

CENTRE FOR DISTANCE EDUCATION MBA ASSIGNMENT TOPICS

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"
- 7. Last date for submission of assignment: 12.12.2012.
- 8. Mention Clearly your Name, URN, Program, Branch, and Subject & Subject Code.

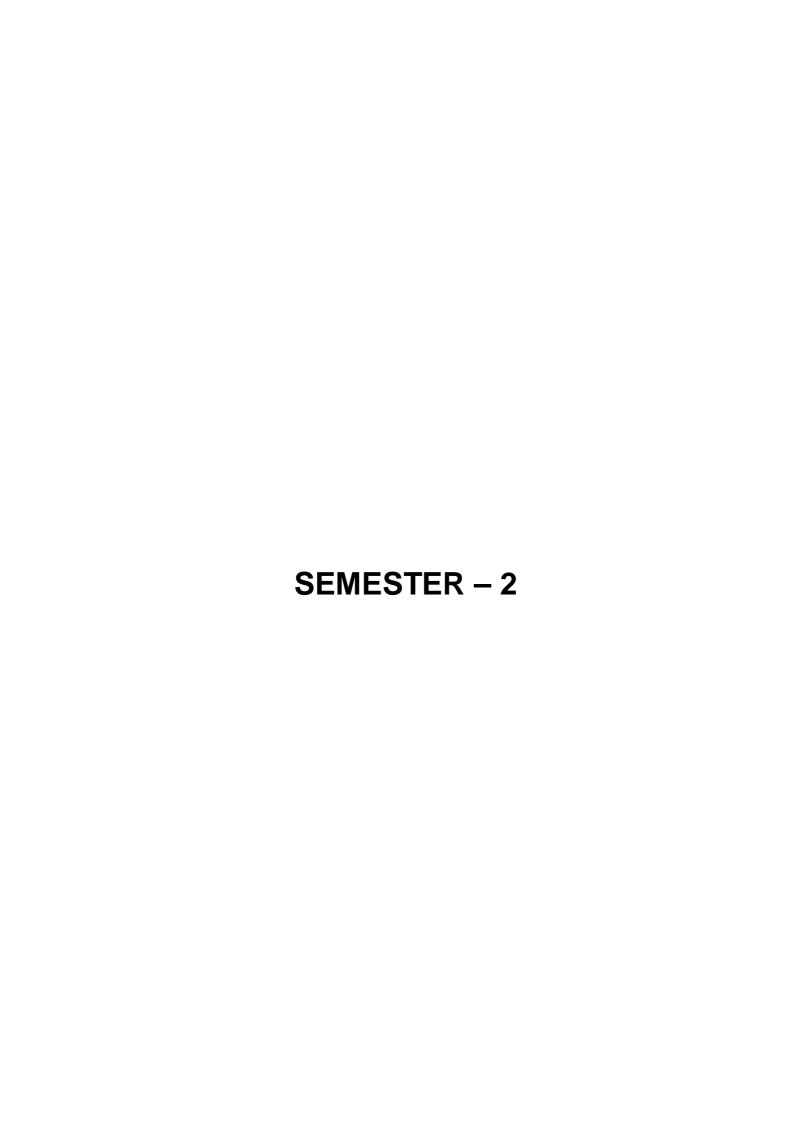
Ref. No.	
----------	--



ANNA UNIVERSITY

CHENNAI - 600 025

CENTRE FOR DISTANCE EDUCATION										
MBA DEGREE EXAMINATIONS - JAN / FEB 2013 (For the Students of Erstwhile Anna University of Technology Coimbatore)										
ASSIGNMENT SUBMISSION FOR CONTINUOUS ASSESSMENT										
URN:										
NAME				:						
PROGRAM	ИМЕ			:						
BRANCH				:						
SEMESTE	R			:						
SUBJECT	CODE	AND 1	TITLE	:						
Programm	ne		:							
Branch	Branch :									
Semester	Semester :									
Subject C	Subject Code and Title :									
For Office Use Only VALUATION										
Question	Part Λ Part R Total (Part Λ + Part R)					Part A + Part B)				
Marks	1		2		3		4	-		
(Total Marks in word)										
Name of the Examiner Signature of the Examiner with date										



102001 - OPERATIONS RESEARCH

PART A

Answer Any TWO Questions

 $2 \times 5 = 10 \text{ marks}$

- 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 areRs.4 and Rs.3 per product. Each product A requires twice as much as time as product Band 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.

		supply			
	1	2	1	4	30
From	3	3	2	1	50
	4	2	5	9	20
Demand	20	40	30	10	1

3. a) Solve the following game

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.

