

FACULTY OF BUSINESS MANAGEMENT
MBA III SEMESTER REGULAR EXAMINATIONS, DEC-2023
ORGANISATIONAL BEHAVIOUR
PAPER-II

Time: 3 Hours]

Note: Answer all questions from Section -A and Section -B

[Max. Marks: 70

Section -A

(5x4=20)

- 1. State the importance of organizational behaviour.
- 2. What do you understand by perception?
- 3. Discuss about group cohesiveness.
- 4. Define Organisational Culture.
- 5. Explain about constructive conflict.

Section -B

(5x8=40)

- Answer the following questions in not more than FOL R pages each.
- 6. a) Define organizational behaviour. Explain autocratic and custodial models of (OR). (OR)
- b) Discuss organizational behaviour along with its importance in any organization.
- 7. a) What are the determinants of personality? Give relevant examples. (OR)
- b) "Beauty lies in the beholder". Explain the statement along with the perception process.
- 8. a) Group dynamic is referred to as an important core of any organization. Comment. (OR)
- b) Discuss Strategies for resolution of conflicts in groups.
- 9. a) What is Decision Making? Explain the techniques of Decision Making (OR)
- b) Briefly Explain Leadership Theories.
- 10. a) Enumerate various factors responsible for the change. (OR)
- b) Explain the concept of stress management and explain the coping strategies.

Section -C (Compulsory)

(1x10=10)

Giridhar had come a long way from when he joined R.P. Communications as a trainee joined in 1995 and today he had come to occupy the position of Creative Head at R.P. Communications. As a young trainee, Gir had been an amicable personality, he has always displayed keenness to gain knowledge. He had more inquisitive traits of creativity. In the course of time he has typically differed from others' presentations, willing to share information and so on. It was typically these qualities of Gir which made him approachable to others and appreciated by one and all and also saw him rising in the organization structure.

Nicky, I was the Creative Director at R.P. Communications, who had known Gir right from the time he had joined R.P. Communications as a trainee, was surprised and revealing the contents of the just-concluded meeting with the members of the creative team at R.P. Communications.

Meena (a recent recruit at R.P.) had said: "Madam, Gir sir, scares the hell out of us by re-using to listen to our point to view". Raj an executive at R.P. Communications had revealed "Madam, Gir withholds important information from us, and creates conflict when he has to interact with other teams at R.P."

Mohan, a senior creative manager at R.P. had said Gir, seems to have changed, he seems to prefer to adopt a forcing style, like a controller, and expects all the assignments to be completed before time, and doesn't entertain any questions or queries from any of the creative team members. Nicky found it hard to believe that a likeable person such as Gir could cause conflict. Nicky had promised the creative team to look into the matter and have a talk with Gir also. After an informal chat with Gir, Nicky felt that one of the causes of Gir's behaviour could be Role Ambiguity. This she had concluded from one statement made by Gir "You know Nicky, my team is good, and however, they expect me to behave as I was before. I am trying my best to convince them that in my new role I am expected to perform even better than before". Nicky decided to seek the help of CEO of Learn & Grow Leadership Centre (LSGL), a training firm, who regularly holds workshops meant for helping professionals and executives of firms, to diagnose their own behaviour patterns as well on how to manage the stress that could cause various levels of conflicts for the individual as well as the organization.

Questions:

- 1. What do you think is the major cause of the problem in the above case?
- 2. Do you agree with Nicky that Role Ambiguity may have caused a change in Gir's behaviour? Why?
- 3. Can you suggest ways in which firms such as R.P. Communications can avoid such occurrences in future?

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FACULTY OF BUSINESS MANAGEMENT
 MBA III - SEMESTER REGULAR EXAMINATIONS, DEC- 2023
OPERATIONS RESEARCH
 PAPER - III

Time: 3 Hours]

Note: Answer all questions from Section - A and Section - B [Max. Marks: 70
 Section - A (5x4=20)

Answer the following questions in not more than ONE page each:

1. General formulation of LPP.
2. What are economic advantages of duality of LPP?
3. Explain business applications of TP.
4. Write business applications of assignment problem.
5. Write concepts of Queuing system.

