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(2064)

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MBA IInd Semester (CBCS) Examination

8789

**ORGANIZATIONAL CHANGE AND
DEVELOPMENT**

(Core)

Paper : 201

Time : 3 Hours] [Maximum Marks { Regular : 60
ICDEOL : 70

*Note :- Attempt five questions in all, selecting one question
from each Unit.*

Unit-I

1. Define Planned Change. Explain in detail the change process along with skills required in change agent for planned change. [2,10]

C-344

(1)

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2. Throw light on driving and restraining forces for organisational change. What role does culture play in effectively managing change ? [6,6]

Unit-II

3. Explain organisational diagnosis. Discuss in detail the different levels of diagnosis in organisations. [4,8]
4. Discuss in detail the approaches to organisational effectiveness. [12]

Unit-III

5. What is Organisational Development ? Why there is need to study organisational development ? Discuss characteristics of OD. [4,4,4]
6. Discuss in detail the models of organisational development. Define action research. [10,2]

Unit-IV

7. What is Sensitivity Training ? In what conditions and situations the sensitivity training intervention is applied by the organisations ? Explain the steps of sensitivity training intervention. [3,3,6]
8. What is the purpose of role analysis technique ? Explain in detail the method of implementing role analysis technique. [4,8]

Unit-V

9. Describe survey feedback. Explain the steps in survey feedback intervention. What are the limitations of survey feedback intervention ? [2,8,2]
- 10 Explain team building intervention. Throw light on types of team building interventions. When is team building applicable ? [2,6,4]

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MBA (CBCS) IInd Semester Examination

8790

MANAGEMENT SCIENCE

(Core)

Paper : 202

Time : 3 Hours] [Maximum Marks { Regular : 60
ICDEOL : 70

Note :- Attempt *five* questions in all, by selecting *one* question from each of the five Units. Each question carries equal marks.

Unit-I 12×1=12[14×1=14]

1. With the help of an example, discuss the nature of executive problems and scope for their quantification.
2. Explain what do you understand by function. Discuss the role of functional analysis in business.

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Unit-II**12×1=12[14×1=14]**

3. Write a detailed note on the history and development of operation research.
4. Suppose you have been hired by an MNC. Since you have studied management science approach in your degree course, the senior management asks you to give a presentation that will enlighten them on the use of models for problem solving. Specifically, they want to know what a model is, what types of models are there, how models can lead to good solution, any potential pitfalls to be aware of. Outline your presentation.

Unit-III**12×1=12[14×1=14]**

5. (a) What are assumptions of linear programming ?
(b) With an example, explain primal and dual in linear programming.

6. Solve the following linear programming problem :

Maximize :

$$Z = 60x + 50y$$

Subject to :

$$4x + 10y \leq 100$$

$$2x + y \leq 22$$

$$3x + 3y \leq 39$$

$$x, y \geq 0$$

Unit-IV $12 \times 1 = 12$ [$14 \times 1 = 14$]

7. The following table contains the necessary information on the availability of supply to each warehouse, the requirement of each market and the unit transportation cost (in ₹) from each warehouse to each market :

Warehouse	Market				Availability
	M ₁	M ₂	M ₃	M ₄	
W ₁	14	24	12	14	40
W ₂	16	20	18	8	100
W ₃	12	8	14	18	80
Demand	100	40	60	20	120

Determine the optimal transportation schedule.

8. What is an assignment problem ? With the help of an example, explain the Hungarian method of solving the assignment problem.

Unit-V $12 \times 1 = 12$ [$14 \times 1 = 14$]

9. What is game theory ? Discuss the assumptions and applications of game theory.
10. Determine the optimal strategies for payers A and B and the value of game for the following game :

		B's Strategy			
		B ₁	B ₂	B ₃	B ₄
A's Strategy	A ₁	29	40	25	23
	A ₂	17	55	20	25
	A ₃	19	10	15	26
	A ₄	30	35	50	27

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MBA IInd Semester (CBCS) Examination

8791

HUMAN RESOURCE MANAGEMENT

(Core)

Paper : 203

Time : 3 Hours]

[Maximum Marks

{ Regular : 60
ICDEOL : 70

Note :- Attempt five questions in all, selecting one question from each Unit. All questions carry equal marks.

