

MARKETING RESEARCH

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

PART A — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

1. What are the major marketing research activities normally undertaken? Give examples.
2. Discuss the principles followed in design of questionnaire.
3. Explain the techniques of sales control research.
4. Discuss the importance of quantitative and qualitative analysis in business studies, giving practical situations of their applications.
5. "Processing of data implies editing, coding, classification and tabulation". Describe in briefly these four operations pointing out the significance of each in context of research study.
6. Explain the measurement of attitude towards the behaviour with an illustration.

7. Case Study:

A well-established consumer products company DLL is engaged in producing and marketing toothpaste. The company wants to do in-depth study the consumer profile for tooth paste, their brand preference and desired price structure in order readjust themselves and also if found necessary repositioning its brand. How would you conduct the study? Develop a suitable research design.

PRODUCT MANAGEMENT

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. "In the fast growing population the product planning is playing crucial role and it is inevitable" – Discuss.
2. Bring out the major role and influence of Branding in this competitive market environment.
3. List out your innovative ideas to improve and modernise the physical distribution.
4. Justify your valid reasons for product elimination.
5. "Packaging is playing a key role to boost out the turnover of a product" – Comment.

6. Explain the nature and importance of introducing a new product.

7. Discuss the various factors must be considered during market testing.

8. What are the good qualities and characteristics required to a powerful new product management?

ADVERTISING AND SALES PROMOTION

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

PART A — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

1. It is said that advertising is a waste of scarce resources in a developing country like India. Do you agree? Substantiate your arguments with appropriate examples.
2. Describe the roles of an advertising agency.
3. Discuss the techniques of copy research.
4. What information, precautions, and points one should bear in mind in the media selection and the campaign planning?
5. What are the sales promotion methods can be introduced through dealers and agents? – Discuss.
6. Discuss the creative strategies in advertising.

7. Case study :

To conduct an advertising research for a product on your own choice, develop a suitable advertising research tool and questionnaire for the period of last two years launched product.



MANAGEMENT OF FINANCIAL INSTITUTIONS

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Describe the functional performance of various players in the capital market.
2. Discuss the objectives and importance of a money market.
3. What measures have been taken by the Reserve Bank to restore the confidence of depositors in urban cooperative banks?
4. Discuss the regulatory framework by RBI to the benefit funds in India.
5. Discuss the role and functions of ICICI.
6. Discuss the emerging issues in the Development finance institutions in India.

7. Why is the general insurance market smaller than the life insurance market in India?
 8. Discuss the changing trends in life insurance in India.
 9. Discuss the present scenario of mutual funds in India.
 10. What is credit rating? Explain the importance of credit rating.
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**INTERNATIONAL TRADE FINANCE AND
DOCUMENTATION**

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the various methods of payments used in foreign trade.
2. Explain the role and usage of bill of lading in foreign trade.
3. Discuss the role and credit facility extended by EXIM Bank.
4. Discuss the international monetary system and the events which led to the floating exchange rate regime.
5. Explain the importance of Foreign Exchange Regulations Act in foreign trade.

6. Differentiate the features of past exchange system and present exchange system.

7. What are the aims and functions of Asian Development Bank? To what extent has the ADM helped India?

8. Write short notes on :

- (a) Free float of currencies.
 - (b) Interest rates.
 - (c) Devaluation.
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INVESTMENT AND PORTFOLIO MANAGEMENT

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. "Should an investor play a winner's game or a loser's game while buying securities". Discuss.
2. What is meant by efficient portfolio and an inefficient portfolio? How can the dominance principle be used to define the concept of efficient portfolio?
3. Despite its limitations, why is the CAPM widely used?
4. Evaluate the merits and demerits of private mutual funds in India.
5. Describe the procedure for determining the yield on fixed income securities.
6. Discuss the rationale for expecting the existence of an efficient capital market.

7. Describe some of the problems associated with empirically testing the APT.

8. Describe the three basic policies with respect to portfolio rebalancing.

9. Discuss the various applications of Ex-post and Ex-ante security market lines.

10. Discuss the role of computer in on-line share trading.



INTRODUCTION TO C AND C++

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain control statements in C.
2. Explain Input and output statements in C language.
3. Discuss the concept of pointers in C.
4. What is UNION in C language?
5. What are the benefits of object oriented programming?
6. Explain about the object oriented languages.
7. Explain derived data types in C++.