Section - B

(5x8=40)

Answer the following questions in not more than FOUR pages each:
 6. a) What is Operations Research Model? Discuss the Advantages of good operations research model.

(OR)

b) Solve the following LPP graphically.

$$\text{Max } Z = 10x_1 + 15x_2$$

$$\text{Subject to } 2x_1 + x_2 \leq 26$$

$$-x_1 + x_2 \leq 5$$

$$\text{and } x_1, x_2 \geq 0$$

7. a) Discuss the various steps used in solving a Linear Programming Problem

(OR)

b) Solve the following problem by using Penalty (Big M) Method.

$$\text{Max } Z = 2x_1 + 3x_2 + 5x_3$$

$$\text{Subject to } x_1 + x_2 + x_3 = 5$$

$$2x_1 + 3x_2 + 4x_3 = 12$$

$$\text{and } x_1, x_2, x_3 \geq 0$$

8. a) How we can solve Transportation Problem. What are the various steps involved in algorithm?

(OR)

b) Find an Initial Basic Feasible Solution to the following problem by VAM

	I	II	III	IV	Supply
1	18	60	86	58	140
2	45	28	53	60	260
3	89	68	60	62	360
4	22	64	65	64	220
Demand	200	420	250	210	

P.T.O.

9. a) A project work consists of three major jobs for which three contracts have submitted tenders the tender amounts quoted in lakhs of rupees, are given in the matrix below:

Contractor	Job		
	A	B	C
1	34	50	62
2	20	50	32
3	24	28	22

Find the assignments which minimize the total cost of the project assuming that each contractor has to be assigned at least one job.

(OR)

b) Define Simulation? Write a note on types of Simulation, their advantages and limitations?

10. a) What do you understand by

- i) Queuing discipline
- ii) Arrival Process
- iii) Service Process

(OR)

b) What are some of the operating characteristics of a queuing system? How can they used in the evaluation of design system

Section - C (Compulsory)

(1x10=10)

Obtain an optimal Cost schedule to the following TP using MODI method.

Origin	Destination				Supply
	D ₁	D ₂	D ₃	D ₄	
O ₁	25	28	35	45	50
O ₂	34	29	26	28	100
O ₃	32	39	41	72	150
Demand	100	70	50	80	

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2.4.

FACTUJYOE BUSINESS MANAGEMENT
MBA III - SEMESTER REGULAR EXAMINATIONS DEC- 2023
STRATEGIC MANAGEMENT
PAPER - IV

Code No. 1234

Time: 3 Hours]

Note: Answer all questions from Section - A and Section - B [Max. Marks: 70

Section - A (5x4=20)

- 1. Mission statement
- 2. Core competencies
- 3. Concentric diversification
- 4. Turnaround strategy
- 5. Benchmarking

Section - B (5x8=40)

- 6. a) What are the characteristics of objectives and explain the process of setting the objectives. (OR)
- b) Explain the various factors that shape or craft a company's strategies

- 7. a) Write a note on SWOT analysis. (OR)
- b) Discuss the framework of competitive analysis

- 8. a) Explain the importance and utility of PEST matrix. (OR)
- b) Explain briefly about the merger and acquisition strategies

- 9. a) Discuss the strategies for competing in emerging industries. (OR)
- b) Discuss the strategic moves in retailing industries

- 10. a) Discuss the steps involved in strategic implementation. (OR)
- b) Examine the relationship between strategy and structure

Section - C (1x10=10)

Wal-Mart has achieved a very significant cost advantage over rival supermarket chains both by reorganizing portions of the grocery buying chain and by managing its trade-in standards, reducing various value chain costs. Its cost advantage is based on a series of initiatives, including:

