INSTRUCTIONS TO THE CANDIDATES

1. All assignments are Compulsory as per their specialization.

2. Use A4 sheet. Your handwriting should be legible (Printed Copy will be not allowed).

3. Don’t use the Backside of the paper.

4. Do not fold the assignment.

5. Don’t copy from the Book and answer should be based on your own explanations.

6. All the assignments should be forwarded through the respective learning centre and sent to the “The Coordinator, Distance Education Cell, Regional Centre Coimbatore, Anna University, Jothipuram, Coimbatore – 641 047”


8. Mention Clearly your Name, URN, Programme, Branch, Subject and Subject Code.
# ASSIGNMENT SUBMISSION FOR CONTINUOUS ASSESSMENT

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### VALUATION

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(Total Marks in word)

Name of the Examiner

Signature of the Examiner with date
IV SEMESTER

104001 - BUSINESS RESEARCH METHODS

Total: 20 Marks

PART – A Answer Any Two Questions 2 x 5 = 10 Marks

1. Give a classification of Data collection.

2. Define hypothesis. What are the types of hypothesis? Explain them with suitable examples.

3. How to formulate a research design? Explain the classifications of research design.

PART – B Compulsory 1 x 10 =10 Marks

4. What is a research proposal? Elucidate the concept of ethics in business research with examples.

104002 - CORPORATE GOVERNANCE AND BUSINESS ETHICS

Total: 20 Marks

PART – A Answer Any Two Questions 2 x 5 = 10 Marks

1. Who are shareholders? Explain the responsibility and accountability of a stock owner.

2. Differentiate between economic and non – economic objectives of a corporation with suitable examples.

3. Define ethics. Explain individual values and its impacts on the working organization.

PART – B Compulsory 1 x 10 =10 Marks

4. What is corporate governance? Explain the functions of international governance with examples.

104006 - INTERNATIONAL BUSINESS ENVIRONMENT

Total: 20 Marks

PART – A Answer Any Two Questions 2 x 5 = 10 Marks

1. Define trade. Explain the tariff and non – tariff barriers of international trade in detail.

2. What is culture? Explain the internal and external impact of culture on organizations.

3. Explain any three international trade theories with examples.

PART – B Compulsory 1 x 10 =10 Marks

4. Differentiate between ethnocentric, polycentric and geocentric. Elucidate the mode of entry into the global markets with supporting examples.
104007 - ENTREPRENEURSHIP DEVELOPMENT

Total: 20 Marks

PART – A     Answer Any Two Questions             2 x 5 =10 Marks

1. Can you agree that Entrepreneurs are born not made? Discuss with examples
2. How are projects classified? Which criterion is more rational and acceptable for classification of projects?
3. Explain the cultural, social, economic and personality factors that affect the entrepreneurial growth.

PART – B     Compulsory                 1 x 10 =10 Marks

4. What are the guidelines of RBI for tackling the problems of Industrial Sickness?

104008 - STRATEGIC MANAGEMENT

Total: 20 Marks

PART – A     Answer Any Two Questions             2 x 5 =10 Marks

1. Discuss porter’s five force model.
2. Explain the role of SWOT analysis as a tool facilitating strategic choice at business level.
3. Explain BCG growth/share matrix.

PART – B     Compulsory                 1 x 10 =10 Marks

4. List and briefly describe various types of strategy with example.
SEMESTER – 1
PRINCIPLES OF MANAGEMENT (Course Code: 101001)
Total: 20 Marks
PART – A  
Answer Any Two Questions  
2 x 5 =10 Marks
1. Discuss how the four leadership styles described under the Path-Goal theory might assist or hinder in the process of leading people using this model of leadership.
2. Describe and discuss in detail, the management functions that are expected of managers.
3. What do you mean by change management? How does the technological change effects in the usage of communication devices?

PART – B  
Compulsory  
1 x 10 =10 Marks
4. Explain the 14 principles as described by Henri Fayol.

MANAGERIAL COMMUNICATION (Course Code: 101002)
Total: 20 Marks
PART – A  
Answer Any Two Questions  
2 x 5 =10 Marks
1. Explain the process of designing and developing oral communication presentations with suitable examples.
2. List the stages involved in the process of writing. How important is organizing and composing a message in an organization?
3. Assume of your own example and prepare a business document.

PART – B  
Compulsory  
1 x 10 =10 Marks
4. Define feedback. According to you, what are the barriers to communication and give measures to overcome those barriers.

