

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA401A

4th Semester Regular/Back Examination: 2023-24

SUBJECT: Retail Management

BRANCH(S): BA,FM,FM&HRM,GM,HRM,LSCM,MBA,MBA (A & M),MBA (M & F),MM,RM

Time: 3 Hour

Max Marks: 100

Q.Code: P323

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

- Q1 Answer the following questions: (2 x 10)**
- List out two reasons behind the growth of retailing in India.
 - Define vertical integration in retail distribution.
 - Discuss an innovative retailing practice in India.
 - What is the role of the "co-operative society retail unit"?
 - Write the relevance of an isolated retail store.
 - Why a buffer stock is essential?
 - What do you understand by loop-type store layout?
 - Define brand management.
 - Can GMROI be used to calculate the profitability of a retail organization?
 - Explain loss leader pricing strategy.

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**
- Discuss several challenges associated with unorganized retailing. How can organized retailing help to address such challenges?
 - What are various non-store-based retail strategies? Give a practical example.
 - Explain various factors affecting the retail location decision.
 - Differentiate between staple and fashion merchandise.
 - Discuss how brand segmentation is helpful for brand positioning.
 - Is brand extension necessary? Differentiate brand extension and line extension.
 - Examine various factors associated with the retail communication mix.
 - List out various objectives of retail sales promotion. Formulate a sales promotion strategy for a product having high competitiveness in the market?
 - What is the importance of visual merchandising in the context of retail aesthetics?
 - Elaborate on three modern retail trends that revolutionized the retail industry.

- k) Discuss the key stages involved in the movement of retail products through various distribution channels.
- l) How can retailers optimize the assortment of goods to meet diverse consumer needs?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** a) Explore the evolving role of digital platforms in shaping retail experiences and consumer interactions in today's marketplace. (8)
- b) How do non-store-based retail formats influence consumer shopping preferences as compared to traditional brick-and-mortar shops? Explain by taking an example of an online retail brand. (8)
- Q4** How does the retail marketing mix impact consumer behavior and purchasing decisions? Discuss the key elements of the retail marketing mix and their significance by taking an example of a leading retail organization. (16)
- Q5** How are pricing strategies responsible for running a successful retail business? Discuss various types of pricing strategies that are appropriate for planned business districts. (16)
- Q6** a) What are various branding strategies in retail? How does it help a retail brand to create emotional connections with its consumers? (8)
- b) What are the key benefits of brand equity? Elaborate the consequences of positive and negative brand equity. (8)

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA / MBAP
Sub_Code: 18MBA401B / 18PTMBA601B

4th / 6th Semester Regular/Back Examination: 2023-24

SUBJECT: BUSINESS TAXATION

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, LSCM, MBA, MBA(M&F), MM, RM, MBAP

Time: 3 Hour

Max Marks: 100

Q.Code: P347

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

- Q1 Answer the following questions: (2 x 10)**
- What is Tax evasion? Is it legal?
 - What is Tax avoidance? Is it legal?
 - Who is an assessee? And who is an assessee in default?
 - An individual has certain income in a year. In the same year he wants to leave India. How shall his income be assessed?
 - An assessee commenced his businesses on, 1st June, 2022, 14th October, 2023, 3rd January, 2024. Determine the previous year and assessment year for the assessee.
 - There was a severe train accident last year where more than 200 people died. Many legal heirs of the deceased got compensation from Central Government and state Government. What is the tax liability of a person who is a high income salaried person receiving such compensation on account of the death of his parents in the mishap?
 - What is impact and incidence of tax?
 - What do you mean by resident but not ordinarily resident?
 - Distinguish between professional income and Salary.
 - What three important aspects are considered to compute tax liability under GST?

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**
- State various objectives of GST in India.
 - Discuss the benefits of Dual GST.
 - What are allowances? Discuss the three types of allowances with one example from each type.
 - What do you mean by perks? Discuss the perks that are exempted for all employees.
 - "Income for Other sources" is an inclusive source of Income. Do you agree with this statement? Mention at least 10 such incomes which come under the purview of this.
 - You have purchased certain number of stocks from different companies. You sold some shares within one year of purchase as these are not rising and thus incurred a loss. But there were some share whose holding period was more than one year and gained substantially. Discuss the tax liability and treatment for the loss suffered and income earned.

