

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 1st
Course Code: MBA 1.1		Course Name: Principles of Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Enlist the functions of Management.	2	
2	What are the roles of management in organization?	2	
3	What is planning? What are the steps involved in planning?	2	
4	Define communication. What are the barriers of effective communication?	2	
5	Define controlling. List the basic types of control?	2	
6	Is management art or science? Discuss shortly.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Discuss the contributions made by F.W.Taylor to the field of management.	6	
8	Define MBO and explain the various steps involved in it	6	
9	Define Control. Explain the steps involved in the process of Controlling?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 1st
Course Code: MBA 1.2		Course Name: Organizational Behavior	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Define OB. Explain the nature and applications of OB.	2	
2	What is organizational culture? Discuss the important characteristics of organizational culture.	2	
3	Define and distinguish between power, authority and influence.	2	
4	Explain one theory of motivation that explains what drives employees to work hard?	2	
5	Define Groups and Teams. Differentiate between groups and teams.	2	
6	What is the Quality of Work Life (QWL)? What is the importance of concern for QWL?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Explain in detail Mc Gregor's theory X and theory Y.	6	
8	What are the causes of organizational conflict? How could they overcome it, state with suitable examples?	6	
9	Explain the process of perception. What are the factors that influence perception?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 1st
Course Code: MBA 1.3		Course Name: Accounting for Managers	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Discuss the rules of accounting.	2	
2	What is journal proper? What entries are recorded in it?	2	
3	Define budgetary control and give its essentials.	2	
4	Give five characteristics of an ideal costing system.	2	
5	Define the ratios which are used to judge the long-term solvency of a concern.	2	
6	Explain straight line and Diminishing balance method of depreciation.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	State and explain the objectives of management accounting. What is the relation of management accounting with financial accounting and cost accounting?	6	
8	Explain FIFO and LIFO methods of inventory valuation. Under what circumstances, these are applicable?	6	
9	Explain 'Relevant costs and benefits' in the context of decision making.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 1st
Course Code: MBA 1.4		Course Name: Quantitative Techniques for Business Decisions	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Define Quantitative Techniques. Discuss the limitations of Quantitative Techniques.	2	
2	What do you mean by Decision Tree? How is it useful in decision-making?	2	
3	How does time series analysis help in planning future operations?	2	
4	Define poisson distribution. Which distribution is most appropriate in case of rare events?	2	
5	Discuss the properties of Regression Coefficient.	2	
6	What is sampling? Explain its merits and demerits.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Explain the concept of Standard Error. How does it differ from Standard Deviation? Discuss its utility in statistical theory for decision-making.	6	
8	What are the characteristics of Index numbers? State its utility. Discuss various types of index numbers.	6	
9	Define Matrix. Explain the different types of matrices with examples.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 1st
Course Code: MBA 1.5		Course Name: Managerial Economics	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Define Managerial Economics. Write any five characteristics of Managerial Economics.	2	
2	What is demand? How it is different from need? What are its characteristics?	2	
3	Differentiate between the following on the basis of elasticity of demand: A. Superior Goods and inferior goods B. Complements and substitutes	2	
4	Explain Cross elasticity of demand with the help of an example.	2	
5	Define pricing policy? What are the factors to be considered while making pricing decision?	2	
6	Discuss and explain the law of diminishing marginal utility.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What is supply? What are the factors which influence the supply? Analyze the supply function and the supply curve.	6	
8	Distinguish between short run and long run costs. What is relationship between the short run and long run, fixed and variable costs?	6	
9	Describe the concept of returns to scale and distinguish among increasing returns to scale, constant returns to scale and decreasing returns to scale.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 1st
Course Code: MBA 1.6		Course Name: Management Information System	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Explain the difference between data and information in the context of information systems.	2	
2	Define a) DBMS, b) Primary key and foreign	2	
3	Discuss the benchmarking concept and its features.	2	
4	State the Ethical & Social Issues/ Dimensions in MIS.	2	
5	What is Copyright protection? Explain its relevance in Computer applications.	2	
