**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **10MS201** | **Duration** | **3hrs** |
| **Course Name** | **ENGINEERING PROJECT COSTING** | **Max. Marks** | **100** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | |
| 1. | Define Costing. | | | 1 |
| 2. | \_\_\_\_\_\_\_\_\_\_ is the change in total cost that arises when the quantity produced changes by one unit. | | | 1 |
| 3. | List out the advantages of costing. | | | 1 |
| 4. | Define service cost. | | | 1 |
| 5. | Differentiate Service cost from manufacturing cost. | | | 1 |
| 6. | \_\_\_\_\_\_\_\_\_\_ is a business relationship between a private-sector company and a government agency for the purpose of completing a project that will serve the public. | | | 1 |
| 7. | Distinguish POQ from FOQ. | | | 1 |
| 8. | What is Public Private Partnership? | | | 1 |
| 9. | What do you mean by pay-back period? | | | 1 |
| 10. | Write the abbreviation for LOT. | | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | |
| 11. | Describe the different objectives of Cost Accounting. | | | 3 |
| 12. | List out the elements of cost. | | | 3 |
| 13. | What is meant by process costing? | | | 3 |
| 14. | Write short notes on VED Analysis. | | | 3 |
| 15. | Mention the need for PPP for the Private Sector. | | | 3 |
| 16. | Discuss any three important key issues investment decisions. | | | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | |
| 17. | | a. | Explain the essentials of a good costing system and what are its limitations of costing? | 9 |
|  | | b. | Point out at least three major purposes of costing system. | 3 |
|  | |  |  |  |
| 18. | | a. | Explain the various steps involved in computing the Machine Hour Rate. | 9 |
|  | | b. | State the meaning of “tender”. | 3 |
|  | |  |  |  |
| 19. | | a. | Elaborate the important inventory control techniques. | 9 |
|  | | b. | List out the Key considerations in making investment decisions. | 3 |
|  | |  |  |  |
| 20. | |  | “India is largely benefitted by our Public Private Partnership in Infrastructure projects” – Elucidate. | 12 |
|  | |  |  |  |
| 21. | |  | Elaborate on the project appraisal methods. | 12 |
|  | |  |  |  |
| 22. | |  | Discuss the uses and limitations of Break Even Analysis. | 12 |
|  | |  |  |  |
| 23. | |  | Explain the important facets of project analysis. | 12 |
| **COMPULSORY QUESTION** | | | | |
| 24. | |  | Discuss in detail the various decision making techniques available in Project management with examples. | 12 |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **14MS2002** | **Duration** | **3hrs** |
| **Course Name** | **MANAGERIAL SKILLS** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | |
| 1. | Describe the importance of interpersonal skills. | | CO1 | U | | 1 |
| 2. | Define the term competency. | | CO1 | R | | 1 |
| 3. | List the different ways in which one can develop leadership skills. | | CO2 | R | | 1 |
| 4. | Describe the major leadership traits. | | CO2 | R | | 1 |
| 5. | Explain the various barriers to innovation. | | CO3 | U | | 1 |
| 6. | Recall the characteristics of creative people. | | CO3 | R | | 1 |
| 7. | Summarize the advantages of having a positive attitude. | | CO4 | U | | 1 |
| 8. | Define Emotional Intelligence. | | CO4 | R | | 1 |
| 9. | Explain the different types of interpersonal communication. | | CO5 | U | | 1 |
| 10. | Explain distributive bargaining. | | CO6 | U | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | |
| 11. | “Effective management is discipline, carrying it out”. Explain the skills required for an effective manager. | | CO1 | | U | 3 |
| 12. | Enumerate the characteristics of transformational leaders. | | CO2 | | U | 3 |
| 13. | Differentiate creativity and innovation. | | CO3 | | U | 3 |
| 14. | Compare the two sides of emotional intelligence. | | CO4 | | U | 3 |
| 15. | Explain the various reasons for the failure of a team. | | CO5 | | U | 3 |
| 16. | Describe the different types of conflicts. | | CO6 | | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | | |
| 17. |  | Prepare a SWOT analysis for your institution and identify its weakness and threats and provide necessary suggestions. Explain in detail the steps involved in the SWOT analysis. | CO1 | | A | 12 |
|  |  |  |  | |  |  |
| 18. |  | Explain the different types of leadership styles with suitable examples. | CO2 | | U | 12 |
|  |  |  |  | |  |  |
| 19. |  | “Creativity is thinking up new things whereas innovation is doing new things”. Explain the different types of innovation with suitable examples. | CO3 | | U | 12 |
|  |  |  |  | |  |  |
| 20. |  | Examine about a recent purchase you have made. Explain the steps involved in your purchase decision. | CO4 | | A | 12 |
|  |  |  |  | |  |  |
| 21. |  | Explain the different types of teams and analyze how we can create effective teams. | CO5 | | An | 12 |
|  |  |  |  | |  |  |
| 22. |  | Examine why communication is important in an organization and explain the process of communication model. | CO4 | | A | 12 |
|  |  |  |  | |  |  |
| 23. | a. | Differentiate divergent and convergent thinking. | CO3 | | U | 5 |
|  | b. | Explain the various methods of improving creativity. | CO3 | | U | 7 |
| **COMPULSORY QUESTION** | | | | | | |
| 24. |  | Examine why does a conflict group arise? Explain the various consequences and how could you manage such conflicts. | CO6 | | A | 12 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Develop managerial skills. |
| CO2 | Become successful leaders. |
| CO3 | Think out of the box and find innovative solutions to various work place challenges. |
| CO4 | Exhibit balanced emotional intelligence and decision making. |
| CO5 | Work in a team effectively. |
| CO6 | Manage self and others by effectively using organizational communication. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 1 | 4 | 12 |  |  |  | 17 |
| CO2 | 2 | 15 |  |  |  |  | 17 |
| CO3 | 1 | 28 |  |  |  |  | 29 |
| CO4 | 1 | 4 | 24 |  |  |  | 29 |
| CO5 |  | 4 |  | 12 |  |  | 16 |
| CO6 |  | 4 | 12 |  |  |  | 16 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS2001** | **Duration** | **3hrs** |
| **Course Name** | **PROFESSIONAL ETHICS** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | |
| 1. | A value is defined as a principle that promotes well-being or prevents harm. – True/False. | | CO1 | R | | 1 |
| 2. | Dr. Abraham Maslow illustrated values with the hierarchy of human needs. – True/False. | | CO1 | R | | 1 |
| 3. | Name a culture in which the employees decide the best way to do and willing to accept any challenge. | | CO1 | R | | 1 |
| 4. | Infer which structure comes first and everything else later in the person culture. | | CO2 | R | | 1 |
| 5. | State of tension that arises when you experience demands from your environment or from inside yourself is known as \_\_\_\_\_\_\_. | | CO2 | U | | 1 |
| 6. | Collective \_\_\_\_\_\_\_\_ is the mechanism of reconciling conflicting interests. | | CO3 | U | | 1 |
| 7. | A \_\_\_\_\_\_\_\_ commitment to live by moral values. | | CO4 | U | | 1 |
| 8. | \_\_\_\_\_\_\_\_ is positive attitude, wherein the individual has some positive and realistic view of himself, with respect to the situations in which one gets involved. | | CO5 | R | | 1 |
| 9. | Mentions the Rights and Responsibilities of an Engineer. | | CO5 | U | | 1 |
| 10. | Define Ethical Pluralism. | | CO6 | U | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | |
| 11. | Define ethical values. | | CO1 | | R | 3 |
| 12. | Point out the importance of integrity. | | CO2 | | U | 3 |
| 13. | Write the importance of ethical decision making in Business. | | CO3 | | An | 3 |
| 14. | List the capabilities required for effective approach especially within a high engagement. | | CO4 | | A | 3 |
| 15. | Define Safety and Risk. | | CO5 | | E | 3 |
| 16. | Write the importance of Collective bargaining. | | CO6 | | C | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | | |
| 17. |  | Analyze the various human values, which are essential to engineers. | CO1 | | R | 12 |
|  |  |  |  | |  |  |
| 18. |  | Describe the levels of moral development proposed by Kohlberg and Gilligan. | CO2 | | A | 12 |
|  |  |  |  | |  |  |
| 19. |  | Explain in detail the cultural ethics. | CO3 | | An | 12 |
|  |  |  |  | |  |  |
| 20. |  | Summarize in detail the Stress Management and suggestions in reducing stress. | CO3 | | E | 12 |
|  |  |  |  | |  |  |
| 21. |  | Write the moral and ethical issues involved in use of computers. | CO4 | | C | 12 |
|  |  |  |  | |  |  |
| 22. |  | Explain the various global issues, especially the International framework of business ethics. | CO4 | | A | 12 |
|  |  |  |  | |  |  |
| 23. |  | Describe in detail the Corporate Responsibility. | CO5 | | An | 12 |
| **COMPULSORY QUESTION** | | | | | | |
| 24. |  | Discuss in detail the employee Rights and its role in the organizations. | CO6 | | C | 12 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Identify the potential value of the approaches in the organization (strategic, managerial and operational/tactical) relating to Ethical values. |
| CO2 | Appraise the role of leaders in ethically managing society |
| CO3 | Apply the professional ethics with a demonstrated commitment to leadership practice and interpersonal skill. |
| CO4 | Assess the effectiveness of own capability and performance in meeting organizational values and goals. |
| CO5 | Evaluate the impact of failure due to non-compliance of ethical consideration in organizations |
| CO6 | Examine the practices employed by real life organizations. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 18 | - | - | - | - | - | 18 |
| CO2 | 1 | 4 | 12 | - | - | - | 17 |
| CO3 | - | 1 | - | 15 | 12 | - | 28 |
| CO4 | - | 1 | 15 | - | - | 12 | 28 |
| CO5 | 1 | 1 | - | 12 | 3 | - | 17 |
| CO6 | - | 1 | - | - | - | 15 | 16 |
|  | | | | | | | **124** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code :** | **18MS2002** | **Duration :** | **3hrs** |
| **Course Name :** | **INDUSTRIAL MANAGEMENT** | **Max. Marks :** | **100** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | |
| 1. | Give any one role in middle management. | CO1 | A | 1 |
| 2. | Mention any two methods that improves productivity. | CO1 | R | 1 |
| 3. | The symbol 'O' imply\_\_\_\_\_\_\_\_\_in work study. | CO2 | R | 1 |
| 4. | Give the correct order to carry out the method study. | CO2 | An | 1 |
| 5. | Define Therbligs. | CO3 | U | 1 |
| 6. | Give the disadvantage of SIMO chart. | CO3 | R | 1 |
| 7. | Elements should be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and should have distinct beginning and end. | CO4 | R | 1 |
| 8. | Define work measurement. | CO4 | U | 1 |
| 9. | Expand PDCA. | CO5 | R | 1 |
| 10. | Just in time was invented by \_\_\_\_\_\_\_\_\_\_\_\_\_\_. | CO5 | R | 1 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PART – B (6 X 3 = 18 MARKS)** | | | | |
| 11. | Mention the functions of a good management. | CO1 | R | 3 |
| 12. | Define work study. | CO2 | U | 3 |
| 13. | Differentiate Micro Motion and Memo Motion. | CO3 | A | 3 |
| 14. | Give the allowance that can be given to an employee. | CO4 | U | 3 |
| 15. | Comment on the posture and positioning for computer users. | CO5 | An | 3 |
| 16. | List the five elements of supply chain management. | CO6 | R | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.no 17 to 23, Q No. 24 is Compulsory)** | | | | | |
| 17. | a. | List the important characteristics of management. | CO1 | R | 6 |
| b. | Define and illustrate the Taylor’s principles of scientific management. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 18. |  | Discuss the tools and techniques used in method study. | CO2 | A | 12 |
|  |  |  |  |  |  |
| 19. |  | With an example explain the SIMO chart. | CO3 | C | 12 |
|  |  |  |  |  |  |
| 20. |  | List the time study equipment and explain each with a suitable example. | CO4 | A | 12 |
|  |  |  |  |  |  |
| 21. | a. | Explain the types of man-machine system with suitable example. | CO5 | R | 8 |
|  | b. | List the conditions used for tracking tasks. | CO5 | U | 4 |
|  |  |  |  |  |  |
| 22. |  | Analyze the Methods Time Measurement methodology with an application. | CO4 | An | 12 |
|  |  |  |  |  |  |
| 23. |  | Explain the development of stress in human body and their consequences in industrial work environment. | CO5 | E | 12 |
|  |  | **COMPULSORY QUESTION** |  |  |  |
| 24. |  | With a case study, explain the strategic approach in developing an agile environment. | CO6 | C | 12 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Choose, prepare, and use of various techniques to improve productivity. |
| CO2 | Describe how work study would help to identify the best possible way of doing things in shop  Floor. |
| CO3 | Explain how motion study finds the unwanted motion in an operations and suggest the optimum ways to increase the productivity. |
| CO4 | Derive out the standard time for various operations performed. |
| CO5 | Design the best possible work place layout for minimize fatigue. |
| CO6 | Understand the importance of contemporary manufacturing practices in industry. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 | 6 | 1 |  |  |  | 17 |
| CO2 | 1 | 3 | 12 | 1 |  |  | 17 |
| CO3 | 1 | 1 | 3 |  |  | 12 | 17 |
| CO4 | 1 | 4 | 12 | 12 |  |  | 29 |
| CO5 | 10 | 4 |  | 3 | 12 |  | 29 |
| CO6 | 3 |  |  |  |  | 12 | 15 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS2004** | **Duration** | **3hrs** |
| **Course Name** | **TOTAL QUALITY MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | |
| 1. | Service firms, unlike manufacturers, do not hold \_\_\_\_\_\_\_\_\_\_\_. They create a service when a client requires it. | | CO1 | U | | 1 |
| 2. | Histograms are particularly helpful when breaking down the \_\_\_\_\_\_\_\_\_\_\_ of your data into categories such as age, days of the week or any other categories that can be listed in numerical order. | | CO1 | R | | 1 |
| 3. | The ability to satisfy customer depends on the \_\_\_\_\_\_\_\_\_\_\_\_\_ of customer service. | | CO2 | R | | 1 |
| 4. | \_\_\_\_\_\_\_\_\_\_\_ is a short declaration of what the organization hopes to be in future. | | CO2 | R | | 1 |
| 5. | QFD Improves communication within the organization about \_\_\_\_\_\_\_\_\_\_\_\_\_ | | CO3 | U | | 1 |
| 6. | \_\_\_\_\_\_\_\_\_\_\_\_\_ is a methodology for building the voice of the customer into product and service designs. | | CO3 | R | | 1 |
| 7. | The objective of \_\_\_\_\_\_\_\_ tool is to clean and inspect the respective work places thoroughly, so that there is no dust on the floor, machinery and equipment. | | CO4 | U | | 1 |
| 8. | \_\_\_\_\_\_\_\_\_\_\_\_\_is referred to as the process by which an organization measures their products, services, and practices against its most difficult competitors. | | CO4 | R | | 1 |
| 9. | Reliability is the probability of a device performing its purpose adequately for the period intended under the given \_\_\_\_\_\_\_\_\_\_\_\_ conditions encountered. | | CO5 | U | | 1 |
| 10. | Amongst the seven management tools, the \_\_\_\_\_\_\_\_\_\_\_\_ diagram helps to identify, analyse and rate the relationship among the variables. | | CO6 | U | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | |
| 11. | What is Customer Satisfaction? | | CO1 | | An | 3 |
| 12. | Define Quality. | | CO2 | | U | 3 |
| 13. | Write down the benefits of ISO. | | CO3 | | An | 3 |
| 14. | Write short notes on the 5s to be applied in work place. | | CO4 | | U | 3 |
| 15. | What is Process FMEA? | | CO5 | | An | 3 |
| 16. | What is the difference between Quality and Reliability? | | CO6 | | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | | |
| 17. | a. | Write about dimensions of Service Quality. | CO1 | | AN | 6 |
|  | b. | Explain the benefits of TQM. | CO1 | | U | 6 |
| 18. | a. | What is Quality Council? Explain the duties of Quality Council. | CO2 | | U | 6 |
|  | b. | Explain the Deming’s philosophy (any 7). | CO2 | | R | 6 |
| 19. | a. | What is QFD? List down the benefits of QFD. | CO3 | | R | 6 |
|  | b. | Write short notes about 5s Practices / Tools. | CO3 | | An | 6 |
| 20. | a. | Discuss Supplier partnership and list down the principles of Supplier Relationship. | CO4 | | U | 6 |
|  | b. | What is ISO? Explain ISO 9001 and ISO 14001 | CO4 | | An | 6 |
| 21. | a. | Explain (i) Process Decision Program Chart (ii) Prioritization Matrix (iii) Inter Relationship Diagram. | CO5 | | An | 6 |
|  | b. | Write about the Intent of FMEA. | CO5 | | U | 6 |
| 22. | a. | Explain the differences between Manufacturing and Service organization. | CO1 | | R | 6 |
|  | b. | Write about the cost of Quality. | CO1 | | U | 6 |
| 23. | a. | Explain quality gurus and their contribution. | CO2 | | R | 6 |
|  | b. | What is Quality Assurance? Write down the steps involved in Quality Assurance. | CO2 | | An | 6 |
| **COMPULSORY QUESTION** | | | | | | |
| 24. | a. | Write short notes on (i) Control Chart (ii) Fishbone Diagram  (iii) Scatter Diagram. | CO6 | | U | 6 |
|  | b. | What are the seven categories in the Baldrige Criteria for performance excellence? | CO6 | | R | 6 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the quality management in manufacturing and servicing organisation. |
| CO2 | Comprehend the quality theories in practice. |
| CO3 | Understand the Framework of TQM. |
| CO4 | Thorough insight into the implementation process for TQM. |
| CO5 | Use statistical tools for better Quality Management. |
| CO6 | Use control charts and use specific tools for Quality Management. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 7 | 13 | - | 9 | - | - | 29 |
| CO2 | 14 | 9 | - | 6 | - | - | 29 |
| CO3 | 7 | 1 | - | 9 | - | - | 17 |
| CO4 | 1 | 10 | - | 6 | - | - | 17 |
| CO5 | - | 7 | - | 9 | - | - | 16 |
| CO6 | 6 | 10 | - | - | - | - | 16 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS2008** | **Duration** | **3hrs** |
| **Course Name** | **BASICS OF INDUSTRIAL ECONOMICS** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | |
| 1. | Who has given welfare definition of economics? | | CO1 | U | | 1 |
| 2. | State True/False  When the price of a commodity increase, its Demand decreases. | | CO1 | R | | 1 |
| 3. | Demand for necessary good is inelastic. True/False | | CO2 | R | | 1 |
| 4. | Which methodology of economics starts from particular to general | | CO2 | R | | 1 |
| 5. | Which utility concept measure the utilities of two commodities in utils? | | CO3 | U | | 1 |
| 6. | Choose the rational zone in a production function  Stage I b. Stage II c. Stage III | | CO3 | R | | 1 |
| 7. | What is the other name for price theory? | | CO4 | U | | 1 |
| 8. | Write the formula for TR. | | CO4 | R | | 1 |
| 9. | Give an example for fixed resource. | | CO5 | U | | 1 |
| 10. | Market with only one seller and with zero substitutes is \_\_\_\_\_\_\_. | | CO6 | U | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | |
| 11. | Micro economics Versus Macro Economics. | | CO1 | | An | 3 |
| 12. | What do you understand by price ceiling? | | CO2 | | U | 3 |
| 13. | Differentiate Short run production function and long run production function. | | CO3 | | An | 3 |
| 14. | Explain about constrained optimization. | | CO4 | | U | 3 |
| 15. | What is Monopolistic Competition? | | CO5 | | An | 3 |
| 16. | What is meant by Equilibrium price? | | CO6 | | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | | |
| 17. | a. | Elucidate Law of Equi-marginal utility. | CO1 | | U | 6 |
|  | b. | Differentiate cardinal utility and ordinal utility. | CO1 | | R | 6 |
|  |  |  |  | |  |  |
| 18. | a. | Illustrate with an example Law of Diminishing Marginal Utility. | CO2 | | U | 6 |
|  | b. | Explain about types of price elasticity of demand. | CO2 | | R | 6 |
|  |  |  |  | |  |  |
| 19. | a. | Explain about various short run cost curves in detail. | CO3 | | R | 6 |
|  | b. | Estimate the cost function TC = 500 + 120Y – 18 Y2 + 1.2 Y3. | CO3 | | A | 6 |
|  |  |  |  | |  |  |
| 20. | a. | Find out APP, MPP and TPP and Elasticity of Production when the output is 50 units and the input is 10 units. | C04 | | A | 6 |
|  | b. | Elaborate on the Laws of Returns. Determine the optimum level of output. | CO4 | | U | 6 |
|  |  |  |  | |  |  |
| 21. | a. | What is optimal Input combination? | CO5 | | R | 6 |
|  | b. | Elaborate on Economies of scale. | CO5 | | U | 6 |
|  |  |  |  | |  |  |
| 22. | a. | What do you understand by Game Theory? | CO6 | | R | 6 |
|  | b. | Differentiate Monopoly and Oligopoly market with an example. | CO6 | | U | 6 |
|  |  |  |  | |  |  |
| 23. | a. | Explain the types of costs and its relationship with one another. | CO3 | | An | 6 |
|  | b. | What is the law of Demand? Explain the movement in the demand curve and the factors affecting the shift in demand. | CO2 | | U | 6 |
| **COMPULSORY QUESTION** | | | | | | |
| 24. | a. | Explain the three stages of production function using a diagram. | CO4 | | R | 6 |
|  | b. | Explain about Imperfect Market Competition. | CO5 | | U | 6 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | To gain knowledge on basic concepts of economics |
| CO2 | To understand the importance of demand and supply |
| CO3 | To understand the factors affecting costing of a product |
| CO4 | To gain knowledge on ways to maximize revenues and profits |
| CO5 | To gain knowledge on the structure and types of markets |
| CO6 | Evaluate a problem based on the theories of economics |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 2 | 2 | - | 1 | 1 | 1 | 17 |
| CO2 | 3 | 3 | - | - | - | - | 23 |
| CO3 | 2 | 1 | 1 | 2 | - | - | 23 |
| CO4 | 3 | 2 | - | 1 | - | - | 23 |
| CO5 | 1 | 3 | - | 1 | - | - | 22 |
| CO6 | 1 | 3 | - | - | - | - | 16 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS2009** | **Duration** | **3hrs** |
| **Course Name** | **ENTREPRENEURSHIP AND BASICS OF MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | |
| 1. | Define: Organizing. | | CO3 | R | | 1 |
| 2. | Explain the term: Leading. | | CO1 | R | | 1 |
| 3. | According to Mc Farland objectives can be defined as \_\_\_\_\_\_\_\_\_\_. | | CO1 | R | | 1 |
| 4. | Define: Strategic planning. | | CO2 | R | | 1 |
| 5. | Explain the term: Departmentation. | | CO3 | R | | 1 |
| 6. | Define: Power. | | CO3 | R | | 1 |
| 7. | Explain the term: Rural Entreprenuer. | | CO4 | R | | 1 |
| 8. | Define: Drone Entrepreneur. | | CO4 | R | | 1 |
| 9. | Expand the abbrieviation: SSIB. | | CO6 | R | | 1 |
| 10. | Expand the abbrieviation: SISI. | | CO6 | R | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | |
| 11. | List all the management theories involved in its evolution. | | CO1 | | An | 3 |
| 12. | Differentiate strategic and operational planning. | | CO2 | | U | 3 |
| 13. | Draw a diagram for Departmentation by functions. | | CO3 | | An | 3 |
| 14. | Explain the ordering of entrepreneurs based on Arthur H. Cole classification. | | CO4 | | U | 3 |
| 15. | List the Penalties for an Entrepreneur. | | CO4 | | An | 3 |
| 16. | List the Coordination activities of SIDO. | | CO6 | | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | | |
| 17. | a. | Discuss nature of management bringing out its characteristics. | CO1 | | U | 6 |
|  | b. | Explain the role of management. | CO1 | | U | 6 |
|  |  |  |  | |  |  |
| 18. | a. | Explain in detail the Taylor’s Scientific Management. | CO1 | | R | 6 |
|  | b. | Describe the decision making process. | CO2 | | U | 6 |
|  |  |  |  | |  |  |
| 19. | a. | Explain the steps involved in organizing. | CO3 | | U | 6 |
|  | b. | Summarize various sources of Recruitment. | CO3 | | R | 6 |
|  |  |  |  | |  |  |
| 20. | a. | Describe the role of entrepreneurship in the economic development of our country. | CO4 | | U | 6 |
|  | b. | Explain the functions of an entrepreneur. | CO4 | | U | 6 |
|  |  |  |  | |  |  |
| 21. | a. | Discuss the characteristics of the small-scale industries. | CO5 | | U | 6 |
|  | b. | Illustrate the advantages of small-scale industries. | CO5 | | U | 6 |
|  |  |  |  | |  |  |
| 22. |  | List and explain the principles of organization. | CO3 | | U | 12 |
|  |  |  |  | |  |  |
| 23. |  | Describe the steps required to start small scale industry. | CO5 | | An | 12 |
| **COMPULSORY QUESTION** | | | | | | |
| 24. |  | Summarize the functions of District Industry Centers (DIC). | CO6 | | U | 12 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | To gain knowledge on the basics concept in management. |
| CO2 | To understand the importance of planning. |
| CO3 | To understand the process of an organization and staffing. |
| CO4 | To gain knowledge on the steps to be an entrepreneur. |
| CO5 | To gain knowledge on the role of Government towards entrepreneurship. |
| CO6 | To understand the role of institutions towards entrepreneurship. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 8 | 12 | - | 3 | - | - | 23 |
| CO2 | 1 | 9 | - | - | - | - | 10 |
| CO3 | 9 | 18 | - | 3 | - | - | 30 |
| CO4 | 2 | 15 | - | 3 | - | - | 20 |
| CO5 | - | 12 | - | 12 | - | - | 24 |
| CO6 | 2 | 15 | - | - | - | - | 17 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

| **Course Code** | **18MS2012** | **Duration** | **3hrs** |
| --- | --- | --- | --- |
| **Course Name** | **ENGINEERING ECONOMICS** | **Max. Marks** | **100** |

| **Q. No.** | **Questions** | | | **Course Outcome** | **Bloom’s Level** | | **Marks** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | | |
| 1. | Define the term Economics according to Alfred Marshall. | | | CO1 | R | | 1 |
| 2. | Indicate how to calculate the economic efficiency. | | | CO1 | U | | 1 |
| 3. | Quote the discipline of ‘Micro- Economics’. | | | CO2 | U | | 1 |
| 4. | Cite ‘Positive Utility’ with respect to utility concepts. | | | CO2 | U | | 1 |
| 5. | List out the different types of Utility with respect to production. | | | CO3 | U | | 1 |
| 6. | Label the ‘Unit elasticity of demand’. | | | CO3 | R | | 1 |
| 7. | Describe ‘sunk cost’ in cost classification. | | | CO4 | U | | 1 |
| 8. | A market dominated by a single seller is known as \_\_\_\_\_\_\_\_\_\_. | | | CO4 | R | | 1 |
| 9. | Give some examples of perfect competition market. | | | CO5 | U | | 1 |
| 10. | State the term privatization. | | | CO6 | U | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | | |
| 11. | Quote the different stages in business cycle. | | | CO1 | | U | 3 |
| 12. | List the methods available to measure utility. | | | CO2 | | U | 3 |
| 13. | State the assumptions in Law of Demand. | | | CO3 | | R | 3 |
| 14. | Distinguish between fixed cost and variable cost. | | | CO4 | | U | 3 |
| 15. | Infer the nature of monopolistic market. | | | CO5 | | U | 3 |
| 16. | Compare VAT and GST. | | | CO6 | | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | | | |
| 17. | | a. | Demonstrate the production possibility curve with suitable examples. | CO1 | | A | 6 |
|  | | b. | Analyze the sequential steps involved in the engineering economic studies. | CO4 | | An | 6 |
|  | |  |  |  | |  |  |
| 18. | | a. | Appraise the distinction between Total Utility (TU) and Marginal Utility (MU) with suitable examples. | CO6 | | An | 6 |
|  | | b. | Evaluate the ‘Equi-marginal utility law’ with suitable examples. | CO1 | | E | 6 |
|  | |  |  |  | |  |  |
| 19. | | a. | Examine the various determinants of demand. | CO2 | | A | 6 |
|  | | b. | Classify the elasticity and inelasticity of demand with suitable examples. | CO2 | | A | 6 |
|  | |  |  |  | |  |  |
| 20. | |  | Appraise the various classification of cost. | CO3 | | E | 12 |
|  | |  |  |  | |  |  |
| 21. | | a. | Distinguish the natural and government monopolies with suitable examples. | CO5 | | An | 6 |