- g) What is Provident Fund? Discuss the tax treatment for all the four kinds of provident fund schemes available for the employees to subscribe.
- h) What do you mean by voluntary retirement compensation? Discuss the provisions regarding the exemption available to a retired employee.
- i) A landlord has certain income from his house properties. Elaborate the conditions to be satisfied to tax on such income.
- j) A public limited company wants to set up an in-house scientific research facility on a new technology to be adopted by the company to enhance its production and quality. Discuss the tax provisions for the expenditure incurred during the previous year.
- k) Sashidharan owns two buildings A and B on 1.4.2018 (rate of depreciation is 10% and depreciated value is Rs. 14,15,700). He purchases on December 1, 2018 building C for Rs. 3,10,000 (rate of depreciation is 10%) and sells building A during the previous year 2018-19 (on 1.10.2018) for Rs. 8,70,000. Determine the amount of depreciation.
- l) Calculate the Gross Annual Value of the properties owned by Mr. X (resident) from the particulars given below:
FRV = Rs. 90,000 pa; MRV = Rs. 85,000 pa; Annual Rent = Rs. 75,000 pa and Standard Rent = Rs. 55,000/-

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 Explain the scope of charging tax on the basis of residential status of an individual of India. (16)
- Q4 Discuss the scope of GST and explain the benefits of implementing GST for the business, industry, Government, and consumers. (16)
- Q5 What do you mean by capital assets? What are short term capital assets and long term assets? Mention any two assets which do not come under the term Capital assets. (16)
- Q6 Write short notes on any two: (8x2)
a. Agricultural income
b. Cannons of taxation
c. Incomes exempted from tax.

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA
Sub Code: 18MBA401C

4th Semester Regular/Back Examination: 2023-24

Team Dynamics at Work

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: P416

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :

(2 x 10)

- a) How role-playing works?
- b) How every member contributes in a team's success?
- c) How virtual team works?
- d) Do you think training is required for team building?
- e) How creativity of members influence the progress of a team?
- f) Who determines the group norms?
- g) How diversity training is helpful for the team members?
- h) How team success can be measured?
- i) Write a short note on cross functional team.
- j) How the corporate culture influences growth of a team?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Discuss different types of team conflicts arise.
- b) What are performance indicators of a team?
- c) What are the prerequisites for a team success?
- d) Managing a team is as challenging as team development. Discuss.
- e) Elucidate equity, diversity, and inclusion in team performance.
- f) How to resolve the team conflicts? Explain with examples.
- g) Distinguish group and team from organization perspective.
- h) Explain the process of group formation.
- i) What are the factors influences a team success?
- j) Team communication is often multidimensional. Comment.
- k) Discus the reward strategy to maintain the high performing teams.
- l) Discus the emergence and challenges of virtual teams.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Discuss the influences and functions of a team leader. Explain how power relations established in a professional team. **(16)**
- Q4** What are the salient objectives of team dynamics? How different teams work towards a common goal together in an organization? **(16)**
- Q5** Elucidate the team building process in an organization. How different types of teams emerge and function in an organization? **(16)**
- Q6** Discuss the challenges of decision making and problem solving in a team. Analyze the influence of social power. **(16)**

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA401D

4th Semester Regular/Back Examination: 2023-24
SUBJECT: Management of Manufacturing System
BRANCH(S): BA, FM, FM&HRM, GM, HRM, MBA, MM,
Time: 3 Hour
Max Marks: 100
Q.Code: P278

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- Differentiate between single card and two card Kanban system.
- What do you understand by machine loading?
- Why Gantt chart is used?
- Define standard time for an operation.
- State the advantages of cellular manufacturing.
- Define Drum- Buffer- Rope (DBR)...
- How process layout is different from product layout?
- What is production flow analysis?
- Define CONWIP.
- Differentiate between production and manufacturing.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Discuss the requirements for a good manufacturing and assembly line layout.
- What are the different types of layouts? How should an organisation decide on, which layout to choose?
- State the qualitative analysis in cellular manufacturing.
- Explain the basic principles of JIT, highlighting the elements of JIT.
- Explain the various tools and techniques used for layout planning and analysis.
- Briefly explain the concept of "control based on theory of constraints".
- Describe the conceptual framework of Flexible Manufacturing System.
- How can minimization of inter-cell movement be achieved in a cellular manufacturing system?
 - Draw a comparison with Kanban system and CONWIP.
 - Enumerate the constraints in manufacturing system.
 - Discuss the objectives of plant layout.
 - State the requirements for a smooth operation planning.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What is the scope for FMS in manufacturing today? State the types and composition of FMS. (16)
- Q4** State the basic principles in scheduling. Discuss the scheduling procedure and the factors affecting scheduling. (16)
- Q5** 'Production Planning and Control is the key to the success of a business organisation'. Discuss the statement listing the various functions carried out under production planning & control and their purpose in brief. (16)
- Q6** Define process mapping. What are the generic building blocks of process mapping? With a flow chart explain process mapping in work environment. (16)