Year of service	Annual operating cost (Rs.)	Annual maintenance cost (Rs.)	Resale value (Rs.)
1	10000	6000	40000
2	15000	8000	20000
3	20000	12000	15000
4	26000	16000	10000

4.

a) Solve NLPP $Min \ z = 2x_1 + 3x_2 - {x_1}^2 - 2{x_2}^2$ Subject to $x_1 + 3x_2 \le 6$, $5x_1 + 2x_2 \le 10$ x_1 , $x_2 \ge 0$.

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

Activity: 1-2 1-3 1-4 2-4 2-5 3-5 4-5

8 2 3 4 6 2 *a* : 2 3 4 5 9 8 5 m:

5 6 6 4 7 b: 11 12

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?	
3.	Draw a Product Life Cycle.	
PART B	COMPULSORY	1 X 10 = marks
4.	Discuss the Marketing Mix with consumer durable products.	
	102003 - HUMAN RESOURCE MANAGEMENT	
	102003 - HUMAN RESOURCE MANAGEMENT Maximum : 20 Marks	
PART A		2 x 5 = 10 marks
PART A 1.	Maximum : 20 Marks	2 x 5 = 10 marks
	Maximum : 20 Marks Answer Any TWO Questions	2 x 5 = 10 marks
1.	Maximum: 20 Marks Answer Any TWO Questions Define Human Resource Management	2 x 5 = 10 marks
1. 2.	Maximum: 20 Marks Answer Any TWO Questions Define Human Resource Management Define Performance Appraisal	2 x 5 = 10 marks 1 X 10 = marks

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 efinance merger in the liberalized economy.	merging role of the			
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 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

102014 - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Maximum: 20 Marks

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

102016 - FUTURE, OPTIONS AND DERIVATIVES

Maximum: 20 Marks

PART A Answer Any TWO Questions

 $2 \times 5 = 10 \text{ marks}$

- 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.

102018 - SOFTWARE PROJECT MANAGEMENT

Maximum: 20 Marks

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 N	Management
2.	Examine the nature and scope of Global Supply Chain Mareference to the challenges of it	anagement with
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 function	tionality, principles

Examination the transportation infrastructure with its functionality, principles

102030 - CORPORATE FINANCE

and the importance of participants.

PART A **Answer Any TWO Questions** $2 \times 5 = 10 \text{ marks}$ 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

4. Write a note on a. Equity repurchases b. Stock Splits and c. Stock Dividends.

102031 - BANKING

Maximum: 20 Marks

PART A **Answer Any TWO Questions** $2 \times 5 = 10 \text{ marks}$ 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. **COMPULSORY** 1 X 10 = marks **PART B** 4. Critically examine the RBI norms for working capital inventory and mutual funds 102034 - NETWORK MANAGEMENTGY Maximum: 20 Marks PART A **Answer Any TWO Questions** $2 \times 5 = 10 \text{ marks}$ Discuss various activities in Network management. 1.

- 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.



103007 - MUTUAL FUNDS

Maximum: 20 Marks

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

- 1. Discuss the regulatory framework of Mutual Fund in India
- 2. Explain e-marketing process for mutual funds
- 3. Explain the role of association of mutual funds in India

PART B COMPULSORY 1 X 10 = marks

4. Discuss the SEBI guidelines for mutual funds in India

103008 - E- BANKING

Maximum: 20 Marks

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

- 1. Narrate the functions of IT department in implementing the Core Banking System.
- 2. Evaluate the Security and Control CBS and review the Security Policy Implementation.
- 3. Critically examine the importance of network vulnerability assessment in controlling the banking operations.

