India is attempting to create awareness about the benefits of tetra pack milk. The Annual production of milk around 72 billion litres per annum and out of this only about 12% is packaged.

Questions :

(a) How would you use consumer behaviour principles to formulate a communication plan for tetra packed milk?

(b) Suggest a suitable strategy for marketing the product.

MBMM 3001/GN 3001/MBLC 1005

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

General/Marketing

CONSUMER BEHAVIOUR

(2012 – 2013 Batch Onwards)

Time : Three hours — Maximum : 100 marks

PART A — ($5 \times 6 = 30$ marks)

Answer any FIVE Questions out of the following.

1. Explain the purchase behaviour of consumers.

2. What is Consumer Involvement? Discuss the factors that affect the Consumer Involvement.

3. Discuss the various buying habits with examples.

4. Explain the stages in consumer decision making process.

5. Explain Maslow's hierarchy need theory with an example.

6. Enumerate in detail the significance of the consumer perceptions in the service sector.

7. What is a market strategy and how does it differ from a marketing strategy?

8. Explain a product positioning and why positioning strategy is important.

PART B — ($5 \times 10 = 50$ marks)

Answer any FIVE Questions out of the following.

9. Explain in detail the application of consumer behaviour knowledge.

10. Explain the Two - Way Communication in detail with examples.

11. Explain the elements of marketing strategies in consumer behaviour.

12. Briefly discuss the future of direct marketing in India with relevance to the consumer behaviour.

13. How can lifestyle be used effectively as a criterion in international market segmentation?

14. Explain the factors influencing consumer behaviour with examples.

15. Explain the stages in consumer buying process with appropriate examples.

16. What is meant by consumer behaviour? Explain interrelationship between marketing strategy and consumer behaviour.

PART C — ($1 \times 20 = 20$ marks)

Case Study – Compulsory

17. Pasteurized Milk

Ultra High Temperature (UHT) treated pasteurized milk is being sold in tetra packs and these packs have a self life of three months without refrigeration. The Tetra Brick Aseptic (TBA) with 4.5 tab content costs around ₹ 20-24 per litre. Tetra Find Aseptic (TFA) packs which preserve milk for 45 days could cost about 40% lower than TBA packs. Vijaya uses TFA and the price per litre is ₹ 19 Inspite of the advantage of these kinds of tetra packs, consumer in India have been used to boil milk for generation and may not appreciate the fact that pasteurized milk need not be boiled (even the pouches which are pasteurized milk and refrigerated).

Secondly, there is also the taste factor associated with boiling. Tetra packed milk was introduced as early as 1980 by the manufacturers of Amul (GCMMF) but the product didn't catch up. But changing life styles and poor cost (required for refrigeration) may encourage consumer to try this product under the present day context. Tetra pack make communication with individual employees and employee groups quick and easy. With the software's human resource management system, an HR executive can send e-mails directly to employees from their demographic records. Part of Perfect HR executive can send e-mails directly to employees from their demographic records. Part of Perfect HR also provides interoperability with Perfect Payroll or any other payroll outsource providers. This ensures organizations real-time updating between HR and Payroll systems ensuring that the HR and Payroll departments are working with the most current and up to date employee data.

Question:

How these facts and figures help the Top management to run the business in an effective way?

MBHR 3002/GN 3002/MBLG 3002

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

Human Resource Management

PERFORMANCE MANAGEMENT

(2012-2013 Batch onwards)

Time : Three hours Maximum : 100 marks

PART A — ($5 \times 6 = 30$ marks)

Answer any FIVE questions out of Eight questions.

1. Explain the significance of job analysis.

2. What are the causes of employees' effectiveness?

3. How do competencies differ from skills and knowledge?

4. What are the aims of performance management?

5. Explain the features of performance Appraisal.

6. Narrate the challenges of performance appraisal.

7. Explain the steps to be followed while introducing a good potential appraisal system.

8. What are the factors influencing employee's morale?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

9. Discuss the organization factors before assigning work to an employee.

10. Describe the steps undertaken in the process of job analysis.

11. Enumerate the modern methods of performance appraisal.

12. Describe learning (Process) theory Behaviour modification approach of employees' motivation.

13. Elucidate the multiple proposes of performance assessment.

14. Discuss performance Appraisal methods.

15. Discuss the Ethical issue and features of code with regard to performance management.

16. Discuss the characteristics of an effective Team.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study:

The Human Resource software module known as Perfect HR is designed to help companies in any industry, or any size, bring the challenging task of HR record keeping and government reporting under control. The software can truly aid the HR professional by combining bits of information to produce studies and analyses that help businesses define their future. Perfect HR is a browser-based software solution, providing capabilities for a human resources department to manage thousands of employee records in a clear easy to use format. Extensive information can be available at a HR manager's fingertips through this HR software aiding in protecting an organization's most valuable asset, the Human Capital.

Perfect HR makes viewing employee data simple and easy. There are custom search capabilities to aid in finding employee information and working on employee records. A HR manager can tailor the HR software by changing field names and search options. This can make the system easier to navigate and to use, maximizing the effectiveness of time and other resources. Further, integrated e-mail capabilities in this software to purchase material but his customers would not pay until the job was done. Since he was relatively new in the business, he did not feel that he could compete if he had to require a sizeable deposit or payment in advance. Instead, he could quote for higher profits if he were willing to wait until completion of the job for payment. To show that his operation was sound, he included a list of customers and projects with his loan application. He also included a list of current receivables.