|  | | b. | Appraise the four conditions of a monopolistic competition. | CO5 | | An | 6 |
|  | |  |  |  | |  |  |
| 22. | |  | Compare the four major types of market structure with suitable examples. | CO5 | | An | 12 |
|  | |  |  |  | |  |  |
| 23. | |  | Evaluate globalization as a process and its impact on Indian economy. | CO4 | | E | 12 |
| **COMPULSORY QUESTION** | | | | | | | |
| 24. | a. | | Summarize the different functions of World Trade Organization (WTO) and its relevance in modern economy. | CO6 | | U | 6 |
|  | b. | | Sketch advantages and disadvantages of GATT. | CO6 | | A | 6 |

|  | **COURSE OUTCOMES** |
| --- | --- |
| CO1 | Gain knowledge on the basics concept in economics. |
| CO2 | Understand the importance of demand and supply. |
| CO3 | Understand the factors affecting costing of a product |
| CO4 | Gain knowledge about Indian Economy |
| CO5 | Acquire knowledge on the structure and types of markets |
| CO6 | Evaluate a problem based on the theories of economics. |

| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 1 | 4 | 6 | - | 6 | - | 17 |
| CO2 | - | 5 | 12 | - | - | - | 17 |
| CO3 | 4 | 1 | - | - | 12 | - | 17 |
| CO4 | 1 | 4 | - | 6 | 12 | - | 23 |
| CO5 | - | 4 | - | 24 | - | - | 28 |
| CO6 | - | 10 | 6 | 6 | - | - | 22 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS2014** | **Duration** | **3hrs** |
| **Course Name** | **CONSTITUTION OF INDIA** | **Max. Marks** | **100** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | **Course Outcome** | **Pattern** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | |
| 1. | In which article Right to freedom is provided. | CO1 | R | 1 |
| 2. | **Which fundamental rights cannot be suspended even during an emergency?** | CO1 | R | 1 |
| 3. | Identify the plan launched to overcome backwardness of villagers. | CO2 | A | 1 |
| 4. | Who was the President of the Constituent Assembly? | CO2 | R | 1 |
| 5. | Identify the article in Indian Constitution which deals with Directive Principles of State Policy. | CO3 | U | 1 |
| 6. | Define Preamble. | CO3 | R | 1 |
| 7. | 1. **Which article of the Indian Constitution states that there would be an Election Commission to control, direct elections in India.** | CO4 | U | 1 |
| 8. | How many districts are there in our country? | CO5 | R | 1 |
| 9. | Who heads the administrative machinery of the Zila Parishad? | CO5 | R | 1 |
| 10. | 1. **Name the present Chief Election Commissioner of India?** | CO6 | R | 1 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PART – B (6 X 3 = 18 MARKS)** | | | | |
| 11. | Classify different forms of Constitution. | CO1 | U | 3 |
| 12. | Interpret the importance of philosophy in Constitution of India | CO2 | U | 3 |
| 13. | Why preamble is considered the philosophy of the constitution? Justify. | CO3 | E | 3 |
| 14. | Categorize the duties of first polling officer in election? | CO4 | An | 3 |
| 15. | Determine the authority given for elected officers. | CO5 | E | 3 |
| 16. | Identify the role of a returning officer in an election? | CO6 | A | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.no 17 to 23, , Q.No 24 is Compulsory)** | | | | | |
| 17. | a. | Summarize the characteristics of a good constitution. | CO1 | U | 6 |
| b. | Elaborate on the making of the Indian Constitution. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 18. | a. | Discuss the salient features of preamble of Indian constitution. | CO2 | U | 6 |
| b. | Examine the importance of Article 16 in the Constitution of India. | CO2 | AN | 6 |
|  |  |  |  |  |  |
| 19. | a. | Discuss Cultural and Educational Rights in detail. | CO3 | E | 6 |
| b. | Summarize Directive Principles of State Policy. | CO3 | U | 6 |
|  |  |  |  |  |  |
| 20. | a. | Classify the composition of parliament in detail. | CO4 | An | 6 |
| b. | Elaborate on the qualification and disqualification of Parliament members. | CO4 | U | 6 |
|  |  |  |  |  |  |
| 21. | a. | Summarize the responsibilities of municipal commissioner. | CO5 | U | 6 |
| b. | Categorize the administrative setup in Zila Panchayat. | CO5 | An | 6 |
|  |  |  |  |  |  |
| 22. | a. | Discuss Right to equality in detail. | CO2 | E | 6 |
| b. | Analyse the importance of rights and duties and their interrelations. | CO3 | An | 6 |
|  |  |  |  |  |  |
| 23. | a. | Summarize the responsibilities of elected members in parliament. | CO5 | U | 6 |
| b. | Classify the major cultural and educational rights guaranteed by the Constitution. | CO3 | An | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Outline the functions of state election commission. | CO6 | U | 6 |
| b. | List the duties of chief election commissioner in detail. | CO6 | An | 6 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Articulate the growth of the demand for civil rights in India. |
| CO2 | Develop legal literacy. |
| CO3 | Illustrate State and Central Government policies, fundamental duties. |
| CO4 | Examine electoral process, special provisions. |
| CO5 | Relate powers and functions of Municipalities, Panchayats and Co-operative Societies. |
| CO6 | Appraise basic human rights in India. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 2 | 15 |  |  |  |  | 17 |
| CO2 | 1 | 9 | 1 | 6 | 6 |  | 23 |
| CO3 | 1 | 7 |  | 12 | 9 |  | 29 |
| CO4 | - | 7 |  | 9 |  |  | 16 |
| CO5 | 2 | 12 |  | 6 | 3 |  | 23 |
| CO6 | 7 |  | 3 | 6 |  |  | 16 |
|  | | | | | | | **124** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS3001/19MS3001/20MS3004** | **Duration** | **3hrs** |
| **Course Name** | **ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain POSDCORB in detail. | CO1 | E | 10 |
|  | b. | List out the techniques of Scientific Management. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Define Organizational Behaviour and bring out its importance. | CO2 | R | 10 |
|  | b. | Outline the various disciplines contributing to Organizational Behaviour. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. |  | What is stress? List out the strategies to cope up with stress. | CO3 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Elaborate on theories of Motivation. | CO4 | C | 20 |
|  |  |  |  |  |  |
| 5. |  | Discuss the steps in Team building process. | CO5 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Why people resist to change? List out Lewin’s three stage model of change. | CO6 | R | 20 |
|  |  |  |  |  |  |
| 7. |  | Examine the experiments conducted in Hawthorne studies. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | What is cross culture? Show the factors that impact cross cultural operations. | CO6 | R | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Mr. Gabriel doesn’t like to follow the crowd. He think group think is a common problem in many organizations. Mr. Gabriel believe differences of opinion should be heard and appreciated. He demonstrated his belief in being direct and candid throughout his career. On one occasion, he was assigned to market Spaghetti sauce products. During the brand review, the company president said, our Spaghetti sauce is losing out to price - cutting competitors. We need to cut our prices! Mr. Gabriel found the courage to say he disagreed with the President. He then explained the product line needed more variety and a larger advertising budget .Prices should not be cut. The President accepted Mr. Gabriel’s reasoning. Later his supervisor approached him and said, “I wanted to say that, but I just didn’t have the courage to challenge the President”. On another occasion, the President sent Mr. Gabriel and 16 other executives to a weeklong seminar on strategic planning. Mr. Gabriel soon concluded the consultants were off base and going down the wrong path. Between sessions, most of the other executives indicated they didn’t think the consultants were on the right path. The consultants heard about the dissent and dramatically asked participants whether they were in or out. Those who said “out” had to leave immediately. As the consultants went around the room every executive who privately grumbled about the session said “In”. When it was Mr. Gabriel’s turn he said “Out” and left the room. A True leader can tell you, without hesitation, What they believe and why? They don’t need a teleprompter to remind them of their core beliefs. And, they find the courage to speak up even when they know others will disagree.  **Question**  Tell if you were Mr. Gabriel, What would you have done? | CO6 | R | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the basic concepts and theories on Management principles. |
| CO2 | Understand the principles underlying organizational behaviour. |
| CO3 | Analyse Interpersonal skills and relate with Organizational effectiveness. |
| CO4 | Apply individual behaviour such as emotional intelligence, personality, attitude, perception and motivation in the context of Organisational Behaviour. |
| CO5 | Develop leadership and team culture. |
| CO6 | Evaluate the elements in organisational change and managing cross culture in organization. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  |  |  | 10 | 10 |  | 20 |
| CO2 | 10 | 10 |  | 20 |  |  | 40 |
| CO3 | 20 |  |  |  |  |  | 20 |
| CO4 |  |  |  |  |  | 20 | 20 |
| CO5 |  |  |  |  |  | 20 | 20 |
| CO6 | 60 |  |  |  |  |  | 60 |
|  | | | | | | | **180** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS3003/19MS3003/20MS3001** | **Duration** | **3hrs** |
| **Course Name** | **ACCOUNTING FOR MANAGERS** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Accounting is a servicefunction.Highlight the above statement in the context of a modern manufacturing business. | CO1 | R | 10 |
|  | b. | Compare and Contrast between Financial Accounting and Cost Accounting. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Explain the following terms with suitable illustrations: |  |  |  |
|  | a. | Depreciation. | CO2 | U | 5 |
|  | b. | Revenue and Capital Expenditure. | CO2 | U | 5 |
|  | c | Pre-paid Expenses and Outstanding Expenses. | CO2 | U | 5 |
|  | d | Working Capital. | CO2 | U | 5 |
|  |  |  |  |  |  |
| 3. | a. | Describe the different methods of financial statement analysis and comprehend the benefits and limitations of ratio analysis. | CO3 | U | 10 |
|  | b. | Following are the particulars pertaining to assets and liabilities of a company:   |  |  |  |  | | --- | --- | --- | --- | | **Liabilities** | **Rs.** | **Assets** | **Rs.** | | Equity Share Capital | 2,50,000 | Land & Building | 5,00,000 | | 8% Preference Shares | 2,50,000 | Plant & Machinery | 4,00,000 | | Reserves | 2,00,000 | Inventory | 1,50,000 | | 9% Debentures | 3,00,000 | Sundry Debtors | 1,00,000 | | Sundry Creditors | 1,50,000 | Cash & Bank balance | 45,000 | | Bank Overdraft | 50,000 | Pre-paid expense | 5,000 | | Total | 12,00,000 | Total | 12,00,000 |   Apply the following ratios and discuss on results obtained:   1. Current ratio 2. Quick ratio 3. Debt-equity ratio | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Examine the three broad headings under which cash inflows and cash outflows are reported while preparing cash flow statement. | CO4 | An | 10 |
|  | b. | Based upon the following balance sheets, prepare the cash flow statement for the year 2021-22.   |  |  |  | | --- | --- | --- | | **Particulars** | **2021 (Rs)** | **2022 (Rs)** | | **Assets:** |  |  | | Non-current assets: |  |  | | Property, plant and equipment | 2,63,250 | 6,16,500 | | Long-term investments | 1,23,750 | 1,53,000 | | Current Assets: |  |  | | Cash and bank | 1,01,250 | 56,250 | | Inventories | 3,37,500 | 4,63,500 | | Trade receivables | 1,57,500 | 72,000 | | Other current assets | 96,750 | 1,84,500 | | **Total** | **10,80,000** | **15,45,750** | | **Equity and Liabilities:** |  |  | | Share Capital | 6,75,000 | 10,01,250 | | Non-current liabilities: |  |  | | Long-term borrowings | 1,12,500 | 1,80,000 | | Current liabilities: |  |  | | Trade payables | 2,47,500 | 3,37.500 | | Other current liabilities | 45,000 | 27,000 | | **Total** | **10,80,000** | **15,45,750** | | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Define the following terms with relevant formulas:  a. Break-even point b. Contribution c. P/V ratio  d. Margin of Safety. | CO5 | R | 10 |
|  | b. | X Ltd. gives you the following data:  Selling price per unit Rs. 20  Variable cost per unit Rs. 4  Fixed Cost Rs. 80,000  Estimated Sales Rs. 2,00,000  You are required to find out the break-even point in units and in sales value.   1. P/V ratio 2. The revised P/V ratio if 3. There is decrease in selling price by 10% 4. There is increase in variable cost by 10%. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | The following particulars have been obtained from the cost records for the year 2022:   |  |  | | --- | --- | | **Particulars** | **Rs.** | | Materials used in manufacturing | 1,10,000 | | Materials used in primary packing | 20,000 | | Materials used in selling the product | 3,000 | | Materials used in the factory | 1,500 | | Productive wages | 30.000 | | Factory supervision expenses | 4,000 | | Materials used for office | 2,500 | | Office expenses | 10,000 | | Indirect Expenses - factory | 2,000 | | Administrative expenses | 3,000 | | Depreciation on factory building | 3,500 | | Depreciation on office building | 1,500 | | Direct expenses | 5,000 | | Salary paid to the driver of delivery van | 3,600 | | Advertisement | 2,000 | | Sales person commission | 1,500 | | Depreciation on delivery van | 1,000 |   Assume that all products manufactured during the year have been sold to earn a profit of 20 per cent on selling price. **You are required to prepare the cost sheet for the year 2022.** | CO2 | A | 20 |
|  |  |  |  |  |  |
| 7. | a. | Explain the various types of budgets that are frequently applied in a corporate concern. | CO5 | E | 10 |
|  | b. | The following particulars are extracted from the records of ABC Private Limited for the year ended 31st March 2022:   |  |  | | --- | --- | | **Particulars** | **At 60 % Capacity (Rs)** | | **Variable Overheads:** |  | | Indirect Material | 6,000 | | Labour | 18,000 | | **Semi-Variable Overheads:** |  | | Electricity (40% Fixed & 60% Variable) | 30,000 | | Repairs (80% Fixed & 20% Variable) | 3,000 | | **Fixed Overheads:** |  | | Depreciation | 16,500 | | Insurance | 4,500 | | Salaries | 15,000 | | **Total Overheads** | **93,000** | | Estimated direct labour hours | 186000 |   You are required to prepare a Flexible Budget for overheads at 50%, 60%, and 70%. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Demonstrate Ind ASand explain the procedure of its adoption by the companies in India and how these standards govern the presentation of financial statements. | CO6 | A | 10 |
|  | b. | Differentiate between the Generally Accepted Accounting Principles (GAAP) and the International Financial Reporting Standards (IFRS). | CO6 | An | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | The following is the Trial Balance of Ind Caps Limited as on 31.03.2022. which has an authorized capital of Rs. 4,00,000 (Equity Shares of Rs. 10 each).   |  |  |  | | --- | --- | --- | | **Particulars** | **Dr (Rs)** | **Cr (Rs)** | | Share Capital |  | 2,00,000 | | Building | 50,000 |  | | Rent and Rates | 3,000 |  | | Furniture | 7,500 |  | | Motor Car | 1,25,000 |  | | General Reserve |  | 5,000 | | Debentures |  | 1,000 | | Profit and Loss Account |  | 9,000 | | Discount | 900 |  | | Purchases | 75,000 |  | | Sales |  | 1,00,000 | | Opening Stock | 5,000 |  | | Administrative expenses | 12,500 |  | | Interest on debentures | 2,500 |  | | Salaries | 2,000 |  | | Insurance | 1,000 |  | | Commission received |  | 7,500 | | Debtors | 28,100 |  | | Creditors |  | 10,000 | | Cash | 20,000 |  | | **Total** | **3,32,500** | **3,32,500** |   Adjustments:   1. Closing stock as on 31.03.2022 is Rs. 1,50,000 2. Outstanding rent amounted to Rs. 1,000 3. Depreciate Furniture at 10 % 4. Transfer Rs. 5,000 to General Reserve.   You are required to prepare a Profit and Loss Statement and a Balance Sheet as on 31.03.2022. | CO6 | A | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the significance of management accounting concepts and Principles. |
| CO2 | Develop an Understanding on the basics of the principles and techniques of accounting. |
| CO3 | Apply ratio analysis on the financial statements and interpret the results to know the performance of the company. |
| CO4 | Analyze the Cash flows from operating, financing and investing activities recorded in the reports of the company. |
| CO5 | Evaluate Business or Product or a Unit by means of break-even point, Marginal Costing and budgetary Control techniques. |
| CO6 | Create the Vertical and Horizontal Model of Income Statements and Balance Sheet as INDAS/IFRS Format. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 | 10 |  |  |  |  | 20 |
| CO2 |  | 20 | 20 |  |  |  | 40 |
| CO3 |  | 10 | 10 |  |  |  | 20 |
| CO4 |  |  | 10 | 10 |  |  | 20 |
| CO5 | 10 |  |  | 20 | 10 |  | 40 |
| CO6 |  |  | 30 | 10 |  |  | 40 |
|  | | | | | | | **180** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS3005 / 19MS3005 / 20MS3002** | **Duration** | **3hrs** |
| **Course Name** | **APPLIED LAW IN BUSINESS** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Law is a definite rule of behavior which is backed by the sovereign power of the State, and every citizen is expected to abide by the laws of the state. Summarize the different sources of law in India. | CO1 | U | 10 |
|  | b. | Discuss in brief the development of business law in independent India. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Violation of terms, and conditions of any valid contract will give rights to the aggrieved party for breaching the contract. Summarize the remedies of the aggrieved party under the Indian Contract Act 1852. | CO2 | U | 15 |
|  | b. | A seller had an advertisement for HP LASER printers costing Rs 6000 each. A buyer showed interest, and negotiated with the buyer. When a quotation was sent by seller by mistake he typed Rs 1000 each instead of Rs 6000 each and mailed it to the buyer, and instructed the buyer to respond by mail if he accepted the terms. The buyer was so happy at the price offered, and immediately accepted the mail. Realizing the mistake the seller called the buyer, and explained he was distracted by a Phone call, and hence made a mistake in the quotation, and the correct price was Rs 6000, and not Rs 1000 as quoted. But the buyer insists that he be sold the laser printers for Rs 1000 each. Decide. | CO2 | A | 05 |
|  |  |  |  |  |  |
| 3. | a. | A legal relationship is created when a person enters into a contractual obligation with a third party on behalf of the principal Explain this legal relationship, and the various modes of creating it with suitable examples. | CO3 | U | 15 |
|  | b. | A woman took some jewelry to a goldsmith for him to melt it and fashion it into a new one. The woman was present when the goldsmith worked on the jewelry. When the day got over, she would receive the half-made jewelry from the goldsmith, put it in a box and lock the box in a room the jeweler had assigned and keep the key with her. One morning, she found the box missing. She claimed damages from the goldsmith. Decide whether there is a contract of bailment in this case, and who must bear the loss of the jewelry. | CO3 | A | 05 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Define a negotiable instrument. State the circumstances under which a banker would be justified in dishonoring a cheque. | CO3 | U | 15 |
|  | b. | An account holder issued a post-dated cheque and subsequently he instructed the bank to stop payment. Is it permissible for the drawer of the cheque to take advantage of his own wrong? Does this wrong fall under the scope of criminal charges for dishonor of cheques under Section 138 of Negotiable Instruments Act. | CO3 | A | 05 |
|  |  |  |  |  |  |
| 5. | a. | Formation of One person company permitted under Companies Act 2013 is recognition of single person to venture into business by expanding their opportunities through corporate identity.Recall the characteristics of one person company, and the registration process under the act. | CO4 | R | 15 |
|  | b. | The family needed money for the medical treatment of Mrs. Asha wife of Mr. Kumar. He had the power to sign cheque for the company. He wrote a cheque in favor of the hospital for Rs 1, 50,000 where Mrs. Asha received treatment. From Mr. Kumar’s point of view it was his own money he was using but the law enforcement agencies are accusing him of misappropriating fund of the company. Is the accusation of law enforcement agencies valid? Give reasons. | CO4 | A | 05 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Consumer Protection (e-Commerce) Rules, 2020if implemented in true spirit will shield consumers from unfair trade practices to a great extent in online marketing. Summarize the rules and regulations laid down Ministry Of Consumer Affairs, Food and Public Distribution (Department of Consumer Affairs) for commercial transactions conducted electronically on the internet. | CO5 | U | 15 |
|  | b. | Mr and Mrs. Kamajit brought their minor son Harjot with high fever to the Spring Meadows Hospital. Harjot was examined by Dr. Bhutani and was diagnosed that he was suffering from typhoid and asked Miss Bina Mathew a nurse to administer an injection which she noted down as Inj.Lariago on a piece of paper as the child was already taking Lariago syrup instead of the correct injection name. Immediately on being injected Harjot collapsed as a result he suffered from cardic arrest. He was kept alive on the manual ventilator but his condition did not improve. Mr and MrKamajit moved the Delhi State Consumer Commission stating that Harjot has suffered irreparable damage due to negligence and deficiency on the part of the hospital authorities and claimed Rs 25 Lakh as compensation. Are Mr and Mrs.Kamajit consumers on behalf their minor son under consumer protection act? Are they eligible to get compensation? | CO5 | A | 05 |
|  |  |  |  |  |  |
| 7. | a. | Define information under Right to Information Act, and explain the procedure to file a petition for seeking information under the Right to Information Act.List the kind of information which will not be disclosed under the RTI act. | CO5 | U | 10 |
|  | b. | Creating a digital signature, it is not necessary to install programs and applications, explain the procedure to obtain a digital signature under the Information Technology act 2000. | CO5 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Copyright is available for a very wide range of works explain the works covered under copyright, and the procedure for registration of Copyright in India. | CO5 | U | 15 |
|  | b. | Sony Corporation has been selling products under the trademark SONY in India since the year 1983. The registration of the mark SONY exists in 193 countries of the world. Sony Corporation has a wholly owned Indian subsidiary by the name Sony India Limited which uses SONY on all its products. Sony Corporation learned about Aashish Electronic's activities of using the mark SONNY on electrical goods. Inspite of due notice from Sony Corporation, Aashish Electronic failed to stop using the mark SONY. A petition for interim Injunction to stop Aashish Electronics from using Sony trademark was filed in the court. Will the court grand interim injunction prayed for by Sony? Justify. | CO5 | A | 05 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Businesses created by written or spoken agreements to be legally binding need to fulfill legal requirements. Recall all the legal essentials of a valid agreement. | CO2 | R | 10 |
|  | b. | Legal Artificial Intelligence is an interdisciplinary area that cuts across the two separate domains of Law and Artificial Intelligence. Summarize the application of AI technology in Business Law. | CO6 | U | 10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Outline how law and regulations developed and apply in business and the economy. |
| CO2 | Infer the principles of contract law to enforce the agreement of the parties. |
| CO3 | Analyse and apply principles of law to generate solutions for problems faced in contractual dealings of sale, bailment, pledge, agency and bank transactions. |
| CO4 | Make use of the regulations of companies’ law and commercial establishment to start entrepreneurship. |
| CO5 | Apply the knowledge and techniques learnt to protect rights of consumers, business innovations, and digital signatures and empower to seek government information. |
| CO6 | Discuss the latest trends in business law in the contemporary world. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 20 |  |  |  |  | 20 |
| CO2 | 10 | 15 | 05 |  |  |  | 30 |
| CO3 |  | 30 | 10 |  |  |  | 40 |
| CO4 | 15 |  | 05 |  |  |  | 20 |
| CO5 |  | 50 | 10 |  |  |  | 60 |
| CO6 |  | 10 |  |  |  |  | 10 |
|  | | | | | | | **180** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS3104** | **Duration** | **3hrs** |
| **Course Name** | **RESEARCH METHODOLOGY AND IPR** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(5 X 16= 80 MARKS)**  **(Answer any five from the following)** | | | | | |
| 1. | a. | ZN Hurston said, “Research is formalized curiosity”. Write down the criteria, characteristics and scope of good research problem with suitable examples. | CO2 | R | 10 |
|  | b. | List the objectives of a good research problem. | CO2 | R | 6 |
|  |  |  |  |  |  |
| 2. | a. | Define hypothesis. Describe the steps involved in formulation of research process | CO5 | R | 10 |
|  | b. | Explain the various steps in data processing. | CO5 | U | 6 |
|  |  |  |  |  |  |
| 3. | a. | The Government of India has deputed you to collect data in order to find out ‘IS INDIA READY FOR ELECTRIC VEHICLES’?  What is the method of data collection will you use? Why?  What are the other methods of data collection? Why didn’t you prefer them? | CO6 | An | 10 |
|  | b. | Illustrate the significance of reliability and validity in research instrumentation. | CO6 | An | 6 |
|  |  |  |  |  |  |
| 4. |  | Explain the different types of scientific articles and its importance in extensive literature survey in approaching a research problem. | CO5 | U | 16 |
|  |  |  |  |  |  |
| 5. | a. | Describe the systematic steps to be followed in writing a research article. | CO6 | R | 8 |
|  | b. | Illustrate the key points to be noted during project presentation before a review committee. | CO6 | An | 8 |
|  |  |  |  |  |  |
| 6. | a. | Outline the steps involved in formulation of research and process of patenting and development. | CO1 | R | 10 |
|  | b. | List an overview of the international scenario of IPR. | CO1 | R | 6 |
|  |  |  |  |  |  |
| 7. | a. | Outline the importance of geographical indications in IPR with suitable examples. | CO3 | R | 8 |
|  | b. | List the patent information and databases. | CO3 | R | 8 |
| **PART – B (1 X 20 = 20 MARKS)**  **(Compulsory Question)** | | | | | |
| 8. | a. | Explain traditional knowledge and intellectual property with suitable case studies. | CO4 | A | 10 |
|  | b. | Describe in detail about IPR of biological systems with necessary examples. | CO4 | R | 10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understanding that the significance of IPR in today’s world. |
| CO2 | Comprehend research work and investment in R & D, which leads to creation of new and better products, and in turn brings about, economic growth and socialbenefits. |
| CO3 | Cognize the role of IPR and the need of information in general & engineering inparticular. |
| CO4 | Understand that IPR protection provides an incentive to inventors for further action. |
