

**FACULTY OF MANAGEMENT**

**M.B.A. (CBCS) II – Semester (New) Examination, July / August 2017**

**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 Define TQM and state its features
- 2 What is meant by quality circles?
- 3 What is balanced scorecard?
- 4 State the structure for six sigma approach
- 5 What is DMAIC model?

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) Discuss the recent dimensions in quality management in Indian business organizations.  
**OR**  
b) Describe different approaches for National Quality Awards in India.
- 7 a) Explain various analytical tools for TQM.  
**OR**  
b) Describe the salient features of control tools in the implementation of TQM.
- 8 a) Discuss Monte Carlo technique for effective implementation of TQM.  
**OR**  
b) Discuss the essential elements in smaller the best and larger the best.
- 9 a) Describe the roles and responsibilities of six sigma organization.  
**OR**  
b) Discuss the cost benefit analysis in six sigma implementation.
- 10 a) Describe various models to measure service quality programmes.  
**OR**  
b) Discuss the problems and prospects in implementation of TQM in hotels and travel services.

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**FACULTY OF MANAGEMENT****M.B.A. (CBCS) II – Semester (New) Examination, July / August 2017****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 CVP analysis
- 2 Zero based budgeting
- 3 Performance evaluation
- 4 ABC
- 5 Product life cycle costing

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

- 6 a) What is Break-even Chart? Mention its uses and significance.

**OR**

- b) Sing Radios Ltd find the while it costs Rs. 6.25 each to make a component XQ / 192, the same is available in the market at Rs. 5.75 with an assurance of continued supply. The cost of making consists of

	Rs.
Materials	2.75 P.U
Labour	1.75 P.U
Other variable overheads	0.50 P.U.
Depreciations and other fixed costs	1.25 P.U.

- i) Should you make or buy?
  - ii) What would be your decision if supplier offers the component at Rs. 4.85 each?
- 7 a) What is variance analysis? Explain the different types of labour variances.

**OR**

- b) With the following data for a 60% activity prepare a budget for production at 80% and 100% capacity.

Production at 60% activity	600 units
Materials	Rs. 100 per unit
Labour	Rs. 40 per unit
Direct expenses	Rs. 10 per unit
Factory overheads	Rs. 40,000 (40% fixed)
Administrative expenses	Rs. 30,000 (60% fixed)

- 8 a) In transfer pricing what is common conflict between a division and a company as a whole.

**OR**

- b) Describe the types of responsibility centers.

- 9 a) Explain the limitations of traditional costing allocation methods.

**OR**

- b) AB Co. is considering a selective control for its inventories using the following data:

Units	Unit cost
7,000	10.00
8,000	9.00
10,000	2.00
6,000	8.00
8,000	1.00
2,000	60.00
5,000	0.40
4,000	40.00

You are required to prepare the ABC plan.

- 10 a) Discuss the nature and significance of the PLC.

**OR**

- b) Explain the importance of competitor information.

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**FACULTY OF MANAGEMENT**

**M.B.A. (CBCS) II – Semester (New) Examination, July / August 2017**

**Subject: Startup Management**

**Paper – MBA – 205 – 3  
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 Types of entrepreneurs
- 2 Concept of startups
- 3 MSMEs
- 4 Industrial Estates
- 5 TDICI

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

- 6 a) What are the recent trends taken place in women entrepreneurship in India?  
**OR**  
b) Who is an Entrepreneur? Distinguish between entrepreneur and manager.
- 7 a) What factors are responsible for entrepreneurial motivation?  
**OR**  
b) What are the phases of Entrepreneurial Development Programmes?
- 8 a) What do you understand by a small enterprise? What are its objectives? Briefly explain its scope also.  
**OR**  
b) Discuss the role of small enterprises in the economic development of a country like India.
- 9 a) “SIDBI plays a vital role in financing entrepreneurs” – Discuss.  
**OR**  
b) Discuss how NABARD is supporting new entrepreneurs in India with particular reference to sanctioning finance.
- 10 a) What is venture capital? How is it useful to Entrepreneurs in India?  
**OR**  
b) Outline the exit strategies of venture capital financing.

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**FACULTY OF MANAGEMENT**

**M.B.A. (CBCS) II – Semester (New) Examination, July / August 2017**

**Subject: Retail Management**

**Paper – MBA – 205 – 4**

**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 Characteristics of Retailing
- 2 Modern Retail Format
- 3 Retailing in Banking
- 4 Logistics Management
- 5 Copyright and Trademark

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) What is meant by Retailing? What are the different types of Retailing?  
**OR**  
b) What are the recent trends taken places in Retailing in India?
- 7 a) Examine the need and significance of Retailing in rural areas of India.  
**OR**  
b) Discuss clearly about the evolution of International retailing.
- 8 a) Explain the strategies of Retail Pricing.  
**OR**  
b) What factors are influencing Retail Market Segmentation?
- 9 a) What is Merchandise Management? What are the sources of Merchandise?  
**OR**  
b) Suggest measures to improve customer service in Retail Business.
- 10 a) Examine the need for implementing CRM in Retailing.  
**OR**  
b) What are the legal aspects applicable to Retail Business in India?

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