Cooper told the loan officer that he had monitored his firm's financial status closely and that he had financial reports prepared every six months. He said that he would send a copy to the bank. In addition, he was willing to file a personal financial statement with the bank.

Question :

Prepare your recommendations on Arther Cast Company.

———————

MBFM 3003/GN 3003/ MBLG 3001

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

Finance / General

MERCHANT BANKING AND FINANCIAL SERVICES

(2012 – 2013 Batch onwards)

Time : Three hours — Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight.

1. Explain New Financial Products and Services.
2. Examine Issue of Debt Instruments in India.
3. Explain RML
4. Describe the types of Mutual Funds.
5. Explain the Importance of Venture Capital.
6. Explain the role of credit cards in India.
7. What is Factoring and Forfeiting?
8. Write a note on Preferential Issues.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight.

9. Examine Innovative Financial Instruments and Challenges ahead in our Country.

10. Explain the functions of Factoring in India.

11. Examine the Issues Management Intermediaries in Merchant Banking.

12. Comment on Indian Housing Finance System Players.

13. Discuss the Importance of Mutual Funds Industry in India.

14. Examine the role of Credit Rating Agencies in India.

15. Explain various types of Insurance Industry in India.

16. Analyse fund based and non-fund based Activities of Financial Services Industry.

PART C — (1 × 20 = 20 marks)

Case Study (Compulsory)

ARTHER CAST CASE: CREDIT DECISION

17. on August 30, 1998, the Arther Cast Company, Inc., applied for a $200,000 loan from the main office of the National Bank of New York. The application was forwarded to the bank's commercial loan department.

Cooper the president and principal stockholder of Arther Cast, applied for the loan in person. He told the loan officer that he had been in business since February 1976, but that he considerable prior experience in flooring and carpets since he had worked as an individual contractor for the past 20 year. Most of this time, he had worked in Frankfert and Michigan. He finally decided to "work for himself' and he formed the company with Berry Hook, a former co-worker. This information seemed to be consistent with the Dun and Bradstreet report obtained by the bank.

According to Cooper, the purpose of the loan was to assist him in carrying his receivables until they could be collected. He explained that the flooring business required him to expend considerable case

MBGN 3004

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

MBA (General)

MANAGEMENT CONTROL SYSTEMS

(2012-13 Batch onwards)

Time : Three hours   Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following.

1. Define span of control. What are its limitations?

2. Define organizational climate. What are the factors that influence it?

3. How does a zero-base budget work as a control instrument?

4. Write in brief various types of audit.

5. Define responsibility centers. What are their functions?

6. Define CVP analysis. Bring out its procedure.

7. What are balanced score cards? List out its benefits.

8. What are the uses of ABC costing standards?

PART B — ($5 \times 10 = 50$ marks)

Answer any FIVE of the following.

9. Explain various key control variables in detail.

10. Define decentralization. What are its pros and cons?

11. Bring out the role of an auditor.

12. How do we control marketing and distribution functions?

13. Enumerate the elements of management control structure.

14. Define knowledge management. How do you control it?

15. Enumerate the steps involved in the process of designing controlling system.

16. Bring out the legal environment of non-profit organizations.

PART C — ($1 \times 20 = 20$ marks)

17. Case study (Compulsory) :

A company is producing an identical product in two factories. The following are the details in respect of both the factories :

Particulars	Factory X	Factory Y
Selling price per unit (Rs.)	50	50
Variable cost per unit (Rs.)	40	35
Fixed cost (Rs.)	2,00,000	3,00,000
Depreciation included in above (Rs.)	40,000	30,000
Sales (units)	30,000	20,000
Production capacity (units)	40,000	30,000

You are required to determine :

(a) Break-Even Point (BEP) for each factory individually in units and rupees.

(b) Which factory is more profitable?

MBGN 3005

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

General

ENTREPRENEURSHIP MANAGEMENT

(2012– 2013 Batch onwards)

Time : Three hours Maximum : 100 marks

PART A — ($5 \times 6 = 30$ marks)

Answer any FIVE out of the following.

1. What are the characteristics of an entrepreneur?
2. What are the functions of an entrepreneur?
3. Analyse the factors motivating the entrepreneurs.
4. Bring out the causes for business sickness.
5. How the entrepreneur searches for a business idea?
6. Explain the stages in the preparation of a project report.
7. Discuss business pressures that have led to intrapreneurship.
8. Enumerate the barriers to women entrepreneurship.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Give an account of growth of entrepreneurship in India during post independence era.

10. State and explain the process of developing entrepreneurial competencies.

11. Discuss the support provided by the NSIC to small scale industries in India.

12. What is a project report? Describe the essentials of project report?

13. Discuss the role of service institutions in entrepreneurial development.

14. Discuss the preliminary considerations which an entrepreneur should keep in mind while selecting a suitable a form of organisation.

15. Discuss the importance of site and location.

16. Describe and identified the prospects and problems of micro-enterprises run by Women Self Help Groups (WSHGs).

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study

    Prepare a Specimen Project Report for setting up a Corporate multicare hospital at the heart of the Pondicherry city to accommodate a minimum of 1000 patients at a time with all required facilities.