- Promoting extensive inter-store selling with vendors, who in turn admits that they save at its electronic computer directed operations of the items from existing suppliers with a long negotiation on customer demand and experiences with the retailer to track each cost advantage. It is a radical practice at Wal-Mart's, which has already extensively explored all aspects of the PEST matrix and how delivery process, distribution and materials, inventory management, Procure & Comply, Wal-Mart's buying, supplier relationship, store layout, inventory, process planning of RPI, System with Wal-Mart's
- Pursuing global procurement of commodities, a centralizing and transferring activities as an leverage the company's buying power and economies of scale.
- Investing in state-of-art automation in its distribution services, especially operating a truck fleet that makes daily deliveries to Wal-Mart's stores, and finding innovative, low-cost ways of practices on policy at its headquarters, distribution services and non-essential materials, aimed for cost advantage.

- Striving to optimize the product mix & achieve greater sales turnover (resulting in about 2% cost advantage)
- Installing security systems and store operating procedures that lower shrinkage rates (producing a cost advantage of about 0.5%)
- Negotiating preferred real estate rental and leasing rates for store sites (yielding cost advantage of 2%)
- Managing & compensating its workforce in a manner that produces lower labour costs (estimated 5% cost advantage)

Altogether, these value chain initiatives give Wal-Mart an approximately 22% cost advantage over Kroger, Safeway and other leading supermarket chains. With such a sizable cost advantage, Wal-Mart has been able to under price its rivals & become the world's leading supermarket retailer.

Questions:

- a) How Wal-Mart managed its value chain to achieve low cost advantage over rival supermarket chains?
- b) What strategic options are available to the competitors of Wal-Mart in order to compete effectively with Wal-Mart?

FACULTY OF BUSINESS MANAGEMENT
MBA III – SEMESTER REGULAR EXAMINATIONS, DEC- 2023
SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT
PAPER – V (a)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5×4=20)

Answer the following questions in not more than **ONE** page each:

1. Investment vs. speculation
2. P/E approach
3. Bond convexity
4. Leveraged portfolio
5. Portfolio evaluation

Section – B

(5×8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Explain the objectives and constraints of investment.
(OR)
b) Describe the investment initiatives and attributes of an investible instrument.
7. a) Explain the process of fundamental analysis.
(OR)
b) A company paid a cash dividend of Rs. 4 per share on its stock during the current year. The earnings and dividends of the company are expected to grow at an annual rate of 7 per cent indefinitely. Investors expect a rate of return of 14 per cent on the company's shares. What is the company's share price?
8. a) What are the basic valuation models of bond? Explain its significance.
(OR)
b) A bond of Rs.10000 was issued for 6 years ago at a coupon rate of 7%. The bond had a maturity period of 10 years and as of today, therefore, 5 more years are left for final repayment at par. The present market interest rate is 12%. Determine the value of bond?
9. a) How would you evaluate a security with the help of CAPM theory?
(OR)
b) What is meant by leveraged portfolio? How is it constructed?
10. a) How the total return of a portfolio can be decomposed into different sources, using of Fama's decomposition formula? Explain.
(OR)
b) Evaluate the following portfolios with suitable measures and rank them.

Portfolios	R (%)	B	SD (σ)
AB	18	1.25	6%
BC	24	0.98	12%
CD	16	1.51	5%
DE	21	0.70	12%

Risk free interest rate is 8%.

Section – C (Compulsory)

(1×10 = 10)

The investor has got the following information from the capital market analysis regarding his favourite stock X, Y & Z.

Market Condition	Probability	Returns		
		X	Y	Z
Boom	0.50	25%	35%	20%
Normal	0.75	20%	40%	25%
Recession	0.50	15%	20%	30%

- i) Find each stock's expected rate of return, standard deviation and co-efficient of variation.
- ii) If he invests, one third on each security what would be his portfolio return?

