

Registration No :

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Total Number of Pages : 02

MBA  
18MBA401A

4<sup>th</sup> Semester Regular / Back Examination : 2021-22

RETAIL MANAGEMENT

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

Time : 3 Hour

Max Marks : 100

Q. Code : J110

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 × 10)

- Describe the process of sorting and assorting in the context of retail display.
- What do you understand by the phrase 'Breaking the bulk'?
- Discuss two economy-related advantages of organised retailing.
- Illustrate the importance of franchise stores.
- Discuss the relevance of telemarketing as a crucial promotional technique.
- What are the two differences between retailing and selling?
- How can technologies assist in the quality control of retail products or services?
- Why do the retailers prefer retail chains over independent stores?
- Define the habitual buying behaviour of a retail consumer.
- Differentiate between vertical and horizontal integration in retailing.

Part-II

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

- Which one according to you is the most important element in the retailing mix? Justify your answer.
- What are the different emerging trends in retailing? And how can these trends tackle the shortcomings of classical trends of retailing?
- Do you think the adoption of particular retailing formats is necessary for a retailer? Discuss various non-store-based retail formats.
- Why is the prediction of consumer behaviours necessary to maintain retail competitiveness? Discuss through different buying roles of a retail consumer.
- Few costs associated with the retailing process are dynamic. Justify the sentence by defining the retailers' fixed, variable, and markup cost structures.
- What is the meaning of visual merchandising? Explain its role in enhancing retail aesthetics.
- What are the different components of retail atmospherics? Discuss a few of these components that affect a retail organisation's external stakeholders.
- Discuss different aspects of branding strategies shaping a retailer's image with suitable examples.
- Elaborate on the process of implementing merchandise plans with sequential steps.

- j) Why does a poor location for a retail establishment become a liability in the long run? What steps must be undertaken to decide on an ideal retail location?
- k) Describe various advantages and disadvantages of the application of technologies in retail.
- l) What are the advantages of social media fan pages for promoting retail brands? Explain through an example of your favourite brand.

**Part-III**

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

- Q3** What are the roles of price setting structure in determining the strength of competitiveness of a retail brand? Explain different pricing strategies the brand adopts to stay ahead of its rivals. **(16)**
- Q4** What are the different types of consumer purchase behaviours based upon the user's involvement level from retailing perspective? **(16)**
- Q5** Describe how promotional activities ensure the survival and demand of a retail brand in the market. Explain various types of store- and service-based retail formats. **(16)**
- Q6** Define the process of retail communication mix and its relevance in retaining consumers. Additionally, explain the process of the promotional mix, which is required to convey the essence of communication through an appropriate medium. **(16)**

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MBA  
18MBA401B

4<sup>th</sup> Semester Regular / Back Examination: 2021-22

**BUSINESS TAXATION**

**BRANCH: BA, FM, GM, HRM, IB, MBA,**

**MBA (M & F), MM**

**Time : 3 Hour**

**Max Marks : 100**

**Q. Code : J160**

**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 :**

**(2×10)**

- a) From the assessment year 2020-21 find out the previous year in the following cases:
- For a business commencing on 1-1-2020, books of account maintained on calendar year basis
  - An employee joins his job on 10th September 2019
- b) Define Assessment year as per income Tax Act 1961
- c) What is the eligibility to avail input tax credit?
- d) A company has taken a flat on a monthly rent of Rs.6600. It allots this flat @ Rs.1000 p.m to one of its employees whose salary is Rs.6,00,000 per annum. Compute the value of concessional unfurnished house.
- e) Explain Standard deduction u/s 24(a)
- f) Discuss the deductibility of the following expenditure incurred by Ajay on scientific research.
- Rs. 20000 paid to an approved university for carrying out research on agriculture in Odisha.
  - Rs. 500000 spent on purchase of land for scientific research.
- g) What is perquisite?
- h) Mr. RJ Ltd. of Bhubaneswar supplies goods worth Rs.5,00,000 to Mr. RMS Ltd. of Baleswar. Tax rate is 18%. Compute the taxability and accounting treatment for RJ Ltd.
- i) What do you mean by short term capital asset and long term capital asset?
- j) Why Goods and Services Tax called a Dual concept tax system