ACCOUNTING FOR MANAGERS (Course Code: 101003)
Total: 20 Marks
PART – A  
Answer Any Two Questions  
2 x 5 =10 Marks
1. Explain the generally accepted accounting principles with examples.
2. In detail explain the element – wise classification of costs.
3. Briefly explain various types of ratio.

PART – B  
Compulsory  
1 x 10 =10 Marks
4. From the following information compute the following ratios:
   a) Gross Profit
   b) Net Profit
   c) Current ratio
d) Debtors’ turnover ratio

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Amount</th>
<th>Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creditors</td>
<td>16,000</td>
<td>Cash in hand</td>
<td>26,020</td>
</tr>
<tr>
<td>Bills Payable</td>
<td>6,500</td>
<td>Sundry Debtors</td>
<td>11,710</td>
</tr>
<tr>
<td>Debentures</td>
<td>1,00,000</td>
<td>Stock on hand</td>
<td>49,460</td>
</tr>
<tr>
<td>Reserves</td>
<td>84,500</td>
<td>Fixed Assets</td>
<td>2,19,810</td>
</tr>
<tr>
<td>Share Capital</td>
<td>1,00,000</td>
<td>Total</td>
<td>3,07,000</td>
</tr>
<tr>
<td>Total</td>
<td>3,07,000</td>
<td>Sales</td>
<td>1,95,000</td>
</tr>
<tr>
<td>Gross Profit</td>
<td></td>
<td></td>
<td>17,250</td>
</tr>
<tr>
<td>Net Profit</td>
<td></td>
<td></td>
<td>65,000</td>
</tr>
</tbody>
</table>

**MANAGERIAL ECONOMICS (Course Code: 101004)**

Total: 20 Marks

**PART – A**  
Answer Any Two Questions  
2 x 5 =10 Marks

1. ‘Managerial Economics is a part of normative Economics. It is pragmatic and conceptual in nature’- Discuss.

2. Explain any two theories of inflation with existing examples.

3. The estimation of cost-output relationship is a critical task. Brief the methods that can be used to establish this exact relationship?

**PART – B**  
Compulsory  
1 x 10 =10 Marks

4. Elucidate the concepts and measurement of National Income.

**ORGANIZATIONAL BEHAVIOUR (Course Code: 101005)**

Total: 20 Marks

**PART – A**  
Answer Any Two Questions  
2 x 5 =10 Marks

1. How are OB concepts addressed in Management functions, roles & skills?

2. Discuss the major classifications of power. How power and politics are inter - related in organization?

3. Differentiate between perception and individual decision – making. Explain the problems of participative decision making with examples.

**PART – B**  
Compulsory  
1 x 10 =10 Marks

4. What are the steps involved in group development? In brief, explain the modules of training the individuals into team players.
SEMESTER – 2
102001 - OPERATIONS RESEARCH

PART A

Answer Any TWO Questions 2 x 5 = 10 marks

1. a) A company makes two types of leather products A & B. Product A is of high quality and product B is of low quality. The respective profits are Rs.4 and Rs.3 per product. Each product A requires twice as much as time as product B and if all products were of type B, the company could make 1000 per day. The supply of leather is sufficient for only 800 products per day (both A & B combined). Product A requires a special part and only 400 per day are available. There are only 700 Special spare parts a day available for product B. Formulate this as a LPP and solve by graphical method.

b) The sales (in thousands of rupees) in a company follow Poisson distribution with mean 5. Using the Monte-Carlo technique estimate the sales for 10 days.

2. a) Find the initial basic feasible solution for the following transportation problem by Vogel’s Approximation method. And find the optimal solution.

<table>
<thead>
<tr>
<th>To</th>
<th>supply</th>
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<tr>
<td>1</td>
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<tr>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Demand</td>
<td>30</td>
</tr>
<tr>
<td>Demand</td>
<td>20</td>
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</table>

3. a) Solve the following game

\[
\begin{array}{ccc}
A_1 & A_2 & A_3 \\
B_1 & 1 & 7 & 2 \\
B_2 & 0 & 2 & 7 \\
B_3 & 5 & 1 & 6
\end{array}
\]

b) An automobile fleet owner has the following direct operation cost (Petrol and oil) and increased maintenance cost (repairs, replacement of parts etc). The initial cost of the vehicle is Rs. 70,000. The operation cost, the maintenance cost and the resale price are all given in table 1 for five years.