6	Explain inventory. What is the purpose of maintaining inventory?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Discuss with example the role of Management Information System (MIS) in modern competitive business environment. Also explain how it transforms organizations and management to address the end-user needs?	6	
8	What is Data mining? State its advantages & disadvantages. Describe various data mining techniques.	6	
9	Discuss Basic Concept and Philosophy of Supply Chain Management with example?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 2nd
Course Code: MBA 2.1		Course Name: Business Environment	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Discuss Porter's Five Force Model to understand industry analysis.	2	
2	Discuss advantages and disadvantages of capitalism and mixed economy.	2	
3	What is the effect of recession on economy?	2	
4	Explain the concept of Foreign Trade Policy and Fiscal Policy.	2	
5	What is joint sector. Discuss its features and role in Indian economy.	2	
6	Discuss the role of technological factors in the business environment .	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What is business environment? Explain various components of business environment.	6	
8	Write a note on Liberalization, Privatization and Globalisation (LPG) in India.	6	
9	What do you understand by Economic Integration? Give advantages & disadvantages of economic Integration.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 2nd
Course Code: MBA 2.2		Course Name: Production & Operations Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What is the meaning of EOQ? How it is determined with the help of EOQ model?	2	
2	Explain the steps involved in Time Study and Method Study.	2	
3	Describe the role and function of Production Manager.	2	
4	What is location planning? What are the factors to be considered while locating a plant?	2	
5	What is logistic management? What are the issues with logistic management?	2	
6	Explain the reasons for keeping inventories. Write short note on ABC analysis.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What is Material Requirement Planning? Discuss the principles and structure of Material Requirement Planning.	6	
8	Explain the need for Flexible Manufacturing System (FMS). Discuss different types of Flexible Manufacturing System.	6	
9	Explain various types of layout with an example.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 2nd
Course Code: MBA 2.3		Course Name: Human Resource Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	How Human Resource management is different from Personnel management?	2	
2	Differentiate between: (1) job description & job specification, (2) transfer & promotion	2	
3	What is “on the job” & “off the job” Techniques of Executive Development.	2	
4	Give the objectives, meaning and definitions of job evaluation.	2	
5	Discuss the Concepts of Wage Policy.	2	
6	Discuss types of Incentives i.e. Financial Incentives & Non-Financial Incentives	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Discuss the process involved in selection. How does it differ from recruitment? Briefly explain the methods of selection.	6	
8	Explain the cognitive and behavioral methods of training.	6	
9	(1) Enlist grievances resulting from management policy and practices. (2) What are the methods of identifying Grievances? Discuss the steps involved in handling grievances.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 2nd
Course Code: MBA 2.4		Course Name: Marketing Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Discuss the Boston Consulting Group's Growth Share Matrix (BCG Matrix).	2	
2	What do you understand by 'Holistic Marketing' ?	2	
3	What is brand repositioning? Give six reasons to Reposition a brand.	2	
4	List any four characteristics of consumer buying behaviour.	2	
5	Define product and give various types of product with examples?	2	
6	What is "Promotional Mix"? Discuss various levels of promotional mix.	2	
SECTION -B			h6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Explain the VALS framework for psychographic segmentation.	6	
8	List the steps involved in marketing research process.	6	
9	Define "Personal Selling". Explain various stages involved in personal selling process.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 2nd
Course Code: MBA 2.5		Course Name: Financial Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What is a Cash Flow Statement? How is it different from a funds flow statement?	2	
2	What is Time Value of Money? What are the two techniques of time value of money?	2	
3	What are the various types of accounting ratios?	2	
4	What are the two critical components of investing decisions?	2	
5	Explain "profit maximization" and "wealth maximization" goals.	2	
6	Define Working Capital. What are the factors determining working capital structure in an organization?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What are dividend policy decisions? What factors influence dividend policy decisions?	6	
8	What is leverage? What are the different types of leverages? Explain.	6	
9	What is capital budgeting? Which are the various techniques of capital budgeting?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 2nd