3.5.1(b)

PGTCE EXAM FOR SPECIAL MANAGEMENT
 MBA III SEMESTER OF AIR LIAISON AGENS, JAN-2024
MANAGEMENT OF FINANCIAL SERVICES
 PAPER VI (a)

(Code No: 1230A)

Time: 3 Hours

Note: Answer all questions from Section A and Section B

(Max. Marks: 70)

Section - A

(5x8 = 40)

Answer the following questions in not more than ONE page each

1. Features of Financial Services
2. Asset Liability Management
3. Operational Policies of Non-Banking Financial Companies
4. Objectives of Credit Rating
5. Types of Mutual Funds

Section - B

(5x8 = 40)

Answer the following questions in not more than FOUR pages each

6. a) Explain the components/constituents of Indian Financial System. (OR)
- b) Elucidate the role played by Financial Services in Economic Development
7. a) Discuss the Structure of the Public and Private Sector Banks in India. (OR)
- b) What are the Commercial Banks? Explain the strategies of Commercial Banks
8. a) Evaluate the performance/evaluation of Development Banks in India. (OR)
- b) What do you mean by Investment Banking? Discuss the challenges faced by Investment Bankers
9. a) What do you mean by 'Factoring'? Explain the functions of Factoring Services. (OR)
- b) Compare and contrast 'Leasing' and 'Hire Purchasing'. Who do companies go for leasing of assets? Briefly explain.
10. a) Mutual Funds are an important segment of Financial Services. Explain the growth of Mutual Funds in India. (OR)
- b) Explain the different stages in which a venture capital firm finances the requirements of the companies which approach it for financing. (15/10 = 10)

Section - C (Compulsory)

(15/10 = 10)

Life insurance in India traditionally has been sold by way of harping on the tax benefits. An endowment plan has been the eternal favourite of the insurance agents. Let us consider one such endowment plan by ABC Company Ltd below. Assume Mr. Ajeet to be an individual, 30 years of age, who is to decide whether to buy a regular endowment plan. The sum assured for the plan is Rs. 10,00,000 and the tenure is 15 years.

Endowment plan of ABC Company Ltd

Age(Yrs)	Sum Assured (RS)	Premium (RS)	Tenure (Yrs)	Maturity Amount (RS)
30	10,00,000	65,070	15	10,84,000

(Assured rate of return by the insurance company 10% a/c)
 (Compound annual growth rate (CAGR) on Rs.65,070 @ 5% a/c)
 Now let us look at an alternative scenario. Consider a case where Mr. Ajeet, instead of investing Rs.65,070 in an endowment plan, buys a term plan with a sum assured of Rs. 15,00,000 for tenure of 15 years. The premium works out to approximately Rs.3,600 per annum. Also he invests the remaining amount of Rs.61,470 (RS.65,070 - Rs.3,600) in public provident fund (PPF).

Age(Yrs)	Sum Assured (RS)	Premium (RS)	Tenure (Yrs)	Maturity Amount (RS)
30	15,00,000	3,600	15	15,00,000

Amount Invested per (RS)	Assured Rate of Return	Tenure (Yrs)	Maturity Amount (RS)
61,470	8.00%	15	18,02,764
61,470	7.00%	15	16,82,808

Questions:

1. What is the basic motive behind buying a life insurance policy?
2. What are the various life insurance products offered by companies in India?
3. What are the basic features of an endowment plan and a term plan?

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(Code No: 1230A)

3.5.2. (a)

Code No. 1395B

FACULTY OF BUSINESS MANAGEMENT
IMBA IX – SEMESTER REGULAR EXAMINATIONS, DEC- 2023
PRODUCT AND BRAND MANAGEMENT
PAPER – V (b)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. What are specialty goods, unsought goods?
2. Explain BCG matrix in brief.
3. Analyse the challenges in selling of mobile phones.
4. Develop brand identity map for Dabur Paste, HDFC Life Insurance.
5. What is meant by brand positioning and its importance?

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Discuss product mix. Give the product mix of ITC, LG companies.
(OR)
b) What are the responsibilities of product manager?
7. a) Discuss GE and Porter's model with example.
(OR)
b) What is the sales forecasting? Explain suitable methods.
8. a) Explain the stages in new product development.
(OR)
b) What is positioning strategy? Explain the positioning strategies adapted in health drinks.
9. a) What is branding? Discuss its advantages and disadvantages.
(OR)
b) Write notes on brand loyalty. What are requisites of a good brand name?
10. a) Discuss the challenges and opportunities of single versus umbrella branding with one example
(OR)
b) Discuss brand equity of Wipro and TCS.