| CO5 | Put a business problem into a methodological framework and perspective. |
| CO6 | Produce a dissertation research proposal with adequate and appropriatemethodology on topics related to their specialization. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 16 |  |  |  |  |  | 16 |
| CO2 | 16 |  |  |  |  |  | 16 |
| CO3 | 16 |  |  |  |  |  | 16 |
| CO4 | 10 |  | 10 |  |  |  | 20 |
| CO5 | 10 | 22 |  |  |  |  | 32 |
| CO6 | 8 |  |  | 24 |  |  | 32 |
|  | | | | | | | **132** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS3107** | **Duration** | **3hrs** |
| **Course Name** | **INDUSTRIAL SAFETY** | **Max. Marks** | **100** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course Outcome / Pattern** | **Marks** |
| **PART – A(5 X 16= 80 MARKS)**  **(Answer any five from the following)** | | | | |
| 1. |  | Explain the fire prevention methods and firefighting techniques used for fire control. | CO1 /R | 16 |
|  |  |  |  |  |
| 2. | a. | What are the different types of maintenance? How does proper maintenance help in reducing the maintenance and overall cost? Explain. | CO2 /U | 10 |
|  | b. | Categorize the tools used for maintenance. | CO2 /R | 6 |
|  |  |  |  |  |
| 3. | a. | What is a lubricant? What are its types? Give its various applications. | CO3 /E | 8 |
|  | b. | Explain the sequence of fault-finding activities. | CO3 /C | 8 |
|  |  |  |  |  |
| 4. | a. | Discuss the salient features of Factories Act 1948. | CO4 /U | 8 |
|  | b. | Develop the procedure for periodic and preventive maintenance of machine tools. | CO4 /Ap | 8 |
|  |  |  |  |  |
| 5. | a. | What is the concept of periodic inspection? Why is it needed? | CO5 /An | 8 |
|  | b. | What is preventive maintenance? How does it helpful in an industry? | CO5 /U | 8 |
|  |  |  |  |  |
| 6. |  | Illustrate Periodic and preventive maintenance to be carried out on the electrical motors. | CO6 /An | 16 |
|  |  |  |  |  |
| 7. | a. | Explain any two types of lubrication methods with neat diagram. | CO3 /Ap | 10 |
|  | b. | Write the applications of lubrication. | CO6 /R | 6 |
| **PART – B (1 X 20 = 20 MARKS)**  **(Compulsory Question)** | | | | |
| 8. | a. | Briefly explain Repair cycle concept and importance. | CO6 /R | 15 |
|  | b. | Differentiate internal combustion and external combustion engine. | CO3 /U | 5 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Prevent accidents in the plant by reducing the hazard to minimum. |
| CO2 | Eliminate accident caused work stoppage and lost production. |
| CO3 | Achieve maximum overall equipment efficiency by total productive maintenance |
| CO4 | Apply the appropriate the Occupational Safety and Health Act regulations |
| CO5 | Assess workplace injury prevention, risk management, and incident investigations. |
| CO6 | Implement the Total Productive Maintenance Management for better Overall Equipment Efficiency and Productivity |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 16 | - | - | - | - | - | 16 |
| CO2 | 6 | 10 | - | - | - | - | 16 |
| CO3 | - | 5 | 10 | - | 8 | 8 | 31 |
| CO4 | - | 8 | 8 | - | - |  | 16 |
| CO5 | -- | 8 | - | 8 | - | - | 16 |
| CO6 | 21 | - | - | 16 | - | - | 37 |
|  | | | | | | | **132** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS2002** | **Duration** | **3hrs** |
| **Course Name** | **MODELING FOR BUSINESS PLAN** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Examine the success story of Ramraj Cotton. | CO1 | An | 10 |
|  | b. | Elaborate on types of Entrepreneurship. | CO1 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the need and importance of a Business Plan. | CO2 | U | 10 |
|  | b. | Discuss the tools for analyzing business risks. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | List the various schemes offered by Commercial Banks. | CO3 | An | 10 |
|  | b. | Identify the steps for starting a new venture. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Classify the various forms of Financing. | CO3 | An | 10 |
|  | b. | Explain the objectives of financial planning. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | Discuss the social implications of Business. | CO4 | A | 10 |
|  | b. | Outline the need for Market Information. | CO4 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Examine Netflix Business Strategy. | CO5 | An | 10 |
|  | b. | How AMUL became a best dairy brand in India? | CO5 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Elaborate on Production Scheduling. | CO4 | U | 10 |
|  | b. | Why Nano car failed in India? | CO6 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Analyze Cisco’s Business Strategy. | CO5 | An | 10 |
|  | b. | What do you think are the biggest challenges for Apollo Hospitals in India at present? | CO6 | R | 10 |
| **PART – B(1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Outline the SWOT Analysis for Starbucks. | CO6 | C | 10 |
|  | b. | Explain the key success factors of Rolls Royce. | CO6 | U | 10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | 1. Understand the nuts and bolts of preparing a business plan. |
| CO2 | 2. Remember and implement the business/management skills. |
| CO3 | 3. Understand and evaluate complete business plan (from concept to financial forecasts). |
| CO4 | 4. Identify the tools and techniques involved in Business plan process. |
| CO5 | 5. Analyze the competitive structure and strategy development. |
| CO6 | 6. Launch a new venture company or start one an established organization. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | - | - | - | 10 | - | 10 | 20 |
| CO2 | - | 10 | 10 | - | - | - | 20 |
| CO3 | - | - | 10 | 20 | - | - | 30 |
| CO4 | - | 30 | 10 | - | - | - | 40 |
| CO5 | 10 | - | - | 20 | - | - | 30 |
| CO6 | 10 | 20 | - | - | - | 10 | 40 |
|  | | | | | | | **180** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS2003** | **Duration** | **3hrs** |
| **Course Name** | **CONCEPT OF ENTREPRENEURSHIP** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | |
| 1. | Titan, the premier watch manufacturer in India, is looking to acquire Indian wearables brand \_\_\_\_\_\_\_\_. | | CO1 | A | | 1 |
| 2. | \_\_\_\_\_\_\_\_\_\_ is the India’s first e-commerce website. | | CO1 | U | | 1 |
| 3. | \_\_\_\_\_\_\_\_\_\_ is an Indian billionaire investor, businessman and the founder of DMart. | | CO2 | A | | 1 |
| 4. | The traditional cottage industries for women entrepreneurs is \_\_\_\_\_\_\_\_\_\_. | | CO2 | R | | 1 |
| 5. | \_\_\_\_\_\_\_\_\_\_\_ is the Founder and CEO of OYO Rooms, a leading chain of budget hotels in India. | | CO3 | A | | 1 |
| 6. | Bhavish Aggarwal is the Founder and CEO of \_\_\_\_\_\_\_\_\_, one of India’s leading ride-sharing platforms. | | CO3 | An | | 1 |
| 7. | Sanjay Shah is the founder of \_\_\_\_\_\_\_\_, a music and entertainment company that focuses on helping people with autism. | | CO4 | An | | 1 |
| 8. | \_\_\_\_\_\_\_\_\_\_ is the Co-Founder of Shop Clues, one of India’s leading e-commerce platforms. | | CO4 | A | | 1 |
| 9. | **\_\_\_\_\_\_\_\_\_\_** was considered as a definitive Indian car and was fondly called the "King of Indian roads". | | CO5 | U | | 1 |
| 10. | Mention an India's Fallen Billionaire due to poor business plan. | | CO6 | U | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | |
| 11. | Define a rural entrepreneurship. | | CO1 | | R | 3 |
| 12. | Mention few problems faced by rural entrepreneurs in India. | | CO2 | | U | 3 |
| 13. | List out the importance of women entrepreneurship in India. | | CO3 | | U | 3 |
| 14. | State Intrapreneurship. | | CO4 | | R | 3 |
| 15. | Differentiate entrepreneurs from managers with suitable examples. | | CO5 | | U | 3 |
| 16. | Comment few merits of business plan. | | CO6 | | R | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | | |
| 17. |  | Explicate the story of Indian billionaire entrepreneur Vijay Shekhar Sharma who is the founder and CEO of one97communications. | CO1 | | An | 12 |
| 18. | a. | Describe the importance of rural entrepreneurship in India. | CO2 | | U | 6 |
|  | b. | Use suitable example to explain the entrepreneurship models. | CO2 | | R | 6 |
| 19. |  | Elucidate a success story of a woman entrepreneur who entered in the unicorn club. | CO3 | | E | 12 |
| 20. | a. | Explain the problems faced by women entrepreneurs in India. | CO4 | | A | 6 |
|  | b. | Illuminate the types of entrepreneur with suitable examples. | CO4 | | U | 6 |
| 21. |  | Elucidate a success story of Cars24who entered in the unicorn club. | CO5 | | An | 12 |
| 22. | a. | Give an illustration of the business plan with suitable example. | CO6 | | A | 6 |
|  | b. | Elucidate various business environments with appropriate examples. | CO6 | | U | 6 |
| 23. |  | Prepare a business plan for any company of your choosing, outlining the products/services, the USP, the marketing plan, and the rivals you will face. | CO6 | | C | 12 |
| **COMPULSORY QUESTION** | | | | | | |
| 24. |  | Elucidate an inspiring story of a social entrepreneur in the Indian startup ecosystem. | CO5 | | E | 12 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand and define basic terms of Entrepreneurship. |
| CO2 | Analyse the business environment in order to identify business opportunities. |
| CO3 | Identify the elements of success of entrepreneurial ventures. |
| CO4 | Evaluate the effectiveness of different entrepreneurial strategies and Models. |
| CO5 | Develop the basic performance indicators of entrepreneurial activity. |
| CO6 | Interpret their own business plan. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 3 | 1 | 1 | 12 |  |  | 17 |
| CO2 | 7 | 9 | 1 |  |  |  | 17 |
| CO3 |  | 3 | 1 | 1 | 12 |  | 17 |
| CO4 | 3 | 6 | 7 | 1 |  |  | 17 |
| CO5 |  | 4 |  | 12 | 12 |  | 28 |
| CO6 | 3 | 7 | 6 |  |  | 12 | 28 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS2004** | **Duration** | **3hrs** |
| **Course Name** | **ENTREPRENEURSHIP AND PRODUCT DEVELOPMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | | **Course Outcome** | **Bloom’s Level** | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | | |
| 1. | French economist, \_\_\_\_\_\_\_\_\_\_ was the first man to be credited with giving the concept of entrepreneurship a central role in economics. | | | CO1 | U | | 1 |
| 2. | \_\_\_\_\_\_\_\_\_\_ is the practice of entrepreneurial skills and approaches by entrepreneurs within a company or at home. | | | CO1 | R | | 1 |
| 3. | ICICI is an acronym for \_\_\_\_\_\_\_\_\_\_. | | | CO2 | R | | 1 |
| 4. | The amount of cash required each month to cover the cost of staying in business is called as \_\_\_\_\_\_\_\_\_\_. | | | CO2 | R | | 1 |
| 5. | Technology Upgradation Fund Scheme for Textile Industries is a scheme offered by \_\_\_\_\_\_\_\_ bank | | | CO3 | U | | 1 |
| 6. | MSME stands for \_\_\_\_\_\_\_\_\_\_. | | | CO3 | R | | 1 |
| 7. | State the full form of SWOT. | | | CO4 | U | | 1 |
| 8. | District Industries Centers (DIC) was established in the year \_\_\_\_\_\_\_\_\_\_. | | | CO4 | R | | 1 |
| 9. | The **Tax holiday** to encourage the new entrepreneurs was announced in the financial year \_\_\_\_\_\_\_\_\_\_. | | | CO5 | U | | 1 |
| 10. | The salary of the security guard and the cost of maintenance to the building and grounds are \_\_\_\_\_\_\_\_\_\_. | | | CO6 | U | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | | |
| 11. | Distinguish Entrepreneur and Intrapreneur. | | | CO1 | | An | 3 |
| 12. | List the entrepreneurial classifications based on type of personality traits. | | | CO2 | | U | 3 |
| 13. | Produce the objectives of marketing analysis. | | | CO3 | | A | 3 |
| 14. | Articulate the functions of Prime Minister's Rozgar Yojana (PMRY) scheme. | | | CO4 | | A | 3 |
| 15. | Report any two objectives of National Small Industries Corporation (NSIC). | | | CO5 | | U | 3 |
| 16. | Infer the constituents of Market segment. | | | CO6 | | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | | | |
| 17. | |  | Explain the ‘Evolution of the concept of Entrepreneur’ over the different periods of time. | CO1 | | U | 12 |
| 18. | | a. | Illustrate the failure and success stories of any two entrepreneurs. | CO2 | | A | 6 |
|  | | b. | Examine the basic government procedures to be complied with entrepreneurship. | CO2 | | A | 6 |
| 19. | |  | Articulate the essential features and applications of Business plan. | CO3 | | A | 12 |
| 20. | | a. | Explain the role of Government in promoting entrepreneurship. | CO4 | | U | 6 |
|  | | b. | Illustrate the various schemes offered by commercial banks in India for entrepreneurs. | CO4 | | U | 6 |
| 21. | | a. | Evaluate the functions of the National Institute of Entrepreneurship & Small Business Development (NIESBUD). | CO4 | | An | 10 |
|  | | b. | Differentiate Subsidies and Loans. | CO5 | | U | 2 |
| 22. | |  | Explain the need for quality standards, reasons to use ISO standards and the steps to standardization. | CO 5 | | U | 12 |
|  | |  |  |  | |  |  |
| 23. | |  | Interpret the various objectives, facilities and the limitations of Export Oriented Unit (EOU). | CO 5 | | U | 12 |
| **COMPULSORY QUESTION** | | | | | | | |
| 24. | | a. | Sketch the procedure to identify the customer needs before launching a product or service. | CO6 | | A | 6 |
|  | | b. | Appraise the importance of patents and intellectual property rights and their importance in new product development. | CO6 | | An | 6 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember or recognize what it takes to start an entrepreneurial endeavor. |
| CO2 | Interpret the critical factors involved in real-world case studies. |
| CO3 | Apply the lean start-up techniques to student own business idea. |
| CO4 | Analyze the go-to-market strategy of a start-up. |
| CO5 | Evaluate the action plan along student entrepreneurial journey. |
| CO6 | Develop product concepts, design and prototype fabrication. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 1 | 13 |  | 3 |  |  | 17 |
| CO2 | 2 | 3 | 12 |  |  |  | 17 |
| CO3 | 1 | 1 | 15 |  |  |  | 17 |
| CO4 | 1 | 13 | 3 | 10 |  |  | 27 |
| CO5 |  | 30 |  |  |  |  | 30 |
| CO6 |  | 4 | 6 | 6 |  |  | 16 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS2006** | **Duration** | **3hrs** |
| **Course Name** | **PROFESSIONAL ETHICS** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | |
| 1. | Define the term “Profession” with an example. | | CO1 | U | | 1 |
| 2. | Mention the various leadership qualities which are expected from a good leader. | | CO1 | R | | 1 |
| 3. | List out the Ethics expected by the industries. | | CO2 | R | | 1 |
| 4. | State the factors which are affecting the Self - confidence. | | CO2 | R | | 1 |
| 5. | List out the major three points where “code of ethics” exhibited. | | CO3 | R | | 1 |
| 6. | Clarify the term “conscientious commitment”. | | CO3 | U | | 1 |
| 7. | Show the Similarities between Engineering projects and Standard experiments. | | CO4 | U | | 1 |
| 8. | Give an example for the “work safety”. | | CO5 | U | | 1 |
| 9. | List out the various details available in a standard “pay roll slip”. | | CO6 | R | | 1 |
| 10. | Define “Occupational Crime”. | | CO6 | R | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | |
| 11. | List out all the theories on leadership. | | CO1 | | A | 3 |
| 12. | Differentiate Ethics and Morality. | | CO2 | | U | 3 |
| 13. | Mention the contrast between “Engineering Project Vs Standard Experiments”. | | CO3 | | A | 3 |
| 14. | Briefly write about the “comprehensive perspective” related to Engineers responsibility. | | CO4 | | U | 3 |
| 15. | Differentiate the “Qualitative” and “Quantitative” risk analysis. | | CO5 | | A | 3 |
| 16. | Write about the “Conflict Management Techniques” briefly. | | CO6 | | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | | |
| 17. |  | Draw a neat sketch or block diagram which indicates the leadership styles and explain the various leadership styles in detail. | CO2 | | An | 12 |
|  |  |  |  | |  |  |
| 18. |  | With help of a block diagram illustrate the “Gilligan’s theory” in detail. | CO2 | | A | 12 |
|  |  |  |  | |  |  |
| 19. |  | Indicate the various “Engineers Responsibilities” in detail. | CO3 | | A | 12 |
|  |  |  |  | |  |  |
| 20. |  | Explain why “Engineers” are called as “responsible Experimenters”. | CO4 | | An | 12 |
|  |  |  |  | |  |  |
| 21. |  | Outline the Institutional and Expert authorities in details. | CO5 | | An | 12 |
|  |  |  |  | |  |  |
| 22. |  | Illustrate the “Risk Analysis” in detail with help of a block diagram and give an example. | CO5 | | An | 12 |
|  |  |  |  | |  |  |
| 23. |  | **Explain the most important aspects of “Collective Bargaining” with suitable example.** | CO6 | | An | 12 |
| **COMPULSORY QUESTION** | | | | | | |
| 24. |  | Outline the various conflict resolution techniques in detail. | CO6 | | An | 12 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Identify the potential value of the approaches in the organization(strategic, managerial and operational/tactical) relating to Ethical values. |
| CO2 | Appraise the role of leaders in ethically managing society. |
| CO3 | Apply the professional ethics with a demonstrated commitment to leadership practice and interpersonal skill. |
| CO4 | Assess the effectiveness of own capability and performance in meeting organizational values and goals. |
| CO5 | Evaluate the impact of failure due to non-compliance of ethical consideration in organizations. |
| CO6 | Examine the practices employed by real life organizations |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 1 | 1 | - | - | - | - | 2 |
| CO2 | 2 | 3 | 12 | 12 | - | - | 29 |
| CO3 | 1 | 4 | 18 | - | - | - | 23 |
| CO4 | - | 1 | - | 12 | - | - | 13 |
| CO5 | - | 1 | 3 | 24 | - | - | 28 |
| CO6 | 2 | 3 | - | 24 | - | - | 29 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS2007** | **Duration** | **3hrs** |
| **Course Name** | **BUSINESS PLAN** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | | **Course Outcome** | **Bloom’s Level** | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | | |
| 1. | \_\_\_\_\_\_\_\_\_\_\_ founded Nykaa in 2012 with the vision of building a multi-brand omni channel beauty-focused retail business. | | | CO1 | A | | 1 |
| 2. | Mention few Indian startup that reached unicorn club in 2021. | | | CO1 | An | | 1 |
| 3. | \_\_\_\_\_\_\_\_\_\_\_\_ is an Indian billionaire investor, businessman and the founder of DMart. | | | CO2 | A | | 1 |
| 4. | \_\_\_\_\_\_\_\_\_\_ is an Indian entrepreneur, investor and educator who, with his wife Divya Gokulnath, co-founded Byju's. | | | CO2 | An | | 1 |
| 5. | \_\_\_\_\_\_\_\_\_\_\_ is the founder and CEO of OYO Rooms, a leading chain of budget hotels in India. | | | CO3 | A | | 1 |
| 6. | Yashish Dahiya is the founder of \_\_\_\_\_\_\_\_\_, one of India’s leading online insurance platforms. | | | CO3 | An | | 1 |
| 7. | In 2022, Campa Cola was acquired by \_\_\_\_\_\_\_\_\_\_ for Rs. 22 crores. | | | CO4 | An | | 1 |
| 8. | Thums Up was bought by \_\_\_\_\_\_\_\_\_ company from Parle in 1993. | | | CO4 | A | | 1 |
| 9. | Deepinder Goyal and Pankaj Chaddah are the co-founders of \_\_\_\_\_\_\_\_\_, a restaurant discovery platform. | | | CO5 | A | | 1 |
| 10. | Sachin Bansal and Binny Bansal are the co-founders of \_\_\_\_\_\_\_\_, one of India’s leading e-commerce platforms. | | | CO6 | U | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | | |
| 11. | List few merits of business plan. | | | CO1 | | R | 3 |
| 12. | Mention the types of products to be launched by the business enterprise. | | | CO2 | | U | 3 |
| 13. | Express demand forecasting. | | | CO3 | | U | 3 |
| 14. | Outline sources of raw materials. | | | CO4 | | R | 3 |
| 15. | State Short-term projections. | | | CO5 | | U | 3 |
| 16. | Comment the benefits of business idea. | | | CO6 | | R | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | | | |
| 17. |  | Explicate the story and business plan of Indian billionaire entrepreneur Vijay Shekhar Sharma who is the founder and CEO of one97 communications. | | CO1 | | An | 12 |
|  |  |  | |  | |  |  |
| 18. |  | State product differentiation and explain its type with an example. | | CO2 | | U | 12 |
|  |  |  | |  | |  |  |
| 19. |  | Describe factors influencing demand forecasting with examples. | | CO3 | | U | 12 |
|  |  |  | |  | |  |  |
| 20. |  | Explain production process and its type with examples. | | CO4 | | R | 12 |
|  |  |  | |  | |  |  |
| 21. |  | Expound a success story and business plan of CRED which entered in the unicorn club. | | CO5 | | An | 12 |
|  |  |  | |  | |  |  |
| 22. |  | Illuminate the factors that increase the risk of substitute products. | | CO5 | | U | 12 |
|  |  |  | |  | |  |  |
| 23. |  | Elucidate a business plan for customized shirt business in India. | | CO6 | | C | 12 |
| **COMPULSORY QUESTION** | | | | | | | |
| 24. |  | | Prepare a business plan for any company of your choosing, outlining the products/services, the USP, the marketing plan, and the rivals you will face. | CO6 | | E | 12 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the nuts and bolts of preparing a business plan. |
| CO2 | Remember and implement the business/management skills. |
| CO3 | Understand and evaluate the content of business plan in detail. |
| CO4 | Identify the tools and techniques involved in Business plan process. |
| CO5 | Analyse the competitive structure and strategy development. |
| CO6 | Launch a new venture company or start one an established organization. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 3 |  | 1 | 13 |  |  | 17 |
| CO2 |  | 15 | 1 | 1 |  |  | 17 |
| CO3 |  | 15 | 1 | 1 |  |  | 17 |
| CO4 | 15 |  | 1 | 1 |  |  | 17 |
| CO5 |  | 15 | 1 | 12 |  |  | 28 |
| CO6 | 3 | 1 |  |  | 12 | 12 | 28 |
|  | | | | | | | **124** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS3003** | **Duration** | **3hrs** |
| **Course Name** | **MARKETING FOR BUSINESS** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Explain how internal and external environment impact marketing decisions. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Differentiate Sales and Market orientation. | CO1 | R | 10 |
|  | b. | Describe the four bases of Market Segmentation citing an example for each type. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. |  | Elaborate the various attributes influencing consumer purchase decision process for a recent purchase of a consumer durable. | CO2 | An  A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Explain the formulation of marketing mix of a service organization with an example of Hospital Industry. | CO3 | U  A | 20 |
|  |  |  |  |  |  |
| 5. | a. | Enumerate the different levels of product. | CO4 | R | 10 |
|  | b. | Give a brief note on pricing strategies. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Write a detailed note on Advertising, Personal selling and Sales promotions citing examples. | CO5 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | A Multinational company is planning to launch its brand of cosmetics in India. Suggest which mode of distribution channel to be followed in already crowded market of Cosmetics. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Discuss the trends and technologies adopted in Marketing a product in this digital era. | CO5 | E | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | ARC group has plans to expand from their existing timber business to Consumer Service product in South India. Develop the Marketing plan for a consumer service product for a short term period of three years. | CO6 | C | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Identify the role of marketing functions in organization. |
| CO2 | Understand marketing opportunities by analyzing customers, competitors and collaborators. |
| CO3 | Execute the key strategies on segmentation, targeting and positioning. |
| CO4 | Analyze buyer behavior to create value for customers. |
| CO5 | Evaluate various Digital Marketing Tools applicable. |
| CO6 | Design a marketing strategy to achieve organizational objectives in current era |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 |  |  | 20 |  |  | 30 |
| CO2 |  | 10 | 10 | 10 |  |  | 30 |
| CO3 |  | 20 | 10 |  |  |  | 30 |
| CO4 | 10 |  | 20 |  |  |  | 30 |
| CO5 |  |  | 20 |  | 20 |  | 40 |
| CO6 |  |  |  |  |  | 20 | 20 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS3008** | **Duration :** | **3hrs** |
| **Course Name** | **BUSINESS RESEARCH METHODS** | **Max. Marks :** | **100** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | | **Sub Div.** | **Questions** | **Course Outcome** | | **Bloom’s Level** | | **Marks** |
|  |  | | **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | |  | |  |  |
| 1. | a. | | ‘Is Business Research an Art or Science? Do we have to follow a systematic process in it?’- Discuss. | | CO 1 | | U | 10 |
|  | b. | | Depict the process and steps involved in a typical Business Research. | | CO 2 | | R | 10 |
| **(OR)** | | | | | | | |  |
| 2. | a. | | Give various classifications of Scaling techniques with suitable research examples. | | CO 2 | | A | 10 |
|  | b. | | Write down the usage conditions of Descriptive and Exploratory research approaches. Give a model application situation for each of the research approach. | | CO3 | | An | 10 |
|  |  | |  | |  | |  |  |
| 3. | a. | | Draw down the Process involved in Business Research. How do you set Objectives, Hypothesis and questionnaire for a Study on Customer Satisfaction of Electric Two Wheelers in India. | | CO 4 | | U | 10 |
|  | b. | | Under which conditions, you will apply ANOVA, Multiple and Linear Regression, Principal Component Regression, Correlation and Paired Sample T-Test and Chi Square Test. | | CO 3 | | A | 10 |
| **(OR)** | | | | | | | |  |
| 4. | a. | | Give a detailed note on Procedures to be followed for the selection of Statistical Techniques. | | CO 4 | | E | 10 |
|  | b. | | State the conditions to be followed up for the usage of Non-Parametric statistical tools by outlining about the advantages with examples. | | CO3 | | An | 10 |
| 5. | a. | | Enumerate the features of Sampling design with examples. | | CO4 | | A | 10 |
|  | b. | | Depict the various ways available to collect data for a Researcher | | CO 5 | | E | 10 |
| **(OR)** | | | | | | | |  |
| 6. | a. | | Differentiate Probability and Non-Probability Sampling techniques and explain in detail the different methods of Probability Sampling Technique. | | CO2 | | U | 10 |
|  | b. | | “A well-constructed Questionnaire should have the mix of single item and Multi Item scales” – Explain in detail all the forms of Single Item and Multi Item scales. | | CO 4 | | U | 10 |
| 7. | a. | | Write down minimum ten reasons why companies have to go for Business Research. | | CO5 | | A | 10 |
|  | b. | | How would you ensure Reliability and Validity of the scale developed for a study? | | CO 5 | | E | 10 |
| **(OR)** | | | | | | | |  |
| 8. | a. | | List out and explain the different components of a Research Report. | | CO 3 | | A | 10 |
|  | b. | | Illustrate the characteristics of a good Research Report by bringing out a Report on MBA Aspirants expectations. | | CO2 | | An | 10 |
|  | | | **PART – B(1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | |  | |  |  |
| 9. |  | | For a given Research topic on Service quality effectiveness of AMBAL AUTO Service Limited for Maruti Cars, frame relevant objectives, Research design and Hypotheses. | |  | |  |  |
|  | a. | | Design a suitable Questionnaire for this research. | | CO6 | | C | 10 |
|  | b | | Suggest a relevant analytical design for coining suggestions. | | CO6 | | C | 10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand a business problem with a methodological framework |