PART B COMPULSORY 1 X 10 = marks

- 4. Explain the following in detail:
 - a) Disaster recover Planning
 - b) Internet banking process
 - c) System development of change management in banking systems

103009 - E-COMMERCE

Maximum: 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 = marks

4. Trace the growth and development of E-Commerce.

103011 - ENTERPRISE RESOURCE PLANNING

Maximum: 20 Marks

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

- 1. How to create HRIS for an enterprise having 50,000 workers.
- 2. How SAP helps business problems.
- 3. ERP implementation is more complex than it's design-discuss

PART B COMPULSORY 1 X 10 = marks

4. Any organization to be successful it must have customer relationship management very effective. Give ideas to have effective CRM.

103012 - EXPORT PROCEDURES AND DOCUMENTATION

Maximum: 20 Marks

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

- 1. Write short note on EOU.
- 2. Discuss about the role of Customs.
- 3. Explain the functions of Indian Council of Arbitration.

PART B COMPULSORY 1 X 10 = marks

4. Describe the present Import-Export Tariff Structure in India.

103014 - GLOBAL HEALTH ISSUES

Maximum: 20 Marks

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

- 1. How the life span of individuals are changing in the world.
- 2. What are all the challenges in having population explosions?
- 3. Explain the major diseases in India and how to overcome it. Critically evaluate the role of state and central governments.

PART B COMPULSORY 1 X 10 = marks

4. Explain the menace of bioterrorism and the mechanisms to counter it?

103016 - HEALTH LAWS AND INDUSTRIAL RELATIONS

Maximum: 20 Marks

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

- 1. Explain the various factors affecting industrial relations.
- 2. Describe the concept, impact and classifications of Industrial Disputes.
- 3. Write a note on (a) The Mines Act, 1952 (b) The Plantation Labour Act, 1951.

PART B COMPULSORY 1 X 10 = marks

4. Explain briefly about the Factories Act, 1948.

103018 - INDUSTRIAL AND AGRICULTURAL MARKETING

Maximum: 20 Marks

PART A Answer Any TWO Questions

 $2 \times 5 = 10 \text{ marks}$

- 1. What is Industrial marketing environment? What are the strategies for managing the Industrial marketing environment?
- 2. Write a brief note on (a) Industrial product management (b) Industrial Product Life Cycle.
- 3. Explain the various factors affecting demand and supply of agricultural products.

PART B COMPULSORY 1 X 10 = marks

4. Describe about the concept of marketing channels and factors affecting length of marketing channels with examples.

103019 - INDUSTRIAL RELATIONS AND LABOUR LAWS

Maximum: 20 Marks

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

- 1. What are the scope and aspects of industrial relations?
- 2. What do you mean by lockout?
- 3. What deductions are permitted from wages as per the Payment of Wages Act, 1936?

PART B COMPULSORY 1 X 10 = marks

4. Highlight the various provisions of factories act 1948.

103020 - INTERNATIONAL BUSINESS

Maximum: 20 Marks

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

- 1. Explain about the Ethics in International Business.
- 2. Write a note on FDI.
- 3. Discuss about the important features of SAARC.

PART B COMPULSORY 1 X 10 = marks

4. Describe about International Trade Theory.

103021 - INTERNATIONAL BUSINESS CULTURE

Maximum: 20 Marks

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

- 1. Explain the factors influencing the global work force.
- 2. Why culture is so important in managing the workers. How to create diversified teams.
- 3. How to go for international recruitment and selection.

PART B COMPULSORY 1 X 10 = marks

4. Critically evaluate the international executive's performance appraisal practices.

103024 - INTERNETWORKING TECHNOLOGY

Maximum: 20 Marks

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

- 1. What is Domain Name Service?
- 2. Write a short note on Reliable Stream Transport Service (TCP).
- 3. Define IP Switching and MPLS.

