# FACULTY OF MANAGEMENT
## MBA (CBCS) II-Semester Examination, October / November 2021

**Subject: Total Quality Management**
**Paper – MBA - 205 - 1  (Open Elective – IV)**

Time: 2 Hours                                                            Max. Marks: 80

## PART – A
### Note: Answer any four questions.                    (4 x 5 = 20 Marks)

1   What is MBNQA?
2   Explain Quality circles.
3   What is Kaizen philosophy?
4   Explain about number of defective chart (np).
5   Explain Balanced Score Card.

## PART – B
### Note: Answer any four questions.                    (4 x 15 = 60 Marks)

6   Define the term 'quality' and discuss its determinants.

7   Explain the role of EFQM.

8   Explain process mapping and regression analysis in TQM.

9   Explain the basic principles of Quality Function Deployment (QFD). What are its benefits?

10  Examine the role of activity based costing and sales and operations planning in TQM.

11  Explain the salient features of Kanban and Activity Based Costing.

12  Explain the various Quantitative Techniques of Six Sigma in TQM.

13  Explain six sigma metrics in detail.

14  Elucidate the model to measure service quality programs.

15  Give a critical note of TQM in Hotel Industry.

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# FACULTY OF MANAGEMENT
## MBA (CBCS) II-Semester Examination, October / November 2021

**Subject: Strategic Management Accounting**
**Paper – MBA – 205 - 2 (Open Elective – IV)**

Time: 2 Hours                                                    Max. Marks: 80

## PART – A

**Note: Answer any four questions.**                    **(4 x 5 = 20 Marks)**

1    State the features of Management Accounting
2    What are objectives of Standard Costing?
3    What is Responsibility Accounting?
4    What is Activity Cost driver?
5    What is PLC Costing?

## PART – B

**Note: Answer any four questions.**                    **(4 x 15 = 60 Marks)**

6   Discuss the Managerial uses of Cost - Volume – Profit Analysis.

7   From the following details, calculate
    (i) BEP for Sales  (ii)Profit when Sales are Rs.1,00,000
    (iii) Sales required to earn a profit of Rs.20,000
    (iv) Safety Margin in two periods

| Periods | Sales (Rs.) | Profit (Rs.) |
|---------|-------------|--------------|
| I       | 1,20,000    | 9,000        |
| II      | 1,40,000    | 13,000       |

8   Discuss the concept and types of Budgets.

9   From the following details, compute Material Cost, Price, Usage and Mix Variances.

| Material | Standard | | | Actual | | |
|----------|-------|-------------|-------------|-------|-------------|-------------|
|          | Units | Price (Rs.) | Value (Rs.) | Units | Price (Rs.) | Value (Rs.) |
| A        | 4     | 1.0         | 4           | 2     | 3.50        | 7.00        |
| B        | 2     | 2.0         | 4           | 1     | 2.00        | 2.00        |
| C        | 2     | 4.0         | 8           | 3     | 3.00        | 9.00        |
|          | 8     |             | 16          | 6     |             | 18.00       |

10  Discuss about various Responsibility centres in a large organization.

11 Explain the vital issues in Segmented Performance evaluation.

12 Discuss Activity based Costing Vs Traditional Costing System.

13 Explain the need for CAP.

14 Give an overview of Product Life Cycle Costing method.

15 Explain the need for and importance of Competitor Accounting.

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# FACULTY OF MANAGEMENT
## MBA (CBCS) II - Semester Examination, October / November 2021

**Subject: Startup Management**
**Paper No. MB – 205 – 3 – Open Elective – IV**

Time: 2 Hours                                                   Max. Marks: 80

## PART – A
**Note: Answer any four questions.**                         **(4 x 5 = 20 Marks)**

1  Distinguish between an entrepreneur and a manager.
2  What are characteristics of an entrepreneur?
3  Explain the characteristics of small enterprises.
4  Explain the need for institutional support to entrepreneurs.
5  What is Private Equity?

## PART – B
**Note: Answer any four questions.**                         **(4 x 15 = 60 Marks)**

6  Discuss the entrepreneurial process and explain the functions and problems of entrepreneurship.

7  Explain the problems and development of rural entrepreneurship in India.

8  Discuss the factors affecting entrepreneurial growth in India.

9  Explain the need and objectives of EDPs.

10 Explain the role of small enterprises in economic development.

11 Explain the formulation and appraisal of projects.

12 Explain the objectives and functions of any two financial institutions you have studied.

13 Discuss the role of Microfinance institutions in the development of entrepreneurship.

14 Explain the structure and regulatory framework of venture capital in India.

15 Discuss the exit strategies of venture capital financing.

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# FACULTY OF MANAGEMENT
## MBA (CBCS) II - Semester Examination, October / November 2021

**Subject: Retail Management**
**Paper No. MB – 205 – 4 – Open Elective – IV**

Time: 2 Hours                                                    Max. Marks: 80

## PART – A

**Note: Answer any four questions.**                    **(4 x 5 = 20 Marks)**

1. Explain types of Retailing
2. Write about Traditional Retail Formals formats
3. What is Social Marketing in Retail Management?
4. What is Category Management?
5. Explain CRM Process

## PART – B

**Note: Answer any four questions.**                    **(4 x 15 = 60 Marks)**

6. Explain the role of Retailing in the economy.

7. Discuss the characteristics and activities of Retailing.

8. Discuss geographical spread of Indian Market.

9. Explain the trends in Internationalization of Retailing.

10. Discuss the Retailing in Financial Services.

11. Explain different promotion strategies in Retailing.

12. Describe store layout design and Visual Merchandising.

13. Explain Merchandise Management and Sources of Merchandise.

14. Discuss the development and implementation of CRM program.

15. Write about the legal process of License Contract Recovery.

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