| CO2 | Apply suitable research designs |
| CO3 | Evaluate and execute relevant hypothesis testing procedures |
| CO4 | Analyze critical tools for prescriptive solutions |
| CO5 | Design and draft dissertation research proposal with appropriate methodology |
| CO6 | Execute articulative reports fit for project proposal and publication |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 10 |  |  | - | - | 10 |
| CO2 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO3 | - |  | 20 | 20 | - | - | 40 |
| CO4 | - | 20 | 10 | - | 10 |  | 40 |
| CO5 |  |  | 10 | - | 20 | - | 30 |
| CO6 |  |  | - | - | - | 20 | 20 |
|  | | | | | | | **180** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS3010** | **Duration :** | **3hrs** |
| **Course Name** | **CORPORATE STRATEGY** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course Outcome** | **Pattern** | **Marks** |
| 1. | a. | Describe Porter’s Five forces model as a framework for analyzing a company's competitive environment. | CO2 | An | 10 |
|  | b. | Briefly explain the concept of declining industries in the Industrial Life cycle analysis | CO2 | U | 10 |
|  | | **(OR)** | | | |
| 2. | a. | A company may have firm-specific and valuable resources, but unless it also has the capability to use those resources effectively, it may not be able to create a distinctive competency. Justify with an example. | CO3 | A | 20 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 3. | a. | |  | | --- | | Write notes on:   1. Business Strategy 2. Strategic Management 3. Management Ethics | |  | | CO1 | R | 20 |
|  | | **(OR)** | | | |
| 4. | a. | For a University, Students are the Stake holders (customer). Describe the strategies to improve the Customers Management relationship in an service organization. | CO6 | A | 20 |
|  |  |  |  |  |  |
| 5. | a. | Why are Industries Fragmented? What are the main ways in which companies can turn a fragmented industry into a consolidated one. | CO5 | A | 20 |
|  | | **(OR)** | | | |
| 6. | a. | Draw the BCG Matrix diagram and explain the various merits and demerits in the matrix. | CO4 | U | 20 |
|  |  |  |  |  |  |
| 7. | a. | Explain the benefits of Horizontal integration of companies for better competitive advantage. | CO5 | U | 20 |
|  |  |  |  |  |  |
|  | | **(OR)** | | | |
| 8. | a. | Explain the changing patterns of International business scenario. Write briefly about Wholly owned Subsidiaries, Joint ventures, and Exporting. | CO6 | An | 20 |
|  | | **Compulsory**: |  |  |  |
| 9. | a. | **Answer the following questions.**  **The Agency Problem at Enron – Case Study**  Formed in 1985 by a merger between Houston Natural Gas and InterNorth of Omaha, Neb., Enron started as a natural gas pipeline company. But when gas and electricity deregulation hit in the late '80s, the company moved into the business of buying and selling those commodities by phone or fax. Traders took orders from buyers, such as independent power companies, then tracked down potential energy supplies. The gambit worked: Within a year of deregulation, Enron's gas services group had captured 29 percent of the electric power market.  However, Enron's success soon came to an end. The company, which transformed itself from a gas pipeline operator into the world's largest energy trader has filed for bankruptcy protection and has sold its primary energy trading unit.  The fall-out from the ENRON scandal pointed to a number of apparent weaknesses in the US system of oversight, based on checks and balances, which appear to have allowed certain types of abuses to the detriment of investors, creditors, and employees. At Enron, the alleged wrongdoing occurred at the very top of the company - the CEO and other senior executives stand accused personally.  The problems were also because the Enron managers were not investing in liquid investments because liquid investments require cash. Further, the shareholders have given the managers of Enron the near-absolute power to make decisions thus, the future earnings of the company since it looked good on paper were not contested.  In Enron's case, the existence of the "agency problem" within its board of directors is partly to blame for the company's mismanagement and apparent unethical behavior,  According to Stephan and Star, strategic-management researchers at the University at Buffalo School of Management. the agency problem at Enron and other companies often is created because the CEO also serves as chairman of the company's board of directors.  "When the chairman is the CEO, then the nature of the information that goes to the board is often distorted," says Star. "Making matters worse, the CEO typically stacks the board with cronies and supporters.  "As a result, the oversight role of the board is very easily co-opted into a rubber stamp role," he adds. "That was the case at Enron."  According to Stephan and Star, the Enron case should prompt a lot of re-thinking about the role of the board of directors and whether it's better or worse for a board to own shares of a company.  "The general feeling has been that board members should own shares if they are to represent the shareholders," says Stephan. "But what we're learning from Enron is that when board members own shares, there's a disincentive to ask the really tough questions for fear that those questions will drive down the stock prices."  Adds Star, "The scary thing about Enron isn't Enron. It's that Enron may be just the tip of the iceberg. There are lots of companies who have boards that are closing their eyes to some pretty shady practices."   1. Describe the problems that pushed Enron going into bankruptcy. 2. Suggest measures for dealing with the Agency problem in companies and promoting better relations between the principal and the agent. | CO6  CO6 | U  An | 10  10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Analyze the main structural features of an industry and develop strategies the position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness |
| CO2 | Demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios |
| CO3 | Make recommendations for vertical changes in the boundary of the firm based on an understanding of the advantages of vertical integration and outsourcing and the factors that determine the relative efficiency of each |
| CO4 | Devise appropriate strategies to gain a competitive advantage at both business and corporate levels; |
| CO5 | Communicate strategies or strategic alternatives both in writing and verbally to facilitate organisational decision-making and problem-solving; and |
| CO6 | Evaluate competing strategies of various corporates |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 20 |  |  |  | - | - | 20 |
| CO2 |  | 10 |  | 10 |  |  | 20 |
| CO3 |  |  | 20 |  | - | - | 20 |
| CO4 |  | 20 |  |  |  |  | 20 |
| CO5 |  | 20 | 20 |  |  | - | 40 |
| CO6 |  | 10 | 20 | 30 | - | - | 60 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS3011** | **Duration** | **3hrs** |
| **Course Name** | **FINANCIAL MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | | **Questions** | | **Course Outcome** | | **Bloom’s Level** | | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | | | | |
| 1. |  | | Describe the functions and the three major decisions involved in Financial Management. How do you distinguish from Profit Maximization with Wealth Maximization? | | CO1 | | U | 20 |
|  |  | | **(OR)** | |  | |  |  |
| 2. | a. | | Gupta invested Rs.40000 at 12% p.a. for two years. What will be the value of investments after two years , if interest is compounded (i)annually (ii)half-yearly and (iii) quarterly | | CO2 | | U | 10 |
|  | b. | | Calculate the present value of Rs.6000 at 5% interest rate, received  a) One year from now b) At the end of 5years | | CO2 | | U | 10 |
|  |  | |  | |  | |  |  |
| 3. |  | | Bharat Manufacturing Industry has the following figures to report  Selling Price per unit - Rs. 2,000  Variable Cost per unit - Rs. 1,000  Fixed cost - Rs. 4,00,000  Fixed interest expenses - Rs. 60,000  Tax Slab of the Company - 40 %  Number of Equity shares - 10,000 numbers  You are required to calculate the PBIT, EPS, DOL and DFL at 2 levels of production (i) 1,200 units (ii) 2,000 units. | | CO4 | | A | 20 |
|  |  | | **(OR)** | |  | |  |  |
| 4. | a. | | Explain the Time value for money and its components. | | CO3 | | A | 10 |
|  | b. | | Mention the distinguishing features of NPV and IRR. | | CO3 | | A | 10 |
|  |  | |  | |  | |  |  |
| 5. | a. | | Capital Budgeting Decisions of a Company were considered significant. Discuss | | CO4 | | U | 10 |
|  | b. | | What are the features, advantages and disadvantages of bonus shares. | | CO5 | | An | 10 |
|  |  | | **(OR)** | |  | |  |  |
| 6. |  | | Describe the Process, features, Benefits and disadvantages of:   1. AngelInvestors (ii) VentureCapital | | CO3 | | An | 20 |
|  |  | |  | |  | |  |  |
| 7. | a. | | Explain the following:  (i) Gross vs Net Working Capital  (ii)Aggressive Approach of Working capital | | CO6 | | An | 10 |
|  | b. | | Explain the various determining factors of Working capital in detail. | | CO6 | | A | 10 |
|  |  | | **(OR)** | |  | |  |  |
| 8. |  | | Explain and Illustrate Net Income approach with suitable examples. | | CO5 | | A | 20 |
| **PART – B(1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | | | | |
| 9. |  | | |  |  |  |  | | --- | --- | --- | --- | | **Compulsory**:  From the following data, prepare a Statement showing working  Capital requirements for the year 2022:   1. Estimated output for the year 130,000 units(52 weeks) 2. Stock of raw materials 2 weeks 3. Stock in process 2weeks (50% of wages and overhead are incurred) 4. Finished goods remain In storage for 2weeks 5. Creditors 2 weeks 6. Debtors 4 weeks 7. Lag in payment of wages and overheads 2 weeks each 8. Selling price per unitRs.15. 9. Analysis of cost per unitis as follows: | | | | |  | Raw materials | Rs.5 per unit |  | | Labour | Rs.3 per unit | | Overheads | Rs.2 per unit | | | CO6 | | An | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | To Remember the Financial system and the economic development of our country. |
| CO2 | To Understand the Financial markets, Financial institutions and Financial intermediaries. |
| CO3 | To Apply the relevance of Financial Instruments. |
| CO4 | To Analyse the Digital transformation in our Financial Sector. |
| CO5 | To Evaluate Financial Institutions and Financial services for the economic development of our country. |
| CO6 | To Create knowledge on Financial services. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 20 |  |  |  |  | 20 |
| CO2 |  | 20 |  | 10 |  |  | 30 |
| CO3 |  |  | 20 | 10 |  |  | 30 |
| CO4 |  | 10 | 20 |  |  |  | 30 |
| CO5 |  |  | 30 | 10 |  |  | 40 |
| CO6 |  |  |  | 30 |  |  | 30 |
|  | | | | | | | **180** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS3012** | **Duration** | **3hrs** |
| **Course Name** | **HUMAN RESOURCE MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Explain types of HRM Model. According to you which one is the most comprehensive and most suitable for service industry? Justify. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | To plan for future uncertainties, HR managers do human resource planning. Draw light on both qualitative and quantitative techniques/methods that could possibly be used with examples. | CO2 | U | 20 |
|  |  |  |  |  |  |
| 3. |  | Recruitment is essential for filling up vacancies that may arise time to time due to various contingencies. As a HR manager critically analyze the different types of **external Recruiting methods** used with suitable examples. Suggest suitable recruitment methods for an **IT employee.** | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Development is aimed at helping managers improve more general skills. As a HR manager in charge of training division explain the various organizational development methods to increase the organization’s overall performance. | CO3 | U | 20 |
|  |  |  |  |  |  |
| 5. |  | As a HR manager choose the relevant pay components and construct a compensation strategy for a job role of **salesman in a Fast Moving Consumer Goods company (FMCG).** | CO4 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Creating new performance indicators, measuring employees on relevant metrics and motivating critical talent may be a vital enabler for corporate success in the future. To achieve this goal as a future HR manager explain any **five** Specific performance rating methods with suitable illustration. | CO5 | U | 20 |
|  |  |  |  |  |  |
| 7. |  | Sound employee relations have many benefits for both workers and management. Examine any **five** acts enacted to develop relationship between the employers, employees and their representatives and the government. | CO6 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | In order to facilitate effective implementation of Corporate Social Responsibility (CSR) the Ministry of Corporate Affairs (MCA) hasmandate corporate social responsibility for companies. Discuss the role of HR in Corporate Social Responsibility. | CO6 | U | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Case Study:** Brewing Success Starbucks Corporation is one of the most successful food and beverage companies in the United States. Howard Schultz bought it in 1987 and reoriented it away from mail-order sales to a highly successful strategy of retail coffee sales through coffee bars. Keys to Starbucks’ success include its well-conceived and well-implemented strategy, planned and coordinated growth with careful site selection, astute promotional campaigns, commitment to quality, refusal to franchise, and commitment to its employees.  Managers at each store have considerable autonomy, young people are hired to work in the restaurants at above-average wages, all employees are offered health insurance and a stock option plan, and a state-of-the-art information system keeps everyone informed. Starbucks is now expanding internationally, with stores throughout Asia and Europe. The company is also expanding through brand extension, collaborating with companies such as Dreyer’s Ice Cream, Capital Records, Redhook Brewery, and Jim Beam.   1. All firms exist in a competitive environment, with competitors trying to attract the same customers. Discuss the strategies devised by Starbucks Corporation to survive in a Competitive Environment faced by them. 2. Analyze how firms use HR practice to gain competitive advantage. | CO1 | An | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Define the nature and scope of Human Resource Management. |
| CO2 | Explain the functional elements involved in implementing HR Planning. |
| CO3 | Infer appropriate Training methods for effective use in capacity building and career development. |
| CO4 | Choose the relevant pay components and construct a compensation strategy. |
| CO5 | Appraise the tools for Performance and career management. |
| CO6 | Discuss the latest trends of HR functions in the contemporary world. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 20 |  | 20 |  |  | 40 |
| CO2 |  | 20 |  | 20 |  |  | 40 |
| CO3 |  | 20 |  |  |  |  | 20 |
| CO4 |  |  |  |  |  | 20 | 20 |
| CO5 |  | 20 |  |  |  |  | 20 |
| CO6 |  | 40 |  |  |  |  | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS3013** | **Duration** | **3hrs** |
| **Course Name** | **MANAGEMENT INFORMATION SYSTEM** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Narrate the need of information requirement in decision making and elucidate how Decision Support System (DSS) helps managers to make quick decisions. | CO2 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Brief the components and the scope of information systems and explain howmanagement control level expands its scope to Managers throughits classifications in various functions of management? | CO1 | R | 20 |
|  |  |  |  |  |  |
| 3. |  | Discuss the role of a managers in appropriate implementation  of ERP systems in an organization and as they propel what could be the challenges and issues that they may face in ERP implementation. | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Expand the role of information technology in different types of e-commerce with its pros and cons citing examples. | CO4 | R  An | 20 |
|  |  |  |  |  |  |
| 5. |  | “Artificial Intelligence helps to design intelligent entities which can perceive, understand, predict and manipulate.” Justify this statement with clear examples ofapplications of AI in the field of Healthcare, Agriculture, ande-commerce. | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Elaborate the applications of businessintelligence technologies like RFID and GPS used in business enterprises to make the experience of customers more feasible. | CO5 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Converse few tangible and intangible benefits of implementation of system briefing through Waterfall development model. | CO6 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Cyber security statistics show that the number of security breaches are increasing day by day. Suggest the securitymeasures for these issues along with guidelines forcomprehensive security systems. | CO6 | An | 20 |
| **PART – B(1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Assume you are the project manager of a National Bank located in Hyderabad. You are assigned with a task to develop and implement a process of regularcontrol and analysis of the core banking operations. Exhibit the importance of your role as a project manager and help the organization tobuild a data warehouse for smooth functioning. | CO3 | E  C | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Describe and apply the fundamental concepts of information systems. |
| CO2 | Develop the knowledge about management of information systems. |
| CO3 | Interpret and recommend the use information technology to solve business problems. |
| CO4 | Distinguish the business needs for e-commerce and the Internet. |
| CO5 | Articulate role of Management Information Systems in organizations. |
| CO6 | Apply a framework and process for aligning organization’s IT objectives with business strategy. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 20 | - | - | - | - | - | 20 |
| CO2 | - | 20 | - | - | - | - | 20 |
| CO3 | - | - | - | 20 | 10 | 10 | 40 |
| CO4 | 10 | - | - | 30 | - | - | 40 |
| CO5 | - | - | 20 | - | - | - | 20 |
| CO6 | - | 20 | - | 20 | - | - | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS3014** | **Duration** | **3hrs** |
| **Course Name** | **OPERATIONS MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Describe the differences between Goods and services with suitable examples. | CO1 | R | 10 |
|  | b. | List different Corporate strategies. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Explain the techniques and procedures used in the operations system. | CO1 | U | 20 |
|  |  |  |  |  |  |
| 3. |  | Outline the steps of product design with an example. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Demonstrate the approaches available for make or buy decision with suitable examples | CO2 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | Distinguish design capacity and system capacity, and explain the long-term and short-term capacity strategies. | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Present the types of forecasting in decision making. | CO4 | A | 10 |
|  | b. | Summarize the factors affecting demand forecasting. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Present the key elements of Kaizen. | CO5 | A | 10 |
|  | b. | Produce the characteristics and classification of Poka Yoke. | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Examine the Total Quality Management considering the scope, benefits, and fundamental factors affecting quality and quality control activities during product cycle. | CO6 | A | 20 |
| **PART – B(1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | The forecast for a group of items is given below:   |  |  | | --- | --- | | Quarter | Demand | | 1 | 270 | | 2 | 220 | | 3 | 470 | | 4 | 670 | | 5 | 450 | | 6 | 270 | | 7 | 200 | | 8 | 370 |   (a) Suppose that the firm estimates that it costs Rs. 150 per unit to increase the production rate, Rs. 200 per unit to decrease the production rate, Rs. 50 per unit per quarter to carry the items on inventory and Rs. 100 per unit if subcontracted. Compare the cost incurred if pure strategies are followed.  (b) Given these costs, evaluate the following mixed strategy.  The company decides to maintain a constant production rate of 250 units per quarter and permits 20 per cent overtime when the demand exceeds the production rate. The incremental cost of overtime is Rs. 25 per unit. It plans to meet the excess demand by hiring and firing of workers. | CO6 | An | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Describe the basic concepts and theories on production and operations management. |
| CO2 | Discuss the principles underlying value chain. |
| CO3 | Appraise the skills in designing operations. |
| CO4 | Apply the planning and controlling operations to forecast demand and inventory control. |
| CO5 | Relate the practices of quality control in manufacturing process of operations management. |
| CO6 | Examine the production tools to achieve high standard in operations. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 20 | 20 |  |  |  |  | 40 |
| CO2 |  |  | 20 |  |  |  | 20 |
| CO3 |  | 20 |  | 20 |  |  | 40 |
| CO4 |  | 10 | 10 |  |  |  | 20 |
| CO5 |  |  | 20 |  |  |  | 20 |
| CO6 |  |  | 20 | 20 |  |  | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS3016** | **Duration** | **3hrs** |
| **Course Name** | **MODELING FOR BUSINESS PLAN** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Discuss the success stories of Ramraj Cotton and Aachi Group. | CO1 | U | 10 |
|  | b. | Elaborate on different types of Entrepreneurship. | CO1 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the Analytical frameworks for understanding Market dynamics. | CO2 | An | 10 |
|  | b. | Elaborate business plan. | CO2 | R | 10 |
| 3. | a. | Describe the various schemes offered by commercial Banks. | CO3 | U | 10 |
|  | b. | What are the strategies for achieving competitive advantage? | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Elaborate on Production Scheduling. | CO4 | C | 10 |
|  | b. | Discuss the social implications of Business. | CO4 | U | 10 |
| 5. |  | Explain “Zip Car” Business Model. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Classify various forms of Financing. | CO3 | An | 20 |
| 7. |  | Examine Starbucks business strategy. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Outline the key success factors of Rolls Royce. | CO6 | U | 20 |
| **PART – B(1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Health Services in India are attempting to evolve from fragmented treatment of disease to building personal relationships focused on achieving and maintaining health. Apollo Hospitals, a chain of Hospitals in India that has pioneered private health care provides inpatient and outpatient services. Apollo intends to move from catering to millions of consumers at a time to catering to one patient at a time.Besides hospitals the Apollo ecosystem includes primary clinics, speciality care clinics, a health insurance company and the largest pharmacy chain in India with more than 2,400 pharmacies. Apollo hospitals has been a leader in the field of organ transplants and has been considered as one of the best organ transplant hospitals in India.The Apollo hospitals has won many National and International accolades and continues to be one of the top healthcare service providers in India.  **Question**  What do you think are the biggest challenges for Apollo Hospitals in India at present? | CO6 | R | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the nuts and bolts of preparing a business plan. |
| CO2 | Remember and implement the business/management skills. |
| CO3 | Understand and evaluate complete business plan (from concept to financial forecasts). |
| CO4 | Identify the tools and techniques involved in Business plan process. |
| CO5 | Analyze the competitive structure and strategy development. |
| CO6 | Launch a new venture company or start one an established organization. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 10 |  |  |  | 10 | 20 |
| CO2 | 10 |  |  | 10 |  |  | 20 |
| CO3 | 10 | 10 |  | 20 |  |  | 40 |
| CO4 |  | 10 |  |  |  | 10 | 20 |
| CO5 |  | 20 |  | 20 |  |  | 40 |
| CO6 | 20 | 20 |  |  |  |  | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3019** | **Duration** | **3hrs** |
| **Course Name** | **BLOCK CHAIN AND CRYPTO CURRENCY** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Narrate in detail the benefits and drawbacks in Block Chain usage in Business models. | CO4 | R | 10 |
|  | b. | Why to use Block Chain in Crowd Funding Process?  b. Specify briefly about the Programming Languages that can be used in Cryptography? | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Apply Demurrage, Campus and Community Coin in different business situations-Explain with example. | CO6 | A | 10 |
|  | b. | List out the contents of block. | CO1 | U | 10 |
|  |  |  |  |  |  |
| 3. |  | Give a detailed note on Equity based, Debt based, Reward based, Donation based and Litigation Based Crowd Funding. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | “CRYPTO CURRENCY requires Digital Wallet Model” – Give reasons and mention briefly the situations where hot wallets and Cold Wallets are to be used. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 5. | a. | “The addition of Mining, Proof of work, Proof of stake, Proof of space and smart contracts together, we can call Block chain Genomics” – Explain on how the addition is constituted Genomics. | CO5 | E | 10 |
|  | b. | How is this block chain Cycle work in real time scenario? | CO2 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | “Usually block chain appears in Layers” Give your explanation on what types of layers constitute each block. | CO6 | C | 10 |
|  | b. | Give short note on Public Block Chain and Private Block Chain. | CO2 | U | 10 |
| 7. | a. | Mr. Peter Felix has mined Coin with the supply of 50000 units. After understanding the value of it, he wants to edit his smart contract for want of increasing his coin supply. Is it possible? What is smart contract and what is its contents? | CO2 | A | 10 |
|  | b. | How should a person register Crypto wallets? And, how income tax treat income from crypto trading and mention at what rate Income tax will be charged on the sale of Crypto assets. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | “Distributed Ledger Technology serves decentralized System” Give your comment on it. | CO1 | U | 10 |