<table>
<thead>
<tr>
<th>Year of service</th>
<th>Annual operating cost (Rs.)</th>
<th>Annual maintenance cost (Rs.)</th>
<th>Resale value (Rs.)</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>10000</td>
<td>6000</td>
<td>40000</td>
</tr>
<tr>
<td>2</td>
<td>15000</td>
<td>8000</td>
<td>20000</td>
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<td>3</td>
<td>20000</td>
<td>12000</td>
<td>15000</td>
</tr>
<tr>
<td>4</td>
<td>26000</td>
<td>16000</td>
<td>10000</td>
</tr>
</tbody>
</table>
4. a) Solve NLPP \[ Min \quad z = 2x_1 + 3x_2 - x_1^2 - 2x_2^2 \]
   Subject to \[ x_1 + 3x_2 \leq 6, \quad 5x_1 + 2x_2 \leq 10, \quad x_1, x_2 \geq 0. \]

   b) Find the optimum schedule for the project with the following data

   \[ \begin{array}{cccccccc}
   Activity & 1-2 & 1-3 & 1-4 & 2-4 & 2-5 & 3-5 & 4-5 \\
   a & 2 & 3 & 4 & 8 & 6 & 2 & 2 \\
   m & 4 & 4 & 5 & 9 & 8 & 3 & 5 \\
   b & 5 & 6 & 6 & 11 & 12 & 4 & 7 \\
   \end{array} \]
102002 - MARKETING MANAGEMENT

Maximum : 20 Marks

PART A
Answer Any TWO Questions 2 x 5 = 10 marks

1. Define Marketing.
2. What do you mean by Market Segmentation?

PART B
COMPULSORY 1 X 10 = marks

4. Discuss the Marketing Mix with consumer durable products.

102003 - HUMAN RESOURCE MANAGEMENT

Maximum : 20 Marks

PART A
Answer Any TWO Questions 2 x 5 = 10 marks

1. Define Human Resource Management
2. Define Performance Appraisal
3. What is HR Audit

PART B
COMPULSORY 1 X 10 = marks

4. Discuss about Human Resource Information System
102004 – FINANCIAL MANAGEMENT

Maximum : 20 Marks

PART A Answer Any TWO Questions 2 x 5 = 10 marks

1. Discuss in detail the Finance Functions and evaluate the emerging role of the finance merger in the liberalized economy.

2. Explain the following in detail?
   a) Venture Capital
   b) Hybrid Financing Instruments
   c) Corporate Restructuring

3. Critically examine the difficult polices of a corporate in working capital financing.

PART B COMPULSORY 1 X 10 = marks

4. Evaluate various techniques of Financial Statement analysis and explain the scope of ratios in analyzing the financial health of company.

102005 - OPERATIONS MANAGEMENT

Maximum : 20 Marks

PART A Answer Any TWO Questions 2 x 5 = 10 marks

1. Explain the process of planning and designing.

2. Explain the various types of production systems.

3. Discuss the bottlenecks in implementing JIT in India.

PART B COMPULSORY 1 X 10 = marks

4. Explain the factors affecting facility location of Operations Management in India
102006 - PRODUCT AND BRAND MANAGEMENT

Maximum : 20 Marks

PART A
Answer Any TWO Questions 2 x 5 = 10 marks

1. Define Product
2. Define Brand
3. What is Brand Equity

PART B
COMPULSORY 1 X 10 = marks

4. What is New Product Planning and explain the successful of new product launches and new product failure dimensions

102010 - CONSUMER BEHAVIOUR

Maximum : 20 Marks

PART A
Answer Any TWO Questions 2 x 5 = 10 marks

1. What is meant by consumer attitude? What are its components and functions?
2. Write the important features of Engel, Kollat, and Blackwell model?
3. What factors influence reference groups to make decisions on products and brands?

PART B
COMPULSORY 1 X 10 = marks

4. CRM in consumer marketing. Discuss
PART A | Answer Any TWO Questions | 2 x 5 = 10 marks
---|---|---
1. Explain Japanese Candlesticks model.
2. Explain the valuation of Equity and Preference Shares.
3. Explain the process of Portfolio Management

PART B | COMPULSORY | 1 X 10 = marks
---|---|---
4. Discuss in detail the analysis of Risk and Return

PART A | Answer Any TWO Questions | 2 x 5 = 10 marks
---|---|---
1. What are futures and forwards? Discuss the mechanics behind these derivative instruments.
2. Briefly describe the meaning and types of Options contract. How are Options Valued?
3. Write about the Heath, Jarrow & Morton Model and the LIBOR Market model.

