K - Q.

level No

- 2 8 Addition theorem states that if two events A and B are mutually exclusive, the probability of either A and B is
 a) $P(A) + P(B)$ b) $P(A) * P(B)$
 c) $P(A)/P(B)$ d) $P(A) - P(B)$
- 1 9 Seasonal Variations repeat during a period of
 a) One year b) One decade
 c) One month d) One week
- 2 10 An overall tendency of rise or fall in a time series is called the
 a) Secular b) Seasonal
 c) Cyclic d) None of these

Section – B**Answer ALL the questions****(5 x 7 = 35 Marks)**

- 1,2 11 a) Find the Principal which gives S.I. of Rs.9000 in 3 years @12% p.a

(OR)

- b) If $A = \begin{pmatrix} 3 & 1 \\ -1 & 2 \end{pmatrix}$ show that $A^2 - 5A + 7I_2$.

- 1,2 12 a) Calculate the Arithmetic Mean from the following data

X	130	135	140	145	146	148	149	150	157
F	3	4	6	6	3	5	2	1	1

(OR)

- b) Calculate standard deviation from the following:

Marks:	10	20	30	40	50	60
No. of students:	8	12	20	10	7	3



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M.B.A.

Financial Management

Time: 3 Hours

Max. Mark

Section – A

Answer ALL the questions Choose the correct answer

$$(10 \times 1 = 10 \text{ M}_\odot)$$

K Q.
Level No.

- 2 13 a) What are the characteristics of effective Segmentation?
(OR)
- 3 b) List out the strategies adopted during the different stages of Product Life Cycle.
- 3 14 a) Discuss the different types of pricing adopted by the firms in Indian market.
(OR)
- 4 b) Discuss the advantages of strong brands.
- 4 15 a) Elucidate the advantages of Advertising.
(OR)
- 5 b) Why Personal selling is important? Justify.

Section – C

Answer any THREE questions

(3 x 10 = 30 Marks)

- 3 16 Interpret the marketing relationship with other departments.
- 3 17 Enumerate the different types of Buyer behavior.
- 3 18 Evaluate the different segmentation of consumer goods in modern marketing.
- 4 19 Illustrate the processes involved in new product development?
- 5 20 Analyse the various types of channels of distribution for consumer products.

eg. No. _____

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Date: 09.05.2023 F.N.**

- 2 6 Testing before launching a product is known as _____
a) Acid test b) Concept test
c) Market test d) Test marketing

1 7 A consumer contest is an example of _____
a) Advertising b) Indirect selling
c) Personal selling d) Sales Promotion

2 8 Which is the feature of direct marketing?
a) One to one communication b) Open dialogue
c) Personal relationship d) All of the above

1 9 Tele-marketing is a part of _____
a) Direct marketing b) Relationship marketing
c) Social marketing d) Viral marketing

2 10 A consumer contest is an example of -----
a) Advertising b) Indirect selling
c) Personal selling d) Sales promotion

Section – B

Answer ALL the questions

(5 x 7 = 35 Marks)



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SUMMATIVE EXAMINATIONS – APRIL 2023

M.B.A.

Marketing Management

Time: 3 Hours

Max. Markt

Section – A

**Answer ALL the questions
Choose the correct answer**

$$(10 \times 1 = 10 M_{\odot})$$

$$K - Q.$$

level No

Section - C

Answer any THREE questions

(3 x 10 = 30 Marks)

- 3 16 Find the inverse of the matrix

$$\begin{pmatrix} 7 & 2 & -2 \\ -6 & -1 & 2 \\ 6 & 2 & -1 \end{pmatrix}$$

- 3 17 Calculate Mode from following data

Wages	Number of Labours
60-70	5
50-60	10
40-50	20
30-40	5
20-30	3

- 3 18 Calculate the Karl Pearson Coefficient of Correlation

X	1	2	3	4	5	6	7
Y	2	4	5	3	8	6	7

- 4 19 Calculate the two regression equations of x on y and y on x from the data given below taking deviation from actual means of x and y:

x:	10	12	13	12	16	15
y:	40	38	43	45	37	43

- 5 20 Fit a straight line trend by the method of least square to the following data.