**Part-II**

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

- a) Which of the following incomes are taxable when the residential status of Mr. Susanta is:
- (i) Resident (ii) Not ordinary resident (iii) Non- resident.
- Income accrued in Canada but received in india Rs.2000.  
Rs.5000 were earned in USA and received there but brought to India.

Rs.10000 earned and received in Srilanka from business controlled from India.  
House property income from Srilanka Rs.2000.

Rs.10000 was past untaxed foreign income which was brought to India during p.y.  
Profit earned from a business in Odisha Rs.10000.

**b)** Mr. Rakesh manager in a company was transferred to Bangalore where he stayed in a hotel free of rent. His salary particulars are:

Salary (P.M) Rs.25000, D.A (P.M): Rs.5000, Conveyance allowance (P.M) Rs.5000, actual expenditure incurred for employment (P.M) Rs.600, City compensatory allowance (P.M) 1000.

Calculate the value of rent free accommodation if he stayed in a hotel for (a) 14 days and actual bill is Rs.6600 (b) 38 days and actual bill is Rs.30,950.

**c)** What are the difference between Tax planning and Tax evasion?

**d)** Discuss the income which is not included in total income or income tax payable on them?

**e)** Mr. Mrutyunjaya is the owner of 2 house properties. The particulars are given below:

Fair rent Rs.90000, House let out at Rs.10000 per month, Municipal tax paid Rs.10000 (10% of municipal value). Standard rent Rs.1000P.M Determine the Annual value of house if the 2nd house property is vacant for 2 months.

**f)** "All assesses are persons but all persons are not assesses, Explain with appropriate examples.

**g)** Describe the method of savings available to save tax for salaried individual who wants to make a provision for his old age?

**h)** The following is the profit and loss account of merchant for the year ending 31-3-2020

### PROFIT AND LOSS ACCOUNT

To office salary	2,06,500	By gross profit	4,36,750
To bad debt written off	1700	By commission	1250
To provision for bad debt	3000	By Discount	500
To Advertisement	53,800	By sundry receipts	200
To fire insurance	550	By Rent of Building	3600
To general expenses	52,750	By Profit on sale	3000
To depreciation	1200	(investment)	
To interest on capital	2000		
To interest on bank loan	1300		
(due)	1,22,500		
To Net profit			

Compute the Taxable profit from business. The amount of Depreciation Rs.1000.  
Interest on bank loan paid 1-8-2020. Due date of filling returns is 31-7-2020.

**i)** Bring out the difference between the provisions U/S 54 and U/S 54F?

**j)** Write a short note on 1. Bondwashing transactions 2.Deemed assessee

**k)** From the particulars given by Rohit (resident) compute the taxable capital gain for the assessment year 2020 -21.

Assets	Date of purchase	cost	Date of sale	Sale price	EXP.on sale
Govt. securities	1-10-2018	10000	30-6-2019	15000	200
Furniture	15-2-1993	5000	20-2-2020	3000	nil
(w.d.v on 1-4-19 Rs.4000)					

**l)** What are the needs of GST in India?

**Part-III**

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

**Q3** Mr. Khtish a registered dealers in Karnataka from the information given below: **(16)**

Raw materials purchased from foreign market including custom duty paid on imports @ 10% and exclusive IGST 12% is 5,50,000. Raw materials purchased from local market(including GST on material@5% is 2,30,000. Raw materials purchased from Odisha (GST 12% 45000). Transport and insurance Cost 25000. Manufacturing cost 3,50,000. Materials purchased from registered dealers who opted for compositions scheme under GST 4,00,000 (rate of GST 1%) . Profit margin of manufacturing is 10% on the selling price.

