

Reg. No. _____

Sub. Code: 21MBAC21

Date: 24.06.2022 F.N.



SOURASHTRA COLLEGE (AUTONOMOUS), MADURAI – 4
(An Institution affiliated to Madurai Kamaraj University)
(Re-Accredited with B+ Grade by NAAC)
SUMMATIVE EXAMINATIONS – APRIL 2022

M.B.A., Quantitative Methods

Time: 3 Hours

Max. Marks: 75

Section - A

Answer ALL the questions

(10 x 1= 10 Marks)

Choose the correct answer

1. A sum will be double itself at a simple interest p.a. in 8 years. The simple interest is
a) 10% b) 10.5% c) 12% d) 12.5%
 2. Find the compound interest on Rs. 4,000 for 2 years at 5% p.a.
a) Rs.400 b) Rs.405 c) Rs.415 d) Rs.410
 3. When calculating median of a data set, the first step is
a) Calculate the mean of the middle two items in the data set
b) Arrange the data in an ascending or descending order
c) Determine the relative weights of the data values in terms of importance
d) None of these
 4. For the given set of observations 7, 8, 9, 9 and 17
a) mean is greater than median b) mode is greater than mean
c) median is greater than mode d) none of these
 5. The coefficient of correlation
a) cannot be negative b) cannot be positive
c) always positive d) can either be positive or negative
 6. A _____ is the ratio of the price of a certain commodity at the current year to the price at the base year, expressed as a percentage
a) Price Relative b) Price value
c) Quantity relative d) Price quantity

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7. Given the two lines of regression as $3X - 4Y + 8 = 0$ and $4X - 3Y = 1$, the means of X and Y are

 - a) $X = 4, Y = 5$
 - b) $X = 3, Y = 4$
 - c) $X = 2, Y = 2$
 - d) $X = 4/3, Y = 5/3$

8. In regression analysis, if the independent variable is measured in kilograms, the dependent variable

 - a) must also be in kilograms
 - b) must be in some unit of weight
 - c) cannot be in kilograms
 - d) can be any units

9. _____ is a short-term periodic movement which occurs more or less regularly within a specified period of one year or less

 - a) Slack variation
 - b) Seasonal Variation
 - c) Sabbatical variation
 - d) Sabotage variation

10. The primary goal of time-series analysis is to create _____.

 - a) linear relationship between variables
 - b) to prove the relationship between variables
 - c) forecasts of the future
 - d) none of the above

Section – B

Answer ALL the questions

(5 x 7 = 35 Marks)

11. a) Find the inverse of:

$$\begin{bmatrix} -4 & 3 \\ 1 & 1 \end{bmatrix}$$

(OR)

- b) Calculate the amount at the end of the year, if Kanisk deposits Rs. 50 monthly into a savings bank account carrying simple interest on monthly balance at 6%.

12. a) Find the coefficient of range separately for the two sets of data given below:

Set I	8	10	20	9	15	10	13	28
Set II	30	35	42	50	32	49	39	33

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(OR)

- b. Identify the combined mean height of 60 workers in the factory, if the mean height of 25 male workers in a factory is 61 inches and the mean height of 35 female workers in the same factory is 58 inches.
13. a) Calculate Index numbers using the data given below calculate price index number for 2016 with 2010 as base by (i) Laspeyres' and (ii) Paasche's formulae

Commodity	Price (Rs.)		Quantity (Kg)	
	2016	2010	2016	2010
A	30	20	82	74
B	40	50	140	125
C	60	70	33	40

(OR)

- b. Identify Spearman's rank correlation coefficient. Ten competitors in a beauty contest are ranked by two judges in the following order.

Competitor	A	B	C	D	E	F	G	H	I	J
1 st Judge	1	6	5	10	3	2	4	9	7	8
2 nd Judge	6	4	9	8	1	2	3	10	5	7

14. a) Examine the characteristics of a normal distribution

(OR)

- b) Calculate two regression equations which are associated with the following data

	X	Y
Arithmetic Mean	6	8
Standard Deviation	3.16	2.23
Correlation between X and Y = -0.919		

15. a) Examine the following data and using moving average method, calculate 3-yearly moving averages.