Course Code: MBA 2.6		Course Name: Research Methodology	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What do you understand by Research Methodology? Why is it needed? Explain.	2	
2	What is business research? Explain the importance of business research in managerial decision making.	2	
3	Write a note on sampling error.	2	
4	A bag contains 4 white, 2 black, 3 yellow & 3 red balls. What is the Probability of getting a white or red ball at random in a single draw of one.	2	
5	What is hypothesis? Explain the types of hypothesis.	2	
6	Write a note on Chi-square test with a suitable example.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What are the various types of research designs? Explain with examples.	6	
8	What is interview? Explain the various types of interview methods with three merits and demerits.	6	
9	Define “research report”. Explain the essentials of good research report. What are the types of research report?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 3rd
Course Code: MBA 3.1		Course Name: Organizational Effectiveness & Change	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Mention the different types of organizational cultures.	2	
2	List the basic components of organizational design.	2	
3	What is the role of top management in communicating change?	2	
4	What is the process of Organizational Learning?	2	
5	What is strategic change management?	2	
6	Distinguish between mechanistic and organic structures.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Discuss the need for the organizational existence and highlight the issues involved in organizational effectiveness.	6	
8	Explain the various types and forms of change. How to manage different resistance to change?	6	
9	Explain the five phases of the organizational life cycle.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 3rd
Course Code: MBA 3.2		Course Name: Project Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Explain the types of projects with suitable example?	2	
2	Write the key steps of critical path method?	2	
3	Define total float of an activity. State its uses in resource allocation.	2	
4	Differentiate between Project monitoring and Project Control.	2	
5	What are the sources of long-term funding for an infrastructure project? Discuss any two.	2	
6	Describe the purpose and importance of project evaluation?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Explain in detail the crashing of a project? How crashing reduced the cost of project?	6	
8	What is project appraisal? Explain various types of appraisal criteria used before execution of project.	6	
9	When do you judge a project to be a failure? What are the possible causes of project failures?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
		Optional Group: HR	
Course Code: MBA 3.11		Course Name: Human Resource Development	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What are the phases of HRD intervention?	2	
2	Describe the challenges of HRD.	2	
3	What is JOHARI window model?	2	
4	What is the role of HRD professionals within the organization?	2	
5	What are the dimensions of globalized HRM?	2	
6	What is the difference between Job rotation and Job enrichment?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Why is HRD needed in an organisation? Explain briefly the sub-systems of HRD and their importance in organisational context.	6	
8	What do you mean by reward management? Define components and process of reward system.	6	
9	What is HRD audit? Why it is important for an organization development? Discuss any two methodology used for HRD audit.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
		Optional Group: HR	
Course Code: MBA 3.12		Course Name: Labor Relations & Legislation	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What do you mean by Industrial Relation? Define Labour Welfare.	2	
2	What are the types of arbitration?	2	
3	Describe different types of strike?	2	
4	Write any four principles of code of conduct.	2	
5	What is strike & lock-out? When is a strike or lock-out illegal?	2	
6	Write down the causes of poor IR.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Explain the scope, objectives and functions of Trade union and its weakness of Trade unionism in India.	6	
8	Explain the causes for accidents in industries. Suggest preventive measures and safety provisions to ensure industrial safety.	6	
9	Describe the legal provisions related to the Health and Safety of workers in a factory.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 3rd
			Optional Group: HR
Course Code: MBA 3.13		Course Name: Wages & Salary Administration	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Mention differences between wages and salary?	2	
2	What are the factors affecting wages?	2	
3	What is dearness allowance (DA) & HRA? Why it is provided?	2	
4	What are merits and demerits of performance linked reward system?	2	
5	Discuss role of ILO in protection of wages.	2	
6	What factors go into the determination of pay in an organization?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Describe the key retirement benefits: provident fund, gratuity, and pension.	6	
8	Classify different types of incentives and discuss their merits and demerits. What are the pre-requisites of effective incentive scheme?	6	
9	What is international compensation? What competitive strategies are important for international compensation?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 3rd