Mr. Khitsh sold 25% of the finished goods to SEZ and the balance to dealer in Bangalore (GST 12%). Compute Net GST liability.

**Q4** What do you mean by Composition levy? Describe the various provisions of compositions levy under GST law? **(16)**

**Q5** Mr. Mohit is a Production Manager at Chennai. The particulars of his salary income as under: **(16)**

Basic salary	40000	P.M
D.A	15000	P.M
Entertainment allowance	1000	P.M
Medical allowance	500	P.M
HRA	12000	P.M
Rent paid for house	15000	P.M

Car of 1.2 lt. capacity provided by employer for private and official use, employer meet expenses of car. He and his employer contribute 13% of salary R.P.F. interest free loan of 15000 to purchase refrigerator. Compute the income under Head salary for the assessment year 2020-21

**Q6** What the different categories are of assesses according to their residential status? **(16)**  
How would you determine their residential status?

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MBA  
18MBA401C

**4<sup>th</sup> Semester Regular/Back Examination: 2021-22**  
**TEAM DYNAMICS AT WORK**  
**BRANCH(ES): BA, FM, GM, HRM, IB, MBA, MBA (M & F), MM**  
**Time : 3 Hour**  
**Max Marks : 100**  
**Q.Code : J189**

**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 :**

**(2×10)**

- Differentiate between a Group and a Team.
- Write four essential qualities of a Team Leader.
- What are the social (or people) roles as per the Belbin's Team Roles?
- What is collective cohesion? Give an example.
- What is social loafing? Give an example.
- How does informal communication impact team performance?
- What are the 5 factors in Big Five Personality Theory?
- What does KSA stand for in HRM? Give an example to show distinction among K, S, and A.
- What is psychodrama? Where is it used?
- Define organisational culture.

**Part-II**

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

**(6×8)**

- Explain the stages of Group Development. How can it be applied to Team Development?
- What is NGT? How is it conducted?
- How does personality of an individual affect team dynamics? Explain using any personality theory.
- Is physical proximity important for team performance? Justify.
- Explain transformational leadership. How does it impact team performance?
- Explain the conversion theory of majority and minority influence with examples.
- "Being a team member is a motivation in itself". Do you agree? Give reasons.
- What is a T-group? How does it help individuals in their team performance?
- What are the challenges of a team leader? How can these challenges be overcome?
- What types of conflicts arise within a team? How can you resolve those conflicts?
- Organisations essentially function due to people. However, during organisational change, people become the lowest priority. Thus, retrenchment becomes a common phenomenon. How do you react to such happenings? Comment.
- Explain how team negotiations take place. Give examples of a Win-Win negotiation.

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**Part-III**

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

**Q3** During COVID times, many corporate houses allowed their employees to Work from Home. Do you think affected the team work? Justify your answer with suitable examples. **(16)**

**Q4** You are heading the L&D department of Kavin Infotech. You want to train your technical employees (most of them engineers) on team building and leadership skills. What will be your key considerations before designing the programme? What are the sub-skills you will focus? Prepare a blue print for the programme. **(16)**

**Q5** "Team culture reflects Organisational culture". Do you agree? Justify your answer with examples from the business world. **(16)**

**Q6** **Write short notes on :** **(16)**

- a) Intergroup relations
- b) Virtual teams
- c) Team rewards
- d) Groupthink

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MBA  
18MBA401D

4<sup>th</sup> Semester Regular / Back Examination: 2021-22  
MANAGEMENT OF MANUFACTURING SYSTEM  
BRANCH(S): BA, GM, IB, MBA, MBA (M & F)

Time : 3 Hour

Max Marks : 100

Q.Code : J121

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 × 10)

- a) State the prime objectives of manufacturing process planning.
- b) What do you understand by Assembly line?
- c) Outline the basic concept of Kanban system.
- d) Highlight the benefits of flexible manufacturing system.
- e) What purpose Gantt chart solves?
- f) State the advantages of cellular manufacturing.
- g) Differentiate between process layout and product layout.
- h) What is production flow analysis?
- i) Define Drum- Buffer- Rope (DBR).
- j) Differentiate between production and manufacturing.