Section – C (Compulsory)

(1x10=10)

Three years after Mr. Rajiv Goyal, MD of the 34-crore light engineering product manufacture, Avishkar Ltd., had introduced the concept of product management and an independent sales force to his company, sales started shrinking. Not only was this in sharp contrast to the 40 percent growth rate posted in the two previous years, the market itself was expanding at 45% per annum. Avishkar was firming up its plants to expand its product lines, which currently consisted of power tools, industrial belts. The company has posted a profit of 34 crore in 1996, up from 10 crore in the first year of its operations. Products were being delivered to the end users-industrial firms of all sizes, through a network of 500 dealers supported by a countrywide force of 120 salesmen. But a new consumer segment, which required direct selling, for portable power tools was developing. As demand boosted business in 1996 and 1997, Mr. Goyal realized how crucial organizational structure was to sustain and accelerate growth. A full-fledged field sales force was set up. This was headed by an all-India sales manager at the head office who was assisted by 15 field sales managers in the metros and big cities. By early 1996, the Goyal had reinforced the system by introducing three product managers, each responsible for the sales and profits of a particular product. In the next two years, sales rose by 40% annually in all three product categories keeping pace with the market growth, as against 20% growth rate recorded in the first year. The first indication that something was amiss surfaced, when the sales of all products began declining in the second half of 1996 by 15% to 20%. This was against the objective of maintaining 7% to 10% market share. It was then observed that salesmen had no product specification and product managers had no direct control over the field sales force.

The concept of brand management as a distinctive function was losing ground.

Questions:

1. Was it the concept of product management that had failed to deliver?
2. How should Mr. Goyal restructure Avishkar?

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FACULTY OF BUSINESS MANAGEMENT
MBA III – SEMESTER REGULAR EXAMINATIONS, JAN-2024
CONSUMER BEHAVIOUR
PAPER – VI (b)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Describe the meaning of consumer behaviour. Why is it relevant in today's context?
2. Discuss the impact of cultural factors on consumer behaviour
3. Why marketers are interested in understanding consumer learning?
4. Briefly present about segmentation strategies
5. What are the advantages of online buying?

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Briefly discuss consumer behaviour models
(OR)
b) What are the stages of consumer decision making process?
7. a) What do you mean by diffusion of innovation. How is innovation diffusion related to buyer behaviour?
(OR)
b) What are the features of social classes? How the consumer behaviour is influenced by social class.
8. a) What is learning? Explain the implications of learning principles in marketing.
(OR)
b) Why is important for marketers to understand the role of perceptual process in marketing.
9. a) Define consumerism. Explain how consumerism can benefit consumers.
(OR)
b) Briefly present Positioning strategies for existing and new products with example.
10. a) Discuss about direct marketing approaches and compare with online buying pattern.
(OR)
b) What is the significance of privacy and ethics in global consumer behaviour context?

Section – C (Compulsory)

(1x10=10)

Top managers of Kellogg India Ltd received unsettling reports of a gradual drop in sales. Managers realized that it would be tough to get the Indian consumer to accept its products. Kellogg banked heavily on the quality of its crispy flakes. But pouring hot milk on the flakes made them soggy and did not take good and not many Indian consumers like to have them with cold milk typical average middle class Indian family did not have breakfast on regular basis like their western counterparts. Those who did have breakfast! consumed parathas! idles! bread! butter! "Jam! milk tea and local food preparations. According to analysis! a major reason for Kellogg failure was the fact that the tastes of its product did not suit Indian breakfast habits. Kellogg sources were however quick to assert that the company was not trying to change these habits! the idea was only to launch its products on the health platform and make consumers see the benefit of this healthier alternative. Another reason for low demand was premium pricing adopted by the company is appointed with the poor performance! Kellogg decides to launch two of its highly successful brands! chocos and Frosties in India. The success of these variants took even Kellogg by surprise and sales picked up significantly. This was followed by the launch of chocos breakfast cereal biscuits. The success of chocos and 'rosties also led to Kellogg's decision to focus on totally Indian sing its flavours in the future. Kellogg also introduced packs of different sizes to suit Indian consumption patterns and purchasing power. Kellogg tied up with the Indian diet association to launch a nation-wide public service initiative to raise awareness about iron deficiency problems. The company has also modified its product! Particularly the addition of iron fortification in breakfast cereals. However! Kellogg continued to have the image of a premium brand and its consumption is limited to a few well of sections of the Indian market.