PART B | COMPULSORY | 1 X 10 = marks
---|---|---
4. What are Swap contracts? Explain the types of contracts and its usefulness.
PART A  Answer Any TWO Questions  2 x 5 = 10 marks
1. Discuss about various software project models and corresponding applications area.
2. State about various software cost estimate techniques.
3. What do you mean by risk management? Analysis your view in software risk management.

PART B  COMPULSORY  1 X 10 = marks
4. Define SQA and how it ensures quality aspect of software.
102027 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

PART A  Answer Any TWO Questions  2 x 5 = 10 marks
1. Elucidate the importance of Logistics and Supply Chain Management

2. Examine the nature and scope of Global Supply Chain Management with reference to the challenges of it

3. Explain the following in detail
   a) Supply Chain information System
   b) E- Manufacturing
   c) ERP Design and implementation

PART B  COMPULSORY  1 X 10 = marks
4. Examination the transportation infrastructure with its functionality, principles and the importance of participants.

102030 - CORPORATE FINANCE

PART A  Answer Any TWO Questions  2 x 5 = 10 marks
1. What are the objectives of Corporate Finance? Discuss the role of the firm and financial markets.

2. How is valuation of securities done? What are the different types of Bonds? What is meant by Duration of a bond?

3. Explain why companies opt to pay Dividend. What are the empirical evidences on Dividend policy?

PART B  COMPULSORY  1 X 10 = marks
102031 - BANKING

Maximum : 20 Marks

PART A Answer Any TWO Questions 2 x 5 = 10 marks

1. Discuss the banking reforms with special reference to
   a) Ghosh Committee
   b) Nadkarni Committee recommendation

2. Explain the following in detail.
   a) IT Act 2000
   b) Consumer Protection Act 2002

3. Evaluate the scope of new financial product and service in money market & capital Market.

PART B COMPULSORY 1 X 10 = marks

4. Critically examine the RBI norms for working capital inventory and mutual funds

102034 – NETWORK MANAGEMENT

Maximum : 20 Marks

PART A Answer Any TWO Questions 2 x 5 = 10 marks

1. Discuss various activities in Network management.

2. Write the SNMP model in details.

3. Describe about Network management standards in details.

PART B COMPULSORY 1 X 10 = marks

4. Explain about ADSL Management and its configuration.
102035 – TELECOM POLICIES AND TECHNOLOGY

Maximum : 20 Marks

PART A  Answer Any TWO Questions  2 x 5 = 10 marks

1. Describe about Storage switching system in details.

2. Discuss the crossbar switch configurations.

3. Discuss the Fiber Optic Transmission in details.

PART B  COMPULSORY  1 X 10 = marks

4. Explain step by step processing of speech transmission in details.

102039 - MANAGING HEALTH SERVICES

Maximum : 20 Marks

PART A  Answer Any TWO Questions  2 x 5 = 10 marks

1. Explain the different steps involved in planning for a New Hospital.

2. Write about the typical Organizational Structure of a Hospital. How does it from other organizational structures?

3. Explain the critical role played by Public Relations Department in Hospitals

PART B  COMPULSORY  1 X 10 = marks

4. What is Solid Waste Management? How critical is it in the Management of Hospitals?
102040 - AIRLINE OPERATIONS AND MANAGEMENT

Maximum : 20 Marks

PART A  Answer Any TWO Questions  2 x 5 = 10 marks

1. Trace the growth of Aviation and its Development over the last two decades.
2. Give a write up on the Aviation Management Structure with emphasis on Airport Planning.
3. Write the role played by the International Civil Aviation Organization (ICAO).

PART B  COMPULSORY  1 X 10 = marks

4. Write about the Regulatory frameworks governing the Aviation activities in India.

102041 - AIRPORT PLANNING AND ADMINISTRATION

Maximum : 20 Marks

PART A  Answer Any TWO Questions  2 x 5 = 10 marks

1. Write about the Significance of Aviation Industry in the Indian context.
2. Trace the history and development of an Airport.
3. What is the meaning of Airport Slot Trading? What are the different levels of Airport activity and how is it managed.

PART B  COMPULSORY  1 X 10 = marks

4. Briefly mention the steps and processes involved in the Airport Planning System.
102055 - PERFORMANCE MANAGEMENT

Maximum : 20 Marks

PART A Answer Any TWO Questions 2 x 5 = 10 marks

1. Define Performance Management
2. Define and purposes of Strategic Planning
3. Define Contingent Pay

PART B COMPULSORY 1 X 10 = marks

4. Discuss about 360 Degree feedback system

102056 - COMPENSATION MANAGEMENT

Maximum : 20 Marks

PART A Answer Any TWO Questions 2 x 5 = 10 marks

1. Explain the characteristics of an effective compensation system.
2. Explain briefly about the Minimum Wages Act.
3. Write a note on job analysis, job evaluation and job description.

