

FACULTY OF MANAGEMENT

M.B.A. II – Semester (CBCS) Examination, December 2020

Subject: Total Quality Management

Paper – MBA – 205 – 1

Open Elective – IV

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any Four questions.

(4x5 = 20 Marks)

- 1 MBNQA
- 2 Gantt Chart
- 3 The Balanced Score Card
- 4 First Pass Yield
- 5 Functions of Investment Company

PART – B

Note: Answer any Four questions.

(4x15 = 60 Marks)

- 6 Distinguish between Conventional Quality Management and TQM.
- 7 Explain the European Foundations for Quality Management (EFQM).
- 8 Explain various tools used for measuring TQM.
- 9 Narrate various tools and techniques used for improving TQM.
- 10 Examine FMEA and SPC in detail.
- 11 Examine the Taguchi methods of TQM.
- 12 Draw and explain the framework of Six Sigma Program.
- 13 Write a detailed note on Six Sigma Metrics.
- 14 Bring out the framework for improving the service quality in mutual funds industry.
- 15 Elucidate the application of TQM in hospitality sector.

FACULTY OF MANAGEMENT**M.B.A. II – Semester (CBCS) Examination, December 2020****Subject: Strategic Management Accounting****Paper – MBA – 205****Open Elective – IV****Time: 2 Hours****Max. Marks: 80****PART – A****Note: Answer any Four questions.****(4x5 = 20 Marks)**

- 1 Break even analysis
- 2 Standard Costing
- 3 What is responsibility center?
- 4 Activity Based Management
- 5 Product Life Cycle Costing

PART – B**Note: Answer any Four questions.****(4x15 = 60 Marks)**

- 6 Explain the meaning and scope of strategic management accounting in detail.

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Year	Sales	Profit
2017	1,50,000	20,000
2018	2,25,000	42,500

Using the above information calculate:

- i) PV Ratio
- ii) Fixed Cost
- iii) BEP

- 8 What is zero based budgeting? Explain its importance and relevance.

- 9 From the following particulars calculate:

Material	Standard		Actual	
	Units	Price (Rs)	Units	Price (Rs)
A	4040	4.00	4320	4.80
B	1640	6.00	1520	7.20
C	1400	8.00	1520	7.60

- i) Material Cost Variance
- ii) Material Price Variance
- iii) Material Usage Variance.

- 10 Briefly explain about performance reports.
- 11 What is transfer pricing? Explain in detail with examples.
- 12 What is activity based costing? Discuss Merits and Demerits.
- 13 The following details belong to Mr. Kapoor, calculate cost per unit.
- Traditional volume based and
 - Activity based costing.

	Machine Hrs. per units	Direct labour Hrs. per units	Annual output units	Total machine Hrs.	Total direct labour	No. of purchase orders	No. of setup
Product X	4	8	2000	4000	8000	160	80
Product Y	4	8	20,000	40,000	80,000	320	120

The cost of activities are as follows:

Volume related	2,20,000
Purchase related	2,40,000
Setup related	4,20,000

- 14 Explain pricing and evaluation criteria for products at different stages of PLC.
- 15 What is target costing and cost analysis for pricing decision? Explain.

FACULTY OF MANAGEMENT

M.B.A. II – Semester (CBCS) Examination, December 2020

Subject: Startup Management

Paper – MBA – 205 – 3

Open Elective – IV

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any Four questions.

(4x5 = 20 Marks)

- 1 Rural Entrepreneurship
- 2 Entrepreneurial Motivation
- 3 Project Formulation
- 4 EXIM Bank
- 5 Venture capital funds

PART – B

Note: Answer any Four questions.

(4x15 = 60 Marks)

- 6 Explain the problems and opportunities of women entrepreneurship in startup enterprises.
- 7 What are the various skills to be required by a good entrepreneur?
- 8 What are the economic factors in the growth of entrepreneurship development?
- 9 Explain the concept and objectives of entrepreneurial development programs.
- 10 What is the scope of the small enterprises? Discuss their objectives and significance in developing an entrepreneurial career.
- 11 What are the problems and perspectives of small enterprises Discuss?
- 12 Explain the functions of Micro, Small and Medium enterprises development institute.
- 13 Describe the role of NSIC in encouraging entrepreneurship in India.
- 14 Explain the process and evaluation of venture capital investment.
- 15 Discuss the role of private equity in venture capital financing.

FACULTY OF MANAGEMENT

M.B.A. II – Semester (CBCS) Examination December 2020

Subject: Retail Management

Paper – MBA – 205 – 4

Open Elective – IV

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any Four questions.

(4x5 = 20 Marks)

- 1 Street Vendors
- 2 Specialty Stores
- 3 Social Marketing
- 4 Organised Retailing
- 5 CRM Programme

PART – B

Note: Answer any Four questions.

(4x15 = 60 Marks)

- 6 Explain the emergence of organized retailing in India.
- 7 Discuss scope of retailing in food and home furniture in Indian retailing.
- 8 What are the advantages and limitations of international retailing?
- 9 Explain the recent trends in international retailing.
- 10 Explain the role of social marketing in retail management.
- 11 Discuss the pricing strategies adopted by Indian Retailing Organizations.
- 12 Discuss the strategies of logistic management in retailing business.
- 13 Explain the importance of stores layout in organized retailing.
- 14 Explain the process of implementing CRM programs in Indian retail markets.
- 15 Discuss in detail the legal process of retail malls establishment.