PART B COMPULSORY 1 X 10 = marks

4. Describe Mapping Internet Addresses to Physical Addresses (ARP) in Detail.

103025 - ISSUES IN PUBLIC HEALTH

Maximum: 20 Marks

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

- 1. Detail the development of public health.
- 2. Why health inequalities are existing and how to solve it.
- 3. How to control the infectious diseases in tropical countries?

PART B COMPULSORY 1 X 10 = marks

4. How to stop the health problems arising out of Alcohol and Tobacco?

103026 - HEALTH POLICY AND HEATH CARE EVALUATION

Maximum: 20 Marks

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

- 1. Discuss the role played by the state and private sector in health policy.
- 2. What are the theoretical models of policy implementation? Explain each.
- 3. List and define the four dimensions of health care evaluation.

PART B COMPULSORY 1 X 10 = marks

4. Describe the steps involved in performing a Cost Effective Analysis for Health care evaluation.

103027 - IT FOR MANAGERS AND MIS

Maximum: 20 Marks

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

- 1. Explain about the Information Systems in Business.
- 2. Write about various computer peripherals.
- 3. Discuss about the role of telecommunications and networks.

PART B COMPULSORY 1 X 10 = marks

4. Explain in detail about Security Management of Information Technology.

103028 - KNOWLEDGE AND CHANGE MANAGEMENT

Maximum: 20 Marks

PART A Answer Any TWO Questions

- $2 \times 5 = 10 \text{ marks}$
- 1. Discuss about the different types of Organization.
- 2. Who is called knowledge leader? Explain how knowledge network helps in recruiting and selecting knowledge leaders.
- 3. Explain how technology helps in evaluating the knowledge strategy.

PART B COMPULSORY 1 X 10 = marks

4. Explain the different types of change and Models of change.

103030 - MANAGEMENT OF COST AND CONTROL SYSTEM

Maximum: 20 Marks

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

- 1. What are the different types of costs? Briefly discuss the need for cost management?
- Explain Activity Based costing. Discuss briefly the computational methodology of ABC analysis.
- 3. How do you estimate cost? Write about the cost estimation models.

PART B COMPULSORY 1 X 10 = marks

4. Explain transfer prices and criteria used to evaluate them. Write about the various methods of calculating transfer pricing.

103033 - MATERIALS MANAGEMENT

Maximum: 20 Marks

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

- 1. Explain the significance and importance of Materials Management function in an organization.
- 2. What are the factors affecting materials planning in organizations? Write a brief note on MRP.
- 3. Write about Learning curve? What are the learning outcomes that are beneficial for the working of Materials Management Department?

PART B COMPULSORY 1 X 10 = marks

4. Explain the concept of EOQ. How is EOQ derived?

103034 - ORGANIZATION DEVELOPMENT

Maximum: 20 Marks

 $2 \times 5 = 10 \text{ marks}$

Answer Any TWO Questions

PART B	COMPULSORY	1 X 10 = marks
3.	What is QWL?	
2.	What do you mean by OD Intervention?	
1.	What are the Characteristics of Organisation Development?	

103035 - PROJECT MANAGEMENT

Maximum: 20 Marks

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

1. Explain the steps involved in Project life cycle.

Discuss the History of the OD.

PART A

4.

- 2. What is the composition of a project team? How human factors affect the project team?
- 3. Briefly discuss about how PERT and CPM is applied in project management.

PART B COMPULSORY 1 X 10 = marks

4. Why we need project control? Explain the three types of project control processes.

103036 - RETAIL AND LOGISTICS MANAGEMENT

Maximum: 20 Marks

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

- 1. Write short notes on
 - 1. Cyclical theories
- 2. Environmental Theories
- 3. Conflict theory.
- 2. Briefly discuss about the marketing strategy and objectives.
- 3. What are the different types of retail crime? How to prevent the retail loss?

PART B COMPULSORY 1 X 10 = marks

4. Explain the evolution of E-Commerce and its application in retail marketing.

103038 - SERVICES MARKETING

Maximum: 20 Marks

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

- 1. Explain service marketing mix with an example.
- 2. What are the stages in new service development?
- 3. What are the strategies for delivering service quality?

