

Session: 2024-25		Max. Marks: 30		
Program Name: Master of Business Administration (MBA)			Semester: 2nd	
Course Code: MBA 2.1		CourseName:Business Environment		
SECTION -A				2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	Mapped CO	Category
1	Discuss Porter's Five Force Model to understand industry analysis.	2	CO-1	Understanding and evaluating
2	Discuss advantages and disadvantages of capitalism and mixed economy.	2	CO-2	Understanding and evaluating
3	What is the effect of recession on economy?	2	CO-2	Analyzing
4	Explain the meaning, need and characteristics of public sector in India.	2	CO-3	Understanding and evaluating
5	What is joint sector. Discuss its features and role in Indian economy.	2	CO-3	Understanding and evaluating
6	Discuss the role of technology in the economic development of a country.	2	CO-4	Understanding &Analyzing
SECTION -B				6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	Mapped CO	Specify Category
7	What is business environment? Explain various components of business environment.	6	CO-1	Understanding &analyzing
8	Explain the components and outcomes of New Economic Policy of India.	6	CO-2	Understanding &applying
9	What is Technology Transfer? Explain the methods of Technology Transfer.	6	CO-4	Understanding & analyzing

Session: 2024-25		Max. Marks: 30		
Program Name: Master of Business Administration (MBA)			Semester: 2nd	
Course Code: MBA 2.2		CourseName:Production &Operations Management		
SECTION -A				2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	Mapped CO	Category
1	Define production and operations management.Explain the difference between operations and services.	2	CO-1	Understanding and evaluating
2	What is the meaning of the term “time study”? What is the difference between time study and motion study?	2	CO-1	Understanding and evaluating
3	Explain “Delphi Technique” and compare this technique with “Opinion Capture Technique”.	2	CO-2	Analyzing
4	What is location planning? What are the factors to be considered while locating a plant?	2	CO-3	Understanding and evaluating
5	What is logistic management? What are the issues with logistic management?	2	CO-4	Understanding and evaluating
6	Explain the reasons for keeping inventories. Write short note on ABC analysis.	2	CO-5	Understanding & Analyzing
SECTION -B				6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	Mapped CO	Specify Category
7	Explain the classification of production system in a modern assembly line system.	6	CO-1	Understanding &analyzing
8	Explain the need for Flexible Manufacturing System (FMS). Discuss different types of Flexible Manufacturing System.	6	CO-1	Understanding &applying
9	Explain various types of layout with an example.	6	CO-3	Understanding & analyzing

Session: 2024-25		Max. Marks: 30		
Program Name: Master of Business Administration (MBA)			Semester: 2nd	
Course Code: MBA 2.3		CourseName:Human Resource Management		
SECTION -A				2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	Mapped CO	Category
1	Explain the objectives and functions of human resource management (HRM).	2	CO-1	Understanding and evaluating
2	Differentiate between:(1) job description & job specification, (2) transfer & promotion	2	CO-2	Understanding and evaluating
3	What is “on the job” & “off the job” Techniques of ExecutiveDevelopment.	2	CO-3	Analyzing
4	Give the objectives, meaning and definitions of job evaluation.	2	CO-4	Understanding and evaluating
5	Discuss the Concepts of Wage Policy.	2	CO-4	Understanding and evaluating
6	Discuss types of Incentives i.e. Financial Incentives& Non-Financial Incentives	2	CO-4	Understanding & Analyzing
SECTION -B				6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	Mapped CO	Specify Category
7	What are the various sources of recruitment? Also discuss the methods of recruitment.	6	CO-2	Understanding &analyzing
8	Explain the cognitive and behavioral methods of training.	6	CO-3	Understanding &applying
9	(1) Enlist grievances resulting from management policy andpractices. (2) What are the methods of identifying Grievances? Discuss the steps involved in handling grievances.	6	CO-5	Understanding & analyzing