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Year	2005	2006	2007	2008	2009	2010	2011	2012	2013
Percentage of insured population	11.3	13.0	14.5	16.6	18.7	19.3	21.4	24.1	27

(OR)

b. Review the components of Time Series

Section – C**Answer any THREE questions****(3 x 10 = 30 Marks)**

16. Calculate the amount of interest that will be earned over 5-year period Mr. A has deposited Rs. 6,000 in a saving account. Bank pays interest at a rate of 9% per year.

- (i) if the interest is simple and
- (ii) if the interest is compounded annually.

17. Calculate standard deviation of the following frequency distribution

X	0 - 10	10 - 20	20 - 30	30 - 40	40 - 50	50 - 60	60 - 70
F	5	12	30	45	50	37	21

18. Calculate Karl Pearson's coefficient of correlation from the following data

X	96	34	70	94	46
y	90	80	40	90	50

19. Examine the following data and the help of a suitable regression line estimate the value of x when y = 22 by using the following data:

X	4	5	8	9	11
y	16	10	8	7	6

20. Review the following data and fit a straight line trend by the method of least squares to the following data:

Year	2013	2014	2015	2016	2017	2018	2019	2020
Sales	80	90	92	83	94	99	92	104

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SOURASHTRA COLLEGE (AUTONOMOUS), MADURAI – 4

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SUMMATIVE EXAMINATIONS – APRIL 2022

**M.B.A.,
Marketing Management**

Time: 3 Hours

Max. Marks: 75

Section – A

Answer ALL the questions

(10 x 1 = 10 Marks)

Choose the correct answer

1. The art and science of choosing target markets and building profitable relationships with them is called _____.
a. Consumer Behaviour b. Marketing Management
c. Customer Life Time Value d. None of the above

2. The set of marketing tools a firm uses to implement its marketing strategy is called the _____.
a. promotion mix b. product mix
c. marketing mix d. total quality management

3. _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.
a. Target marketing b. Psychographic segmentation
c. Consumer behaviour d. Product differentiation

4. The main demographic force that marketers monitor is _____.
a. Suppliers b. population
c. competitors d. none of the above

5. A _____ consists of a group of customers who share a similar set of needs and wants.
a. market target b. market group
c. market slice d. market segment

6. _____ is the product life cycle period when sales fall off and profits drop.
- Growth
 - Decline
 - Maturity
 - Development
7. New product development starts with _____.
- concept development
 - idea screening
 - idea generation
 - market testing
8. Product mix _____ refers to the number of different product lines the company carries.
- Width
 - breath
 - consistency
 - perimeter
9. A _____ is an individual acting on behalf of a company who performs one or more of the following activities: prospecting, communicating, servicing and information gathering.
- press agent
 - marketing manager
 - salesperson
 - publicist
10. _____ is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor.
- Prospecting
 - Advertising
 - Public relations
 - Media

Section – B

Answer ALL the questions

(5 x 7 = 35 Marks)

11. a. Outline the differences between marketing concept and selling concept.
- (OR)
- b. Explain the scope of marketing.
12. a. Discuss the qualitative methods of demand forecasting.
- (OR)
- b. Outline the cultural factors affecting consumer behaviour
13. a. Discuss the strategies available for market leaders.

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(OR)

- b. Illustrate the positioning strategies used by Indian companies.
14. a. Elucidate the advantages of branding.

(OR)

- b. Examine the unique characteristics of services
15. a. Examine the steps in personal selling.

(OR)

- b. Evaluate the difference between advertising and publicity.

Section – C

Answer any THREE questions

(3 x 10 = 30 Marks)

16. Illustrate the core concepts of marketing.
17. Elucidate the forces and actors affecting marketing environment.
18. Enumerate the stages in life cycle of product.
19. Examine the steps in development of new products.
20. Appraise the functions of retailers.