Year	Profits
2001	300
2002	700
2003	600
2004	800
2005	900
2006	700
2007	1000

2.3 13 a) Calculate Quantity Index numbers

Commodity	2005		2007	
	Price	Total Value	Price	Total value
A	10	100	12	144
B	12	144	14	196
C	14	196	16	256
D	16	256	18	324
E	18	324	20	400

(OR)

b) Calculate the Rank Correlation from following data

Mathematics	85	60	73	40	90
Statistics	93	75	65	50	80

3.4 14 a) Calculate the regression coefficients for the following data

X:2	4	6	8	10	12	14
Y:4	2	5	10	4	11	12

Also find the estimate of y when x = 13

(OR)

b) If A and B are any two events of a sample space S, then prove that $P(A \cup B) = P(A) + P(B) - P(A \cap B)$

4.5 15 a) In a Binomial distribution the mean is 4 and the variance is $8/3$. Find the mode of the distribution.

(OR)

b) Define time series. Explain the uses of time series analysis in business forecasting.

Section - B

Answer ALL the questions

(5 x 7 = 35 Marks)

- 1 ,2 11 a) Outline the difference between Wealth and Profit Maximization.

(OR)

- b) Discuss the features of Strategic Financial Management

- 1 ,2 12 a) Summarise the importance of Capital Structure.

(OR)

- b) Interpret the limitations of EBIT-EPS Analysis.

- 2 ,3 13 a) Elucidate the objectives of Funds Flow Statement.

(OR)

- b) Classify and analyze the types of Trends.

- 3 ,4 14 a) Point out different methods of Capital Budgeting and explain IRR in detail.

(OR)

- b) Examine the advantages of Capital Investments.

- 4,5 15 a) Evaluate the factors determining the Working Capital Management.

(OR)

- b) Analyze the benefits of Economic Ordering Quantity (EOQ).

Section - C

Answer any THREE questions

(3 x 10 = 30 Marks)

3 16 What are the financial and non-financial benefits of strategic approach in financial management?

3 17 Illustration -

A Ltd. Has a share capital of Rs .1, 00,000 divided into share of Rs. 10 each. It has a major expansion program requiring an investment of another Rs. 50,000. The Management is considering the following alternatives for raising this amount: Issue of 5,000 equity shares of Rs. 10 each Issue of 5000, 12% preference shares of Rs. 10 each Issue of 10% debentures of Rs. 50,000. The company's present Earnings Before Interest and Tax (EBIT) are Rs. 40,000 per annum subject to tax @ 50%.

You are required to calculate the effect of the above financial plan on the earnings per share presuming:

- (a) EBIT continues to be the same even after expansion
- (b) EBIT increases by Rs. 10,000

3 18 Distinguish between Fund Flow Analysis and Cash Flow Analysis.

4 19 Analyse the factors Influencing Investment Decisions.

5 20 Appraise the different types of Loans with its benefits and limitations.

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SUMMATIVE EXAMINATIONS – APRIL 2023

M.B.A.
Operations Management

Time: 3 Hours**Max. Marks: 75****Section – A****Answer ALL the questions****Choose the correct answer****(10 x 1 = 10 Marks)**

K – Q.

level No

- 1 1 Production Management starts with.
 a) Aggregate planning b) Average planning
 c) Strategy formulation d) None of the above
- 2 2 Customers come and stay because of this factor.
 a) Quality b) Time
 c) Flexibility d) All of the above
- 1 3 _____ means the positioning of various types of equipment, pieces of machinery, departments facilities to maximize productivity and space utilization.
 a) Layout b) Blueprint
 c) Portfolio d) Mapping
- 2 4 In _____ the various factors are given ratings depending upon the perception of the management.
 a) Factor rating method b) Rating plan method
 c) Point rating method d) Break-even analysis
- 1 5 Elements of the second category of resources are.
 a) Processes b) Technology
 c) Techniques d) All of the above

Section – B

Answer ALL the questions

(5 x 7 = 35 Mark)

- 1,2 11 a) Outline the historical background of Operations Management.

(OR)

b) Discuss the different methods of Forecasting with illustrations.

1,2 12 a) Describe the various factors influencing the Product Design and development of an Organisation.

(OR)

b) Explain the different factors to be considered in the Plant Location Selection.

2,3 13 a) Summarise the meaning and advantages of Job-Shop Production.