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA / MBAP
Sub_Code: 18MBA402B / 18PTMBA602B

4th / 6th Semester Regular/Back Examination: 2023-24

SUBJECT: BEHAVIOURAL FINANCE

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, LSCM, MBA, MBA (M & F), MM, RM, MBAP

Time: 3 Hour

Max Marks: 100

Q.Code: P481

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- What is transitivity in the context of rational preferences of individuals?
- What is house money effect? Explain with example.
- Explain loss aversion with example.
- Explain risk aversion with example.
- Differentiate Lottery and insurance in the context of behavioural finance.
- Explain the concept of anchoring.
- What is availability bias? Explain with example.
- Differentiate self-confidence and overconfidence in the context of stock investment.
- What is gambler's fallacy? Explain with examples.
- Explain representativeness bias with an example.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What do you mean by heuristics? While some are automatic in nature others are cognitive in nature. Explain with examples each such category.
- Discuss the scope of behavioural finance.
- What are the neo-classical thoughts of finance?
- Discuss the concept of 'bounded rationality'.
- Explain disposition effect with reference to investment decision-making.
- Discuss in detail the endowment bias and its impact on individual decision making.
- Explain the thought process of an investor under the influence of cognitive dissonance.
- Discuss the nature of different types of investors in the stock market.
- Assume that you are the corporate Finance Manager and huge cash is at your disposal for making a productive investment. Discuss the biases you are likely to encounter while investing the amount.

- j) What is herd mentality in stock market? Explain its possible fallouts with respect to investment in shares of companies.
- k) Narrate the snake bite effect of the individual investors.
- l) Discuss the steps taken for reducing or eliminating the biases in investment decisions of individual investors.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Discuss the characteristics of extremely successful investors of stock market. (16)
- Q4** What is a bubble? What are the characteristics of bubbles? Explain how it occurs. What happens when bubble bursts? (16)
- Q5** Discuss the human emotions with respect to investment in stock market and the stages emotional set back and recovery process the investor passes through. (16)

- Q6** **CASE ANALYSIS** (16)

Mr. Rajesh bought 1000 shares each of KPC Ltd. and ABC Ltd. at Rs. 290 and Rs. 185 respectively on December, 2022. Within 10 months in September, 2023, he had an urgency to meet an expenses of Rs 2, 00,000/-. He saw the current market price of KPC Ltd had fallen to Rs. 80/- and ABC Ltd. price has gone up to Rs. 300 per share. He sold 700 shares of ABC Ltd at Rs. 300/- to meet his urgent requirement. He retained all the shares of KPC Ltd as its price had fallen and he hoped that it might bounce back in near future.

- Analyse the action of Mr. Rajesh.
- Was it a correct decision? Is there any optimal solution to this. Advise.
- Assume, the short-term capital gains tax rate is 20% and long-term capital gains tax is 10%.