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SUMMATIVE EXAMINATIONS – APRIL 2022

**M.B.A.,
Financial Management**

Time: 3 Hours

Max. Marks: 75

Section – A

Answer ALL the questions

(10 x 1= 10 Marks)

Choose the correct answer

1. The only feasible purpose of financial management is _____
a) Wealth Maximization b) Sales Maximization
c) Profit Maximization d) Assets maximization

2. Finance Function comprises _____
a) Safe custody of funds only
b) Expenditure of funds only
c) Procurement of finance only
d) Procurement & effective use of funds

3. Capital Structure refers to the _____
a) Current assets and current liabilities
b) Shareholders equity
c) Long term debt, preferred stock and common stock options
d) None of the above

4. The process of financing the assets of a business is known as _____
a) Asset Structure b) Owners Structure
c) Financial Structure d) Capital Structure

5. Liquid Ratio is equal to liquid assets divided by _____.
a) Current Liabilities b) Total Liabilities
c) Contingent Liabilities. d) Non-Current Liabilities

6. Funds flow statement is based on the concept of _____.
a) Going concern b) Business entity
c) Accounting period d) none of the above
7. _____ is a project whose cash flows are not affected by the acceptance or rejection of other projects.
a) Risk-free project b) Low-cost project
c) Independent project d) none of the above
8. Which of the following has Net profit as basis for the calculation of _____.
a) Net present value b) Average rate of return
c) Internal rate of return d) Payback period
9. The goal of receivables management is to maximize the value of the firm by achieving a trade-off between
a) Risk & Profitability b) Liquidity & Profitability
c) Return & Profitability d) Return & Liquidity
10. Which of the following models is used to calculate the timing of the inventory order?
a) Economic order quantity model b) Fixed order quantity model
c) Reorder point model d) Fixed order inventory model

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

11. a) Outline the functions of finance in the organisation structure of the firm
(OR)
b) Describe the managerial uses of financial data.
12. a) Summarise the cost of capital and its features.
(OR)
b) Interpret EBIT and EPS analysis.

13. a) Draw a table for comparative statement analysis

(OR)

b) From the following Balance sheet of Mr.Aravind Ltd., you are required to prepare a cash flow statement:

Liabilities	1989 Rs	1990 Rs	Assets	1989 Rs	1990 Rs
Share capital	4,00,000	5,00,000	Cash	60,000	94,000
Trade creditors	1,40,000	90,000	Debtors	2,40,000	2,30,000
Profit and Loss a/c	20,000	46,000	Stock	1,60,000	1,80,000
			Land	1,00,000	1,32,000
Total	5,60,000	6,36,000	Total	5,60,000	6,36,000

14. a) Highlight the principles of capital investment

(OR)

b) From the following information calculate the net present value of two projects and suggest which of the two projects should be accepted assuming a discount rate of 10%

	Project X	Project Y
Initial Investment	Rs.20,000	Rs.30,000
Estimated Life	5 years	5 years
Scrap value	Rs.1,000	Rs.2,000

The profits before depreciation and after taxes (cash flows) are as follows:

	Year 1 Rs.	Year 2 Rs.	Year 3 Rs.	Year 4 Rs.	Year 5 Rs.
Project X	5,000	10,000	10,000	3,000	2,000
Project Y	20,000	10,000	5,000	3,000	2,000

15. a) Analyse the characteristics of working capital.

(OR)

b) Evaluate the management of cash and marketable securities.

Section – C**Answer any THREE questions****(3 x 10 = 30 Ma)**

16. Illustrate profit maximisation vs wealth maximisation with examples.
17. Highlight the theory of Modigliani Miller Model.
18. From the following Balance sheets of the company for the ending December 2010 and 31st December 2011 , prepare schedule of change in working capital and a statement showing sources and application of funds

Liabilities	31st December 2010	31st December 2011	Assets	31st December 2010	3 Dece 2011
Share Capital	3,00,000	4,00,000	Plant and Machinery	50,000	6,00,000
Sundry Creditors	1,00,000	70,000	Furniture and Fixture	10,000	1,00,000
P/L A/c	15,000	30,000	Stock-in-trade	85,000	1,50,000
			Debtors	1,60,000	1,50,000
			Cash	1,10,000	1,10,000
Total	4,15,000	5,00,000	Total	4,15,000	5,00,000