			Optional Group: HR
Course Code: MBA 3.14		Course Name: Strategies & Practices of HRM	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Define human resource management and state the role of HR manager.	2	
2	What is MBO? What advantage does it have over traditional method?	2	
3	What is the importance of HRIS Systems?	2	
4	What are the external sources for recruitment?	2	
5	What is the ERG theory of motivation? Discuss its merits and demerits	2	
6	Various limitations of performance appraisal system?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Discuss the different types of selection tests.	6	
8	Discuss the process of performance appraisal?	6	
9	What are the sources of grievances? Explain the grievance handling procedure.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
Course Code: MBA 3.21		Optional Group: Finance	
Course Name: Financial Derivatives and Services			
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Discuss the uses and advantages of derivatives.	2	
2	Explain briefly different types of settlement.	2	
3	Compare future prices, forward prices and spot prices.	2	
4	What do you mean by Speculation and Arbitragers?	2	
5	Explain the term – call option and put option?	2	
6	Explain the concept of hedging?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Explain the various types of derivatives. Differentiate between cash and futures market.	6	
8	Explain the different types of SWAP contracts.	6	
9	Explain the risks in financial derivatives and suggest some measures to minimize them.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 3rd
			Optional Group: Finance
Course Code: MBA 3.22		Course Name: Security Analysis and Portfolio Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Explain the various types of Investment.	2	
2	Enlist the different types of risks associated with investment.	2	
3	Differentiate between debentures and bonds.	2	
4	Explain the powers and functions of SEBI in financial market?	2	
5	Differentiate between active and passive portfolio management.	2	
6	What is the role of mutual funds in the investment process?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Discuss in detail the various reasons for the emerging popularity of investment in today's world.	6	
8	Explain the concept of securities market. Also discuss the types of securities market prevailing in India.	6	
9	Give an account on the reforms introduced by SEBI in primary and secondary market?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
		Optional Group: Finance	
Course Code: MBA 3.23		Course Name: Working Capital Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What is working capital? Explain the types of working capital.	2	
2	State the difference between Trade Credit and Letter of Credit.	2	
3	Explain Tandon Committee Report on working capital finance.	2	
4	What is inventory management? Explain the objectives of inventory management.	2	
5	Explain the different motives for holding cash in a business firm.	2	
6	Elucidate the factors to be considered before investing surplus cash in marketable securities.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What are the objectives of working capital management in Small and Medium Enterprises (SMEs)? Discuss the various barriers in optimization of working capital in SMEs.	6	
8	What is cash management? Explain the objectives of cash management. Discuss briefly the four facets of cash management.	6	
9	Explain Factoring of Receivables, with recourse and without recourse factoring. Describe the mechanism of factoring?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 3rd
			Optional Group: Finance
Course Code: MBA 3.24		Course Name: Income Tax Planning and Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Explain the procedure of GST Returns and types of Returns.	2	
2	Distinguish between Tax Evasion and Tax Avoidance.	2	
3	What incentive is available u/s 80-IAC of Income Tax Act?	2	
4	Explain the procedure of GST Returns.	2	
5	Explain the concept of residential status for non-resident Indians (NRIs) and how it affects their tax liabilities in India?	2	
6	What are the different heads of income under the Income Tax Act?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Explain the set-off and carry forward under company tax and important corporate Deductions.	6	
8	Explain the importance of tax planning for depreciation, treatment of losses, and unabsorbed items, along with the rules for carry forward and set off losses.	6	
9	Compute the income tax liability for an individual for the assessment year under the Income from House Property with proper illustration?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
Course Code: MBA 3.31		Optional Group: Production	
Course Name: Material Management			
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Explain the role of standardization and codification in managing materials.	2	
2	Explain the concept of and derivation of EOQ model.	2	
3	Discuss the factors affecting material requirement planning.	2	
4	List the major advantages and disadvantages of FIFO and LIFO.	2	
5	What are the costs associated with logistics?	2	
6	What are inventory models?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What are the different methods of Sales forecasting? Explain.	6	