PART B COMPULSORY 1 X 10 = marks

4. Suggest suitable strategies to promote Indian Tourist destinations to the global market.

103039 - SOFTWARE ESTIMATION AND COSTING

Maximum: 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 = marks

4. Analyze the issues involved in Software Estimating and costing.

103040 - SOFTWARE MAINTENANCE

Maximum: 20 Marks

PART A Answer Any TWO Questions

 $2 \times 5 = 10 \text{ marks}$

- 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 = marks

4. What are the popular tools used in Software maintenance?

103041 - SOFTWARE QUALITY ASSURANCY

Maximum: 20 Marks

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

- 1. Explain Software Quality and it frameworks.
- 2. Describe briefly about quality assurance activities and process.
- 3. Discuss about defect prevention and process improvement.

PART B COMPULSORY 1 X 10 = marks

- 4. Explain the following
 - i) Fault tolerance with its techniques.
 - ii) Defect levels.
 - iii) Pervasive levels.

103042 - TELECOM SERVICES AND INFORMATION SECURITY

Maximum: 20 Marks

PART A **Answer Any TWO Questions** $2 \times 5 = 10 \text{ marks}$

- 1. Compare SDMA, FDMA, TDMA and CDMA.
- 2. a. Perform encryption/decryption using RSA algorithm for the following: p=3, g=11, e=7. m=5.
 - b. What attacks are possible on RSA algorithm?
- a. Apply the MAC on the cryptographic checksum method to authenticate build 3. confidentiality of the message where the authentication is tied to message. M=8376, K1=4892, K2=53624071.
 - b. What are the properties a hash function must satisfy?

PART B COMPULSORY $1 \times 10 = 10 \text{ marks}$

- 4. Briefly explain the following of UMTS Standards with necessary diagram.
 - a) Spectrum allocation
- b)Radio access network
- c) W-CDMA
- d) Air interfaces
- e) Interoperability and global roaming
- f) Hand over operation
- g) Migrating from GSM/GPRS to UMTS

103043 - TRAINING AND DEVELOPMENT

Maximum: 20 Marks

PART A **Answer Any TWO Questions** $2 \times 5 = 10 \text{ marks}$

- 1. **Define Training**
- 2. Write a Short note on Training Design
- 3. Write a short note on Validation concept

PART B COMPULSORY $1 \times 10 = marks$

4. Discuss about Training Methods and Aids

103044 - MANAGEMENT OF SERVICES

Maximum: 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 = marks

4. Franchising Model is a method to expand Global Services – Discuss.

103045 - INTERNATIONAL MARKETING

Maximum: 20 Marks

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

- 1. Differentiate Domestic Marketing with International Marketing.
- 2. What are the ways and means of marketing consumer services globally?
- 3. Discuss about the factors affecting choice of channels.

PART B COMPULSORY 1 X 10 = marks

4. Explain in detail about sales promotion in International markets.

103047 - MANAGING GLOBAL BUSINESSES

Maximum: 20 Marks

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

- 1. How Social Institutions change Societies.
- 2. Organization Structure is the key when companies transforms Analyze with various models.
- 3. Expatriate training is not an ordinary training Do you agree.

PART B COMPULSORY 1 X 10 = marks

4. How MNC's practice business ethics and social responsibility globally.

103048 - TREASURY MANAGEMENT

Maximum: 20 Marks

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

- 1. Explain the Role of RBI's Treasury function.
- 2. How a Balance sheet is to be analyzed.
- 3. Explain the Financial Markets in India. Compare it with International Financial Market.

PART B COMPULSORY 1 X 10 = marks

4. Forex Management is the challenge to Institutions how, to manage effectively.

103049 - MARKETING RESEARCH

Maximum: 20 Marks

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

- 1. Is marketing research a basic research or an applied research? Why?
- 2. What are the criteria for a good scale? Write a brief note on the various types of measurement scale.
- 3. Explain in detail about the probability and non-probability sampling methods.

PART B COMPULSORY 1 X 10 = marks

4. Briefly explain about the marketing research agencies in India.

103050 - CAPITAL MARKETS

Maximum: 20 Marks

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

- 1. Trace the genesis of the regulation of Indian Capital Market.
- 2. What are the SEBI guidelines relating to the business of underwriting in India?
- 3. Briefly trace the history of stock exchanges around the world.

