

**FACULTY OF MANAGEMENT**

**M.B.A. II – Semester (CBCS) Examination, May / June 2019**

**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 Need for ISO certification
- 2 Gantt Charts
- 3 Monte Carlo Technique
- 4 Six sigma
- 5 TQM in any service sector

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) Briefly explain the different quality awards for TQM.  
**OR**  
b) Explain the MBNQA and its requirements.
- 7 a) Briefly describe the 7 QC tools for process improvement.+  
**OR**  
b) Explain the Kaizen and JI tools of TQM.
- 8 a) Describe the steps involved in benchmarking. Explain the parameters to be considered while benchmarking a financial institution.  
**OR**  
b) Examine any two methods of TQM.
- 9 a) How can 'six-sigma' be helpful in achieving quality objectives of a firm?  
**OR**  
b) What are the benefits and costs of Six Sigma? Explain.
- 10 a) Bring out the framework for improving service quality in Indian Universities.  
**OR**  
b) How TQM can be achieved in health care services? Give your suggestions.

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**FACULTY OF MANAGEMENT****M.B.A. II – Semester (CBCS) Examination, May / June 2019****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 Define Strategic Management Accounting and state its features.
- 2 State the objectives of standard costing.
- 3 State the need for divisionalization.
- 4 What is meant by activity based costing system?
- 5 State the essential elements of competitive pricing.

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

- 6 a) Discuss the significance of various cost concepts in managerial decision making process.

**OR**

- b) From the following details, find out –
- i) Contribution per unit
  - ii) BEP
  - iii) Margin of safety
  - iv) Profit and
  - v) Volume of sales to earn a profit of Rs. 24,000
- |                     |            |
|---------------------|------------|
| Total Fixed cost    | Rs. 18,000 |
| Total variable cost | Rs. 30,000 |
| Total sales         | Rs. 60,000 |
| Units sold          | 20,000     |

- 7 a) Describe the significant aspects in various functional budgets in a manufacturing organization.

**OR**

- b) From the following information, calculate the material variances of cost, price and 'usage'.

Material	Standard			Actual		
	Units	Price	Value	Units	Price	Value
X	60	3	180	50	3	150
Y	40	6	240	35	6	210
Total	100		420	85		360
Less: Loss	10			7		
Net output	90			78		

8 a) Discuss the advantages and limitations of responsibility accounting system.

**OR**

b) Describe the concept and methods of transfer pricing.

9 a) A company manufacturing two products furnishes the following data for a year:

Product	Annual Output (Units)	Total Machine Hours	Total no. of Purchase Orders	Total no. of Setups
A	5,000	20,000	160	20
B	60,000	1,20,000	384	44
Total	65,000	1,40,000	544	64

The annual overheads are as under:

Volume related activity costs	Rs. 5,50,000
Setup related costs	Rs. 8,20,000
Purchase related costs	<u>Rs. 6,18,000</u>
	<u>Rs.19,88,000</u>

You are required to calculate the cost per unit using

- i) Traditional costing
- ii) ABC analysis

**OR**

b) Discuss the relevance and applicability of CAP analysis.

10 a) Discuss the assessment of cost for products at various stages of PLC.

**OR**

b) Give an overview of competitor analysis.

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**FACULTY OF MANAGEMENT**

**M.B.A. II – Semester (CBCS) Examination, May / June 2019**

**Subject: Startup Management**

**Paper – MB – 205 – 3  
(Open Elective – III)**

**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 Entrepreneur
- 2 SIDBI
- 3 Project selection
- 4 Chicago method
- 5 Startups

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

- 6 a) Explain the nature and characteristics of Entrepreneurship.  
**OR**  
b) Explain the growth of Entrepreneurship India.
- 7 a) Explain the factors affecting the Entrepreneurial Growth.  
**OR**  
b) Explain the Entrepreneurship Development Programmes (EDPs) in India.
- 8 a) Define Small Enterprises? Explain the role of small enterprises in economic development.  
**OR**  
b) Explain the problems of Small Enterprises in India.
- 9 a) Explain the role of NSIC in financing the Entrepreneurs in India.  
**OR**  
b) Explain the role of Commercial Banks in financing the enterprises.
- 10 a) Explain the regulatory framework of venture capital financing in India.  
**OR**  
b) Explain the policy imperatives of VCF development in India.

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**FACULTY OF MANAGEMENT**

**M.B.A. II – Semester (CBCS) Examination, May / June 2019**

**Subject: Retail Management**

**Paper – MB – 205 – 4**

**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 What is retailing?
- 2 Social marketing in retail management
- 3 Define Retail strategy
- 4 Logistic management
- 5 Consumer Protection Act.

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) Explain the characteristics and types of Retailing.  
**OR**  
b) What are the functions of Retailing?
- 7 a) Explain the emergence of organized retailing in India.  
**OR**  
b) What are the motives for International Retailing?
- 8 a) Define Segmentation. Explain Retail Market Segmentation.  
**OR**  
b) Explain retailing in banking and other financial services.
- 9 a) How do you design store layout? Explain with suitable examples.  
**OR**  
b) Explain various sources available for Merchandise in retailing business.
- 10 a) How do you develop and implement the CRM program? Explain.  
**OR**  
b) Write an essay on IPR, patent copyrights and trademarks.

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