PART B COMPULSORY 1 X 10 = marks

4. Describe briefly about the various employee benefits and services.
SEMESTER - 3
III SEMESTER

103007 - MUTUAL FUNDS
Total: 20 Marks

PART – A
Answer Any Two Questions
2 x 5 =10 Marks
1. Explain the concept and rationale behind a mutual fund. Briefly outline the structure and functioning of a mutual fund.
2. Detail with examples the different types of mutual funds available in Indian Mutual fund industry.
3. Discuss briefly the various techniques to evaluate the performance of mutual funds.

PART – B
Compulsory
1 x 10 =10 Marks
4. Discuss the current status of Mutual funds in India.

103008 - E-BANKING
Total: 20 Marks

PART – A
Answer Any Two Questions
2 x 5 =10 Marks
1. Why technology is inevitable for the banking sector to retain customer and do more service.
2. Explain the strategic advantage and disadvantage of Core Banking Solution.
3. Why network security is the critical element in banking services.

PART – B
Compulsory
1 x 10 =10 Marks
4. How the Banks should have a control system to have effective functioning?

103009 - E-COMMERCE
Total: 20 Marks

PART – A
Answer Any Two Questions
2 x 5 =10 Marks
1. What are the business opportunities provided by e-commerce.
2. Write about the ethical issues pertaining to e-commerce.
3. Awareness regarding online trading has increased manifold in the last few years. Write about its advantages and disadvantages.

PART – B
Compulsory
1 x 10 =10 Marks
4. Trace the growth and development of E-Commerce.
103011 - ENTERPRISE RESOURCE PLANNING
Total: 20 Marks

PART – A
Answer Any Two Questions 2 x 5 = 10 Marks
1. What are the main characteristics of an ERP system? List the benefits and disadvantages of implementing an ERP system.
2. What are master data and why are master data an important part of ERP? What is document flow and why is it important?
3. Discuss the various methods of accessing ERP systems over the internet.

PART – B
Compulsory 1 x 10 = 10 Marks
4. Explain about the HR features of Advanced SAP R/3.

103012 - EXPORT PROCEDURES AND DOCUMENTATION
Total: 20 Marks

PART – A
Answer Any Two Questions 2 x 5 = 10 Marks
1. Write about the new Exim policy of 2005-07.
2. What are Special Economic Zones? What is the role played by SEZ’s?
3. Briefly discuss the role played by ECGC in promoting Exports.

PART – B
Compulsory 1 x 10 = 10 Marks
4. Critically evaluate the current situation of foreign trade in India. Highlight important factors that hinder the development of Exports or imports in India.

103014 - GLOBAL HEALTH ISSUES
Total: 20 Marks

PART – A
Answer Any Two Questions 2 x 5 = 10 Marks
1. Write about the changes in the environment and its impact on Health of individuals.
2. What is the impact of Globalization on Food?
3. Explain the impact of Swine flu in India. What steps do Government take to manage such Pandemics.

PART – B
Compulsory 1 x 10 = 10 Marks
4. Write about the role of WTO in the Global Health sector.
103016 - HEALTH LAWS AND INDUSTRIAL RELATIONS

Total: 20 Marks

PART – A  Answer Any Two Questions  2 x 5 =10 Marks
1. What are all the guidelines given in factory act to have sound health of workers?
2. Why industrial harmony is essential in globalization, analyze the factors which are determining it.
3. Explain the genesis of industrial conflict and methods to solve it.

PART – B  Compulsory  1 x 10 =10 Marks
4. Critically evaluates the statutory and non statutory welfare measures.

103018 - INDUSTRIAL AND AGRICULTURAL MARKETING

Total: 20 marks

PART – A  Answer Any Two Questions  2 x 5 =20 Marks
1. Explain the pros & cons of industrial marketing.
2. Elaborate the market segmentation for industrial productivity.
3. Explain the concept agricultural marketing functions processes and practices in India.

PART – B  Compulsory  1 x 10 =10 Marks
4. How the regulations of agricultural marketing benefits the Indian farmers.

103019 - INDUSTRIAL RELATIONS AND LABOUR LAWS

Total: 20 Marks

PART – A  Answer Any Two Questions  2 x 5 =10 Marks
1. Why Industrial Relation is the key for effective functioning of organization.
2. How to avoid conflict in industry? Explain the methods of conflict Management systems.
3. Explain the methods of Grievances Addressing System.