Registration No:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA

Sub_Code: 18MBA402C/18PTMBA602C

4th / 6th Semester Regular/Back Examination: 2023-24

SUBJECT: Strategic HRM

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MM, RM, MBAP

Time: 3 Hour

Max Marks: 100

Q.Code : P517

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What is Strategic HR?
- What is the objective of Strategic HRM?
- How Strategic HR is different from Traditional HR?
- Define Strategic Performance Management System.
- What are the 5 principles of SHRM?
- Define core competency.
- What are the main characteristics of SHRM?
- What do you understand by best fit approach?
- What are the competencies of Global Management?
- What are high performances works practices? State in few lines.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Training & Development is mandatory or luxury in 21st century. What is your view on this? Explain.
- Organizational outcomes depend on the performance of HRM? Do you agree? Justify.
- What are the strategic issues in International Assignments? Discuss.
- To get Global competitive advantage we need Global Competent managers. What is your view? Explain.
- What can be the possible strategies for Training and Development? Elaborate.
- Is Investment in job secure workforce commendable? Explain it.
- Aligning HR Strategy with Business strategy is the need of the hour. Explain.
- What do you understand by the investment practices for improved retention? How to retain the talents?
- What is core competency? How it gives the competitive advantage to the organization?
- What is the sustainable Global competitive advantage? Explain.
- What are transnational strategies in HRM? Elaborate.
- What do you mean by integrated HR system? Justify its importance.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What differentiates HRM from SHRM? Explain with suitable example. (16)
- Q4** High performance working practices is related to Organizational performance. Justify. (16)
- Q5** What are the methods of recruitment in Global SHRM? Explain in detail. (16)
- Q6** Write notes on the following (16)
- i. Strategies for Employee Engagement.
 - ii. Corporate Ethics, values, and SHRM.

102-27/05/2024--1

102-27/05/2024--1

102-27/05/2024--1

102-27/05/2024--1

102-27/05/2024--1

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA402D

4th Semester Regular/Back Examination: 2023-24
SUBJECT: Sourcing Management
BRANCH(S): BA, FM, FM&HRM, GM, HRM, MBA, MM,
Time: 3 Hour
Max Marks: 100
Q.Code: P211

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- a) What type of risks taken by purchase manager?
- b) Who is responsible for vendor management?
- c) Explain the term odd and prestige pricing.
- d) Explain the term sealed bid pricing and negotiated pricing.
- e) Explain the term ESPD and SLA in tendering.
- f) What is the e – procurement tools?
- g) Write disadvantages of out sourcing.
- h) What does a 100% learning curve mean?
- i) Explain different types of learning curve.
- j) What do you mean by total cost of ownership?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Write the difference between sourcing and procurement.
- b) Write the steps to evaluate supplier's efficiency.
- c) Explain vendor management with advantages.
- d) What type of challenges faced in vendor management?
- e) Write the barriers to negotiation. Explain.
- f) Briefly explain different types of sourcing method.
- g) What do you mean by global sourcing? Explain benefits of global sourcing.
- h) Explain the concept of green sourcing and also explain its uses.
- i) Explain the purpose of quantity discount analysis?
- j) Briefly explain risk management Process.
- k) What are the reasons to manage vendor performance?
- l) Why must organizations develop suppliers? Is supplier development a long term trend or just a fad? Explain.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain about vendor rating in detail with giving suitable example. **(16)**
- Q4** What are the steps involved in tender process. Explain. **(16)**
- Q5** Explain analytical tools for sourcing and explain advantages of analytical tools used in sourcing. **(16)**
- Q6** a) Discuss the process of negotiation. **(8x2)**
b) What do you mean by negotiation? Explain nature and characteristics' of negotiation by giving examples.

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA / MBAP
Sub_Code: 18MBA403 /18PTMBA603C

4th / 6th Semester Regular/Back Examination: 2023-24

SUBJECT: INDUSTRIAL LEGISLATIONS

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MM, RM, MBAP

Time: 3 Hours

Max Marks: 100

Q.Code: P590

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- a) B, working in a scheduled establishment does two works, the minimum wages for the two works are Rs. 160/- and Rs. 200/- respectively. At what rate he will get his wages?
- b) X, an employee of a company was suspended for 6 months due to delay in submitting the production report of his unit. Later he was reinstated in service with full pay. The employer refused to pay bonus to him for the suspended period of six months. Advise what should the employee do?
- c) An employee was dismissed from service due to an act of conduct in an accounting year. Is he eligible to get Bonus during the accounting year?
- d) What is deemed continuous service? How is it different from continuous service?
- e) An employee gets his wage on piece rate basis from his employer. How will his gratuity be calculated?
- f) Can the gratuity be forfeited for theft committed by an employee under the payment of Gratuity Act?
- g) Raju has been employed by Big Bazaar as a part time sweeper to clean the floors twice during the day. The provident Fund Inspector visited the establishment and raised objections for non-inclusion of the name of Raju in the muster Roll and not paying provident fund contributions. Is the Inspector's objections valid?
- h) An employee left the factory after his duty hour but returned after one hour to take his belongings. This time he was injured. Is the employer liable to pay compensation?
- i) A worker while working in a factory died a natural death following a cardiac arrest. The fellow workers refused to work until his family members are summoned and dead body is sent to his native place. Does it amount to strike on their part?
- j) A worker was suspended and disciplinary proceedings were initiated against him. The employer did not pay him subsistence allowance. Discuss the rights of the workman.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 × 8)