|  | b. | Draw the structure of Merkle Tree and explain on how one stage of tree drives from other stage of tree. | CO2 | U | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Today’s supply chains are increasingly complex and span across borders, meaning time-consuming, manual, inefficient and costly processes for all parties. Low traceability in a fragmented system can result in safety issues, counterfeited goods and inconsistent data. At the same time, consumers are demanding more transparency about the origin and quality of the products that they buy.  Blockchain technologies could significantly reduce processing time across every step of this process. Each transaction indicating a movement of goods would be recorded, from raw materials to the finished product. Documentation would be created, updated, viewed or verified by parties on the blockchain, enabling visibility of the entire supply chain.  A full audit trail would be created, which could be used to protect consumers from counterfeit goods and gives businesses increased confidence in the authenticity and quality of goods, impacting sourcing decisions.  For finance, payments could also be initiated seamlessly between parties throughout the process, based upon agreements. As an extension, connected sensors and smart devices could measure the condition of containers and other information can be recorded to inform final settlements (eg if goods have been damaged.  Questions:  1)How do you do KYC using block chain technology for transport users?  2. How come a transport company receive payment on the back of block chain system?  3. How come a transport company can sell its logistical service to its clients  4. Explain the way how an accountancy and audit can be undertaken using block chain technology | CO6 | C | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the basic concepts of distributed systems and structure of Block chain. |
| CO2 | Remember and Gain insights on Bitcoin and understand the mechanics of Bitcoin transactions. |
| CO3 | Apply a deeper insight on various versions of Block Chains. |
| CO4 | Analyze the blockchain Learning and its application for various Business Models. |
| CO5 | Evaluate the various versions of block chains. |
| CO6 | Create block chain Solutions and understand the idea of Block chain Society. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 20 |  |  |  |  | 20 |
| CO2 |  | 20 | 10 | 10 |  |  | 40 |
| CO3 |  |  | 30 |  |  |  | 30 |
| CO4 | 10 |  | 20 |  |  |  | 30 |
| CO5 |  |  | 10 |  | 10 |  | 20 |
| CO6 |  |  | 10 |  |  | 30 | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3020** | **Duration** | **3hrs** |
| **Course Name** | **APPLICATIONS IN MICRO FINANCE** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | List down the poverty alleviation programs offered in India? Explain them. Does it results in achieving the desired results? Justify. | CO1 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | How Grameen experiment impacted people below poverty? Is it a successful model? Substantiate. | CO1 | An | 10 |
|  | b. | Explain the role of Micro Credit Summit in micro finance. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. |  | Explain the role of National Bank for Agriculture and Rural Development in developing rural micro credit. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Why the District Industries Center is established? Narrate the contribution of District Industries Centers in alleviation of poverty. | CO3 | An | 10 |
|  | b. | Distinguish self-employment with entrepreneurship. How these activities are related to micro finance? | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. |  | How the Self Help Group operate? Highlight the tract of SHG in micro finance. | CO3 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain the regulation of micro insurance. Why micro insurance are required? | CO4 | U | 20 |
|  |  |  |  |  |  |
| 7. | a. | List down and explain the CRISIL criteria for Micro Financial Institution evaluation. | CO4 | A | 10 |
|  | b. | Explain the Government schemes to encourage women entrepreneurship of Self Help Groups. | CO5 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Is the RBI regulation for Self Help Groups an encouragement or a constraint? – Discuss | CO5 | An | 10 |
|  | b. | Is there a pattern to predict loan failures? Explain in detail. | CO6 | E | 10 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Mr. Shaw is an auto rickshaw driver and he drives the auto rickshaw on rent basis. His wife Mrs. Meenakshi works as a domestic servant to support her family. The couple has two children and aged mother to look after. Mr. Shaw is seeking loan of Rs. 600000 to buy a car for starting a taxi business. He is approaching a small finance bank for the said purpose.  As a branch manager explain how you will identify the qualitative information of the borrower for credit assessment and appraisal? | CO6 | E | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the promotional microfinance activities. |
| CO2 | Remember the history of problems and issues pertaining to microfinance. |
| CO3 | Apply knowledge in utilizing the services. |
| CO4 | Analyze the SHG growth and development. |
| CO5 | Evaluate existing rural and Urban credit structures. |
| CO6 | Create assessment parameters on MFI performance. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  |  |  | 10 | 20 |  | 30 |
| CO2 | 10 |  |  | 20 |  |  | 30 |
| CO3 |  |  | 30 | 10 |  |  | 40 |
| CO4 |  | 20 | 10 |  |  |  | 30 |
| CO5 |  | 10 |  | 10 |  |  | 20 |
| CO6 |  |  |  |  | 30 |  | 30 |
|  | | | | | | | **180** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3021** | **Duration** | **3hrs** |
| **Course Name** | **FINANCIAL INSTITUTIONS, MARKETS AND SERVICES** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the QuestioO2ns)** | | | | | |
| 1. | a | Discuss the essential consideration for the healthy growth of a Financial System. Explain the above with reference to the Indian scenario | CO1 | U | 10 |
|  | b. | Elucidate the features and constituents of Indian Financial System. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Write notes on:  a. Small finance Banks b. Fully Convertible Bonds  c. Secondary market d. Debt market | CO2 | R | 20 |
| 3. | a | Differentiate T Bills and Interbank call market. | CO3 | A | 10 |
|  | b. | RBI had called for quotes for Rs. 20000 crores 91 days treasury bill . Following banks quoted as follows:  FB 500 crores @ 6.11 %  BOI 400 crores @ 6.23 %  SBI 1000 crores @ 5.58 %  PNB 300 crores @ 5.99 %  UBI 200 crores @ 6.10 %  SIB 500 crores @ 6.25 %  RBI declared the cut off rate as 6.00 %. Which of the above banks will get the Treasury Bills and the reason therefor. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | SEBI is empowered to regulate the functioning of Stock Exchange . Discuss | CO4 | An | 10 |
|  |  | Joseph Stiglitg, when he was the chief economist for the World Bank, stated:  “Improvements in secondary markets do not necessarily enhance the ability of the economy either to mobilize savings or to allocate capital”. Elucidate | CO4 | A | 10 |
| 5. |  | State the mechanism involved in Factoring services in India. How does it differ from Forfaiting | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | State the role of financial market for the development of the economic system of the country. Discuss the different constituents of a financial market. | CO6 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | State the SEBI guidelines relating the Right issue and Bonus issue. Explain the advantages and drawbacks of these methods of share issue. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain the Financial Lease. What test will you use to determine that a lease is a financial lease. | CO6 | E | 10 |
|  |  | A firm furnishes you the following details:  Sales Rs. 100,00,000  Credit Sales 75 %  Average collection Period 60 days  Estimated bad debts 1 % of credit sales.  Current spending on cash administration Rs. 100,000  The firm is planning to approach a factor in order to finance its credit sales. The factor charges 2% as commission and makes an advance at the interest of 17% retaining 10 per cent as reserve.  If the cost of a similar source of short term funds in the market is 18 % advise the firm whether to go for the factoring option or not. Set up year calculations assuring 360 days a year. | CO6 | An | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a | State the essentials for a developed Money Market . Trace the history of Indian Money market. | CO2 | An | 10 |
|  | b | Describe the popular Money Market Instruments in our country. | CO2 | An | 10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | To Remember the Financial system and the economic development of our country. |
| CO2 | To Understand the Financial markets, Financial institutions and Financial intermediaries. |
| CO3 | To Apply the relevance of Financial Instruments. |
| CO4 | To Analyze the Digital transformation in our Financial Sector. |
| CO5 | To Evaluate Financial Institutions and Financial services for the economic development of our country. |
| CO6 | To Create knowledge on Financial services. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 20 |  |  | - | - | 20 |
| CO2 | 20 |  |  | 10 | 10 |  | 40 |
| CO3 |  | 20 | 10 | 10 | - | - | 40 |
| CO4 |  |  | 10 | 10 |  |  | 20 |
| CO5 |  | 20 |  |  |  | - | 20 |
| CO6 |  |  |  | 30 | 10 | - | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3023** | **Duration** | **3hrs** |
| **Course Name** | **SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Bring out the difference between the investment and speculation. | CO1 | U | 10 |
|  | b. | Compare private placement and preferential allotment as types of primary market | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Enumerate the types of listing of securities. | CO2 | R | 8 |
|  | b. | Describe the settlement process in equity share market. | CO4 | R | 12 |
|  |  |  |  |  |  |
| 3. | a. | List out the assumptions of dividend discount model. | CO2 | R | 8 |
|  | b. | Distinguish between CML and SML. | CO1 | A | 12 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | How does Markowitz model work effectively? | CO3 | U | 12 |
|  | b. | Prepare a Capital allocation line for risk free investments. | CO4 | A | 8 |
|  |  |  |  |  |  |
| 5. | a. | Analyze the importance of charts in technical analysis. | CO3 | A | 10 |
|  | b. | Categorize the importance in fundamental analysis. | CO4 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Bring out the pros of Intraday trading over delivery and Justify. | CO6 | U | 10 |
|  | b. | Explain any two principles L’s of due intelligence? | CO3 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Which is better fundamental or technical analysis? | CO5 | E | 10 |
|  | b. | What is high alpha and low beta indication in the stock? | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Categorize the importance of fundamental analysis. | CO4 | C | 10 |
|  | b. | Differentiate systematic and unsystematic risks. | CO2 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Use a stock portfolio analyzer and conduct portfolio analysis to start monthly one lakh SIP in mutual fund. | CO6 | C | 10 |
|  | b. | Evaluate the investment decision process while investing in small cap versus large cap at equity market. | CO5 | E | 10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understandtheskillsrequiredinassetallocation;choiceofvarioustypesofinvestmentvehicles(stocks,ETF’s, bonds, real estate) in a portfolio; performance measurement and manage a portfolio using investment simulation method |
| CO2 | Rememberthebackofficeandfront-endoftradingsystemsthroughNCCMPtrainingprogram |
| CO3 | Analyse the growth and need of stock exchanges contributing to the economy |
| CO4 | Apply relevant tools to assess the performance of Bonds for past years |
| CO5 | Evaluate the securities performance of various sectors |
| CO6 | Create portfolio analysis on the performance of Mutual funds of different AMCs |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 10 |  | 12 |  |  | 22 |
| CO2 | 28 |  |  |  | 10 |  | 38 |
| CO3 |  | 12 | 10 | 10 |  |  | 32 |
| CO4 |  |  | 8 | 10 |  | 20 | 38 |
| CO5 |  |  | 10 |  | 20 |  | 30 |
| CO6 |  | 10 |  |  |  | 10 | 20 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3027** | **Duration** | **3hrs** |
| **Course Name** | **INCOME AND CORPORATE TAXATION** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Distinguish Direct Taxes and Indirect taxes with illustrations. | CO1 | U | 10 |
|  | b. | Mr. C of Chennai supplied goods/services for Rs. 20,000 to Mr. M of Madurai. SGST and CGST rate on supply of goods and services is 9% each. IGST rate is18%. Find the following:  i) Total price charged by Mr. C (ii) Who is liable to pay GST? | CO1 | A | 5 |
|  | c. | Mr. M of Madurai supplied goods/services for Rs. 24,000 to Mr. S of Salem. Mr. M purchased goods/services for Rs. 23,600 (inclusive of CGST 9% and SGST 9%) from C of Chennai. Find the following:   1. Total price charged by Mr. M for supply of goods/services and 2. Who is liable to pay GST? (iii) Net liability of GST. | CO1 | A | 5 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Comprehend the provisions under section 8 of the CGST Act 2017 on Composite and Mixed Supplies with suitable examples. | CO2 | U | 10 |
|  | b. | Hotel Thai International Private Limited is a registered dealer under GST. The previous year turnover was Rs. 100 lakhs. Applicable GST 18%. Inputs cost Rs.7,80,000 (exclusive of GST 18%). Profit margin is 40% on cost. Find the invoice price and advise the best option to pay tax if any. There is no opening balance and closing balance for the tax period. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Define the following terms under Customs Act:   1. Conveyance 2. Coastal goods 3. Transit of goods 4. Transhipment of goods 5. Customs station 6. Foreign going vessel 7. Import Report 8. Territorial waters 9. Person-In-Charge 10. Bill of Export | CO3 | R | 10 |
|  | b. | A machine was originally imported from Japan at Rs. 250 lakh in August 2021 on payment 0f all duties of customs. The sold machine was exported (sent-back) to supplier for repairs in January 2022 and re-imported without any re-manufacturing or re-processing in October 2022 after repairs. Since the machine was under warranty period, the repairs were carried out free of cost.  However, the fair cost of repairs carried out (including cost of material Rs. 6 lakh) would have been Rs. 9 lakh. Actual Insurance and freight charger (to and fro) were Rs. 3 lakh. The rate of basic customs duty is 10% and rate of IGST in India on like article is 12%.  Compute the amount of customs duty payable (if any) on re-import of the machine after repairs. The ownership of the machine has not been changed during the period. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe the various types of customs duty as per section 12 of the Customs Act, 1962. | CO3 | U | 10 |
|  | b. | Define company and categorize the classes of companiesunder the companies act. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 5. |  | Mr. Sagar retired on 1.10.2019 receiving Rs. 5,000 p.m. as pension. On 1.2.2020, he commuted 60% of his pension and received Rs, 3,00,000 as commuted pension. You are required to compute his taxable pension assuming:   1. He is a government employee. 2. He is a private sector employee, receiving gratuity of Rs. 5,00,000 at the time of retirement. 3. He is a private sector employee and is not in receipt of gratuity at the time of retirement. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain the various items of income chargeable to tax as income under the head ‘profits and gains of business or profession’ under section 28 of the Income Tax Act 1961. | CO5 | U | 20 |
|  |  |  |  |  |  |
| 7. | a. | Comprehend the circumstances when income of minor child, has to be included in the hands of parent and exemption available in respect of such included income. | CO6 | U | 10 |
|  | b. | Mr. Arvind has three minor children – two twin daughters and one son. Income of the twin daughters is. Rs. 2,500 p.a. each ant that of the son is Rs. 1,200 p.a. Compute the income, in respect of minor children, to be clubbed in the hands of Mr. Arvind. | CO6 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Demonstrate the deduction in respect of investment in specified assets under section 80C of the Income Tax Act 1961. | CO6 | A | 20 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Smt. Rajalakshmi owns a house property at Adyar in Chennai. The municipal value of the property is Rs. 5,00,000, fair rent is Rs. 4,20,000 and standard rent is Rs. 4,80,000. The property was let-out for Rs. 50,000 p.m. up to December 2019. Thereafter, the tenant vacated the property and Smt. Rajalakshmi used the house for self-occupation. Rent for the months of November and December 2019 could not be realized in spite of the owner’s efforts. All the conditions prescribed under Rule 4 are satisfied. She paid municipal taxes @12% during the year. She paid interest of Rs. 25,000 during the year for amount borrowed for repairs for the house property. Compute her income from house property for the A.Y. 2020-21. | CO6 | E | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the Concepts and Principles governing Goods and Service Taxes. |
| CO2 | Remember the Process of filing GST Returns and the Administrative Process governing Goods and Service Taxes. |
| CO3 | Analyse the Customs Law Proceedings in accordance with the Valuation Rules, Import and Export Procedures as per the Customs Act. |
| CO4 | Apply the principles to the Types of Companies and the steps involved in the Computation of Taxable Income of Companies. |
| CO5 | Evaluate and Compute the Taxable Income on the Salaries, House Property and Profits and Gains of Business or Profession. |
| CO6 | Create and Compute the Taxable Income on the Capital Gains, Income from House Property and apply the Deductions under Chapter VI A along with clubbing of Income and Set-off and Carry forward of losses. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 10 | 10 |  |  |  | 20 |
| CO2 |  | 10 | 10 |  |  |  | 20 |
| CO3 | 10 | 10 |  | 10 |  |  | 30 |
| CO4 |  | 10 |  |  |  |  | 10 |
| CO5 |  | 20 |  | 20 |  |  | 40 |
| CO6 |  | 10 | 20 | 10 | 20 |  | 60 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3029** | **Duration** | **3hrs** |
| **Course Name** | **FINANCIAL RISK** M**ANAGE**M**ENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Interest rate risk is the probability of a decline in the value of an asset resulting from unexpected fluctuations in interest rates. Discuss. | CO1 | R | 10 |
|  | b. | Michael Milken was instrumental in setting up a market for “JUNK BONDS” (high yield and high risk) in 1980. This market provide finance to any new companies otherwise unable to raise long term funds. Elucidate. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Following are the possible rate of return and probability Find out  i) Expected rate of return ii) Standard Deviation  **Rate of return(10) Probability**  -10 0.10  -05 0.05  10 0.10  20 0.15  25 0.20  30 0.30 | CO6 | An | 10 |
|  | b. | i. Define Intrinsic value. Elaborate Market risk and Intrinsic value.  ii. Sri. Gopal is willing to purchase a 7% Bonds ( Interest Rs. 70 per year ) of Rs. 1000 redeemable after 5 years  Find out the price of this Bond now , assuming that the required rate of return is 8 %. | CO6 | A | 10 |
| 3. | a. | What are the relative advantages and disadvantages of Fixed rate and Floating rate mortgage Loans from the point of view of the Borrower as well as from the point of view of the Bank. | CO2 | U | 10 |
|  | b. | Write notes on: i) LIBOR ii) Value at Risk (VAR) iii) REPO | CO2 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | A salutary lesson is provided by the experience of Procter and Gamble in the early 1990s. They entered into a leveraged interest rate swap with Bankers Trust to reduce their funding costs. However, this arrangement entailed a large exposure to US interest rates of which Procter & Gamble’s management was unaware, and the firm got hit badly when US interest rates subsequently rose. For its part, Bankers Trust was subsequently fined for sharp practice.  Give your Interpretation on the above. | CO2 | A | 10 |
|  | b. | Mr. Arun books a sales forward contract for US$ 20,000  delivery 3rd month Assuming US$ are quoted in the local market  as under 78.5500/79.2500.  One month forward premium 0.1200/0.1500.  Two months forward premium 0.2450/0.2650.  Three months forward premium 0.3750/0.3900.  What will be the rate quoted by the bank to Mr. Arun after taking exchange profit of 0.15% on the transactions.  Also calculate what will be the bank’s profit. | CO2 | An | 10 |
| 5. | a. | Find out the GAP and Cumulative Gap from the following figures of Assets and Liabilities due on various maturity dates.  Interest Rate Sensitive Gap :  (Rs.in Cr)   |  |  |  | | --- | --- | --- | | Buckets | Assets | Liabilities | | 1 day | 500 | 550 | | >1 day to 3 months | 400 | 600 | | > 3 mon to 6 month | 700 | 800 | | >6 mon to 12 m | 850 | 1050 | | >12 m to 3 year | 1200 | 1500 | | >3 year to 5 year | 1500 | 1300 | | > 5 years | 2500 | 1850 | | CO3 | An | 10 |
|  | b. | Assets and Liabilities of Y Bank Ltd (Amt in crores)  **Liabilities**  Term Deposits 700 7.5%  Savings Bank 400 3.0 %  Current account 100 Nil  **Assets**  Working capital Adv 600 8 %  Term Loan 100 9 % Other Loans 500 8.5 %   1. Calculate NII. 2. Suppose all the interest rates in assets rise by 1 % Find out the revised NII | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain the Foreign exchange terms such as   1. Forward margin (premium and Discount) 2. Purchase and Sale of currency 3. Bid and Ask iv) Direct and Indirect quotation | CO3 | A | 10 |
|  | b. | Define Foreign exchange. List the different rates quoted in the market for exchange of currency and explain the same. | CO3 | U | 10 |
| 7. | a. | Risk is the probability that the return of an investment will be different to that expected. Explain the Risk- return concept in Investment. | CO4 | An | 10 |
|  | b. | Define the following:  i) Hedging ii) Arbitrage iii) Speculation | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | IBS Bank Ltd has Rs. 10000 crores to invest or lend. As a Financial consultant which of the following FOUR alternative Investment Proposals (a, b, c and d)you will suggest for the Bank.  a. Invested 100 % in Govt. securities with yield of 8 %  b. Invested 50 % in AAA rated companies with yield of 9 % ( 20 % risk ) and balance in Govt. Securities.  c. Invested 40 % in AAA rated companies with yield of 9 % ( 20 % risk ), 30 % in AA rated companies with yield of 10 % ( 50 % risk )and balance in Govt. Securities.  d. Invested 30 % in AAA rated companies with yield of 9 % ( 20 % risk ), 30 % in AA rated companies with yield of 10 % ( 50 % risk ), ), 20 % in BBB rated companies with yield of 11 % (100 % risk )and balance in Govt. Securities.  Calculate  i. .Amount of Yield ,  ii.Risk Weighted Assets and  iii.Capital Required ( 9 % +2.50%)  on the different options of investment by the bank. | CO6 | An | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | RISK MANAGEMENT IN BANKING BUSINESS – CASE STUDY  Banks play an important role in the economic development of the financial sector of any country . They are running a business that involves all the transactions done by every person. As banks are running a business, sometimes they earn and sometimes they lose. The very common cause of banks losing money is the inability to collect the money-back which were lend that may be the failure due to falls in hard times, those losses are even more severe, not willing to repay or otherwise.  Banking Reforms in India The setting up of Narsimham Committee in 1991 by the Government of India has set up the agenda for banking reforms in the country. In 1999, the government again set the commission to strengthen the banking and financial systems and to take a review of the previous guidelines. The guidelines aimed at lowering CRR and SLR rates, to set up norms for the purpose of income recognition and asset classification, introducing capital adequacy norms, deregulation of interest rates and access to capital market for banks, amongst other guidelines. The major focus was on strengthening the legal and institutional framework for speeding the processing of recovery of debts. Besides, banking supervision and regulatory oversight of banks was supposed to be further strengthened. In India Basel III is presently implemented .  Punjab National Bank (India’s first Swadeshi Bank) started its operations on 1895 from Lahore with an authorized capital of Rs. 2 lakh and working capital of Rs. 20,000. The bank was managed by Indians with Indian capital. During 1900 PNB opened its first branch outside Lahore in India. The bank officials decided to shift the corporate office from Lahore to New Delhi from 31st March, 1947.Along with 13 major commercial banks PNB also became nationalized on 1969. PNB opened a branch in London in 1978, after that it acquired Hindustan Commercial Bank Limited in 1988, In 1993 PNB took over New Bank of India. In the year 2003 it took over Nedungadi Bank in Kerala. PNB has merged 7 banks during its long back history and competed successfully with its corporate mission “creating value for all its customers, investors and employees for being the first choice for all stakeholders”.  From the year 2004, PNB had flourished internationally. It opened a branch in Kabul,Dubai,Nepal in the year 2004. In 2006 it opened branch in UK, Hong Kong, in the year 2009 Bhutan got its office,inthe year 2011 it opened office in Sydney. In the year 2012 PNB signed agreement with US based life insurance company MetLife.  Banking and Financial Service Industry Scam : In 2018, Punjab National Bank, one of India’s largest public-sector banks experienced a fraud of INR 11,400 crores at its Brady House branch located in Mumbai. The accused person was Mr Nirav Modi, a well-renowned diamond maker of India. Here's the complete story of how the PNB scam was unfolded. It was evil for PNB as it got detected with biggest bank loot scam of Rs. 11,400 crore and wiped out its market capitalization of Rs. 8,000 crore as well as lost the faith of its customers and investors. Therefore, PNB established a vigil mechanism, whistleblower policy and no person has been denied access to the audit committee after the scam. PNB has created a special team called 'Mission Parivartan’ to facilitate the determination of requirement of change and to boost the confidence of the shareholders and customers.  The 2008 recession had severe impact on banking system globally but at that time depositors were not rushing to withdraw deposits. In this PNB case, exactly opposite was happening. The committee under the chairmanship of P.J. Nayak reported the findings that contain the asset quality stress and marginal capitalization faced by PSBs and suggested necessary recommendations. World credit market had adverse impact due to financial crisis which caused Lehman brothers and other financial institutions go bankrupt with huge credit crunch. (Mathiason, 2008) (Sanches, 2014). The recession was huge and was the one, which created history. Right after this recession only, the credit system got hampered. It had harsh impact on global economy where Indian Banking sector was not severally hit. The autonomy was given to PSB was more as compared to the earlier in raising funds from the market as well as good governance practices were also recommended by RBI. (Nayak, 2014)  The post scam had impacted shares of PNB by evaporating the market capitalization value worth of Rs.8000 crore due to that the entire banking sector was under shocking waves. The scam showed a disappointment on the part of PNB and regulatory bodies in strongly managing the risk, which gave the motivation to critically examine the PNB Scam.  How Kirav Operated the PNB Scam  Nirav thought of this as an easy way to obtain short-term credit. He then started giving fake Lou's to the bank and used to obtain a lump sum amount of money. Kirav managed to get 1,212 more such guarantees in the next 6-7 years.  