8	Describe the methods of purchasing.	6	
9	Explain the factors that influence the selection of material handling system.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
		Optional Group: Production	
Course Code: MBA 3.32		Course Name: Total Quality Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Define Total Quality Management. Mention the basic features of TQM.	2	
2	Describe about the Vision, Mission and Policy Statement of a business organization.	2	
3	What are the advantages of Statistical Process Control?	2	
4	What is meant by cost of quality? State the components of cost of quality.	2	
5	What is BENCH MARKING? State the objectives of bench marking?	2	
6	State the principles and applications of re-engineering.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Explain the contributions of Deming to TQM (Deming's 14 points for Management).	6	
8	State and explain the barriers to TQM implementation in an organization	6	
9	Explain all the elements in 5'S principle and also the implementation procedure of 5'S in a manufacturing company.	6	

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Program Name: Master of Business Administration (MBA)		Semester: 3rd	
Course Code: MBA 3.33		Optional Group: Production	
Course Name: Logistic and Supply Chain Management			
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What is a supply chain? What are the drivers of supply chain performance?	2	
2	Define warehousing. What are functions of warehousing?	2	
3	Distinguish between third- and fourth-party logistics.	2	
4	Discuss: a) global logistics, b) reverse logistics	2	
5	What are the major challenges that must be overcome to manage supply chain successfully.	2	
6	What is total logistics cost? Explain.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Explain how to manage supply chain cycle inventory.	6	
8	Explain the need and process of Supply Chain Process restructuring.	6	
9	What is the bullwhip effect and what are the main causes of the bullwhip effect? What can a firm do to minimize demand distortions across the chain?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
		Optional Group: Production	
Course Code: MBA 3.34		Course Name: Production Planning and Control	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What is production planning and control? List the Objectives of Planning and Control	2	
2	List the various functions/activities of PPC?	2	
3	Explain the durability, dependability and aesthetic aspects of product design.	2	
4	What is method study? State three different levels in method study.	2	
5	What is Motion study? List the objectives of Motion study.	2	
6	What are Therbligs? Give any five therbligs with symbol.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Explain different types of production systems and differentiate between them.	6	
8	What is meant by product planning? Explain in details the various steps involved in the product planning process.	6	
9	Define time study. List down the various steps in conducting a stop watch time study.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
		Optional Group: Marketing	
Course Code: MBA 3.41		Course Name: Advertising and Brand management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What is the meaning of Advertising? Explain the importance of advertising.	2	
2	What is Branding? Explain Brand Equity.	2	
3	What are the factors influencing choice of media?	2	
4	Define Brand Positioning. How would you undertake it?	2	
5	Explain DAGMAR approach.	2	
6	What is Ethical Advertising? Explain with examples	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What is brand vision? Why is it needed? What are the challenges involved in branding for global brands?	6	
8	What are celebrity endorsements? Use examples. What are the advantages and disadvantages of celebrity endorsements?	6	
9	How would you determine advertising budgets? Explain the various methods.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
		Optional Group: Marketing	
Course Code: MBA 3.42		Course Name: Consumer Behavior	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What are the various determinants of the consumer buying behavior?	2	
2	Write a short note on organizational buying behavior.	2	
3	How cultural influences plays an important role in consumer behaviour?	2	
4	What is meant by personality? Discuss the role of personality in consumer behavior	2	
5	Define opinion leaders. What are the traits/ characteristics of opinion leaders?	2	
6	What is Consumerism ‘? Explain the significance of Consumerism ‘in Marketing.	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Explain the buying decision process.	6	
8	Explain the demographic and psychological factors influencing consumer behaviour with relevant examples.	6	
9	Define perception. What factors influence perception? What are the barriers to perception?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 3rd
			Optional Group: Marketing
Course Code: MBA 3.43		Course Name: International Marketing	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What is international marketing? What are the features of international marketing?	2	
2	Define indirect exporting and mention its advantages and disadvantages.	2	
3	What is domestic purchasing? Discuss its importance over international marketing.	2	