PART – B  Compulsory  1 x 10 =10 Marks
4. Explain the factories act 1948 in Principle and Practice?
PART – A Answer Any Two Questions 2 x 5 =10 Marks

1. Explain the drivers of globalization.
2. Discuss critically the status of FDI investment in India.
3. Write about Michael Porter’s theory on Competitive advantage and its impact on International Business.

PART – B Compulsory 1 x 10 =10 Marks
4. Explain the Strategies for firms to go global expansions.

PART – A Answer Any Two Questions 2 x 5 =10 Marks

1. Explain the need for managers to understand the international business culture in the current scenario.
2. Write about the different types of models that explains culture.
3. What are the factors that are to be considered in Global recruitment and selection?

PART – B Compulsory 1 x 10 =10 Marks
4. Write about the labour issues and management in Multi-national companies.

PART – A Answer Any Two Questions 2 x 5 =10 Marks

1. Explain the architectural design to internet addresses.
2. How to make policy routing between users and peers sample.
3. How to create fire wall design and ensure internet security.

PART – B Compulsory 1 x 10 =10 Marks
103025 - ISSUES IN PUBLIC HEALTH

Total: 20 Marks

PART – A  Answer Any Two Questions  2 x 5 =10 Marks
1. What are the challenges faced by the Public health practitioners in the recent years?
2. Explain the presence of Inequalities in health. Suggest methods to overcome it.
3. Write about Health Impact assessment. What is its purpose and mention the methods for measuring the health impact assessment.

PART – B  Compulsory  1 x 10 =10 Marks
4. Write about the impact of global epidemic. Discuss the impact of the swine flu in India.

103026 - HEALTH POLICY AND HEALTH CARE EVALUATION

Total: 20 Marks

PART – A  Answer Any Two Questions  2 x 5 =10 Marks
1. Write in detail about National Health Policy of 1983.
2. How to strengthen Maternal health policy process in India.
3. Explain in detail about evaluating the effectiveness of National immunisation program.

PART – B  Compulsory  1 x 10 =10 Marks
4. Define Equity. How to eliminate inequity in health care with examples.

103027 - IT FOR MANAGERS AND MIS

Total: 20 Marks

PART – A  Answer Any Two Questions  2 x 5 =10 Marks
1. How best an organization can use Information Technology for strategic advantage?
2. DSS (Decision Support Systems) helps to Increase the Business – How it is to be implemented?
3. What are all the fundamentals an organization should keep in doing E-Commerce?

PART – B  Compulsory  1 x 10 =10 Marks
4. When organizations are becoming Translational, to manage its Business operations and employees MIS is inevitable - Elucidate.
103028 - KNOWLEDGE AND CHANGE MANAGEMENT

Total: 20 Marks

PART – A  Answer Any Two Questions  2 x 5 =10 Marks
1. How an effective organization culture can be created in a changing environment.
2. Explain the role of change agent in building strong knowledge organization.
3. How to forecast change and how to overcome the resistance?

PART – B  Compulsory  1 x 10 =10 Marks
4. Knowledge management is the challenge to the leaders for development-comment.

103030 - MANAGEMENT OF COST AND CONTROL SYSTEM

Total: 20 Marks

PART – A  Answer Any Two Questions  2 x 5 =10 Marks
1. Define cost? Why does cost need to be managed?
2. Evaluate the costs and benefits of implementing activity-based costing systems.
3. How do costs behave? Discuss the various Cost estimation methods.

PART – B  Compulsory  1 x 10 =10 Marks
4. Explain transfer prices and criteria used to evaluate them. Discuss the three methods of calculating transfer pricing.

103033 - MATERIALS MANAGEMENT

Total: 20 Marks

PART – A  Answer Any Two Questions  2 x 5 =10 Marks
1. In many organizations materials management is a biggest challenge - Analyze.
2. How MRP I & MRP II is practiced.
3. What are all the road blocks in standardization?

PART – B  Compulsory  1 x 10 =10 Marks
4. Learning curve helps production managers to minimum waste and improves Productivity – Do you agree or not.
103034 - ORGANISATIONAL DEVELOPMENT

Total: 20 Marks

PART – A
Answer Any Two Questions 2 x 5 =10 Marks

1. How Values, beliefs can influence Organization Development.
2. Explain Organizational Development Interventions Techniques?
3. How the coaching and mentoring helps in Organizational Development process.