Part-II

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

- a) Discuss the requirements for a good manufacturing and assembly line layout.
- b) Explain the various tools and techniques used for layout planning and analysis.
- c) State the qualitative analysis in cellular manufacturing.
- d) Explain the basic principles of JIT, highlighting the elements of JIT.
- e) Enumerate the types of Kanban system.
- f) With a schematic diagram briefly explain the theory of constraints cycle.
- g) Describe the conceptual framework of Flexible Manufacturing System.
- h) How can minimization of inter-cell movement be achieved in a cellular manufacturing system?
- i) What is CONWIP? Draw a comparison with Kanban system.
- j) Outline the constraints in manufacturing system.
- k) Discuss the pull and push concept of Kanban.
- l) State the requirements for a smooth operation planning.



**Part-III**

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

- Q3** Outline the key principles in scheduling. Explain the scheduling procedure and the factors affecting scheduling. **(16)**
- Q4** Discuss the objectives of plant layout. Elucidate the various types of layout. **(16)**
- Q5** Explain the various steps involved in a production flow analysis (PFA). Also point out the advantages and disadvantages associated with it. **(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)**

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MBA  
18MBA402A

4<sup>th</sup> Semester Regular / Back Examination : 2021-22

Product & Branding Management

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

Time : 3 Hour

Max Marks : 100

Q.Code : J221

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 branding?
  - b) What do you mean by brand prism?
  - c) What do you mean by branding ethics?
  - d) What is brand extension?
  - e) Explain the concept of brand hierarchy.
  - f) Explain brand identity.
  - g) What is brand attitude?
  - h) What do mean by brand association?
  - i) What is brand endorsement?
  - j) What do you mean by online branding?

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- a) A brand is much more than a product. Explain
  - b) "Brand loyalty is an asset." Discuss
  - c) How are the Brand image and Brand personality interrelated?
  - d) Co-branding includes strategic alliance.' Is it true? Discuss various types of Co-branding in detail.
  - e) A leading firm in the 'Fast Moving Consumer Goods' sector found through researchers that there is vast potential in the branded flour (atta) market that could be tapped. On the basis of this company decides to enter the market. Discuss the process of designing the positioning strategy for the product.
  - f) How can you build a brand's image? Discuss with suitable examples.
  - g) Explain the concept and significance of Brand architecture with examples.
  - h) Discuss Brand Valuation in detail.
  - i) Explain the various issues involved in managing brand equity.
  - j) What are the desirable qualities of a Brand Name? Elaborate with suitable examples
  - k) Explain the different strategies for Brand Revitalization

1) What kind of role does the consumer play in building a brand? Substantiate your answer with an illustration.

**Part-III**

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

- Q3** Identify a fading brand. What suggestions can you offer to revitalize its brand equity? Discuss the different approaches and strategies which would seem to offer better return on investment. **(16)**
- Q4** a) Identify four established global brands. Explain the reasons for the global success of the brands you choose. **(8)**
- b) Highlight the importance of the following elements in building a Brand:  
• Brand symbol • Brand Logo • Packaging • Slogans **(8)**
- Q5** a) Why brand positioning & brand building is necessary? Illustrate your answer with a suitable example. **(8)**
- b) 'Products increase customer choice, brands simplify it.' Elaborate this statement in context to 'Brand Positioning.' **(8)**
- Q6** Elaborate and suggest Brand Repositioning strategy for a brand of your choice preferably from Automobile industry. **(16)**

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MBA  
18MBA402B

4<sup>th</sup> Semester Regular / Back Examination: 2021-22

BEHAVIOURAL FINANCE

BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (M & F), MM

Time : 3 Hour

Max Marks : 100

Q.Code : J237

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 × 10)

- Explain the objective of Behavioural Finance Micro
- What is the main focus of behavioural finance macro?
- Explain disposition effect.
- Which biases are studied under heuristics?
- What are the constituents of prospect theory?
- What is endowment bias? Give an example.
- What is bandwagon effect?
- What is satisfice?
- What are behavioural indicators?
- What is a bubble in stock market? How do you identify an impending bubble?