The Letters of Understanding were signed in favour of Indian bank branches for the one-year import of pearls, with the Reserve Bank of India's guidelines allowing for a total of 90 days from the date of shipping. The guideline mentioned in the letters were ignored by overseas branches of [Indian banks](https://startuptalky.com/top-10-indian-banks/). They disregarded providing any documents or information with PNB that had been made accessible to them by the companies when they applied for loans.  LOU is the form of bank guarantee under which bank can borrow money from the bank branch of overseas Indian bank. Due to this, its customer is getting money from another Indian bank’s foreign branch in the form of buyer’s credit. This was a case of operational risk. It was the fault of the PNB employees who wanted to make faulty procedure of issuing LOUs for their own benefit. The SWIFT had bypassed the CBS. There was no internal coordination and also no proper monitoring which resulted in operation.  When PNB approached banks to provide a 100% cash margin, the bank argued they had availed this facility in the past as well. The transactions were never registered in the bank's main system, leaving PNB management in the dark for years. This suspected there could be a fraud that led to them digging further into the transaction history.  Later it was found out that PNB employees were also involved in this process of providing fraud loans. PNB employees used the SWIFT network to send messages to Allahabad Bank and Axis Bank regarding financial requirements. The most important factor of operational risk was that one of the employees who had got access to SWIFT was the main person behind the fraud. He used the system in wrongful way. The credit quality of the borrower is also important but, in many cases, due to trust factor on local bank, the overseas Indian banks loans provides buyer credit without much scrutiny of the credit quality of the borrower. (Dugal, 2018)  PNB has accused three companies — Solar Exports, Stellar Diamonds and Diamond R US — it said belong to Kirav , a high-end jeweller who runs his eponymous Kirav stores that spread from New York to Hong Kong. He is worth $1.73 billion according to Forbes rankings.  At that time they found that these letters were on a fraud basis and the money was transferred to Dummy accounts of firms that were inactive in business and were acting according to the command of Kirav . A total of INR 6,400 crore acquired through PNB Lou's was transferred abroad to buy [real estate](https://startuptalky.com/real-estate-business-ideas/) and personal property through "dummy corporations."  It was the responsibility of external as well as internal auditor to trace the transaction also contingent liability figure or the other question arises whether those auditors were also involved or not. Concurrent auditors whose job is of transaction verification. They couldn’t notice the case at that time was big question.  Hence, all auditors like concurrent, internal and statutory were failed in finding out the problem.Linking CBS with SWIFT wasn’t made mandatory by Reserve Bank of India. But if the company wants to take on some currency risk, it can reduce its interest rate risk. So, the company demands bank guarantee to the bank of its relation in its home-country (in this case-India)and it goes to offshore branch of another Indian bank and borrows loan at lower interest by showing those bank guarantees. For the company, it was getting cheap and prompt credit. For overseas Indian bank, it would get low risk payment by Indian guarantee issuing bank while for Indian bank, it gets fees for such issuance of LOUs.  IMPACT OF THE SCAM  The first step to reduce banking fraud is to discontinue the issuance of various LoU and LoC which is effective from March 2019. It is suggested by the committee that these LoU and LoC is used as a cheaper medium of raising funds which is very effective for short term credit transactions in foreign currency. Almost all the industries and federations and various organisations ate not considering these LoU and LoC as instruments which can be issued illegally and can be a part of financial fraud. Due to this decision by the RBI of discontinuation was a shock and a big jerk to various illegal financial transactions and since it is most widely used medium of business transactions, it is decided it revive all such instruments with proper precautionary safeguards.  There are five banks like Union Bank of India, SBI, UCO bank, Axis Bank, Allahabad Bank. that have been directly affected by the scam as they had offered short term buyer’s credit to PNB. (Sarkar, 2018)  Union Bank's exposure in the fraud was Rs 1920 crores. The bank suffered a net loss in quarter 3 and its gross NPA also rose.  In case of State Bank of India (SBI), Erosion in market cap was 8329 crore. Bank's exposure in the scam was 1360 crore and the bank suffered a net loss-2416 crore.  Axis Bank lost -3.4 % while it’s erosion in market cap was 4800 crore. Bank's exposure in PNB fraud-200 crore. There were rise in Gross NPAs.  Allahabad Bank lost 9.9 per cent. Erosion in market cap was at 484 crores. Bank's exposure in scam- INR 2400 crores. The bank dived into a net loss 1263.79 crores. Its Gross NPA rose. Also, the scam in Allahabad bank was due to internal employees only as they misused the SWIFT technique and never linked the transactions on SWIFT with CBS. (Upadhyay, 2018)  The fraud had its impact on Life Insurance Corporation (LIC) and which was the single biggest investor & it lost Rs 1,400 crore over the last three trading sessions.  The fraud has severe impact on buyer credit to the SMEs as SMEs require the credit for its growth but due to banning of Letter of Undertakings (LOUs) and Letter of Comfort (LCs) and the other credit facilities SMEs are falling short of credit because of the move by the regulator and strict autonomous opinion of the individual banks. In this way, SMEs have severe impact of the scam by the billionaire.  After the stock of the bank went down by 10%. PNB’s gross NPAs rose to18.26% of advances as on June 30, 2018 as against 13.66% in the same quarter a year ago. Net NPAs rose to 10.58% against 8.67%. By the second quarter of the fiscal (2017-18), the bad loans of the PSBs had reached INR 7.34 lakh crore (compared with the INR 1.03 lakh crore of the private sector banks) (Saraswat & Srivastava, 2018)  Also, this bank crisis had impact on the currency exchange rate as PNB scam led out to fall in the exchange rate. (Singh, Goyal, Patel, &Warrier, 2018)  To jewellery sector-The fraud has led to drop the bank finance to the jewellery sector by 10% while bank finance is the most important factor in the jewellery sector. As the small businessman in this sector are not able to get the bank credit, there is fall in the export level also. Its serious implications seen in 2019 also. (PTI, 2018)  The values of all the illegal transactions of PNB are majorly 50 times more than the banks third quarter financial year 2018 with a net profit of Rs 230.11 crores. There are normally 5 banks which are most affected with the PNB fraud and illegal transactions as they all have issued credit on the Letter of understanding issued by PNB.These banks are UCO bank , Allahabad bank, Axis bank , Union bank of India and State Bank of India.  On stock market NIFTY and SENSEX are majorly influenced by banking sector. Due to these type of scam, investors loose confidence in investing and he doubts about the transparency of the business in the country. The overall perception of the investor towards financial sector of the country changed. Strict norms and actions by the Indian banking sector after such incidences also hamper on trade financing The scam had also impacted banks. Out of the 39 banks which are listed one, 34 listed bank’s share price fell between February 12 and February 15, 2018 while benchmark BSE index lost 1.2 per cent.  Global credit rating agencies have reviewed the ratings of PNB and the continuous updated revision of rating shows downgrading. Moody’s and Fitch have placed the Punjab National Bank under rating scrutiny. Moody's Investors Service has put under review the foreign currency issuer rating BAA3. Moody’s in a report mentioned that the fraudulent transactions were the major reason behind downgrading the rating. (Press Trust of India, 2018)  Points to be discussed:   1. PNB scam - How the scam erupted -Modus operandi of the Scam 2. How many banks got effected in the scam 3. Impact of the Scam in the economy 4. Suggestion and recommendations to avoid such fraud | | CO5 | E | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the basics of all types of risks in business. |
| CO2 | To understand the Credit risk, Operational risk, market risk . |
| CO3 | Apply the approach to risk management through risk identification, risk measurement and risk management /or mitigation. |
| CO4 | Analyze the risk in Forex business. |
| CO5 | Evaluate Interest rate risks and the measures to mitigate these risks. |
| CO6 | To Create risk mitigation measures in banks and Insurance. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 |  | 10 |  |  |  | 20 |
| CO2 |  | 20 |  | 10 | 10 |  | 40 |
| CO3 |  | 10 | 20 | 10 |  |  | 40 |
| CO4 |  |  | 10 | 10 |  |  | 20 |
| CO5 |  |  |  |  | 20 |  | 20 |
| CO6 |  |  | 10 | 30 |  |  | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3033** | **Duration** | **3hrs** |
| **Course Name** | **STRATEGIC REWARD MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Examine the components of the Compensation System with suitable illustration. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Identify Performance appraisal. Examine the performance appraisal process in a typical organization with suitable illustration. | CO2 | A | 20 |
|  |  |  |  |  |  |
| 3. | a. | Estimate the utility of Balanced Scorecard in performance management. | CO3 | U | 10 |
|  | b. | Express the different types of Rating errors in appraising performance with suitable illustration. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Differentiate Salary from Wages. | CO4 | An | 5 |
|  | b. | Explain the different types of wage payment systems with suitable examples | CO4 | An | 15 |
|  |  |  |  |  |  |
| 5. |  | Individual Incentive plans are a way for companies to keep employees motivated to perform to the best of their abilities, thus increasing company profit. Interpret different types of Individual Incentive Plans with suitable illustration. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Differentiate Profit Sharing and Gain Sharing. | CO5 | An | 5 |
|  | b. | Is Scanlon Gain Sharing Plans are designed to lower labor costs without lowering the level of a firm’s activity? Explain the procedure to implement Scanlan Gain sharing plan with suitable examples. | CO5 | An | 15 |
|  |  |  |  |  |  |
| 7. |  | Appraise Employee Stock Ownership Plan (ESOP) along with different stages with suitable examples. Justify the impact of Union Budget on Taxation 2020 in ESOP. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Evaluate the various Employee Benefits in operation in India. | CO6 | E | 20 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Read the following case and answer the questions given at the end:**  A bright young M.B.A., fresh from one of the top management institutes took over his father's responsibilities as president in a manufacturing company. The company employed approximately one thousand employees in the production division. It had never faced with a demand for collective bargaining. So far as was known, none of its employees were union members.  The new president, after three years of climbing the ladder to his position, had a conference with three long-time employees, who explained that they and their associates had been discussing the desirability of bargaining collectively. They gained through such formal representation. The employees had not voiced any strong criticism of management, but they had held several meetings and had invited representatives of a national union to talk with them. They concluded that they ought to try collective bargaining and for this purpose formed a union and enlisted a majority of workshop employees as members.  Three representatives had been elected to the bargaining committee in order to present a written memorandum to the president with a request for collective bargaining agreement. A series of issues carefully spelled out by the union were handed over to the president by the three representatives.  The young executive received them cordially and listened carefully. He accepted their memorandum and suggested that he would like to have time to study it carefully. He proposed a meeting with them for Tuesday of the following week.  When the committee members returned, the president reminded them that the company had been careful in maintaining wages and working conditions at least on a par with those in unionized companies in the same industry and region. He expressed the opinion that the specific proposals they had presented seemed to him quite reasonable and appropriate. He had been thinking of many of the same changes and would probably have made them without their request. He was pleased to hand over their memorandum with a notation indicating his acceptance. The members left, quite satisfied with the effectiveness of their negotiations and promising to report back to him as soon as possible.  One week later, the president found the same group of representations waiting to see him. They appeared somewhat crestfallen and embarrassed. They reported that they had gone back to the members, presented a full report of their discussions with him, explained his favorable attitude and recommended formal ratification of the memorandum as a new collective bargaining agreement. After extensive discussion, when the motion for ratification came up for a vote, a majority of the members voted against ratification.  **Questions:**   1. Express the problems in this case. 2. Devise the reason for members refuse to ratify the agreement? 3. In a situation like the one above, speculate how can the union and management play an effective role in fixing and revising wages and benefits through the process of collective bargaining | CO6 | C | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the basic compensation concepts and the context of compensation practice. |
| CO2 | Understand different ways to strengthen the pay-for-performance link. |
| CO3 | Apply the concepts of Payment and employee benefits issues for contingent workers. |
| CO4 | Analyze the Legally required employee benefits. |
| CO5 | Evaluate the implications for strategic compensation and possible employer approaches to managing legally required benefits. |
| CO6 | Create incentive schemes, benefit plans based on organizational/industry requirements. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 20 | 0 | 0 | 0 | 0 | 0 | 20 |
| CO2 | 0 | 0 | 20 | 0 | 0 | 0 | 20 |
| CO3 | 0 | 20 | 0 | 0 | 0 | 0 | 20 |
| CO4 | 0 | 0 | 20 | 20 | 0 | 0 | 40 |
| CO5 | 0 | 0 | 0 | 20 | 20 | 0 | 40 |
| CO6 | 0 | 0 | 0 | 0 | 20 | 20 | 40 |
|  | 20 | 20 | 40 | 40 | 40 | 20 | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3034** | **Duration** | **3hrs** |
| **Course Name** | **LEARNING AND DEVELOPMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain in detail the various theories of Learning. | CO1 | U | 10 |
|  | b. | List the different types of Learning Styles. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss the concept of ADDIE. | CO2 | C | 10 |
|  | b. | Categorize the different models of Training Department. | CO2 | E | 10 |
| 3. | a. | Explain the concept of Mager and Pipe Model of Performance Gap Analysis. | CO3 | E | 10 |
|  | b. | Outline the importance of Competency Modeling. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | How Bloom’s Taxonomy is applied in Learning? | CO4 | R | 10 |
|  | b. | Explain the concept of Gagne’s Instructional Design. | CO4 | E | 10 |
| 5. |  | List the various methods of Management Development Programmes. | CO5 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Discuss Elaboration theory and Merrill’s Components display theory. | CO4 | U | 20 |
| 7. |  | Describe Kirkpatrick’s Model of Learning Analysis. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Analyze the various approaches to Employee Development Programmes. | CO6 | An | 20 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | “WTL” a textile manufacturing unit located in the city of Jaipur.The Organization is specialized in shirting and suiting particularly the supplies that are done in Rajasthan only.The Organization is run by the CEO who is commonly known for well educated,experienced businessman with a humane approach. Mr.Gabriel CEO “WTL” considered the employees as a competitive advantage of his organization and want to keep the workforce always updated to face the challenges from their competitors.Training and development have become a major activity in the organization.Employees are trained by well-versed trainers in that area.The organization also encourages the employees to do further studies as part of the career development programme. Mr.Gabriel one day decided to hand over the charge to his son Mr.Joel. One day Mr.Joel reduced the workforce by 30%.He was not in a position to listen to anybody.On the other hand, the employees who were waived from “WTL” joined with the competitors with a better package.  **Question**  How did you judge the actions taken by Mr.Joel to reduce the cost of labour was it really a successful one? | CO6 | U | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Recognize the importance of learning theories and the need for training and development for employees. |
| CO2 | Summarize different types of training and its suitability and training process. |
| CO3 | Identify the training needs of the employees. |
| CO4 | Design and develop the training programs for employees. |
| CO5 | Illustrate the implementation and evaluation of the training imparted to the employees. |
| CO6 | Appraise the learners’ capability using the various tools and thereby create appropriate training application and Portals. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 | 10 |  |  |  |  | 20 |
| CO2 |  |  |  |  | 10 | 10 | 20 |
| CO3 |  | 10 |  |  | 10 |  | 20 |
| CO4 | 10 | 20 |  |  |  | 10 | 40 |
| CO5 | 20 | 20 |  |  |  |  | 40 |
| CO6 | 20 |  |  | 20 |  |  | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3036** | **Duration** | **3hrs** |
| **Course Name** | **INTERNATIONAL HUMAN RESOURCE MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | “Multiple crises hurt global labor market in Q1 of 2022” - Discuss the challenges and International expansion strategies. | CO1 | R | 10 |
|  | b. | Define the HR challenges in cross-border integrations. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Evaluate the socio cultural factors impacting International Human Resource Management in a multinational company’s perspective. | CO2 | E | 10 |
|  | b. | Analyze the challenges of localization of global integration and local responsiveness with an illustration in International HRM. | CO1 | AN | 10 |
| 3. |  | Differentiate the third and host country employees- issues in international performance management. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Analyze the most important factors involved in the selection decision. | CO4 | AN | 10 |
|  | b. | Describe the training in International context. | CO4 | AN | 10 |
| 5. |  | Enumerate the importance about appraisal of expatriate and analyze the most important factors involved in the appraisal. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Describe HRM practices in different countries. | CO4 | U | 10 |
|  | b. | Elaborate Cultural dimensions of HRM in 21st Century, | CO5 | C | 10 |
| 7. | a. | CASE-1  WHOM DO YOU SATISFY? EXPATRIATE OR NATIONALS  Hi-Tech Electronics Limited was established in 2018 in Kualalampur, Malaysia. It produces and markets all types of electronics goods in most of the Asian and Pacific countries. It has been one among the top five companies as for the level of technology and one among the top three Companies regarding marketing of the products in Malaysia. The company’s policy and practices concerning human resource management are top in the country. The company’s salary administration policies and practices were taken as guidelines not only by the other companies but Also by various wage boards and pay commissions in the country. But this company has 26 been struggling a lot because of a minor problem relating to administration of salary and benefits. The problem is stated hereunder. The company employed nearly 400 national young graduate and post graduate engineers and 20 expatriate engineers. This employees form the cream of the company’s present human resource. The expatriate employees occupied higher position in all the departments including Human Resource Department. The company’s salary policy and benefit policy were formulated mainly on the basis of the expatriate employee’s desire. The base salary of the company is the same for both the expatriate and national employees. But expatriate receive additional allowances like international market allowance, educational allowance, settling-in allowance, car allowance, housing allowance and entertainment allowance. Thus, expatriate receives nearly 250% more salary than the nationals doing the same job. The national employees demanded the management to pay equally with that of expatriates immediately. According to them, the pocket frustrates them severely.  (a) What is the crucial issue in this case?  (b) If you were the HR manager of the company, whom do you satisfy?  (c) What are the factors contributing to Expatriate’s Failure? | CO2 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Compare and contrast HRM and IHRM practices in different countries. | CO6 | C | 20 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | CASE - 1  This case is about the collective bargaining agreement between one of the world&#39;s leading automobile manufacturers, FORD Corporation and the United Auto Workers in late 2021. The agreement, which a number of experts have termed as &#39;historic&#39;, was the result of a very complex Bargaining process. Which dominated the US market till 1980, with a market share of 46 percent, saw its Market share decline steadily after the entry of Japanese competitors. In addition to issues relating to its products and marketing, FORD fortunes were severely affected with under-funded pension liabilities, rising employee and retiree  healthcare costs, and a decreasing market share in the US automobile market.  The company&#39;s US market share fell to less than 25 Percent in 2020. In 2021, FORD inked a new labor contract with UAW which, analysts felt, would change the competitive landscape of the US auto industry and Goa long way in ensuring FORD survival. Analysts felt that the deal also showed the changing role of the Labor union in the 21st century.  1. Explore and discuss the changing role of trade unions in The 21st century.  2. Create and evaluate the challenges of labor relations faced by FORD in the US automobile market While competing with Japanese competitors. | CO6 | R | 10 |
|  | b. | Discuss the positive and negative effects of downsizing on International organizations as well as Employees (downsized and remaining). | CO6 | A | 10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the approaches of International HR. |
| CO2 | Understand the Socio-cultural context and related issues. |
| CO3 | Apply the Legal issues in Global workforce management. |
| CO4 | Analyze the issues, Training and theoretical developments. |
| CO5 | Evaluate International Compensation approaches and Labour relations. |
| CO6 | Create innovative ideas on Country specific relatives in 21st century. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 20 |  |  | 10 |  |  | 30 |
| CO2 |  |  | 20 |  | 10 |  | 30 |
| CO3 |  | 20 |  |  |  |  | 20 |
| CO4 |  | 10 |  | 20 |  |  | 30 |
| CO5 |  |  |  |  | 20 | 10 | 30 |
| CO6 | 10 |  | 10 |  |  | 20 | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3038** | **Duration** | **3hrs** |
| **Course Name** | **TALENT ACQUISITION** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | What is workforce planning? Discuss the core workforce planning steps and highlight how workforce planning affects HR processes. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss the various work areas with their job responsibilities in HR. | CO1 | U | 10 |
|  | b. | Give a brief note on Competency Iceberg Model. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. |  | Explain with an example the causes and its relative consequences that lead to bad recruitment in organizations: Give few suggestions to overcome. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Discuss the key metrics of Effective Recruitment. | CO4 | U/An | 20 |
|  |  |  |  |  |  |
| 5. |  | Elucidate in detail the external sources of recruitment with its pros and cons citing examples. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Jyothy Enterprises is in requirement of 100 hires for various positions under operational level. How many leads should they generate for a good yield? Calculate with reference to Yield Pyramid and justify your comments. | CO4 | E | 10 |
|  | b. | Discuss the various factors that you have to consider before implementing any interview process. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 7. |  | Discuss the Behavioral Event Interview process with its elements which contributes vitally to the effectiveness of the entire recruitment process. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Assuming the role of HR explain how you can foster the culture of ethics in recruitment. | CO6 | A | 15 |
|  | b. | Give a brief note on Favoritism, Cronyism & Nepotism. | CO6 | U | 5 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Universal Manpower Services is one of the leaders in the ICT space and is currently providing end-to-end services to one of the top Mexican based Managerial Consulting companies called Clarions. They are expected to provide basic backend support to Clarions Management consulting team like Marketing Analysis for the software products, prepare PowerPoint presentations, help create some parts of the report, help do secondary research for consulting products on the search etc.  As a HR Manager you need to recruit Support Executives. The specifications are given below:  Experience: The candidate should have  a) Knowledge of Microsoft Office tools and understanding on Basic Management Concepts to analyze the reports  b) Willing to work between day and night shifts. |  |  |  |
|  |  | 1. Prepare a Questioning Plan: [Question you plan to ask ||Purpose of Question] 2. You have called for a batch of 20 shortlisted candidates. During the interview process you meet Bravo Paul who is very quiet and speaks very less. What are the different probing methods which you would use and why? | CO5 | C  A | 10  10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand contemporary knowledge of the fundamentals of employee recruitment and selection. |
| CO2 | Demonstrate requirement planning and staffing. |
| CO3 | Analyse job requirement with an outcome of specific job description and job specification. |
| CO4 | Apply interview techniques and design interview plans with tools and techniques. |
