

FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 2021
Subject: Total Quality Management
Paper No. 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 Quality Assurance?
- 2 What is Check Sheet?
- 3 Quality dimensions of a hotel
- 4 Explain QFD
- 5 What are the uses of quality indices?

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Evaluate the historical perspective of TQM.
- 7 Explain the Customer and Supplier focus in TQM.
- 8 Discuss about the Tools Histograms, Run charts, Scatter Diagrams and their applications in TQM.
- 9 What is JIT in services? Explain how it is implemented in services.
- 10 Describe the steps involved in the Design of experiments and state its merits.
- 11 Discuss the applicability of Genichi Taguchi's Quality loss function with respect to Indian industry.
- 12 What is six sigma and explain Theoretical frame work of six sigma approach?
- 13 Discuss the model of DMAIC in detail.
- 14 Examine the problems in employing TQM in service organization.
- 15 Explain the frame-work for improving the service quality in Mutual Funds.

FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 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 What is Management Control System?
- 2 State the objectives of Budgetary Control.
- 3 What is meant by Cost and Profit Centres?
- 4 What is CAP Analysis?
- 5 State the objectives of Target Costing.

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the nature and scope of Strategic Management Accounting System.
- 7 From the following details, calculate:-

- (i) Contribution per Unit (ii) BEP (iii) Margin Safety (iv) Profit
- (v) Volume of Sales to earn a Profit of Rs.24,000.

Total Fixed Cost	Rs.18,000
Total Sales	Rs.60,000
Total Variable Cost	Rs.30,000
Units Sold	20,000

- 8 Distinguish between Management Control and Operational Capital System.

- 9 From the following details, calculate the Material Cost, Price, Usage, Mix and Yield Variances.

Material	Standard			Actual		
	Units	Price	Value	Units	Price	Value
A	70	10	700	400	11	4400
B	30	5	150	200	6	1200
	—		—	—		—
	100		<u>850</u>	600		<u>5600</u>
Less: Loss	<u>15</u>			<u>60</u>		
Net Output	85			<u>540</u>		

- 10 What is meant by Responsibility Accounting and explain its significance in a Business Concern.
- 11 What is Transfer Pricing and discuss the basis for determination of Transfer Pricing System.
- 12 Differentiate between activity based Costing System and Traditional Costing.
- 13 Discuss the vital issues in Customer Account Profitability Analysis.
- 14 Discuss the significance of Product Life Cycle Costing System.
- 15 Explain Cost Analysis for Competitive Pricing System.

FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 2021
Subject: Startup Management
Paper - 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 Rural entrepreneurship
- 2 MSME
- 3 Project appraisal
- 4 NABARD
- 5 Venture capital

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the characteristics of an entrepreneur and what are the distinguishing traits of an entrepreneur from a manager.
- 7 India has seen a considerable growth of women entrepreneurs. Explain in brief the initiatives that the government of India is taking to promote women entrepreneurship.
- 8 Explain the role of entrepreneurship in the economic development of a country.
- 9 What is the need for entrepreneurship development programmes and briefly explain what should be the course objectives and curriculum.
- 10 Explain in brief the scope of small enterprises in the Indian economy.
- 11 For entrepreneurs it is important that they safeguard their intellectual property, what are the different ways and means through which intellectual property can be safeguarded.
- 12 Institutional aid plays an important role in entrepreneurial development, what are the different areas in which institutions can lend this support.
- 13 Explain the role of micro finance institutions in entrepreneurial development.
- 14 Explain the first Chicago method of valuation technique used by venture capitalists.
- 15 What is the major difference between private equity firms and venture capital firms.

FACULTY OF MANAGEMENT
MBA (CBCS) II-Semester Examination, August 2021
Subject: Retail Management
Paper – 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 Retailing
- 2 Food Retailing
- 3 Retailing in Insurance
- 4 Logistic Management
- 5 License Contract

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the Relevance and types of Retailing.
- 7 Discuss the functions and activities of Retailing.
- 8 Explain about Rural Retailing in India with suitable examples.
- 9 Discuss the different motives for International Retailing.
- 10 Discuss on Retail Market Segmentation and franchising.
- 11 What is Retail Pricing? Discuss about Retail promotion strategies.
- 12 What is Merchandise Management? Discuss the sources of Merchandise.
- 13 Discuss Retailing Strategy with suitable examples.
- 14 Discuss about implementing CRM Program.
- 15 Write an essay on License contract and recovery Legal Process Law.