Part-II

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

- Discuss the emergence of behavioural finance.
- Describe the biases emerging out of belief of investors.
- Explain house money effect and snakebite effect of an investor.
- Explain the concept of mental accounting with an example.
- Discuss the gambler's fallacy in investment.
- What are the reasons for investor showing herd behavior.
- Distinguish between standard finance and behavioural finance
- What are building blocks in behavioural finance?
- Why do average investors earn low returns?
- Discuss the different types of investors.
- Explain Ellsberg paradox.
- Who propounded the bounded rationality theory? What are the assumptions in the model?

**Part-III**

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

- Q3** Mr. X bought 100 shares of KCM Ltd and 100 shares of PSR Ltd at Rs 290 and 185 respectively. Within 10 months he needed Rs 20,000 urgently. He decided to sell a part of his investment to meet his requirement. The share prices of these two shares are today Rs 80 and Rs300 per share. He sold his shares of PSR ltd to meet the financial need. Was it a correct decision? Explain why? Is there any alternative solution?  
What should have been an optimal decision? **(16)**
- Q4** Explain how external factors influence investor's decision in the stock market. **(16)**
- Q5** What do mean by heuristics? Explain the biases covered under heuristics with examples **(16)**
- Q6** What are emotions in financial decisions? Explain in detail the emotional stages of an investor. **(16)**

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MBA / MBAP  
18MBA402C / 18PTMBA602C

4<sup>th</sup> & 6<sup>th</sup> Semester Regular / Back Examination : 2021-22

STRATEGIC HRM

BRANCH(S): BA, FM, GM, HRM, IB, MBA,  
MBA (M & F), MM / MBA(PT)

Q.Code : J251

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 × 10)

- Define the nature of SHRM
- How is SHRM different from HRM?
- What do you understand by Best Fit Approach?
- What are the Investment Perspective in HR
- What are the main characteristics of SHRM?
- What are the 5P's of SHRM?
- What do you mean by Universalistic theory of SHRM?
- Why Alignment of HR Strategy with the Business Strategy is necessary?
- Why is Strategic Performance Management Important?
- Define Core Competency.

Part-II

Q2 Only Focused-Short Answer type Questions- (Answer Any Eight out of Twelve) (6X8)

- Define strategic human resource management. Briefly explain the various barriers to SHRM.
- What are the various approaches to SHRM?
- Distinguish between expatriation and repatriation
- Explain Best Practice Approach with an example of IT Company?
- Define Polycentric. How it is different from ethnocentric?
- Explain the framework of Strategic of HR Management Process
- In what ways does the HRD function relate to the organization's strategy? Give contextual examples?
- Explain the various Factors in selection of expatriates.
- Distinguish between domestic HRM and international HRM
- What is the role of HR in strategic planning process?
- Is Investment in Job Secure Workforce commendable? Explain & Justify.
- What do you mean by Integrated HR Systems, justify it's importance in the organization.

Part-III

Q3 Only Long Answer type Questions (Answer Any Two out of Four) (16)  
What differentiates human resource management from strategic human resource management?