Unit-I

12×1=12[14×1=14]

1. What are the various models of HRM ? Explain at least one model in detail. Also discuss the environmental influence on HRM.

C-346

(1)

8791 Turn Over

2. What is Human Resource Planning ? Discuss in detail the methods of HRP.

Unit-II $12 \times 1 = 12$ [$14 \times 1 = 14$]

3. Briefly describe *four* techniques commonly used for external recruiting. Also describe the steps involved in the selection process.
4. What is the fundamental goal of training and development ? Explain how training helps organizations to achieve that goal. Also explain how development aids in achieving that goal.

Unit-III $12 \times 1 = 12$ [$14 \times 1 = 14$]

5. Differentiate between wage and salary. Discuss the process of wage determination including the factors affecting wage and salary determination.

6. Write detailed notes on the following :

(a) Fringe benefits

(b) Incentives and performance based rewards

Unit-IV 12×1=12[14×1=14]

7. Write a detailed note on safety issues in India by focussing social security and welfare practices in India.

8. What are employee retention and separation ? Why are employee retention and separation important ? Discuss its techniques.

Unit-V 12×1=12[14×1=14]

9. What is International Human Resource Management ? Discuss in detail the 'GLOBE' model in IHRM.

10. What do you understand by expatriate ? Discuss in detail the challenges faced in training expatriate managers.

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8792

FINANCIAL MANAGEMENT

(Core)

Paper : 204

Time : 3 Hours] [Maximum Marks { Regular : 60
ICDEOL : 70

Note :- Attempt five questions in all, selecting one question from each of the Unit. All questions carry equal marks.

Unit-I

1. Define Financial Management and explain the functions of Financial Management.
2. What is the role of a Financial Manager in a modern firms ?

C-347

(1)

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Unit-II

3. Usha Co. Ltd. thinks to set up a project costing ₹ 1 Crore. Cash Inflow (before depreciation and after tax) for the next 6 years are as follows :

Year	Cash Inflow (₹)
I	40 lakh
II	30 lakh
III	20 lakh
IV	25 lakh
V	17.50 lakh
VI	15 lakh

On the basis of the above information you are required to calculate :

- (a) Pay-back period
 - (b) Post-pay back period
 - (c) Post-pay back profit
 - (d) Post-back profitability index
4. How reinvestment rate assumption is considered in NPV, IRR and Modified IRR methods ? What is the assumed reinvestment rate of each method ?

Unit-III

5. Discuss the impact of financial leverage on share holders wealth by using return on Assets and Return on Equity analytic framework.
6. Explain briefly M.M. Approach to capital structure. State the assumptions and criticisms of the M.M. Approach.

Unit-IV

7. Determine the market value of equity shares of the company from the following information as Walter's model :

Earnings of Company	₹ 5,00,000
Dividend paid	₹ 3,00,000
Number of shares	1,00,000
Price earning ratio	8
Rate of return on Investment	15%

Are you satisfied with the current dividend policy of the firm, if not what should be the optimal dividend payout ratio ?

8. What is a stable dividend policy ? Why should it be followed ? What can be the consequences of changing a stable dividend policy ?

Unit-V

9. What is the concept of 'Operating Cycle' ? Why is it important in Working Capital Management ?
10. "The excess of current assets over current liabilities is the net current assets on working capital. Elucidate this statement with suitable example."

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MBA IInd Semester (CBCS) Examination

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MARKETING MANAGEMENT

(Core)

Paper : 205

Time : 3 Hours] [Maximum Marks { Regular : 60
ICDEOL : 70

Note :- Attempt *five* questions in all, selecting *one* question from each Unit. All questions carry equal marks.

