

FACULTY OF MANAGEMENT

M.B.A. II – Semester (CBCS) Examination, July / August 2018

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 Distinguish between product and services.
- 2 What is meant by process mapping?
- 3 What is quality function deployment?
- 4 What is six sigma?
- 5 How to determine service quality?

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

- 6 a) Explain the essential elements in conventional quality management and TQM.
OR
b) Describe quality system towards and its guidelines.
- 7 a) Discuss various techniques for measuring the effectiveness TQM system.
OR
b) State the role of TQM in resource utilization and customer service analysis.
- 8 a) Describe different qualitative techniques for TQM implementation.
OR
b) Discuss the advantages and limitations of activity based costing.
- 9 a) Describe the frame work of six sigma programme.
OR
b) Explain the six sigma problem solving approach.
- 10 a) Discuss the significance of TQM in Health Care Services.
OR
b) Examine the pros and cons of TQM in banking organizations.

FACULTY OF MANAGEMENT**M.B.A. II – Semester (CBCS) Examination, July / August 2018****Subject: Strategic Management Accounting****Paper – MB – 205****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 Plant shutdown
- 2 Performance budgeting
- 3 Cost centres
- 4 Need for CAP analysis
- 5 Target cost

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

- 6 a) Bring out the features of strategic management control system.

OR

b)

Year	Sales	Profit
2015	3,00,000	40,000
2016	4,50,000	85,000

Using the above information, calculate:

- i) P/V ratio
 - ii) Fixed cost
 - iii) BEP
 - iv) Sales required to earn a profit of Rs. 1,00,000
- 7 a) Describe the relationship between strategic planning and management control.

OR

b) From the following particulars calculate

- i) Material cost variance
- ii) Material price variance
- iii) Material usage variance

Material	Standard		Actual	
	Units	Price (Rs)	Units	Price (Rs)
A	2020	2.00	2,160	2.40
B	820	3.00	760	3.60
C	700	4.00	760	3.80

8 a) Distinguish between cost centre and profit centre.

OR

b) Explain the concept of transfer pricing.

9 a) What do you understand by activity based costing system?

OR

b) The following particulars are extracted from the books of Mr. Colin. Calculate cost per unit.

i) Traditional volume based and ii) activity based costing.

	Machine hrs per unit	Direct labour hr per unit	Annual output units	Total machine hours	Total direct labours	No. of purchase order	No. of steups
Product A	2	4	1,000	2,000	4,000	80	40
Product B	2	4	10,000	20,000	40,000	160	60

The cost of activities is as follows:

Volume related 1,10,000

Purchase related 1,20,000

Set-up related 2,10,000

10 a) What is life-cycle costing? Explain the stages in product life-cycle.

OR

b) Explain the concept of transfer pricing and its methods.

FACULTY OF MANAGEMENT

M.B.A. II – Semester (CBCS) Examination, July / August 2018

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 Rural Entrepreneurship
- 2 Entrepreneurial Mobility
- 3 Project Appraisal
- 4 Concept of Micro Finance
- 5 Need for venture capital

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

- 6 a) Who is called as an entrepreneur? Outline the characteristics of an entrepreneur.
OR
b) Define 'Entrepreneurship'. Examine the growth of entrepreneurship in India in the recent past.
- 7 a) What do you understand by startups? What are the entry strategies of startups?
OR
b) Examine the need and significance of conducting entrepreneurship development programmes for new entrepreneurs.
- 8 a) Define 'Small enterprise'. What are its objectives?
OR
b) What are the provisions of MSMEs Act?
- 9 a) Examine the role of SIDBI in financing small enterprises in India.
OR
b) Critically evaluate the need for extending institutional support to entrepreneurs.
- 10 a) Discuss the regulatory framework of venture capital financing in India.
OR
b) What is the process involved in valuation of venture capital portfolio?

FACULTY OF MANAGEMENT

M.B.A. II – Semester (CBCS) Examination, July / August 2018

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 Features of Retailing
- 2 Motives for International Retailing
- 3 Retail pricing strategies
- 4 Visual Merchandising
- 5 Trademarks

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

- 6 a) What do you understand by the concept of retailing? Outline the different functions of retailing.
OR
b) Evaluate the role of Retailing in India.
- 7 a) “Retailing in India is gaining lot of importance in the recent past” – Discuss.
OR
b) Explain the recent trends taking place in the Internationalization of Retailing?
- 8 a) Examine the need for Retailing in Banking in Indian Financial environment.
OR
b) Outline the sales promotion techniques for retail business.
- 9 a) What factors are influencing retail store layout design?
OR
b) How do you develop a retail strategy to improve customer service? Explain.
- 10 a) What is CRM? Evaluate the need and significance of CRM in Retailing.
OR
b) What are the rights of consumers as per Consumer Protection Act?