PART – B
Compulsory 1 x 10 =10 Marks

4. Explain the role of Client Consultant relationship in Organizational Development to overcome the power politics in organization.

103035 - PROJECT MANAGEMENT

Total: 20 Marks

PART – A
Answer Any Two Questions 2 x 5 =10 Marks

1. Define a Project. What are the different types of projects and discuss their characteristics.
2. The project manager makes or breaks a project – Justify the roles and responsibilities of a project manager.
3. Discuss the use PERT in project management.

PART – B
Compulsory 1 x 10 =10 Marks

4. Analyze the different methods of Project control.

103036 - RETAIL AND LOGISTICS MANAGEMENT

Total: 20 Marks

PART – A
Answer Any Two Questions 2 x 5 =10 Marks

1. Explain the buying behavior changes due to retail revolution.
2. Supply Chain determines the success or failure of the Retailing – How and Why?
3. Evaluate the shopping motives and purchase decision making.

PART – B
Compulsory 1 x 10 =10 Marks

4. Explain the theories of retail change in the global perspective.
103038 - SERVICES MARKETING
Total: 20 Marks

PART – A  
Answer Any Two Questions 2 x 5 =10 Marks
1. Clarify the distinction between the service operations system, the service delivery system.
   Identify key distinctions there systems between high contact and Low contact services.
2. How do you design an effective communications mix for services?
3. Distinguish between distributions of supplementary and core services?

PART – B  
Compulsory  1 x 10 =10 Marks
4. Discuss in detail about Yield Management

103039 - SOFTWARE ESTIMATION AND COSTING
Total: 20 Marks

PART – A  
Answer Any Two Questions 2 x 5 =10 Marks
1. Different the various approaches used to estimate Software costs.
2. Write about manual software estimating methods.
3. How are software requirements estimated? How do estimates for Software estimation and design carried out?

PART – B  
Compulsory  1 x 10 =10 Marks

103040 - SOFTWARE MAINTENANCE
Total: 20 Marks

PART – A  
Answer Any Two Questions 2 x 5 =10 Marks
1. Explain the need for software maintenance and issues surrounding them.
2. Write about the various types of problem reporting and their implications on software maintenance.
3. Discuss the software maintenance lifecycle activities in detail and write about the common technical problems encountered in Software maintenance.

PART – B  
Compulsory  1 x 10 =10 Marks
4. What are the popular tools used in Software maintenance?
**103041 - SOFTWARE QUALITY ASSURANCE**

Total: 20 Marks

PART – A  
**Answer Any Two Questions**  
2 x 5 =10 Marks

1. What questions do you ask to diagnose the existing quality system as a QS auditor?  
2. Elaborate the various contents of the software quality plan.  
3. Discuss the Boehm’s software product quality model in detail.

PART – B  
**Compulsory**  
1 x 10 =10 Marks

4. Discuss about Software measurement & Methods.

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**103042 - TELECOM SERVICES AND INFORMATION SECURITY**

Total: 20 Marks

PART – A  
**Answer Any Two Questions**  
2 x 5 =10 Marks

1. Explain the technological development of mobile phone in the world.  
2. How system architecture and protocol architecture are having the similarities and dissimilarities.  
3. Explain the merits demerits of Bluetooth.

PART – B  
**Compulsory**  
1 x 10 =10 Marks

4. Explain the process of cryptography.

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**103043 - TRAINING AND DEVELOPMENT**

Total: 20 Marks

PART – A  
**Answer Any Two Questions**  
2 x 5 =10 Marks

1. Write in brief the need and scope of training? How are training assessment made?  
2. Explain the detail the different types of training methods used?  
3. Discuss the various approaches to Management Development.

PART – B  
**Compulsory**  
1 x 10 =10 Marks

4. What is meant by Validation? Explain the concept and the types of validation used.
103044 - MANAGEMENT OF SERVICES
Total: 20 Marks

PART – A Answer Any Two Questions 2 x 5 =10 Marks
1. Explain Service Quality in Hospitality Business.
2. How to measure service Quality
3. Why Queuing system is very important in servicing? Detail its execution

PART – B Compulsory 1 x 10 =10 Marks
4. Franchising Model is a method to expand Global Services – Discuss.

103045 - INTERNATIONAL MARKETING
Total: 20 Marks

PART – A Answer Any Two Questions 2 x 5 =10 Marks
1. Explain the scope and challenges in International Marketing?
2. What is the Impact to WTO in India’s trade?
3. How a domestic Firm can go Global. Analyze the merits and demerits of each method.