Unit-I

1. Write a detailed note on the meaning and components of Marketing Information System and Marketing Research.
2. Explain the significance of understanding the Marketing Environment and also discuss the process of Environment scanning.

C-348

(1)

8793 Turn Over

Unit-II

3. State a descriptive note on the meaning and the key differences between Consumer and Industrial Markets. Support your answer with suitable examples.
4. Write a detailed note on the meaning and significance of Market Segmentation, Targeting and Positioning. Support your answer with suitable examples.

Unit-III

5. Discuss the stages of the product life cycle and their implications for marketing decisions. Support your answer with suitable examples.
6. Explain the concept of dynamic pricing and its application in industries and also state the benefits and potential ethical concerns associated with dynamic pricing.

Unit-IV

7. Describe the elements of the promotion mix and explain how these can be integrated to create effective marketing campaigns.

8. Discuss the criteria and considerations involved in the selection of distribution channels and also state the challenges for managing conflicts within distribution channels.

Unit-V

9. Discuss the stages and challenges involved in implementing a marketing plan and also explain the methods used for evaluating marketing performance.
10. Explain the concept of green marketing and its role in sustainability initiatives and also state how businesses use environmental concerns into their marketing strategies while maintaining profitability. Support your answer with suitable examples.

Unit-II

3. What are the primary costs and expenses your organization incurs in implementing and maintaining your inventory control system ?
4. What role does technology or inventory management software play in facilitating EOQ calculations and ensuring efficient inventory control ?

Unit-III

5. How does your organization handle facility location planning, including the critical factors and considerations influencing your choices for new facilities or branches ?
6. What steps are typically involved in conducting a method study, from identifying areas of improvement to implementing changes ?

Unit-IV

7. How does PERT/CPM assist in identifying critical paths and managing project timelines effectively ?
8. What are the key elements typically included in a Gantt chart ? How do they help in visualizing project schedules ?

Unit-V

9. What is the typical process for conducting acceptance sampling by attributes, from selecting samples to making decisions about acceptance or rejection ?
10. How do you anticipate control chart practices evolving in response to changing quality control demands or technological advancements ?

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RESEARCH METHODOLOGY

(Core)

Paper : 207

Time : 3 Hours] [Maximum Marks { Regular : 60
ICDEOL : 70

Note :- Attempt *five* questions in all, selecting *one* question from each Unit. Each question carries equal marks.

Unit-I

1. Define Research. What are the objectives of research ?
Explain its significance in modern times.
2. Elaborate the different steps involved in a research process with example.

C-350

(1)

8795 Turn Over

Unit-II

3. What do you mean by 'Sample Design' ? What points should be taken into consideration by a researcher in developing a sample design for this research project ?
4. Describe various sampling designs used in business research.

Unit-III

5. Differentiate between primary data and secondary data.
6. What are the various methods of collecting primary data ? Explain in detail.

Unit-IV

7. What are different types of analysis in research ?
8. What do you mean by multivariate analysis ? Explain how it differs from bivariate analysis.

Unit-V

9. Explain the steps involved in writing a repost.
10. What elements are included in the layout of the research report ?

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MBA (CBCS) IInd Semester Examination

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FUNDAMENTALS OF MANAGEMENT

Paper : MGT-GE-I

Time : 3 Hours]

[Maximum Marks : 80

Note :- Attempt five questions in all, selecting one question from each Unit. All questions carry equal marks.

Unit-I

1. Define Management. Explain briefly the various functions of Management.
2. Write a short Note on Social Responsibilities of a Manager.

Unit-II

3. Briefly discuss Scientific Management Theory of F.W Taylor.

C-351

(1)

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4. Explain the System Based Approach towards the Management.

Unit-III

5. Define Planning. What are the objectives of Planning ?
6. State the various steps in Planning.

Unit-IV

7. Define Staffing with special reference to recruitment.
8. Explain the various types of Organization.

Unit-V

9. What do you understand by Fiedler's Leadership Contingency Theory ?
10. "Leadership is the process by which an executive directs guides and influences the work of other". Discuss