- a) What are the rights and obligations of workers under Factories Act, 1948 and amendment thereof?
- b) Who is an occupier? What are the general duties of the occupier?
- c) What are the powers of an Inspector under Factories Act, 1948?
- d) When is an employee eligible to Gratuity? And how much is payable to an employee?
- e) What are the restrictions on employment and work of women in a factory?
- f) Explain the concept of "arising and out of and in course of employment" in the context of Employees Compensation Act
- g) What are the penalties of ESI Act, 1948 for contravention of the provisions of the Act?
- h) Write the scope and objects of EPF and Miscellaneous provisions Act, 1952.
- i) When does an employee forfeit his right to gratuity?
- j) What is industrial dispute? When does an individual dispute become an Industrial Dispute?
- k) What are the conditions precedents to a lock-out of a factory?
- l) What is a public utility service? Are there any statutory prohibitions for strike in such establishments?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Discuss six types of benefits to which an insured person and their dependents are entitled. **(16)**
- Q4** Discuss the provisions relating to layoff and retrenchment of workers of a public sector unit where more than 1000 workers are on roll. **(16)**
- Q5** Critically analyse the objectives and scope of the Industrial Legislations in India. How far the objectives have been met in Independent India? **(16)**
- Q6** Discuss the dispute settlement mechanisms as provided in the various labour legislations in India. **(16)**

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA/MBAP

Sub_Code: 18MBA403A/18PTMBA603A

4th / 6th Semester Regular/Back Examination: 2023-24

SUBJECT: B2B MARKETING

BRANCH(S): BA, FM, FM&HRM, GM, HRM, LSCM, MBA, MBA(A&M), MBA(M&F), MM, RM, MBAP

Time: 3 Hours

Max Marks: 100

Q.Code: P538

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- a) What are the major differences between business market and consumer market?
- b) Explain subcontracted service with an appropriate example.
- c) What is competitive bidding?
- d) Differentiate between modified rebuy and straight rebuy.
- e) What does FOB mean in business marketing?
- f) Give two examples of B2B buying.
- g) Mention an effective marketing strategy for B2B transportation.
- h) What is the importance of warehousing in business marketing?
- i) Briefly explain order processing with a suitable example.
- j) Highlight two negotiation skills for B2B sales success.

Part-II

Q2 Only Focused-Short Answer Type Questions-(Answer Any Eight out of Twelve) (6 x 8)

- a) Explain the 5 C's framework for pricing decisions.
- b) Discuss the various types of business customers in B2B marketing.
- c) Elaborate on the classification of B2B products with examples.
- d) How does branding play a significant role in driving B2B sales?
- e) Why relationship marketing is essential to B2B lead generation?
- f) Write a short note on tendering and quotation management.
- g) Elucidate the key activities of logistics management in B2B marketing.
- h) Discuss recent trends of B2B marketing.
- i) Explain the factors influencing buying/rebuying of B2B products.
- j) How does reverse logistics work in business marketing?
- k) Describe the channel design process of any B2B firm with examples.
- l) How to develop strategies for success in B2B markets? Explain.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain how business markets Segment, Target and Position their products for the business markets. **(16)**
- Q4** What are the challenges for selling to a buying center? Explain the roles of participants of a buying center. **(16)**
- Q5** Discuss the various types of pricing strategies in B2B marketing. **(16)**
- Q6** Analyze the role of different business channel Intermediaries and justify why their management is paramount to the success of B2B marketing. **(16)**

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA/MBAP

Sub_Code: 18MBA403B/ 18PTMBA603B

4th/ 6th Semester Regular/Back Examination: 2023-24

SUBJECT: Mergers and Corporate Restructuring

BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,LSCM,MBA,MBA(M&F),MM,RM,MBAP