Questions

1. How effectively Kellogg has met conditions of marketing concept
2. Suggest ways how Kellogg can have more influence on consumption behaviour of Indian consumer

FACULTY OF BUSINESS MANAGEMENT
MBA III – SEMESTER REGULAR EXAMINATIONS, DEC- 2023
ORGANIZATIONAL DEVELOPMENT AND CHANGE MANAGEMENT
PAPER – V (c)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Organizational development
2. Sensitivity training
3. TQM
4. Need for change
5. Kurt Lewin Change Model

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Explain the concept, nature and significance of OD.
(OR)
b) Discuss the various consultant-client relationship issues in OD.
7. a) Explain structural interventions and their relevance to OD.
(OR)
b) Discuss team development as a major OD intervention. Identify and give examples for ways of increasing team development.
8. a) Discuss about the various leadership development programmes.
(OR)
b) Discuss the role of self-awareness and self-discipline in leadership development.
9. a) What are the forces which will decide the organization change?
(OR)
b) Write notes on Incremental change and Radical change.
10. a) Bring out the relationship between leadership and change management.
(OR)
b) Why do people and organizations resist change? Describe few methods of managing resistance to change.

Section – C (Compulsory)

(1x10=10)

The middle manager of a large firm was told by the corporate human resources office that a group of consultants would be calling on them later in the week. The purpose of the consultants' visit would be to analyze inter-functional relations throughout the firm. The consultant had been very effective in using an OD intervention called team building. Their particular approach used six steps. When their approach was explained to the managers, a great deal of tension was relieved. They have initially thought that team building was a lot of hocus-pocus, like sensitivity training, where people attack each other and let out their aggressions by heaping abuse on those they dislike.

By the same token, these managers generally felt that perhaps the consultants were not needed. One of them put it this way: "Now that we understand what is involved in team-building, we can go ahead and conduct the sessions ourselves. All we have to do is to choose a manager who is liked by everyone and put him or her in the role of the change agent/consultant. After all, you really don't need a high-priced consultant to do this team-building stuff. You just have to have a good feel for human nature". The other managers generally agreed. However, the corporate human resources director turned down their suggestion. He hired the OD consultants to do the team building.

Questions:

1. Bring out the main features of this case.
2. What is a team building approach to OD? Do you think the managers had an accurate view of this OD technique?
3. Do you think that the managers had an accurate view of the role of external consultants?
4. What will be your plan of action in the situation?

3.5.3.(b)

Code No. 1236C

FACULTY OF BUSINESS MANAGEMENT
MBA III – SEMESTER REGULAR EXAMINATIONS, JAN- 2024
RECRUITMENT AND SELECTION
PAPER – VI (c)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Recruitment techniques
2. E-selection
3. Achievement test
4. Reference checking
5. Placement

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Discuss about the external sources of recruitment.
(OR)
b) What are the challenges faced by a recruiter? Suggest how to overcome them.
7. a) Explain the various stages involved in selection of candidate for jobs in organization.
(OR)
b) What is an application form? Explain briefly the design of application form.
8. a) What is mechanical ability test? Explain Bennett Mechanical Comprehension test.
(OR)
b) What are the five core personality dimensions measured in personality test?
9. a) Explain the process of interview.
(OR)
b) Discuss the various types of interviews.
10. a) Define Placement. Explain Placement Process.
(OR)
b) State the problems of orientation. How can orientation programme be made effective?