PART – B Compulsory 1 x 10 =10 Marks
4. Culture plays a vital role in consumption. Explain its characteristics & impacts.

103047- MANAGING GLOBAL BUSINESSES
Total: 20 Marks

PART – A Answer Any Two Questions 2 x 5 =10 Marks
1. Explain the importance of organizational culture in globalization.
3. How organizational design helps to improve the productivity and manage people.

PART – B Compulsory 1 x 10 =10 Marks
4. Why global leadership is important in the dynamics of global competition.
103048 - TREASURY MANAGEMENT
Total: 20 Marks

PART – A
Answer Any Two Questions 2 x 5 =10 Marks
1. Explain the meaning of Treasury management and its importance.
2. What are the different kinds of financial statements? How are they analyzed?
3. Explain the impact of international financial markets on Indian markets.

PART – B
Compulsory 1 x 10 =10 Marks
4. Explain briefly the environment of Treasury management.

103049 - MARKETING RESEARCH
Total: 20 Marks

PART – A
Answer Any Two Questions 2 x 5 =10 Marks
1. Explain Research Designs and its importance in Markets function.
2. Analyze the sampling techniques with its merits & demerits.
3. How to write Research report?

PART – B
Compulsory 1 x 10 =10 Marks
4. Prepare a questionnaire for a market survey for a FMCG product and test it with parametric tools.

103050 - CAPITAL MARKETS
Total: 20 Marks

PART – A
Answer Any Two Questions 2 x 5 =10 Marks
1. Trace the developments of the Indian Capital Market.
2. What are the SEBI guidelines relating to the regulations of Mutual funds in India?
3. Compare the development of the Indian and European capital markets.

PART – B
Compulsory 1 x 10 =10 Marks
4. Comment on the performance of derivatives market in India.
103052 - MERGERS, ACQUISITION AND CORPORATE RESTRUCTURING
Total: 20 Marks
PART – A Answer Any Two Questions 2 x 5 =10 Marks
1. What is the rationale behind Mergers? Explain briefly the different types of mergers.
2. How are mergers evaluated? Discuss the different approaches to evaluation.
3. What is a Takeover? Briefly mention the various methods of takeover defenses.

PART – B Compulsory 1 x 10 =10 Marks
4. What is meant by Stock repurchases, explain the theory behind stock repurchases.

103053 - RISK MANAGEMENT AND INSURANCE
Total: 20 Marks
PART – A Answer Any Two Questions 2 x 5 =10 Marks
1. Explain various insurance schemes for non-life policy.
2. Disaster Management risk coverage – Analyze.
3. Evaluate various pension schemes in India.

PART – B Compulsory 1 x 10 =10 Marks
4. The Role of regulatory agencies in controlling the insurance sector in India.

103055 - AVIATION MANAGEMENT
Total: 20 Marks
PART – A Answer Any Two Questions 2 x 5 =10 Marks
1. Write about the Civil Aviation sector in India.
2. Write an account of the AVSEC rules and regulations.
3. Write notes on the National Transportation Safety Board.

PART – B Compulsory 1 x 10 =10 Marks
4. Explain the role of IATA.
103056 - AVIATION AND AIRPORT SECURITY
Total: 20 Marks
PART – A Answer Any Two Questions 2 x 5 =10 Marks
1. Discuss the development of Aviation Industry in India.
2. Explain the different safety tools used for screening in Airports.
3. Write about the safety measures undertaken in Airports for ensuring security?

PART – B Compulsory 1 x 10 =10 Marks
4. Discuss the important issues pertaining to Airport safety.

103057 - AIRCRAFT LAW AND CONVENTION
Total: 20 Marks
PART – A Answer Any Two Questions 2 x 5 =10 Marks
1. Write about Aircraft Arriving and Departing.
2. Discuss in detail about the Air Corporations Act of 1953.
3. Write about the basic tenets of the National Airport Authority Act of 1985.

PART – B Compulsory 1 x 10 =10 Marks
4. Brief about the acts pertaining to Hijacking and Civil Offences.

103058 - AIRPORT ENGINEERING
Total: 20 Marks
PART – A Answer Any Two Questions 2 x 5 =10 Marks
1. Write about Air Transport in India.
2. Write about the Environmental issues taken into consideration while designing the Airport Architecture.
3. What are the steps involved in planning and Design of Airport Terminal Areas?

PART – B Compulsory 1 x 10 =10 Marks
4. Explain the procedure involved in Airport Pavement design. What are the different types of pavements?