| CO5 | Exhibit knowledge on selection decision and on boarding. |
| CO6 | Display latest knowledge of the applications and understand ethical issues related to employee recruitment and selection. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 20 | 10 | - | - | - | - | 30 |
| CO2 | 10 | 20 | - | - | - | - | 30 |
| CO3 | - | 20 | - | - | - | - | 20 |
| CO4 | - | 10 | - | 20 | 10 | - | 40 |
| CO5 | - | - | 10 | 20 | - | 10 | 40 |
| CO6 | - | 5 | 15 | - | - | - | 20 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3039** | **Duration** | **3hrs** |
| **Course Name** | **INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Plant level agreements between the management and employees including Bata Shoe Company Agreement, the Tata Iron and Steel Co agreement, and the agreement reached between Caltex India, and its workmen etc. are arrived by collective bargaining process. As a HR manager. Elucidate how these agreements are arrived between the management and employees, the process, and the different types of agreement in India with examples of case laws. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Examine the various approaches that shape the industrial relations pattern in the industrial organization citing examples. In your point of view, which type of approach/approaches will you recommend for a manufacturing organization to develop industrial relations? | CO1 | R | 20 |
|  |  |  |  |  |  |
| 3. | a. | Outline the legal provisions under the Occupational Safety Health and Working Condition Code 2020, with regard to maintaining health, safety, welfare, and working conditions at workplace. | CO2 | R | 10 |
|  | b. | Brief the regulations with regard to Contract labour, and Prohibition of Contract labour under the Occupational Safety Health and Working Condition Code 2020. | CO2 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | One of the major drawbacks of our existing regulatory framework pertaining to labour was its reliance on inspectors of factories, and its eventual descent into an Inspector Raj. But now, under the new Occupational Safety Health and Working Condition Code 2020, inspectors are given a role of inspector-cum-facilitator. Justify. | CO2 | E | 10 |
|  | b. | Maruti Suzuki India Ltd suffered a loss of Rs.2,200 crore, and the government also saw huge loss in its earnings due to conflict between the workmen and employers. As a future HR if faced with similar situations, recall the Statutory Dispute Settlement Machinery available to find an amicable solution to maintain industrial harmony. | CO3 | R | 10 |
|  |  |  |  |  |  |
| 5. | a. | Write short notes on: (under the Industrial Relations Code 2020)   1. Works Committee. ii. Grievance Redressal Committee. | CO3 | U | 10 |
|  | b. | As a Human Resource management trainee prepare a sample Employment Standing Order for an IT company with the required legal provisions under the Industrial Relations Code 2020. | CO3 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | The wages of an employed person shall be paid to him without deductions of any kind except those authorized under law. List the various kinds of deductions as permissible under the Wage Code 2019. | CO4 | R | 10 |
|  | b. | Brief the salient features under the new Wage Code 2019 with respect to Payment of Wages. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 7 | a. | Outline the reforms with respect to payment of Bonus and computation of bonus under the new Wage Code 2019. | CO4 | U | 10 |
|  | b. | Explain the legal provisions under the Employees’ Compensation legislations regarding:   1. Employers’ liability & Non liability for Compensation. 2. Quantum of compensation in case of Death. 3. Quantum of compensation in case of Permanent Total Disablement. | CO5 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Raising a family is a cherished goal for many working people, and ILO sets labour standards in safeguarding the health of expectant and nursing mothers. Summarize the international labour standards on maternity protection. | CO6 | U | 10 |
|  | b. | Early in 19th century it was recognized that working excessive hours posed a danger to workers' health and to their families, and hence ILO has set standards on working time through various conventions. Brief them. | CO6 | U | 10 |
| **PART – B(1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Janet joined as a bank teller on 22 August 1975. On attaining the age of superannuation on Dec 31st 2008, she was released from the services of the bank. On the date of his superannuation, her basic pay, as an accountant was INR 20,500 and his dearness allowance was INR 7,700 and his HRA was INR 7,000. What are the components of wage that should be included in calculating gratuity? Calculate the gratuity amount he is eligible. | CO5 | A | 5 |
|  | b. | A block resource teacher who gave birth to a baby in her second delivery was not give maternity benefit stating that during the first delivery she has given birth to twins and as per the rules she was eligible for maternity benefit only for two babies and this baby was a third child. Analyze whether the order refusing to grant maternity leave to the block resource teacher for birth of third child in the second delivery was legally justifiable or not? Give reasons. | CO5 | A | 5 |
|  | c. | Drivers who worked in the transport corporation after a medical checkup were found to be unfit to continue with their job of driving as they have developed defective eye sight. If you were a HR manager what is the solution you would give to the management based on the provisions of ESI Act. | CO5 | A | 5 |
|  | d. | The Employees provident funds act, 1952 is enacted to provide a kind of social security to the industrial workers. List the various schemes, and explain the employer and employee contribution under various schemes. | CO5 | A | 5 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the Industrial Relations concepts to maintain industrial peace in an employment relationships |
| CO2 | Understand the duty of the employer in maintain Occupational Safety, Health and Working Conditions. |
| CO3 | Identify the legal provisions relating to Trade Unions, Conditions of Employment, Investigation and Settlement of Industrial Disputes. |
| CO4 | Analyze the labour laws concerning Payment of wage, bonus, Universal Minimum Wages to all workers in India. |
| CO5 | Evaluate the Social Security benefits to all employees in the organized, unorganized and any other sectors. |
| CO6 | Discuss the role of ILO in national legislations and the labour standards laid down by it. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 20 | 20 |  |  |  |  | 40 |
| CO2 | 10 |  |  | 10 | 10 |  | 30 |
| CO3 | 10 | 10 |  |  |  | 10 | 30 |
| CO4 | 10 | 20 |  |  |  |  | 30 |
| CO5 | 10 |  | 20 |  |  |  | 30 |
| CO6 |  | 20 |  |  |  |  | 20 |
|  | | | | | | | **180** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3041** | **Duration** | **3hrs** |
| **Course Name** | **ORGANIZATIONAL DEVELOPMENT AND CHANGE MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | What do you mean by organizational development and briefly elucidate nature of organizational development with appropriate illustrations. | CO1 | U | 10 |
|  | b. | What are the general strategies for changing human systems? | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | What are the 4 methods of intervention? What is the relationship between theory and intervention techniques? | CO6 | R | 10 |
|  | b. | What are the factors that contribute to intergroup conflict and howorganizational intergroup conflicts can be resolved? | CO4 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Define learning organization and briefly outline strategies to be built in largebusiness organization. | CO3 | R | 10 |
|  | b. | Differentiate planned and unplanned change in an organization | CO2 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | What are the forces which will decide organization change? | CO4 | R | 10 |
|  | b. | Write a note on intervention strategy model. | CO6 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | Explain the dimensions of organizational culture. | CO3 | U | 10 |
|  | b. | What is power and politics in organizational Behaviors and how might conflict affect the implementation of organizational change? | CO4 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | How learning organization use mental models? | CO6 | E | 10 |
|  | b. | What are the key responsibilities of a change agent and how do you act as a change agent? | CO5 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Is it possible to improve self-efficacy with coaching? What are 5 ways to improve your self-efficacy? | CO6 | A | 10 |
|  | b. | Define change and explain in nutshell how value-based change can be implemented in a large multinational business organization. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | How do you manage cross cultural diversity in teams in a large multinational business organization. | CO3 | U | 10 |
|  | b. | Briefly explain importance of teams in achieving strategic goals of business organization. | CO2 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Explain the emerging concept of organizational transformation. | CO6 | An | 10 |
|  | b. | The middle managers of a large firm were told by the corporate human resources office that a group of consultants would be calling on them later in the week. The purpose of the consultants’ visit would be to analyze inter-functional relations throughout the firm. The consultants had been very effective in using an OD intervention called team building. Their particular approach used six steps. When their approach was explained to the managers, a great deal of tension was relieved. They had initially thought that team building was a lot of hocus-pocus, like sensitivity training, where people attack each other and let out their aggressions by heaping abuse on those they dislike. By the same token, these managers generally felt that perhaps the consultants were not needed. One of them put it this way: “Now that we understand what is involved in team building, we can go ahead and conduct the sessions ourselves. All we have to do is to choose a manager who is liked by everyone and put him or her in the role of the change agent/consultant. After all, you really don’t need a high priced consultant to do this team-building stuff. You just have to have a good feel for human nature.” The other managers generally agreed. However, the corporate human resources director turned down their suggestion. He hired the OD consultants to do the team building.  Questions:   1. Bring out the main features of this case. 2. What is a team building approach to organization development? Do you think the managers had an accurate view of this OD technique? | CO2 | A | 10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the historical context of organizational change. |
| CO2 | Understand the fundamental theories of organization transformation. |
| CO3 | Apply practically decipher organizational structures and design for effective change. |
| CO4 | Analyze the organizational power and politics. |
| CO5 | Evaluate various models in organizational change. |
| CO6 | Create successful organizational change management applying the related rules. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 | 10 |  |  |  |  | 20 |
| CO2 | 10 |  | 10 |  | 10 |  | 30 |
| CO3 | 10 | 20 |  |  |  |  | 30 |
| CO4 | 10 | 10 |  | 10 |  |  | 30 |
| CO5 |  | 10 |  | 10 |  |  | 20 |
| CO6 | 10 | 10 | 10 | 10 | 10 |  | 50 |
|  | | | | | | | **180** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3044** | **Duration** | **3hrs** |
| **Course Name** | **CORPORATE SOCIAL RESPONSIBILITY** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Corporate social responsibility is a mutual way for companies to benefit society while benefiting them in the process. Elucidate the scope of environmental initiatives for corporate social responsibility. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Over the years, scholars have defined, interpreted, and understood CSR in many ways. Analyze the moral arguments and, economic arguments for CSR. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 3. |  | Corporate social responsibility (CSR) is not a new concept, it means ethics, distinguishing right from wrong, and doing right. Analyze the factors to be taken into consideration while designing a CSR policy. | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Social Accountability Standard (SA 8000) encourages organizations irrespective of their size, industry and country to develop, maintain and apply socially responsible practices in their workplace. Explain SA 8000 its general requirements, document requirements of this standard, its benefits for organizations, employers, and employees. | CO3 | U | 20 |
|  |  |  |  |  |  |
| 5. |  | Corporate social responsibility (CSR) also extends to responsible marketing strategies. Elucidate how Social Responsibility in Marketing Works with examples. | CO4 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Corporate companies are part of community, and their business activities affect directly or indirectly to the society. Hence, companies need to create a positive impact on society while doing business, analyze how corporate companies engage the community with CSR activities. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | CSR in India is a result of the 2013, Companies Act. India is one of the few countries in the world to have a dedicated CSR act. Summarize broadly important features of the CSR laws in India. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain the models of social responsibility that managers and investors can make sure not to miss out an opportunity. In your opinion which model is used in India? Justify. | CO5 | An | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Havells India Limited, a leading manufacturer of FMEG and power distribution equipment, is a globally renowned Indian brand today.The owner of the company, Qimat Rai Gupta, acquired a small electrical goods company named Havells in the year 1971. He had a vision of converting this small business into a superior electrical goods manufacturing plant in India.The brand, since then, saw several mergers and acquisitions to become a global FMEG leader. In the year 2015, Havells successfully acquired a place in the world’s top five lighting companies.The company runs more than 500 exclusive brand showrooms across the globe, under the name ‘Havells Galaxy’. It has also pioneered the doorstep service concept in FMEG market facilitated through ‘Havells Connect’.The brand is presently valued at USD 1.4 billion, which shows the success and growth of the company from a local brand to becoming a global entity. Havells India’s Mid-Day Meal Program In the year 2004, Havells researched to find out the logic behind unavailability of sufficient human resource for its Alwar Plant. It encountered the problems of poverty, malnutrition and illiteracy in the region.The study showed that children work in the farms instead of going to school, to earn a living. It was a challenging task for the families of Alwar, Rajasthan to get sufficient meals twice a day, which made them starve and malnourished. The most affected of all were the children of this region.  Havells decided to deal with this situation by aiming at ‘Zero Hunger’ in the Alwar region. The brand joined hands with the Rajasthan government to initiate a mid-day meal program in various government schools of the district.The food is prepared in the company’s state-of-the-art kitchen spread across 4 acres of area, engaging a workforce of 160 people. Havells made sure to give its best by ensuring proper control over procurement of grocery, food preparation, raw material storage and supply of prepared meals to schools.  The brand made sure that the diet chart approved by the government is strictly followed and proper hygiene and food quality are maintained.Havells initially served 1500 students of 5 schools, and later the number increased to 60000 children studying in 693 schools in the Alwar district.The principal idea behind this program was to motivate children to go to school by providing them with a nutritious, hygienic and fresh food as an afternoon meal daily. This initiative had met two primary CSR goals, i.e., child education and malnutrition. Impact of Havells MDM Program  The mid-day meal program brought a significant improvement in the conditions of the people in Alwar. It improved the overall health of the children and thus, transformed their lives by directing them towards a better future.   1. Analyze the benefits gained by Havells, and the society due to the CSR activities carried out. 2. Summarize the practical implementation of the mid-day meal program carried out by Havells. 3. What do you think is the role of social workers in CSR? 4. Which model of CSR was implemented at Havells? | CO6 | A | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the meaning and concept of Corporate Social Responsibility. |
| CO2 | Understand the Tools and Benefits of CSR. |
| CO3 | Apply the factors in designing CSR Policy. |
| CO4 | Analyze the practical implementation of CSR. |
| CO5 | Evaluate the strategic context of CSR in an Organization. |
| CO6 | Create new models of CSR in community and ecological environment. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 20 |  |  |  |  | 20 |
| CO2 |  |  |  | 20 |  |  | 20 |
| CO3 |  | 20 |  | 20 |  |  | 40 |
| CO4 |  | 20 |  | 20 |  |  | 40 |
| CO5 |  | 20 |  | 20 |  |  | 40 |
| CO6 |  |  | 20 |  |  |  | 20 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3064** | **Duration** | **3hrs** |
| **Course Name** | **PORT MANAGEMENT IN LOGISTICS** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the layouts of major and minor ports with suitable examples and its organizational structure. | CO1 | R | 10 |
|  | b. | Describe the main factors to be considered while deciding the location for a port. |  | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Evaluate the principles of air cargo management to identify potential risks. | CO2 | E | 10 |
|  | b. | Explain the security measures of air cargo. |  | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the different types of air cargo with suitable examples. | CO3 | R | 10 |
|  | b. | What is the difference between air cargo and air freight? Explain the characteristics of air cargo. |  | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | What are the phases of port development? Interpret the factors influencing port development. | CO4 | U | 10 |
|  | b. | Summarize the top emerging port technologies. |  | E | 10 |
|  |  |  |  |  |  |
| 5. | a. | How do you classify a port? Explain the different types of port ownership. | CO4 | U | 10 |
|  | b. | Analyze the role of information system and its role in enhancing port logistics performance. |  | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Write a short note on port administration and its management. | CO5 | U | 10 |
|  | b. | Explain the different types of port administration model. |  | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain your understanding on the evolution of ports. | CO5 | U | 10 |
|  | b. | What is smart port? Why India needs smart ports? |  | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain the role played by automation and robotics in port handling. | CO6 | U | 10 |
|  | b. | Explain the different applications of artificial intelligence in port and shipping industry. |  | U | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Summarize the key impact of industry 4.0 on port management. | CO6 | E | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Relate knowledge of Port and Airport Management for Logistics. |
| CO2 | Discuss the functions of major and minor ports. |
| CO3 | Examine the operational functions of Administrative peoples. |
| CO4 | Categorize the Berth and Terminal facilities of each Indian Ports. |
| CO5 | Assess the port technologies of India and the rest of the world. |
| CO6 | Synthesize the port, ship and berth times to offer effective logistics to clients. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 | 10 |  |  |  |  | 20 |
| CO2 |  | 10 |  |  | 10 |  | 20 |
| CO3 | 10 | 10 |  |  |  |  | 20 |
| CO4 |  | 20 |  | 10 | 10 |  | 40 |
| CO5 | 10 | 20 |  |  | 10 |  | 40 |
| CO6 |  | 20 |  |  | 20 |  | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3065** | **Duration** | **3hrs** |
| **Course Name** | **CONTAINERISATION MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| 1. | a. | Critically evaluate FCL and explain the operations to be handled by Logistics Control Tower. | CO4 | A | 10 |
|  | b. | Explain consumers’ priority towards packaging. Give a detailed note on different types of labelling with Examples. | CO6 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Write down merits and demerits of the services of Container Liners and which are the products where Container Liners are important. | CO5 | A | 10 |
|  | b. | Give a Note on the Liners’ importance and functions in improving logistical efficiency. | CO4 | Understand | 10 |
| 3. | a. | Narrate the factors influencing Multi Model Transport. How multi model is differentiated from Inter Model? | CO3 | A | 10 |
|  | b. | Which are the essentials that you will consider when you choose ICDs and FCDs? | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Mention the differences between Container terminals of Air Transports and Marine Transports. | CO1 | Ap | 10 |
|  | b. | Write down the necessity of Stowage Charting in Shipping Company. | CO3 | Ap | 10 |
| 5. |  | How is FCL helping is in reducing Logistics Cost? Explain in detail the drawbacks of FCL. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Write down the benefits and types of bonded ware housing and substantiate your opinion on E-Sanchit Portal. | CO2 | U | 20 |
| 7. | a. | Natural Gas, Sand and Vegetables, Petroleum, Cement, Wind mill fans, Poultry and Live stocks need to be transported from production point to Dealers point. As a Logistics expert, advice the client on what type of container is best suitable and explain briefly the reason for choosing the containers. | CO3 | U | 10 |
|  | b. | What is Containerization? Give note on Rack, Reefer, Standard and Integrated Unit Containers. | CO2 | Re | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Write short notes on the features of Containers. | CO1 | U | 10 |
|  | b. | Give a detailed note on the structural features of Cube Containers. | CO2 | Ap. | 10 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9 |  | Midwest Assembly and Manufacturing (MAAN) operates on a make to order basis and offers a wide range of options for its products. The company’s operations include component manufacturing, painting, and assembling the final products. MAAN relies on several suppliers for components and major assemblies that are needed to support the final assembly operations. Many of the suppliers use MAAN’s returnable metal containers to ship their products to MAAN’s manufacturing site and warehouses. These containers are assets owned by MAAN and are designed and engineered to hold particular parts and prevent damages. When all parts from a container have been used, the container is then shipped back to the suppliers. These containers remain empty until the suppliers receive an order for the particular parts they manufacture. These returnable containers rotate continuously throughout the supply chain bringing the necessary parts to MAAN.   A typical supplier may sell the same parts to multiple companies, so the supplier, very likely, stores and uses containers from many different companies. Occasionally, MAAN receives containers belonging to other companies, and MAAN containers have been incorrectly shipped to other locations and never returned. Additionally, the lack of a system for tracking of containers has created a loophole for making anyone responsible for the loss of containers. MAAN may know it has shipped containers to a supplier, but may not know when or if the containers were ever returned. Even though the returnable containers are not used directly for production, they deliver the parts necessary for production and assembly. Therefore, they are an important component of MAAN’s assembly operations. Poor management of the flow of the containers throughout the supply chain could slow or even halt production at MAAN and create storage problems and excessive material handling at the suppliers. Analysis of Current System and Problems Overview of Current System Empty returnable containers are either stored outside the MAAN facility or sent to a third‐party logistics provider (hereon referred to as 3PL) to be stored. Containers are then shipped to the suppliers when necessary or when enough have been accumulated to ship a full load. At any given time, suppliers may have multiple empty MAAN containers on site. Company was experiencing difficulties in tracking and managing its returnable containers. The company uses returnable containers to transport purchased parts from some of its suppliers. The company does not have an effective system in place for tracking and locating these containers in the supply chain. The inability to effectively track the containers has created many problems and negatively impacted the company, its logistics provider, and suppliers. As part of the research project, the information and physical flow of containers through the supply chain were documented and analyzed. From the analysis, a number of problems and their relationship to the company, logistics provider, and suppliers were identified. The overarching problem was inadequate visibility of the containers throughout the logistics chain. To eliminate or reduce the problems, three recommendations were proposed. One was to improve the communication and information flow by adding additional capabilities to the existing computerized supplier network, which could improve the continuous tracking of the number and locations of containers in the logistics chain. These improvements would result in more efficient planning by the company, the logistics provider, and the suppliers. The end result would be reducing shortages of parts, late shipments, and excessive transportation costs  **Questions:**  Study the difficulties and mitigating measures that are suggested to wipe out problems. | CO6 | Cr | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Describe the different concepts of containerization. |
| CO2 | Explain the characteristics of containerized cargoes. |
| CO3 | Examine the multimodal possibilities for cargo movement. |
| CO4 | Categories the shipping services available for trade movement. |
| CO5 | Justify the various policies been evolved through conventions. |
| CO6 | Plan appropriate containerization package for a given consignment. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 10 |  |  |  |  | 10 |
| CO2 | 10 | 20 | 10 |  |  |  | 40 |
| CO3 |  | 10 | 10 | 10 |  |  | 30 |
| CO4 |  | 10 | 10 | 30 |  |  | 50 |
| CO5 |  |  | 10 | 10 |  |  | 20 |
| CO6 |  |  |  | 10 |  | 20 | 30 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3066** | **Duration** | **3hrs** |
| **Course Name** | **SUPPLY CHAIN RISK MODELING AND MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | State the various types of Supply chain decision databases. | CO1 | U | 10 |
|  | b. | Identify the importance of integrating supply and demand. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Justify how ERP and e-commerce can benefit a business. | CO2 | E | 10 |