Section – C (Case study)

(1x10=10)

You are the HR Director at Health Sources, the drug store chain in the India which is preparing to open new stores in Delhi and Hyderabad. Each of the stores will require about fifteen clerks. Your recruiting efforts have been successful and each store has attracted about hundred applicants for those 15 jobs.

You have performed a job analysis and concluded that the clerks must be able to learn to operate cash registers and make changes accurately. The clerks are expected to take the initiative in providing friendly assistance to customers and show up for work on time. In addition, because of the presence of controlled drugs on the premises, you want clerks who have no history of theft.

Questions:

1. What specific selection tools would you use for selecting the clerks?
Justify the effectiveness of the same.
2. How would you assess the reliability of your selection system?

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3.5.4.(a)

Code No. 1235D

FACULTY OF BUSINESS MANAGEMENT
MBA III – SEMESTER REGULAR EXAMINATIONS, DEC- 2023
CONCEPTS OF ENTERPRISE RESOURCE PLANNING (ERP)
PAPER – V (d)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Concept of ERP and its benefits
2. ERP security techniques
3. Discuss ERP procurement issues in brief
4. Significance of Data Warehousing
5. Implementation of ERP

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Discuss the salient features and trends of ERP System.
(OR)
b) Explain the steps in process of ERP Architecture.
7. a) Discuss in detail the concept of Business Process Re-engineering (BPR).
(OR)
b) Elucidate ERP Implementation Life Cycle.
8. a) Differentiate ERP and E-Commerce. What are the internet technologies in ERP?
(OR)
b) Explain HR Module of ERP in detail and discuss its process.
9. a) Discuss Data Warehousing and Data Mining.
(OR)
b) Explain Emerging Trends in ERP Application.
10. a) Explain ERP implementation in manufacturing sector.
(OR)
b) Describe various factors that determine the success of ERP implementation with suitable examples.

Section – C (Compulsory)

(1x10=10)

You have recently joined as Technology Consultant in a leading Chennai based automobile firm that manufactures various models of passenger Cars and three wheelers right from 2007. This profit making firm plans to streamline its main business process, i.e., its manufacturing process through ERP adoption. Now, your GM instructs you to prepare and present a "Manufacturing Process cum Data Model" for your firm, which will be treated as a Blueprint for streamlining your firm. Your "Process cum Data Model" should provide the following:

- (i) Representative list of various core processes and their brief description in an ideal automobile manufacturing company like your firm, and
- (ii) Representative list of various Entities and their brief description, for forming a "Data Model" that is suitable for a manufacturing company like your firm. Justify your report with charts providing valid information on processes and relevant Data.

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3.5.4.(b)

Code No. 1236D

FACULTY OF BUSINESS MANAGEMENT
MBA III – SEMESTER REGULAR EXAMINATIONS, JAN- 2024
MANAGEMENT INFORMATION SYSTEM
PAPER – VI (d)

Time: 3 Hours]

[Max. Marks: 50

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. What is Information system?
2. Types of systems.
3. What is AI?
4. Structure of MIS.
5. Components of Financial Information System.

Section – B

(5x6=30)

Answer the following questions in not more than **FOUR** pages each:

6. a) What is MIS? Explain the objectives, functions, advantages and limitations of MIS
(OR)
b) What is Information Infrastructure? Discuss Topologies of Networks.
7. a) Write a note on different stages in SDLC process.
(OR)
b) What is Prototyping? Discuss various techniques of SSAD.
8. a) What is DSS? Explain its Executive Information System and Executive Support System.
(OR)
b) Discuss about Expert System and Knowledge Based Expert Systems.
9. a) Write in detail MIS model for a Digital Farm.
(OR)
b) Explain Intellectual Properties Rights as related to IT Services or IT Products.
10. a) Discuss the significance and structure of production Information system.
(OR)
b) Describe the features and organization structure of Financial Information system.

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