8. Explain any two control structures in C++.
 9. What is a virtual function? Discuss.
 10. Explain classes, objects and inheritance in C++.
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COMPUTER NETWORKS

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the structure and architecture of computer networks.
 2. Discuss about Fibre optics in detail.
 3. What is error detection and correction? Explain.
 4. Explain the design issues of Transport layer.
 5. Discuss about presentation layer.
 6. Explain OSI reference model in detail.
 7. Explain the various Transmission Media.
 8. Explain the working of Internet.
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MODELLING AND SIMULATION

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. (a) Define and discuss the Continuous and Discrete System.
(b) Draw the Tree Structure for Types of Models.
2. (a) Discuss types of subsystem study.
(b) What is system design and draw system design flow chart for online system?
3. (a) Discuss Monte Carlo method is discrete or continuous system simulation.
(b) Discuss experimental nature simulation.
4. (a) Explain Differential equations analog methods.
(b) What is interactive system and explain.

5. (a) Differentiate Exponential growth model with Exponential decay model.

(b) What is won model and explain with example.

6. (a) Write short notes on :

(i) Arrival pattern

(ii) Service time.

(b) Explain in detail about Time Representation

7. (a) What is feedback systems and explain in detail.

(b) Discuss about SIMSCRIPT.

8. Discuss the telephone system example and model the system for your local area and explain the following :

(a) Discrete model

(b) Continuous model

and justify your model whether discrete or continuous or both models are need for your area.

VALUE ENGINEERING AND WASTE CONTROL

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. How do environmental factors affect value engineering?
 2. Write an essay on the element of choice.
 3. How is a value engineering program organised?
 4. State the factors involved in selecting products and operations for value engineering action.
 5. Discuss the skill required for a value engineering staff.
 6. What is scheduling of value engineering?
 7. What kind of training is needed for value engineers?
 8. Explain how waste control is cost effective.
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MATERIALS MANAGEMENT

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Write an essay on "the essentialities of material planning".
2. How exponential smoothing and time series analysis helps to forecasting? Explain with suitable illustration.
3. Explain the make or buy decision with suitable illustrative figures.
4. Enumerate the impacts of LPG on import procedures.
5. Draw out the various factors influences the changes on inventory control techniques.

6. List out the various factors must be considered in the determination of safety stock and also work out the safety stock with an illustrative figures.

7. Which inventory techniques are most suitable for modern days spare planning and control?

8. "Meaningful material handling technique helps to minimise the volume of scrap material and maximise the surplus" – Comment.

9. Write short note on the following :

- (a) JIT concepts
 - (b) KANBAN.
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TOTAL QUALITY MANAGEMENT

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What is meant by strategic planning? Write the seven steps procedure of strategic planning cycle.
2. Explain the various commonly used analysis techniques for quality cost.
3. Explain Pareto analysis.
4. Write an essay on relationship development.
5. Describe in detail the steps/phase of achieving the 6 sigma state.
6. What are the different types of benchmarking in relation to object being benchmarked?

7. Describe the process of reengineering.
 8. Discuss the benefits and process of getting ISO certification.
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TRAINING AND DEVELOPMENT

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What do you understand by training? Distinguish between training, education and development.
2. Describe the merits and limitations of sensitivity training and programmed instructions.
3. Discuss the usefulness of different methods of on-the-job training.
4. "In training there is tangible cost but there is an intangible benefit". Discuss.
5. What are the basic criteria to be kept in mind while selecting the different levels of employees as trainees?
6. How can the effectiveness of a training programme be evaluated? Explain.

7. What is career development? Explain the steps involved it.
 8. State and explain the need and importance of management development.
 9. How does survey feedback help organization development? Explain.
 10. Describe the various steps involved in implementing OD programmes.
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ORGANISATION DEVELOPMENT

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain in detail the unique characteristics of OD.
2. Is OD necessary for an organisation. Give reasons.
3. What are the intergroup interventions? Illustrate them.
4. What is Organisation climate and examine its impact on OD?
5. Describe the process of OD.
6. Discuss the features of different types of teams that are created in organisation. Discuss the process of team building.
7. What do you understand by Managerial grid? State its applications in OD process.

8. State the meaning of MBO and describe its applications in OD.

9. What do you mean by OD effects? Appraise the conditions and techniques for successful OD effects.

10. Examine the recent trend in the area of Organization development.

HUMAN RESOURCE ACCOUNTING

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the significance of Human Resource Accounting in a modern business world. Explain the major elements that constitute in the HRA?
2. Explain the term human resource accounting principles and also discuss each and every one in detail.
3. Examine the recent trends in application of Accounting Information System in Indian business houses and explain how it is treated as a management control tool.
4. Briefly describe the various methods and techniques involved in implementing HRA practices in Indian corporate sectors and also enumerate the practical difficulties faced by the firm during implementation.

5. Differentiate between Human Engineering Accounting (HEA) and HRA. What are the objectives of HEA? Explain.

6. Discuss the Human factors and man-machine concept in HEA and also differentiate physical and non-physical components of human activity system.

7. Critically examine the contribution of the following aspects may helpful in analysis of human activity in a organization.

- (a) Physics
- (b) Physiology
- (c) Psychology
- (d) Economics.

8. Explain different methods of performing human factors analysis research and also explain its special features.