19. Examine the ways of evaluating project in CAPM context.

20. Evaluate the process involved in financing of current Assets.

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SUMMATIVE EXAMINATIONS – APRIL 2022

**M.B.A.,
Operations Management**

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

1. Production systems with customized outputs typically have relatively

a) high volumes of output	b) low unit costs
c) high amount of specialized equipment	d) skilled workers

2. _____ is the process in which resources or inputs are converted into more useful products.

a) Inventory management	b) Materials management
c) Operations management	d) Logistics management

3. The control activity in Production Planning and Control is performed _____ of the plan.

a) before execution	b) after execution
c) during execution	d) none of the above

4. The following type of layout is preferred to manufacture a standard product in large quantity _____

a) Product layout	b) Process layout
c) Fixed position layout	d) Combination layout

5. Which of the following aggregate planning methods does not work if hiring and layoffs are possible?

a) linear decision rule	b) management coefficients model
c) transportation method	d) simulation

6. Shop floor planning and control is _____.
a) Strategic decision b) Operating decision
c) Control decision d) All of the above

7. Which of the following has the least integration of information systems
a) Enterprise resource planning
b) Web-integrated enterprise resource planning
c) Materials requirements planning
d) Manufacturing resource planning

8. ERP system is built on a _____ utilising a common computing platform
a) Centralised database b) Individual databases
c) Modular databases d) Centralised layout

9. Gantt Charts are used for _____
a) Forecasting sales b) Production Schedule
c) Scheduling and routing d) linear programming

10. What is the particular task performance in CPM known as?
a) Dummy b) Event c) activity d) contract

Section – B

Answer ALL the questions

(5 x 7 = 35 Mar

11. a) State the role of operations management in strategic management
(OR)
b) Describe the types of production systems.

12. a) Outline the influencing factors in product design and development.
(OR)
b) Summarise the factors considered in plant locational decision.

13. a) Explain the approaches in production planning.
(OR)
b) Highlight the supply chain management process with an example.
14. a) Write the different methods of cost and control techniques.
(OR)
b) Analyse MRP and ERP in detail.
15. a) Examine the scheduling techniques in project management.
(OR)
b) Assess the TQM factors affecting quality.

Section – C

Answer any THREE questions

(3 x 10 = 30 Marks)

16. Enumerate the methods of forecasting with its merits.
17. Illustrate the types of layout and the techniques for selection of location.
18. Elucidate the features of job shop production.
19. Discuss in detail out the principles of stores management.
20. Justify the uses of six sigma.

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SUMMATIVE EXAMINATIONS – APRIL 2022**M.B.A.,****Human Resource Management****Time: 3 Hours****Max. Marks: 75****Section – A****Answer ALL the questions****(10 x 1 = 10 Marks)****Choose the correct answer**

1. _____ refers to the practices and policies you need to carry out the personnel aspects of your management job.
 - a) Human Resource Management
 - b) Organisational Health and Safety Management
 - c) Labour Relations
 - d) None of the above

2. Which of the following job titles indicates a position in human resources?
 - a) Recruiter
 - b) Training specialist
 - c) Labour specialist
 - d) All of the above

3. A document that provides information regarding the tasks, duties, and responsibilities of the job is referred to as a _____.
 - a) job analysis
 - b) job description
 - c) duty sheet
 - d) none of the above

4. The systematic process of matching the internal and external supply of people with job openings anticipated in the organization over a specified period of time is referred to as
 - a) strategic planning
 - b) personnel forecasting
 - c) human resource planning
 - d) human capital supply analysis

5. The methods used to give new or present employees the skills they need to perform their jobs are called _____

 - a) orientation
 - b) training
 - c) development
 - d) appraisal

6. Which of the following terms refers to a performance appraisal based on surveys from peers, supervisors, subordinates, and customers?