**Q4** What are the methods of recruitment in global SHRM? Explain in detail. **(16)**

**Q5** Explain Relationship between HPWP and organizational performance? **(16)**

**Q6** Explain the various theories of SHRM in detail? **(16)**

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MBA  
18MBA402D

4<sup>th</sup> Semester Regular / Back Examination: 2021-22

SOURCING MANAGEMENT

BRANCH(S): BA, GM, IB, MBA, MBA (M & F)

Time : 3 Hour

Max Marks : 100

Q.Code : J196

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 × 10)

- What is global sourcing?
- What is opportunity analysis in sourcing?
- What is Request for Proposal in negotiation Strategy?
- What is the importance of risk analysis in sourcing management?
- Why do we do vendor rating in sourcing management?
- What is contingency plan in sourcing management?
- What is meant by supplier score card?
- What is the concept of green sourcing?
- What do you mean by foreign exchange currency management?
- What is EOQ?

Part-II

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

- Briefly narrate the concept of co-sourcing in Sourcing management?
- How does Gap analysis help in sourcing management?
- Briefly explain cross-cultural negotiation and its impact in sourcing? Furnish with an example.
- What is value based factors in sourcing planning and highlight with some examples.
- Explain risk management technique in international business?
- Why do we consider quality management process in sourcing management?
- What is value based factors in sourcing planning and highlight with some examples.
- Highlight some rating plans of vendor in sourcing management and its usefulness.
- Briefly explain the concept of E-sourcing?
- Discuss advantages and disadvantages of foreign exchange currency in brief.
- How EOQ can be used in a quantity discount model? Briefly state with situational example.
- Explain what is sourcing risk and how it may be managed properly.



**Part-III**

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

- Q3** What is value based supplier selection? Why it is important for sourcing; **(16)**
- Q4** What is negotiation in sourcing? Why it is important? Explain its nature with planning strategy. **(16)**
- Q5** Discuss the advantages and disadvantages of E Sourcing in details. **(16)**
- Q6** Explain sourcing risks and its mitigation strategy. Cite examples from industry. **(16)**

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MBA  
18MBA403A

4<sup>th</sup> Semester Regular / Back Examination: 2021-22

B2B Marketing

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

Time: 3 Hour

Max Marks: 100

Q. Code: J280

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 × 10)

- In B2B marketing "*the buyer need not be the final consumer*". Explain
- Provide two instances when B2B marketing is different from B2C marketing.
- In new task buying why is maximum time spent in searching for suppliers? Explain.
- What are the three types of buying situations in B2B companies?
- Give two examples of Foundation Goods in business products.
- What is "early supplier involvement programme" (ESI)? Explain briefly.
- What is the difference between Straight Rebuy and Modified Rebuy?
- What is Buying Centre in B2B companies?
- Assume a government department is buying stationary products from a private company. Explain the process
- What is demographic dividend in India? Explain

Part-II

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

- How do B2B marketers conduct business-government relations in India?
- Explain the meaning of Reverse Auctions. Provide at least two examples.
- What are the different types of business products? Give 4 examples.
- What do you understand by Minimum Inventory Level?
- Which type of organizations buy industrial products? Provide 4 examples.
- Explain the business process of a company which sells academic books to academic institutions.
- How is the e-biz influencing B2B marketing?
- Explain Cost Control in Supply Chain Management.
- Explain STP in the context of B2B marketing. Provide suitable examples.
- The National Highways Authority of India (NHAI) is building a flyover near Khandagiri Square, Bhubaneswar to streamline traffic. What is the process of selecting the contractor for building the flyover?

- k) Explain Channel Conflict in the context of B2B marketing.
- l) What is the marketing approach of Water Purifiers companies in the B2B and B2C segments?