4	Give a brief note on foreign manufacturing strategies with direct investment	2	
5	Discuss about the grey market with examples.	2	
6	What are the criteria in selecting foreign country market intermediaries?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What are the bases that can be used to segment International Markets	6	
8	Give a brief account on international marketing channels.	6	
9	The policy decisions of an export firm are influenced by various factors. Discuss.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
		Optional Group: Marketing	
Course Code: MBA 3.44		Course Name: Industrial & Service Marketing	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What is Service Marketing? Explain its basic characteristics.	2	
2	What do you understand by industrial marketing. Explain its significance in industrial marketing research.	2	
3	Explain the importance of channel decision for industrial products.	2	
4	Enumerate Services Marketing triangle?	2	
5	Mention the reasons for the growth of service economy.	2	
6	What are the determinants of customer behavior in service market?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What are the stages in the business buying decision process? What happens in each stage?	6	
8	What are the various methods of pricing used for service products?	6	
9	Describe the factors that influence the choice of location of service site.	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)			Semester: 3rd
			Optional Group: (Information Technology)
Course Code: MBA 3.51		Course Name: Computer Fundamental and Its Organization	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Explain the storage organization of Compact Disk ROM.	2	
2	What is difference between Magnetic disk & Magnetic Tape?	2	
3	What is the difference between multitasking and multiprogramming operating system?	2	
4	What is input-output Device? Explain the role of input-output device in computer system?	2	
5	Differentiate between system software and application software?	2	
6	What is the difference between batch and time-sharing operating systems?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What is Data and Information? Why Computer is known as a Data Processing System?	6	
8	What are the various objectives and functions of Operating systems? What are the major activities of operating systems in process management?	6	
9	Explain the concept of cache memory and its importance in improving Computer Performance?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
		Optional Group: (Information Technology)	
Course Code: MBA 3.52		Course Name: Web Technology	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	What is the purpose of XML? Explain the concept of a namespace in XML?	2	
2	What is a multi-tier application and Web 2.0?	2	
3	Write short note on the “Fundamental ASP Objects”?	2	
4	Explain AJAX briefly	2	
5	What is the purpose of frames in HTML?	2	
6	What is client-side scripting? Explain with suitable example?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	What is HTML file and ASP file? List the advantages and limitation of HTML. State the benefits and drawback of ASP?	6	
8	Why HTTP is called state-less protocol? Enlist various methods for state management and also give advantages and disadvantages of each method.	6	
9	What is IIS? Explain different features of IIS?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
		Optional Group: (Information Technology)	
Course Code: MBA 3.53		Course Name: Software Engineering Management	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Define Software Engineering?	2	
2	What is a Software Process Model?	2	
3	What is the difference between Software Engineering and programming?	2	
4	What is the difference between a data flow diagram and a control flow diagram?	2	
5	Name the three primary activities of Project Management?	2	
6	What is the purpose of risk identification?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Discuss 3-tier architecture with the necessary diagram and suggest an example application?	6	
8	Discuss the different phases of the software development life cycle (SDLC)?	6	
9	Analyze the factors that influence the decision to re-engineer a Software System?	6	

Session: 2025-26		Max. Marks: 30	
Program Name: Master of Business Administration (MBA)		Semester: 3rd	
		Optional Group: (Information Technology)	
Course Code: MBA 3.54		Course Name: Data Base Management System	
SECTION -A			2*6=12 marks
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	
1	Define a database management system (DBMS)?	2	
2	Define a relationship in the ER model?	2	
3	Discuss the challenges and opportunities of distributed database systems?	2	
4	How are views created and dropped? Explain, how the views are implemented and updated?	2	
5	Discuss the emerging trends in database technology, such as NoSQL and cloud databases?	2	
6	Analyze the role of concurrency control in ensuring data consistency?	2	
SECTION -B			6*3=18 Marks
Q. No.	Long answer type question (approx. 500 -800 words)	Marks	
7	Discuss the advantages and disadvantages of the database approach compared to traditional file-based systems?	6	
8	Draw and explain the detailed system architecture of DBMS. What are the advantages of DBMS?	6	
9	Explain the different types of data models and their characteristics?	6	