(OR)

b) Enumerate the features and activities of Supply Chain Management.

3,4 14 a) Highlight the differences between MRP and MRP II.

(OR)

b) Examine the benefits and uses of the EOQ model.

4,5 15 a) Explain the principles of TQM with illustrations.

(OR)

b) Appraise the similarities and differences between Lean and Six Sigma.

Section – C

Answer any THREE questions

(3 x 10 = 30 Marks)

3 16 Illustrate the various types of productive systems in an industry.

3 17 Elucidate the different types of Plant Layouts with examples.

3 18 Appraise the objective and purpose of aggregate Production Planning.

4 19 Evaluate the objectives and principles of Material Management.

5 20 Assess the uses of different scheduling techniques in Project Management.



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M.B.A.

Human Resource Management

Time: 3 Hours

Max. Marks: 75

Section - A

**Answer ALL the questions
Choose the correct answer**

(10 x 1 = 10 Marks)

K - Q.

level No

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- 2 6 Primary compensation refers to basic pay in the form of wage and _____
a) Incentive b) Variable payments
c) Salaries d) Bonus

1 7 A written _____ is filed by an employee for claiming unfair treatment
a) complaint b) grievance
c) petition d) request

2 8 "The violation of the standing orders by the employer is a _____ offence
a) Criminal b) Civil c) Tort d) Illegal

1 9 'The most effective method of solving industrial conflicts and disputes is
a) collective bargaining b) Lock outs
c) Strike d) Loss of wages

2 10 The main causes of slow growth of employees participation Management are
a) Communication gap b) Absence of unity
c) Lack of clarity d) Effective leadership

Section – B

Answer ALL the questions

(5 x 7 = 35 Marks)

- 1 11 a) Summarise 'Evolution of Human Resource Management'.
(OR)

2 b) Describe the Strategic Human Resource Management process.

1 12 a) Explain the Importance of Human Resource Planning.
(OR)

2 b) Highlight the uses of Job Analysis.

- 2 13 a) Identify the steps involved in selection procedure.
(OR)
3 b) Discuss the various sources of Recruitment.
- 3 14 a) Point out the features of a Grievance procedure.
(OR)
4 b) Analyse the essentials of a good Disciplinary system.
- 4 15 a) Analyse the benefits of Collective Bargaining.
(OR)
5 b) Categorise Employee Welfare Services.

Section – C

Answer any THREE questions

(3 x 10 = 30 Marks)

- 3 16 Predict the Future challenges to Human Resource Management.
- 3 17 Analyse various methods to obtain data for Job Analysis.
- 3 18 Examine various methods of Performance Appraisal.
- 4 19 Elucidate the essential procedure for taking Disciplinary Action.
- 5 20 Assess the parties and their role in Industrial Relations.

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SUMMATIVE EXAMINATIONS – APRIL 2023**M.B.A.****Business Research Methods****Time: 3 Hours****Max. Marks: 75****Section – A****Answer ALL the questions****(10 x 1 = 10 Marks)****Choose the correct answer**

K – Q.

level No

- 1 1 _____ is the characteristic of Research.
 a) Direct experience or observation b) Cyclical
 c) Precise judgment d) All of the above
- 2 2 Research is _____
 a) Working in a scientific way to search for truth of any problem
 b) Searching continuously and again and again regarding something
 c) Comparing and analyzing two or more things
 d) an art and science of searching books, articles and terminologies
- 1 3 _____ is an important component of scientific enquiry.
 a) Observation b) Hypothesis
 c) Verification d) All of the above
- 2 4 _____ is one of the most common tasks of a researcher.
 a) Creating specific problem
 b) Starting business using research data
 c) Solving specific problems
 d) Using research for marketing

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Section – B

Answer ALL the questions

(5 x 7 = 35 Marks)

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Section – C

Answer any THREE questions

(3 x 10 = 30 Marks)

- 3 16 Demonstrate the different techniques involved in defining a Research Problem.
 - 3 17 Elucidate the types of sampling methods used in modern Research.
 - 3 18 Describe the various Scaling Techniques used in Research.
 - 4 19 Appraise the different methods and procedures in Hypothesis Testing.
 - 5 20 Evaluate the different steps in Report Writing with an example.

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