**Part-III**

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

**Q3** What are the four green marketing strategies? Please provide suitable examples. **(16)**

**Q4** Explain the Buying Grid model. How is the Buying Grid Model different from the competing models in the industrial marketing context? **(16)**

**Q5** Developing and cultivation of relationship is very important in B2B marketing for achieving targets. Support your answer with proper examples. **(16)**

**Q6** Managing Business Channel Intermediaries is important for B2B marketing. Examine the roles played by Business Channel Intermediaries? **(16)**

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MBA  
18MBA403B

4<sup>th</sup> Semester Regular / Back Examination: 2021-22

MERGER AND CORPORATE RESTRUCTURING

BRANCH : BA, FM, GM, HRM, IB, MBA,

MBA (M & F), MM

Time : 3 Hour

Max Marks : 100

Q. Code : J329

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 × 10)

- What do you mean by MBO?
- What is split-offs?
- What is amalgamation?
- What is financial synergy resulting from merger?
- Define vertical merger with suitable example.
- When a firm is involved in strategic acquisition?
- Mention two drivers of merger motive with suitable example.
- Who are the major regulators of merger activity in India? Name at least two acts regulating the M&A activities.
- What is diversification strategy?
- What is bear hug?

Part-II

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

- Discuss the strategic intent of the organizations that motivates merger and acquisition.
- Explain the reasons for divestitures. Also explain the effects on shareholder value caused by divestitures.
- Discuss the various options of financing the mergers.
- Differentiate LBO from Carve-out.
- What are the cultural issues in cross border merger activities?
- Distinguish between External reconstruction and internal reconstruction.
- What are conglomerate mergers? Distinguish between various types of conglomerate merger.
- What do you mean by merger waves? What were the causes of merger waves?
- Discuss the significance of cultural due diligence.
- Explain briefly the process of refinancing during corporate restructuring.
- Distinguish between downsizing and lay off strategies.
- Discuss the business signals that leads to the corporate restructuring.

102 102 102 102 **Part-III** 102 102 102 102

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

- Q3** Explain the provisions of Companies Act 2013 governing the merger and acquisition activity in India. **(16)**
- Q4** What is merger? What are the various types of Mergers? Also, discuss the potential economic advantages available from mergers with suitable example. **(16)**
- Q5** Explain in brief about the tools and techniques available for corporate restructuring. **(16)**
- Q6** Define hostile takeover. Discuss the various defenses against hostile takeover. What are the requisites for a friendly takeover? **(16)**

Registration No :

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Total Number of Pages : 02

MBA  
18MBA403C

**4<sup>th</sup> Semester Regular / Back Examination: 2021-22**  
**INDUSTRIAL LEGISLATIONS**  
**BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (M & F), MM**  
**Time : 3 Hour**  
**Max Marks : 100**  
**Q.Code : J350**

**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 × 10)**
- a) Define Collective Bargaining.
  - b) State the difference between 'strikes' and 'lockouts'
  - c) What is ESI? Mention the year of amendment of ESI Act.
  - d) What are the key reasons for industrial disputes?
  - e) Explain the term 'Minimum Wage'.
  - f) Outline the objectives of Payment of Bonus Act.
  - g) Which Act encompasses the Industrial Tribunal?
  - h) What is Employment Injury?
  - i) State the constituent elements of Conciliation Machinery in Indian context.
  - j) What is the role of ILO?

**Part-II**

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 × 8)**
- a) Briefly discuss the mechanisms for settling industrial disputes.
  - b) Enumerate the different forms of Collective Bargaining process.
  - c) Explain the procedure underlying the submission of draft standing orders.
  - d) Describe the salient features of Minimum Wages Act, 1948.
  - e) Enunciate the rights and responsibilities of registered Trade Unions.
  - f) What are the various grounds or bases for employee compensation under Employee Compensation Act, 1923? Figure out the exceptional cases where the act is not applicable.
  - g) What is the compensation designed for Permanent Total Disablement?
  - h) What are the benefits provided by E.S.I Act?
  - i) Mention the deductions made for Absence from Duty.
  - j) Write a note on 'fixation of wage periods'.
  - k) Examine the salient features of Employees' Pension Scheme.
  - l) What is the rationale behind rights to lay-off compensation? What are the criteria for payment of compensation to a laid-off workman?