 - a) 360-degree feedback
 - b) team appraisals
 - c) upward feedback
 - d) rating committee

7. Grievances affect the employee's

 - a) promotion
 - b) morale
 - c) wages
 - d) training

8. What does discipline mean in the context of the workplace?

 - a) Enforcing compliance and order
 - b) A system of rules designed to improve and correct behaviour through teaching or training
 - c) Punishment
 - d) Exercising control

9. Collective bargaining is an action of

 - a) An individual
 - b) Manager
 - c) State
 - d) Group

10. As per the provisions of Factories Act, 1948 who is an adult person?

 - a) A person who has completed 21 years of age
 - b) A person who is less than 19 years of age
 - c) A person who has completed 24 years of age
 - d) A person who has completed 18 years of age

Section – B

Answer ALL the questions

(5 x 7 = 35 Marks)

11. a) Outline the history of Human Resource Management.
(OR)
b) Explain the concept of Strategic Human Resource Management.
12. a) Discuss the importance of Human Resource Planning.
(OR)
b) Outline the scope of job analysis.
13. a) Discuss the difference between recruitment and selection
(OR)
b) Illustrate the advantages of 360⁰ performance appraisal method.
14. a) Elucidate the need for maintaining employee discipline.
(OR)
b) Examine the concept of natural justice.
15. a) Examine the salient features of Trade Union.
(OR)
b) Evaluate the provisions of Provident Fund Act.

Section – C

Answer any THREE questions

(3 x 10 = 30 Marks)

16. Illustrate the future challenges for Human Resource Management.
17. Elucidate the methods for conducting Job Analysis.
18. Enumerate the steps in selection of employees
19. Examine the grievance handling procedure
20. Appraise the provision regarding health and safety measures
Factories Act, 1948



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SUMMATIVE EXAMINATIONS – APRIL 2022

**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**

1. The main aim of the scientific method in the research field is to _____
 - a) Improve data interpretation
 - b) Confirm triangulation
 - c) Introduce new variables
 - d) Eliminate spurious relations

2. The conclusions or findings of which type of research cannot be generalized to other situations?
 - a) Casual Comparative Research
 - b) Historical Research
 - c) Descriptive Research
 - d) Experimental Research

3. How is random sampling helpful?
 - a) Reasonably accurate
 - b) An economical method of data collection
 - c) Free from personal biases
 - d) All of the above

4. What are the conditions in which Type-I error occurs?
 - a) The null hypotheses get accepted even if it is false
 - b) The null hypotheses get rejected even if it is true
 - c) Both the null hypotheses as well as alternative hypotheses are rejected
 - d) None of the above

5. Which of the following is not the method of Research?
a) Survey b) Historical c) Observation d) Philosophic
6. Authenticity of a research finding is its
a) Validity b) Objectivity c) Originality d) All of the above
7. The F-test:
a) Is essentially a two-tailed test.
b) Is essentially a one-tailed test.
c) Can be one-tailed as well as two-tailed depending on the hypothesis
d) Can never be one tailed test.
8. What is the major attribute of Correlation Analysis?
a) Association among variables
b) Difference among variables
c) Regression among variables
d) Variations among variables
9. The first page of the research report is
a) Appendix b) bibliography c) Index d) title page
10. An abstract is a
a) Synopsis b) quotations c) glossary d) table of contents

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

11. a) Describe the types of research with their advantages.
(OR)
b) Explain the problems encountered by researchers in India.
12. a) Outline the basic principles of experimental designs.
(OR)
b) Summarise the criteria for selecting a sample procedure.

13. a) Give an account of the scale classification bases.

(OR)

b) Illustrate the methods of data collection with examples.

14. a) How will you apply measures of central tendency in research?
Explain.

(OR)

b) Analyse the types of errors in detail.

15. a) Examine the layout of the research report.

(OR)

b) Evaluate the applications of computers in research.

Section – C

Answer any THREE questions

(3 x 10 = 30 Marks)

16. Sketch the steps involved in research.

17. Enumerate the types of sampling with its merits and demerits.

18. Interpret the modes of data collection through questionnaire and schedules.

19. Categorise the testing of hypothesis through Z test, t test, F-test.

20. Justify the types of reports and mechanics of writing research report.
