

FACULTY OF MANAGEMENT

M.B.A. II – Semester (CBCS) Examination, May / June 2019

Subject: Total Quality Management

Paper – MB – 205 – I Open Elective – IV

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.

Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)

[Short Answer Type]

- 1 Need for ISO certification
- 2 Gantt Charts
- 3 Monte Carlo Technique
- 4 Six sigma
- 5 TQM in any service sector

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

- 6 a) Briefly explain the different quality awards for TQM.
OR
b) Explain the MBNQA and its requirements.
- 7 a) Briefly describe the 7 QC tools for process improvement.+
OR
b) Explain the Kaizen and JI tools of TQM.
- 8 a) Describe the steps involved in benchmarking. Explain the parameters to be considered while benchmarking a financial institution.
OR
b) Examine any two methods of TQM.
- 9 a) How can 'six-sigma' be helpful in achieving quality objectives of a firm?
OR
b) What are the benefits and costs of Six Sigma? Explain.
- 10 a) Bring out the framework for improving service quality in Indian Universities.
OR
b) How TQM can be achieved in health care services? Give your suggestions.

FACULTY OF MANAGEMENT**M.B.A. II – Semester (CBCS) Examination, May / June 2019****Subject: Strategic Management Accounting****Paper – MB – 205 – 2
(Open Elective – IV)****Time: 3 Hours****Max.Marks: 80****Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.****PART – A (5x4 = 20 Marks)
[Short Answer Type]**

- 1 Define Strategic Management Accounting and state its features.
- 2 State the objectives of standard costing.
- 3 State the need for divisionalization.
- 4 What is meant by activity based costing system?
- 5 State the essential elements of competitive pricing.

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

- 6 a) Discuss the significance of various cost concepts in managerial decision making process.

OR

- b) From the following details, find out –
- i) Contribution per unit
 - ii) BEP
 - iii) Margin of safety
 - iv) Profit and
 - v) Volume of sales to earn a profit of Rs. 24,000
- | | |
|---------------------|------------|
| Total Fixed cost | Rs. 18,000 |
| Total variable cost | Rs. 30,000 |
| Total sales | Rs. 60,000 |
| Units sold | 20,000 |

- 7 a) Describe the significant aspects in various functional budgets in a manufacturing organization.

OR

- b) From the following information, calculate the material variances of cost, price and 'usage'.

Material	Standard			Actual		
	Units	Price	Value	Units	Price	Value
X	60	3	180	50	3	150
Y	40	6	240	35	6	210
Total	100		420	85		360
Less: Loss	10			7		
Net output	90			78		

8 a) Discuss the advantages and limitations of responsibility accounting system.

OR

b) Describe the concept and methods of transfer pricing.

9 a) A company manufacturing two products furnishes the following data for a year:

Product	Annual Output (Units)	Total Machine Hours	Total no. of Purchase Orders	Total no. of Setups
A	5,000	20,000	160	20
B	60,000	1,20,000	384	44
Total	65,000	1,40,000	544	64

The annual overheads are as under:

Volume related activity costs	Rs. 5,50,000
Setup related costs	Rs. 8,20,000
Purchase related costs	<u>Rs. 6,18,000</u>
	<u>Rs.19,88,000</u>

You are required to calculate the cost per unit using

- i) Traditional costing
- ii) ABC analysis

OR

b) Discuss the relevance and applicability of CAP analysis.

10 a) Discuss the assessment of cost for products at various stages of PLC.

OR

b) Give an overview of competitor analysis.

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M.B.A. II – Semester (CBCS) Examination, May / June 2019

Subject: Startup Management

**Paper – MB – 205 – 3
(Open Elective – III)**

Time: 3 Hours

Max.Marks: 80

**Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)
[Short Answer Type]**

- 1 Entrepreneur
- 2 SIDBI
- 3 Project selection
- 4 Chicago method
- 5 Startups

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

- 6 a) Explain the nature and characteristics of Entrepreneurship.
OR
b) Explain the growth of Entrepreneurship India.
- 7 a) Explain the factors affecting the Entrepreneurial Growth.
OR
b) Explain the Entrepreneurship Development Programmes (EDPs) in India.
- 8 a) Define Small Enterprises? Explain the role of small enterprises in economic development.
OR
b) Explain the problems of Small Enterprises in India.
- 9 a) Explain the role of NSIC in financing the Entrepreneurs in India.
OR
b) Explain the role of Commercial Banks in financing the enterprises.
- 10 a) Explain the regulatory framework of venture capital financing in India.
OR
b) Explain the policy imperatives of VCF development in India.

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M.B.A. II – Semester (CBCS) Examination, May / June 2019

Subject: Retail Management

Paper – MB – 205 – 4

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.

Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)

[Short Answer Type]

- 1 What is retailing?
- 2 Social marketing in retail management
- 3 Define Retail strategy
- 4 Logistic management
- 5 Consumer Protection Act.

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

- 6 a) Explain the characteristics and types of Retailing.
OR
b) What are the functions of Retailing?
- 7 a) Explain the emergence of organized retailing in India.
OR
b) What are the motives for International Retailing?
- 8 a) Define Segmentation. Explain Retail Market Segmentation.
OR
b) Explain retailing in banking and other financial services.
- 9 a) How do you design store layout? Explain with suitable examples.
OR
b) Explain various sources available for Merchandise in retailing business.
- 10 a) How do you develop and implement the CRM program? Explain.
OR
b) Write an essay on IPR, patent copyrights and trademarks.