**Part-III**

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

- |           |  |             |
|-----------|--|-------------|
| <b>Q3</b> | What are the needs and objectives of Labour Laws? Explicate the historical background of labour laws in India. | <b>(16)</b> |
| <b>Q4</b> | Elucidate the process of Registration of Trade Unions as per Trade Unions Act, 1926.                           | <b>(16)</b> |
| <b>Q5</b> | Describe the various powers and duties of Employees' State Insurance Corporation.                              | <b>(16)</b> |
| <b>Q6</b> | Enunciate the Provisions for Health and Safety as mentioned under The Factories Act, 1948.                     | <b>(16)</b> |

Registration No :

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Total Number of Pages : 02

MBA  
18MBA403D

**4<sup>th</sup> Semester Regular / Back Examination: 2021-22**  
**OPERATION RESEARCH APPLICATIONS**  
**BRANCH(S): BA,GM,IB,MBA,MBA(M & F)**

**Time : 3 Hour**  
**Max Marks :100**  
**Q.Code : J256**

**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 ×10)**

- What do you mean by Kendall's Notation in queuing model.
- Explain the term Collusion and Reneging.in Queuing model.
- What do you mean by degeneracy of transportation problem?
- What do you mean by zero one programming problem?
- Write any two applications of Operations research.
- What do you mean by two stage supply chain?
- What do you mean by vehicle routing problem?
- How do you solve bin packing problem?
- What is lower bound in bin packing?
- Explain the concept of traffic intensity. Give an example.

**Part-II**

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

- Discuss the need of integer programming to mathematical programming.
- Describe Branch and Bound method for the solution of integer programming problem.
- Describe Gomory's method of solving an all integer programming problem.
- What is dynamic programming? Explain its advantages and disadvantages.
- What are the steps involved in dynamic programming algorithm?
- Explain the nature of operations research and its limitations.
- Write short notes on Kuhn-Tucker conditions.
- A manufacturer of baby dolls makes two types of dolls, doll X and doll Y. Processing of these dolls are done on two machines A and B. Doll X requires 2 hours on machine A and 6 hours on Machine B. Doll Y requires 5 hours on machine A and 5 hours on Machine B. There are 16 hours of time per day available on machine A and 30 hours on machine B. The profit is gained on both the dolls is same. Format this as IPP?
- Explain the basic principles of dynamic programming using a simple example.
- A TV repairman finds that the time spent on his job has an exponential distribution with mean 30 minutes. If he repairs sets in the order in which they come in. If the arrival of sets is approximately poisson with an average rate of 10 per 8 hours day. What is the repairman's expected idle time each day? How many jobs are ahead of the average set just brought in?



k) Find Total transportation cost using Northwest corner rule.

Storehouse→ Company↓	A	B	C	D	Supply
P	5	8	12	10	200
Q	7	6	8	9	300
R	11	16	12	14	400
Demand	140	250	350	160	900

l) We have five jobs each of which must go through the machines A,B and C. Determine the sequence that will minimize the total elapsed time.

Job no	1	2	3	4	5
M/C A	5	7	6	9	5
M/C B	2	1	4	5	3
M/C C	3	7	5	6	7

### Part-III

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

- Q3** Define Operations Research. Discuss various classification of operations research models. **(16)**
- Q4** Solve the following linear programming by Branch and bound technique. **(16)**  
 Max  $Z = X + Y$   
 Subject to  $3X + 2Y \leq 12$   
 $Y \leq 2$ ,  $X, Y \geq 0$  and  $X, Y$  are integer.
- Q5** Use dynamic programming to solve the LPP **(16)**  
 Max  $Z = X + 9Y$   
 Subject to constraint  
 $2X + Y \leq 25$   
 $Y \leq 11$   
 $X, Y \geq 0$
- Q6** (a) Briefly explain Beale's Algorithm for Quadratic programming problem **(8)**  
 (b) What are the steps involved in Wolfe's modified simplex method. **(8)**