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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN501

5th Semester Regular Examination: 2024-25

SUBJECT: Financial Management - I

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: R231

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Define cost of preference share. Write the formula of redeemable preference share.
- What do you mean by discounting with reference to time value of money?
- Why money received at present is more valuable than money to be received in future?
- What is call money market?
- What is the importance of IRR?
- Define CAPM.
- What is the problem of over capitalization?
- Define operating leverage.
- What are the importance of capital budgeting decisions for an organization?
- Write one method of measuring risk and mention its formula.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Explain the functions of the financial management in an organization.
- What do you mean by cost of equity? What are the assumptions of CAPM?
- Calculate the value of the equity share by using Walter model from the following data
Total earning Rs 2,00,000/-, dividend paid Rs 1,50,000/-, no of equity shares of Rs. 100 each = 20000, PE ratio = 12.5. rate of return = 12 % cost of equity = 15 %
- Explain various long-term sources of fund.
- State the limitation of M.M. approach of capital structure.
- Distinguish between primary market and secondary market.
- Is the retained earnings is cost free? Explain in detail with reference to cost of capital.
- What is SENSEX? Mention the methods of SENSEX calculation. Explain how the constituent companies of SENSEX are selected?

- i) Why debt is the cheapest source of finance? Explain with suitable example of your own.
- j) Laxmi Ltd. is expecting annual earnings before the payment of interest and tax of ₹ 2 lacs. The company in its capital structure has ₹ 8 lacs in 10 % Debentures. The cost of equity or capitalization rate is 12.5 %. You are required to calculate the value of firm according to NI approach. Also compute the overall cost of capital.
- k) Explain the different types of debentures in detail.
- l) Differentiate between NPV and IRR.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** a) Explain the role of financial market in facilitating the finance process of organizations. (8+8)
 b) Explain the structure of Indian financial market.
- Q4** The capital structure of Alfa Ltd. consists of 2000 debentures (first issue) of Rs. 100 each at 6 percent coupon rate, 2000 preference shares of Rs. 100 each @ 8 percent dividend, 1000 debentures (second issue) of Rs. 100 each at @ 7 percent, 40000 equity shares of Rs. 10 each, and retained earnings Rs. 1,00,000/-. The shares of the company are sold in the market at book value. The earnings per share in the past many years have been Rs. 1.50. Corporate tax rate is 50 percent. Find WACC. (16)
- Q5** Explain the scope of financial management and explain the four finance functions in detail. (8+8)
- Q6** Merry Ltd. has earnings before interest and taxes (EBIT) of ₹ 30,00,000 and 40 % tax rate. It required rate of return on equity in the absence of borrowing is 18 %. In the absence of personal taxes, what is the value of the company in an MM world (capital structure theory) (16)
 (i) with ₹ 40,00,000 in debt and (ii) ₹ 70,00,000 in debt?

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Course: IMBA
Sub_Code: 16IMN502

5th Semester Regular/Back Examination: 2024-25

SUBJECT: Marketing Management-II

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code : R270

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What do you understand by perishability of services?
- How shopping goods are different from specialty goods?
- Point out two differences between consumer goods and industrial goods.
- What is a product prototype?
- Point out the characteristics of growth stage of PLC.
- What is a drop error?
- Define predatory pricing.
- What is zero level distribution? Cite an example.
- Define brand equity.
- Define direct marketing.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- How business analysis helps in new product development? Explain.
- Draw a sketch of product mix. Explain its different components.
- Explain the importance of line filling and line stretching with live examples.
- Suggest suitable strategies for a product in its decline stage.
- Discuss the factors that influences pricing of a car in India.
- Explain various functions of marketing channels.
- What is retailing? How it is different from Wholesaling?
- Analyze various factors responsible to evaluate channel alternatives.
- Discuss various reasons of channel conflicts.
- Explain the advantages of public relation over advertising.
- Discuss the importance of e-commerce in India.
- Examine how customers' service output level decides channel alternatives.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** A foreign company is going to launch a racing bike in India, discuss how various stages of new product development help the company for successful launching. **(16)**
- Q4** Explain the different types of PLC. Suggest suitable marketing strategies for growth and maturity stages of PLC. **(16)**
- Q5** You are going to sell fashion garments. Suggest various channel options available to you with its merits and demerits. **(16)**
- Q6** How sales promotion is different from advertising? Suggest various sales promotion options available to promote sales of holiday resorts. **(16)**

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Course: IMBA
Sub_Code: 16IMN503

5th Semester Regular/Back Examination: 2024-25

SUBJECT: Operational Management-I

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: R308

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) Give, the nature of production.
- b) What do you mean by strategic decisions?
- c) Define the term forecasting.
- d) What are the long-term objectives of demand forecasting?
- e) What do you mean forecasting error?
- f) Give two objectives of product design.
- g) What is Delphi method for demand forecasting?
- h) What is ordering cost?
- i) Define the term 'safety stock'.
- j) What is JIT?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Explain the production as a system.
- b) Discuss the importance of production function.
- c) What is the distinction between production and operations management?
- d) Discuss the elements of a good forecast.
- e) Explain the different steps in the forecasting process.
- f) Discuss the advantages and disadvantages of using 'Salesforce composite method' for demand forecasting
- g) Discuss few ethical and environmental issues in product design.
- h) Discuss the factors influencing the product design.
- i) Discuss how the make or buy decisions are taken.
- j) Discuss the benefits of inventory management and control.
- k) Explain the "Kanban" system.
- l) Distinguish between the 'fixed quantity' system and 'fixed period' system of inventory control.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Discuss the characteristics of modern production and operations function. Explain some recent trends in operations management. (16)