Session: 2024-25		Max. Marks: 30		
Program Name: Master of Business Administration (MBA)			Semester: 2nd	
Course Code: MBA 2.4		CourseName:Marketing Management		
SECTION -A				2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	Mapped CO	Category
1	Discuss the Boston Consulting Group's Growth Share Matrix (BCG Matrix).	2	CO-1	Understanding and evaluating
2	Explain what differences exist between productmarketing and service marketing with examples.	2	CO-1	Understanding and evaluating
3	What is brand repositioning? Give six reasons to Reposition a brand.	2	CO-2	Understanding and Analyzing
4	Define family life cycle? Discuss various stages of family lifecycle?	2	CO-3	Understanding and evaluating
5	Define product and give various types of product with examples?	2	CO-4	Understanding and evaluating
6	What is "Promotional Mix"? Discuss various levels of promotionalmix.	2	CO-5	Understanding & Analyzing
SECTION -B				6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	Mapped CO	Specify Category
7	What does a holistic marketing philosophy includes?	6	CO-1	Understanding &analyzing
8	List the steps involved in marketing research process.	6	CO-2	Understanding &analyzing
9	Define "Personal Selling". Explain various stages involved in personal selling process.	6	CO-5	Understanding & analyzing

Session: 2024-25		Max. Marks: 30		
Program Name: Master of Business Administration (MBA)			Semester: 2nd	
Course Code: MBA 2.5		CourseName:Financial Management		
SECTION -A				2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	Mapped CO	Category
1	What is a Cash Flow Statement? How is it different from a funds flow statement?	2	CO-1	Understanding and evaluating
2	What is Time Value of Money? What is its relevance in financial decision making?	2	CO-1	Understanding and evaluating
3	What are the various types of accounting ratios?	2	CO-2	Analyzing
4	Explain the theories to determine the amount of capitalization.	2	CO-3	Understanding and evaluating
5	What are delay cash payments? What techniques are used for this?	2	CO-4	Understanding and evaluating
6	Define Working Capital. What are the factors determining working capital structure in an organization?	2	CO-4	Understanding & Analyzing
SECTION -B				6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	Mapped CO	Specify Category
7	What is dividend policy? Which factors are kept in mind while deciding a dividend policy?What are the various theories of dividends?	6	CO-2	Understanding &analyzing
8	What is leverage? What are the different types of leverages? Explain.	6	CO-3	Understanding &analyzing
9	What is capital budgeting? Which are the various techniques of capital budgeting?	6	CO-3	Understanding & analyzing

Session: 2024-25		Max. Marks: 30														
Program Name: Master of Business Administration (MBA)			Semester: 2nd													
Course Code: MBA 2.6		CourseName: Research Methodology														
SECTION -A				2*6=12 marks												
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	Mapped CO	Category												
1	What do you understand by Research Methodology? Why is it needed? Explain.	2	CO-1	Understanding and evaluating												
2	Write a short note on the following: a. Telephone Method b. Questionnaire v/s Schedule	2	CO-1	Understanding and evaluating												
3	Define: a. Cluster sampling b. Quota sampling c. Accidental sampling	2	CO-2	Understanding and evaluating												
4	A bag contains 4 white, 2 black, 3 yellow & 3 red balls. What is the Probability of getting a white or red ball at random in a single draw of one.	2	CO-3	Understanding and evaluating												
5	What is hypothesis? Explain the types of hypothesis.	2	CO-4	Understanding and evaluating												
6	Write a note on Chi-square test with a suitable example.	2	CO-4	Understanding & Analyzing												
SECTION -B				6*3=18 Marks												
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	Mapped CO	Specify Category												
7	What are the various types of research designs? Explain with examples.	6	CO-1	Understanding & analyzing												
8	From the following data, obtain two regression equations using the method of Least Squares. <table border="1" style="margin-left: 20px;"> <tr> <td>X</td> <td>2</td> <td>4</td> <td>6</td> <td>8</td> <td>10</td> </tr> <tr> <td>Y</td> <td>5</td> <td>7</td> <td>9</td> <td>8</td> <td>11</td> </tr> </table>	X	2	4	6	8	10	Y	5	7	9	8	11	6	CO-3	Understanding & evaluating
X	2	4	6	8	10											
Y	5	7	9	8	11											
9	Define "research report". Explain the essentials of good research report. What are the types of research report?	6	CO-5	Understanding & analyzing												