PART B COMPULSORY 1 X 10 = marks

4. Comment on the role of Indian depositories.

103052 - MERGERS, ACQUISITION AND CORPORATE RESTRUCTURING

Maximum: 20 Marks

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

- 1. What are conglomerate mergers? Distinguish between the various types of conglomerate mergers.
- 2. How should a firm react if its domestic market is under attack by a foreign firm that used high profit margins at home to sell at low margins abroad?
- 3. What is a Takeover? Briefly mention the various methods of takeover defenses.

PART B COMPULSORY 1 X 10 = marks

4. What are the advantages and disadvantages of Leveraged Buyouts and Management By-outs

103053 - RISK MANAGEMENT AND INSURANCE

Maximum: 20 Marks

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

- 1. Explain the way to identify the Risk and how to measure it.
- 2. Discuss about different pension plans.
- 3. What are the responsibilities of insurance regulations?

PART B COMPULSORY 1 X 10 = marks

4. Explain the McCarran –Ferguson Act.

103055 - AVIATION MANAGEMENT

Maximum: 20 Marks

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

- 1. Briefly comment about the Aviation sector in India.
- 2. Write an account of the International Civil Aviation Associations that are present.
- 3. Write about Air Safety.

PART B COMPULSORY 1 X 10 = marks

4. Comment on the current state of the Air Transport Industry.

103056 - AIVATION AND AIRPORT SECURITY

Maximum: 20 Marks

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

- 1. Write about the Security measures undertaken in Air Transport.
- 2. What are the different Screening operations undertaken in an Airport.
- 3. Explain the different types of instruments used for Airport Security.

PART B COMPULSORY 1 X 10 = marks

4. Write about the Safety issues and concerns that need to be addressed in an Airport.

103057 - AIRCRAFT LAW AND CONVENTION

Maximum: 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 = marks

4. Brief about the acts pertaining to Hijacking and Civil Offences.

103058 - AIRPORT ENGINEERING

Maximum: 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 = marks

4. Explain the procedure involved in Airport Pavement design. What are the different types of pavements?



104001 - BUSINESS RESEARCH METHODS

Maximum: 20 Marks

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

- 1. What are the Steps involved in designing a research process.
- 2. What are the different types of scale?
- 3. Differentiate Parametric and non parametric test?

PART B COMPULSORY 1 X 10 = marks

4. Briefly explain the different types of probability and non probability sampling methods.

104002 - CORPORATE GOVERNANCE AND BUSINESS ETHICS

Maximum: 20 Marks

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

- 1. Define Corporate Governance.
- 2. What is Business Ethics?
- 3. What are the individual rights?

PART B COMPULSORY 1 X 10 = marks

4. Discuss the Social Responsibilities of today's Business Houses.

104006 - INTERNATIONAL BUSINESS ENVIRONMENT

Maximum: 20 Marks

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

- 1. Write short notes on Hedging with example.
- 2. Explain about various tariff barriers and non-tariff barriers.
- 3. Discuss about the Foreign Corrupt Practices Act.

PART B COMPULSORY 1 X 10 = marks

4. Describe the Internal and External Environment Impact on Organizations.

104007 - ENTREPRENEURSHIP DEVELOPMENT

Maximum: 20 Marks

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

- 1. Write the 7 key qualities of entrepreneur.
- 2. What are the factors affecting entrepreneurship growth.
- 3. What are the various steps involved in Export Documentations and procedures.

PART B COMPULSORY 1 X 10 = marks

4. Briefly explain the different types of ownership structures.

104008 - STRATEGIC MANAGEMENT

Maximum: 20 Marks

PART A	Answer Any TWO Questions	2 x 5 = 10 marks
1.	Define Strategic Management.	
2.	What is Michal Porter's Five forces model?	
3.	What is BCG Matrix Model?	
PART B	COMPULSORY	1 X 10 = marks
4.	Discuss the Strategic Management Process.	