Time: 3 Hours

Max Marks: 100

Q.Code: P564

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) What is the concept of takeover?
- b) Explain the term divestiture.
- c) What is relevance of "Poison Pill" with respect to take over?
- d) What do you mean by equity carve-out?
- e) Mention two legislations affecting merger and acquisition in India.
- f) What is vertical integration? Give example from Indian market.
- g) What do you mean by tender offer?
- h) What is due-diligence in merger?
- i) What is golden parachute?
- j) Distinguish between organic and inorganic growth of organization.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Briefly enumerate steps in mergers.
- b) Explain the concept of LBO (leveraged buy-out) along with its features.
- c) Explain ethical issues in the merger and acquisition process.
- d) What are the key measuring indicators of post-merger success?
- e) What is the linkage between financial synergy and conglomerate merger?
- f) What are the various forms of corporate restructuring?
- g) What are the motives for mergers? Explain in detail.
- h) Discuss how DCF method is applied for business valuation.
- i) Explain the possible reasons of failure of merger in India.
- j) What are the sources of financing M&A deal?
- k) Explain the various waves of merger and acquisition.
- l) What are the challenges of the due diligence process in India?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What is merger? What are the different types of Mergers? Discuss the potential economic benefits available from mergers using examples from present corporate scenario in India. **(16)**
- Q4** What are the approaches to valuation of companies with reference to merger and acquisition activities? **(16)**
- Q5** Distinguish between “friendly takeover” and “hostile takeover.” What strategies can be adopted by the target firm in the case of a hostile takeover? **(16)**
- Q6** Explain in detail, how the strategic intent of the organization guides its merger and acquisition activities. **(16)**

Registration No.:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA403D

4th Semester Regular/Back Examination: 2023-24
SUBJECT: Operations Research Applications
BRANCH(S): BA, FM, FM&HRM, GM, HRM, MBA, MM,
Time: 3 Hour
Max Marks: 100
Q.Code: P119

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

- Q1** Answer the following questions: (2 x 10)
- a) Write any two limitations of Operations Research.
 - b) What are Bellman's principles of optimality?
 - c) What do you mean by Pure and Mixed Integer Programming?
 - d) What is the difference between LPP and IPP?
 - e) What do you mean by traffic intensity? How to calculate traffic intensity?
 - f) How is quadratic programming used in the real world?
 - g) What is the standard form of quadratic programming?
 - h) What is the best method of portfolio optimization?
 - i) What is automated bin packing?
 - j) What is an optimal solution for bin packing?

Part-II

- Q2** Only Focused-Short Answer Type Questions - (Answer Any Eight out of Twelve) (6 x 8)
- a) What is Operations Research? Why is it important?
 - b) Explain characteristics of dynamic problem.
 - c) Traffic to a message switching center for one of the outgoing communication lines arrive in a random pattern at an average rate of 240 messages per minute. The line has a transmission rate of 800 characters per second. The message length distribution (including control characters) is approximately exponential with an average length of 176 characters. Calculate
 - (I) Average number of messages in the system
 - (II) Average number of messages in the queue waiting to be transmitted.
 - (III) Average time a message spends in the system.
 - (IV) Average time a message waits for transmission
 - d) Briefly explain Beale's algorithm for quadratic programming problem.

- e) Find transpiration cost using North west corner Method:

Storehouse→ Company↓	A	B	C	D	Supply
1	12	16	14	9	100
2	10	8	11	11	200
3	13	15	14	10	350
Demand	150	250	400	150	

- f) What are the steps involved in Cutting plane algorithm?
g) What do you mean by IPP? Explain its applications.
h) Briefly explain Branch Bound Algorithm.
i) Explain benefits of vehicle routing problem.
j) What are the different ways to solve vehicle routing problem? Explain.
k) What is a travelling salesman problem? What are the major challenges of travelling salesman problem
l) Briefly explain applications of travelling salesman problem.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Describe different techniques of Operations Research. **(16)**
- Q4** Solve the following IPP by cutting plane method: **(16)**
Max $Z = X + Y$
Subject to Constraint: $3X + 2Y \leq 5$
 $Y \leq 2$
 $X, Y \geq 0$ and are integer.
- Q5** What is vehicle routing problem? Explain different types of vehicle routing problem. **(16)**
- Q6 a)** Consider the set of 6 processors whose arrival time and burst time are given below: **(8x2)**

Processor ID	A	B	C	D	E	F
Arrival time(min)	0	1	2	3	4	5
Burst time(min)	7	5	3	1	2	2

If the CPU scheduling policy is shortest remaining time first, calculate the average waiting time and average turnaround time.

- b)** Use dynamic programming to solve the following LPP:
Max $Z = 3X + 5Y$
S.C, $X \leq 4$, $Y \leq 6$, $3X + 2Y \leq 18$, and $X, Y \geq 0$