- Q4** a) Discuss the various qualitative methods for demand forecasting. (8x2)
b) The demand for past 11 period is given below. Develop a forecasting model using exponential smoothing method and predict the demand for 12th period.

Period	1	2	3	4	5	6	7	8	9	10	11
Demand	41	40	43	40	41	39	46	44	45	38	40

Q5 What do you mean by process design? Discuss the major process decisions. (16)

- Q6** a) Discuss the objectives of inventory management system. (8x2)
b) A company uses 1200 units per month of an electronic component each costing Rs. 2/-. The ordering cost is Rs. 50/- per order and the carrying cost is 6 % per year on the average inventory.
i) Find EOQ
ii) If the company gets 5% discount if it places single order, should they accept the discount offer.

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Course: IMBA
Sub_Code: 16IMN504

5th Semester Regular/Back Examination: 2024-25

SUBJECT: Human Resource Management - I

BRANCH(S): MBA

Time: 3 Hours

Max Marks: 100

Q.Code: R345

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- Define Human Resource Planning.
- State and define Recruitment.
- Selection methods are many. What are they?
- Why Training is important in an organization?
- What is Transactional Analysis?
- State the sources of recruitment of executives.
- What is manpower forecasting?
- Define development. Is it same with training?
- How kaizen is used in performance development of employees?
- What do you mean by HR information system?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What is the importance of Performance Appraisal? How it helps the Organization to evaluate its employees?
- Measuring the Effectiveness of training programme is more important than training imparted. Justify.
- Transfer is one of the approaches of Human Resource Management. Why it is important?
- What are different basis of promotion and their respective advantages?
- Distinguish between on-the-job training and off the job training.
- Discuss the stages of evolution of HR management.
- Classify and explain the functions of human resource management.
- Describe the techniques used for analyzing jobs.
- Differentiate between job description and job specification.

- j) Discuss the process and objectives of 360-degree appraisal.
- k) What is the importance of selection in the process of recruitment? Explain the pitfalls of wrong selection.
- l) Write a Short note on TQM and its application in HRM.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What is training need assessment? Explain the process and stages of training need assessment. (16)
- Q4** Discuss the recruitment and selection process need to be followed to acquire effective workforce for an organization. (16)
- Q5** What do you mean by MBO? Discuss its process, advantages, and limitations. (16)
- Q6** "The objective of HRM in an organization is to attain optimum development of people, desirable working relationship between employers and employees". Explain with your own words. (16)

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Course: IMBA
Sub_Code: 16IMN505

5th Semester Regular/Back Examination: 2024-25

SUBJECT: Employment Legislations

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: R373

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- Define "employee" under the ESI Act, 1948.
- What is a "factory" under Factories Act, 1948?
- What is "compensation" under the Employees' Compensation Act, 1923?
- Distinguish between retirement and termination.
- What is a provident fund?
- What is VRS?
- What is the eligibility for an organization to implement Payment of Bonus Act, 1965?
- Will the Industrial Employment Act apply to an industrial establishment with less than 100 workmen? Give your justification by quoting the provision of the act.
- What is adjudication?
- What is a "wage"?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Why do we need labour and employment laws? Justify with appropriate examples.
- Explain mediation, conciliation, and arbitration as ADR methods.
- Explain the main provisions of Trade Union Act, 1926. Do you think in the age of technology, this Act is relevant?
- How is bonus calculated? Is there any difference between bonus and incentive? Elucidate.
- What is an industrial Dispute? Explain in the context of Industrial Dispute Act, 1947.
- Write a brief description of evolution of labour legislation in India.
- Distinguish between Lay off and Retrenchment.
- What are the provisions for employee safety and security in labour legislation?
- When is gratuity payable under the Payment of Gratuity Act, 1972?

- j) Discuss certain unique practices of industrial establishments that surpass the provisions of statutory labour welfare.
- k) What is a Strike? What are its types?
- l) Labour legislation protects the interest of the employee as well as employer. Do you agree? Justify your answer.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What are the main provisions in Maternity Benefit Act, 1961? Should women employees be given maternity benefit? Why? **(16)**
- Q4** Employee legislations act as check and measure for the employer. However, there are some employers who evade the laws and exploit the employees. Do you think the legislation has sufficient clauses to punish such employers? Justify. **(16)**
- Q5** Write notes on: a) Golden handshake b) Employment conditions c) Welfare measures d) Dispute settlement **(16)**
- Q6** Managers should be competent in implementing labour legislation. Do you agree? Justify. **(16)**