|  | b. | Discuss in detail the hierarchy of supply chain systems. | CO2 | U | 10 |
| 3. |  | Explain the importance of supply chain network optimization model and outline its phases. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Discuss the changing practices in Logistics. | CO4 | U | 20 |
| 5. |  | How risk is shared? What are the consequences of risk? | CO5 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | List the tools for effective decision making in supply chain Management. | CO4 | An | 20 |
| 7. |  | Examine the tools and techniques for Risk Identification. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain “HRI” in detail. | CO6 | U | 20 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Coca –Cola Company came in severe criticism from activists and environmental experts who charged it with depleting ground water resources in the areas in which bottling plants were located thereby affecting the livelihood of poor farmers, dumping toxic and hazardous waste materials near its bottling facilities and discharging waste water into the agricultural lands of farmers. Moreover, its allegedly unethical business practices in developing countries led to its becoming one of the boycotted companies in the world. Notwithstanding the criticism, the company continued to campaign various initiatives such as rain water harvesting restoring ground water resources, going in for sustainable packaging and recycling, serving the communities where it operated .Coca – Cola was spending millions of dollars to project a green and “ environment-friendly” image of itself, while failing to make any change in its operations, Coca –Cola business practices in India had tarnished its brand image not only in India but also globally.  **Question**  Examine the ways in which the company can address this issue. | CO6 | A | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Identify and Analyze Business Models, Business Strategies and, corresponding Competitive Advantage. |
| CO2 | Implement information technology in Supply Chain. |
| CO3 | Examine the fundamentals of optimization models in SCM. |
| CO4 | Prioritize the management of Supply Chain Risk. |
| CO5 | Identify the SC Risks in the business process. |
| CO6 | Plan a best model for a SC with less risk or no risk. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 10 | 10 |  |  |  | 20 |
| CO2 |  | 10 |  |  | 10 |  | 20 |
| CO3 |  | 20 |  |  |  |  | 20 |
| CO4 |  | 20 |  | 20 |  |  | 40 |
| CO5 | 20 |  | 20 |  |  |  | 40 |
| CO6 |  | 20 | 20 |  |  |  | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3067** | **Duration** | **3hrs** |
| **Course Name** | **INTRODUCTION TO LOGISTICS MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the components of logistics. | CO1 | U | 10 |
|  | b. | Based on your analysis, which R would you like to recommend in logistics. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Prepare a flowchart to exhibit activities of Integrated logistics. | CO1 | R | 12 |
|  | b. | Infer the benefits of closed loop supply chain. | CO4 | U | 8 |
|  |  |  |  |  |  |
| 3. | a. | Reverse logistics plays a vital role in B2C e-platforms. Comment. | CO4 | E | 10 |
|  | b. | Is DHL a 4PL. Justify. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | How to solve the problems in express logistics packaging? | CO2 | A | 8 |
|  | b. | Compare six sigma and lean six sigma inventory management techniques and highlight the differences. | CO6 | A | 12 |
|  |  |  |  |  |  |
| 5. | a. | Create a logistics strategy for effective transportation. | CO5 | C | 10 |
|  | b. | Develop a decision framework for warehousing decision. | CO2 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | How block chain can be used in logistics? | CO5 | U | 10 |
|  | b. | State the Maintenance, Repair, and Overhaul (MRO) categories. And recommend best method of maintenance for food processing industry. | CO4 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Prepare the list of roles performed by logistics manager. | CO2 | R | 10 |
|  | b. | Does packaging increase logistic cost? | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Perceptual tracking systems is mandatory in today’s scenario. Justify. | CO5 | E | 10 |
|  | b. | Design an integrated logistics architecture for logistical efficiency. | CO3 | C | 10 |
| **PART – B(1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Summarize the difference between SaaS TMS and Cloud TMS.Also, recommend which is suitable for automobile manufacturing industry. | CO6  CO6 | E  C | 15  5 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Describe the evolution and concepts behind logistics management practice |
| CO2 | Discuss the skills in logistics functional strategies. |
| CO3 | Illustrate a suitable decision-making function in logistics related issues. |
| CO4 | Compare and contrast the cross-functional business processes in supply chains. |
| CO5 | Justify decisions affecting supply chain’s plan, deliver, and customer management functions. |
| CO6 | Synthesize decisions affecting supply chain’s plan, source, and make functions. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 12 | 10 |  |  |  |  | 22 |
| CO2 | 10 |  | 8 |  |  | 10 | 28 |
| CO3 |  |  | 10 | 20 |  | 10 | 40 |
| CO4 | 10 | 8 |  |  | 10 |  | 28 |
| CO5 |  | 10 |  |  | 10 | 10 | 30 |
| CO6 |  |  | 12 |  | 15 | 5 | 32 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3068** | **Duration** | **3hrs** |
| **Course Name** | **WAREHOUSING AND FACILITIES MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Identify the need of Warehouse. Elaborate different types of warehouses with their relative advantages and disadvantages. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Summarize the Fluid Flow Models of Materials flow with suitable Illustration. | CO2 | U | 10 |
|  | b. | A warehouse receives 40 vehicles per day, 30 pallets per load with a pallet size of 1.2 metres by 1.0 metres and it takes 30 minutes per load to unload and 15 minutes per load to check and it operates an eight-hour shift. Estimate the required Pallet Floor space in Sq. meter. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. |  | Explain the Process view of Supply Chain with suitable Illustration. | CO3 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Predict the impact of Online Sales on Customer Service with suitable examples. | CO4 | A | 10 |
|  | b. | Examine the impact of Online sales on cost with industry examples. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyze the different approaches to increase the supply chain surplus in Revenue Management (RM). | CO4 | An | 10 |
|  | b. | “Revenue management adjusts the pricing and available supply of assets and has a significant impact on supply chain profitability when one or more of distinct four conditions exist”. Correlate the statement with suitable examples. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Industry 4.0 is a fusion of technologies that clear the boundaries among the physical, digital, and biological spheres. Categorize the technologies linked with Industry 4.0. Explain the impact of Industry 4.0 on inventory systems. | CO5 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Discriminate Voice Picking and Vision Picking in warehouse management with suitable examples. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Describe the various technologies coming under Automatic Identification (Auto-ID) Technology with industry examples. | CO6 | E | 20 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Read the case given below and answer the questions given at the end.**  Hind Watches (HW) was established in 1962 in Bangalore as a PSU with foreign collaboration. This was the first factory of its kind in India to manufacture wrist watches. Since the production was very low till 1978, the sale was comparable with imported watches. In 1978, another factory was established with two million capacity and mass production technology. In order to cater to the market demand, dealers in major cities were appointed. The company was “protected” and had established its brand name.  On opening of the country’s economy, new players entered into the market in 1982 with new type quartz watches and with innovative methods of advertisements and techniques which became a major threat to HW. In 1990, another private manufacturer with a capability of producing two million quartz watches was started in Delhi. HW had to face further tough competition.  New entrants had modern technology and more tuned products required by customers. To counter competition, HW changed its strategy. It started a new distribution strategy by appointing dealers in major cities, including nodal warehouses in Bangalore and Delhi, resorting to institutional sales. It also opened specialized showrooms to cater to customer demands. Due this this, the sales of HW went up to 7 million watches in 1995, as against the total sales of only 4 million watches of all its competitors put together.  At this juncture, new management took over HW. A Voluntary Retirement Scheme (VRS) was introduced. A number of senior officers left the Organization under the VRS. New Heads of Departments took charge of the organization of HW. They had expertise in Capital Goods Marketing, while selling/marketing of wrist watches was essentially retail-based. These changes affected the sales of HW. It dropped to just 4 million, while the sales of the competitors went up to 5 million. Apart from this, HW had only 400 models of watches while the competitors had more than 1,000 models. HW had a traditional management system, whereas its competitors were having professional personnel with knowledge of modern techniques. The customers began to feel that HW has now become old-fashioned. This reduced the sales drastically which resulted in the closure of special shops and a number of showrooms of HW.  Lastly, the pricing of the watches manufactured by HW were based on equal distribution of expenses. At present, HW is operating through two Nodal Warehouses, whereas the sales of its competitors are affected through dealers who have their own warehouses and distributors having their own infrastructure. Further, the competitors had their own specialized franchises showrooms.  **Questions:**   1. Conclude the reasons for the downfall of HW 2. What product strategy should have been adopted by HW to sustain competition and improve customer service? 3. According to your analysis, how did the private companies manage to have an edge over HW? 4. Debate the effects of organizational changes which led to the deterioration in the performance of HW. 5. Predict the remedial measures which you think would be needed to improve the performance of HW. | CO6 | C | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Describe the role of the warehouse and warehouse manager in today’s supply chain. |
| CO2 | Explain the various warehouse processes, strategies, and methods. |
| CO3 | Illustrate the impact of health, safety, and warehouse environment on operational effectiveness. |
| CO4 | Examine the key elements of warehouse management and the supply chain involved in it. |
| CO5 | Justify the choice of sourcing and outsourcing. |
| CO6 | Design a warehouse process with its associated costs, and profitability. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 20 | 0 | 0 | 0 | 0 | 0 | 20 |
| CO2 | 0 | 20 | 0 | 0 | 0 | 0 | 20 |
| CO3 | 0 | 0 | 20 | 0 | 0 | 0 | 20 |
| CO4 | 0 | 0 | 20 | 20 | 0 | 0 | 40 |
| CO5 | 0 | 0 | 0 | 20 | 20 | 0 | 40 |
| CO6 | 0 | 0 | 0 | 0 | 20 | 20 | 40 |
|  | 20 | 20 | 40 | 40 | 40 | 20 | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3069** | **Duration** | **3hrs** |
| **Course Name** | **FRIEGHT TRANSPORT OPERATIONS MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Write a short note on Freight Transport Operations Management. | CO1 | U | 10 |
|  | b. | Explain in detail the Challenges faced in Freight Transport Operations. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Describe Six Sigma principles and its advantages in FTOM. | CO2 | R | 10 |
|  | b. | What are the 5s principles? How do you apply in the transport operations management? | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain in detail the concept of inbound and outbound logistics operations and list down the functions of Freight transport operations. | CO3 | U | 10 |
|  | b. | Illustrate your answer on Transportation Planning, Route Planning and Scheduling. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain in detail the 7 basic tools of quality management and how these tools are used to enhance the transport operations management. | CO4 | A | 10 |
|  | b. | Describe in detail Meta-Analysis Tools and System Analysis Tools. How these tools can be implemented to measure the efficiency and effectiveness in the field of freight transportation operations management? | CO4 | R | 10 |
|  |  |  |  |  |  |
| 5. | a. | How modern logistics tools can drastically improve delivery route planning? | CO5 | U | 10 |
|  | b. | What is route planning? Why is route planning in logistics important? List out the major advantages of route planning. | CO5 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | What does a green fleet management strategy look like? | CO5 | R | 10 |
|  | b. | The impact of Industry 4.0 on the transport and logistics sector – Depicts your answer. | CO5 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | What is Fleet Management? How does fleet Management work? | CO6 | U | 10 |
|  | b. | Are Google maps a good tool for delivery route planning? Justify your answer. | CO6 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain in detail the benefits and challenges of fleet management. List down the important roles of fleet manager. | CO6 | U | 10 |
|  | b. | How does transportation help to enhance the economic value of product? | CO6 | R | 10 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Case Analysis:**  Development Group is Retail Company operating in Namibia. It offers four different products line to its customers. Products line that are offered by Development Group include the jewelry line (necklaces, earrings, rings, pendants and bracelets, etc.) supplied by American Jewelry Company situated at 3200 21st Street Suite 500 Bakersfield, CA 93301. The second product line that they offer to customers is food namely, fruits, vegetable, marathon sugar and the supplier is in Cape Town, South Africa. The third product line CC is offering to its customers is Clothing line and the supplier is in Shenzhen, China. CC also operates a service station a shell service station in Windhoek and all petroleum products they sell is sourced from South Africa. Development Group does its own transportation services. Over the past three years, the Development Group has experienced high transportation costs. The Managing Director has approached you to advise them with regards to transportation of each product line.  You are required to assess the features and criteria of each mode of transport and advise the Development Group on which mode of transportation to use per product line item and why? | CO6 | E | 10 |
|  | b. | Examine any five functions of Warehouses with your own suitable examples. | CO6 | A | 10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Describe the essentials of freight management in cost efficiency. |
| CO2 | Explain the management in the decision-making process to manage their cargo movement. |
| CO3 | Use international logistics / freight procedures & documentation. |
| CO4 | Identify and develop effective resources planning. |
| CO5 | Justify the movement plan for cargo and forwarding. |
| CO6 | Design an optimized work processes and financial areas including cost management and reduction. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 20 | 20 |  |  |  |  | 40 |
| CO2 | 20 | 20 |  |  |  |  | 40 |
| CO3 |  | 20 |  |  |  |  | 20 |
| CO4 | 10 |  | 10 |  |  |  | 20 |
| CO5 |  | 20 |  |  |  |  | 20 |
| CO6 | 10 |  | 10 | 10 | 10 |  | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3078** | **Duration** | **3hrs** |
| **Course Name** | **DIGITAL AND SOCIAL MEDIA MARKETING** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | | |
| 1. |  | | What is the specialty of the current edition of Marketing? Showcase the objectives, value proposition, interaction, the enabling forces and its related parameters of Marketing4.0 in comparison with Marketing 1.0, 2.0 and 3.0 citing examples. | CO1 | Understand | 20 |
|  |  | | **(OR)** |  |  |  |
| 2. | a. | | Differentiate inbound marketing vs outbound marketing with examples. | CO2 | Remember | 10 |
|  | b. | | Compare Digital Immigrants Vs Digital Natives, and discuss how digital transformation is driving them across industries? | CO2 | Analyze | 10 |
|  |  | |  |  |  |  |
| 3. |  | | Briefly explain the integration of consumer funnel and marketing funnel with AIDAR and PRACE model. | CO3 | Remember  Analyze | 20 |
|  |  | | **(OR)** |  |  |  |
| 4. |  | | Elaborate on the key elements that impact Digital Media Planning with its various measures of impact. | CO3 | Understand  Evaluate | 20 |
|  |  | |  |  |  |  |
| 5. |  | | E-mail marketing is one of the traditional and cost-effective communication tools prevailing. In spite of that, companies are struggling with basic e-mail marketing tactics like list growth and list maintenance. Suggest a few tactics to improve e-mail marketing campaigns. | CO3 | Apply | 20 |
|  |  | | **(OR)** |  |  |  |
| 6. |  | | “Social Media Marketing (SMM) is a form of Internetmarketing that utilizes social networking websites as amarketing tool.” Justify this statement and explain how itincreases brand exposure and broaden customer reach through its continuous planning process. | CO5 | Analyze  Apply | 20 |
|  |  | |  |  |  |  |
| 7. |  | | “Storytelling is the art of combining words and ideas to convey a point, rather than just stating it. It is a potent way to ignite people’s imagination.” Comment on this statement and exhibit the role of Content Marketing in Digital communications. | CO6 | Understand  Apply | 20 |
|  |  | | **(OR)** |  |  |  |
| 8. |  | | How do Search Engines work? Discuss the major factors that decide the success of search engines optimization. | CO4 | Analyze | 20 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | | |
| 9. |  | |  | | --- | | A digital strategy forms an integral part of the overall business’ strategy. A good digital strategy should be well informed, targeted, focused and realistic. Keeping this in mind prepare an effective Digital Marketing Plan for an online MBA programme planned to offer by KITS Business School. | | | CO6 | Create | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand and Acquire skills in web marketing management. |
| CO2 | Examine functional skills to analyze digital media. |
| CO3 | Analyze and audit existing digital and social media marketing |
| CO4 | Apply Optimizing strategies in Social Media for Search Engines |
| CO5 | Create blogs, podcast updating and maintenance |
| CO6 | Develop skills in taking decisions concerning appropriate digital media mix. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | - | 20 | - | - | - | - | 20 |
| CO2 | 10 | - | - | 10 | - | - | 20 |
| CO3 | 10 | 10 | 20 | 10 | 10 | - | 60 |
| CO4 | - | - | - | 20 | - | - | 20 |
| CO5 | - | - | 10 | 10 | - | - | 20 |
| CO6 | - | 10 | 10 | - | - | 20 | 40 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3080** | **Duration** | **3hrs** |
| **Course Name** | **AFFILIATE MARKETING** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the meaning and evolution of Affiliate Marketing. | CO1 | R | 10 |
|  | b. | Illustrate how does an affiliate program works? Explain with suitable diagram. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss in detail the three key players involved in Affiliate Marketing. | CO2 | C | 10 |
|  | b. | Discuss some of the important steps on how can an individual become an affiliate marketer using Amazon Associate program. | CO2 | C | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the two types of tracking methods involved in affiliate marketing. | CO3 | R | 10 |
|  | b. | Illustrate the three different types of payment methods in Affiliate marketing. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe some of the promotional methods to promote affiliate links in Affiliate Marketing. | CO4 | A | 10 |
|  | b. | Analyze on how to overcome theChallenges of Affiliate Marketing. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Elaborate some of the basic elements in a blog Post and Microblogging. | CO5 | C | 10 |
|  | b. | Identify any Successful Affiliate marketer and write their strategies for success in the field of Affiliate marketing. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Demonstrate the Role of Google Analytics in the field of affiliate Marketing. | CO5 | A | 10 |
|  | b. | Explain in detail how to create an affiliate price comparison website. | CO5 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Discuss any five customer-oriented Loyalty programs in affiliate marketing. | CO5 | U | 10 |
|  | b. | Explain the meaning of Web Syndication and write your understanding about RSS feed. | CO6 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Illustrate some of the affiliate fraud types and the preventive measures in affiliate marketing. | CO6 | U | 10 |
|  | b. | Describe in detail about affiliate agreement and write the essential elements of affiliate agreement. | CO6 | R | 10 |
| **PART – B(1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Dell gets Closer to its Customer through Social media Strategies**  Cory Edwards, director of social media and reputation team (SMART) at Dell has explained Dell’s approach to social media marketing. He stresses the importance of commitment from senior managers which is exemplified for Dell by CEO Michael Dell, who frequently emphasizes the importance of social media marketing to Dell. Edwards (2011) contains this quote from Michael Dell: Engaging in honest, direct conversations with customers and stakeholders is a part of who we are, who we’ve always been. The social web amplifies our opportunity to listen and learn and invest ourselves in a two-way dialogue, enabling us to become a better company with more to offer the people who depend on us.  Edwards simply says, ‘If content is king, then listening is queen’.  As an indication of the importance of social media listening to Dell, Dell has created a social media Listening Command Centre which has six wall monitors tracking what Dell’s most influential customers are saying, trending topics relating to Dell, market performance including share of voice and ratings of sentiment expressed about Dell. Around 25,000 posts in 11 languages are monitored daily by Dell’s ‘Ground Control Team’.Dell has a social media governance workflow which reviews the potential importance of these customer comments and identifies those it is worth following up with. The Ground Control Team is tightly integrated with the@DellCares Twitter team who engage around 1000 customers per week. Their role is to reach out to people complaining about Dell on Twitter. Edwards notes that the team has a 30 per cent rate of converting ranters to ravers.As well as responding to negative mentions as part of customer service, Dell has created an Online Influencer Relations Program. This is managed by identifying influencers across business unit, region or topic area. Key influencers are identified using a Conversation tracker, which is part of Dell’s social media listening tool Radian 6. Influencers are provided with content and products which they may review or share. Dell has gone beyond virtual relationships introducing Dell Customer Advisory Panel (CAP) which Edwards describes as ‘a ranters and ravers event’. Invitees are prioritized based on size of social media reach and their affinity with Dell.Relationship owners are designated and involved with ongoing efforts to build advocates. Within CAP days, Dell not only listens, but gives feedback on how problems are addressed. For example, Dell heard that there were too many dropped calls and unnecessary transfers, so it explained how CRM software is being launched across sites, which will improve reporting capability to track telecom issues and queue mergers to eliminate certain types of transfer. If we review these activities according to the RACE framework, we can see that Dell is involved in social media marketing activities across the customer lifecycle:  ● Reach: Research, network and advertise to reach and interact with customers and prospects on the social outposts, communities and blogs relevant to your audience.  ● (Inter) Act:. Dell has clear goals around a number of financial and non-financial measures. They look at measures including operational savings through paid search and support savings and boosting customer loyalty measured through the Net Promoter Score. When customers interact with Dell, their experiences are shared via their social graph of followers or fans, so there is this viral effect which helps customer acquisition.  ● Convert: Here Dell is trying to leverage initial interaction to go through into real value of leads or sales. At a practical level, Dell has a clearance channel, Dell Outlet, that it uses to sell through Twitter. It may also offer promotional coupons through social media like Groupon or deals sites to encourage sales.  ● Engage: This is the big challenge with social media: how to keep customers engaged. There are millions of members with tens of thousands of discussions and accepted solutions each week. The Direct2Dell Network is also used for B2B customers with separate blogs for Enterprise IT, Small Business, Education, Investors, etc. They encourage guest influencers to join the discussion. Finally, another big part of engagement for Dell is Idea Storm – one of the best examples of crowdsourcing through social media, which encourages ideas, feedback, innovation and dialogue. Over tens of thousands of ideas have been generated, with around 100,000 comments added, and a viral effect occurring through a Facebook app. Only several hundred ideas have been implemented, but the secret is that Dell closes the loop by feeding back to customers what has worked and what hasn’t  9 a) **From the above-mentioned case study write the different approaches used by dell to reach their online customers.** | CO6 | R | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the principles, benefits and pitfalls of affiliate marketing. |
| CO2 | Analyze which types of affiliates are best for your business. |
| CO3 | Apply an effective affiliate marketing strategy. |
| CO4 | Examine and evaluate your affiliate marketing program. |
| CO5 | Develop and Integrate affiliate marketing into your wider marketing activity. |
| CO6 | Create strategies to be affiliate marketers and gain from affiliate marketing. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 | 10 | - | - | - |  | 20 |
| CO2 |  | - | - | - | - | 20 | 20 |
| CO3 | 10 | 10 | - | - | - | - | 20 |
| CO4 | - |  | 30 | - | - | - | 30 |
| CO5 | - | 10 | 20 | - | - | 10 | 40 |
| CO6 | 30 | 20 | - | - | - | - | 50 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3081** | **Duration** | **3hrs** |
| **Course Name** | **SEARCH ENGINE MARKETING** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the meaning of search engine and illustrate few advantages of search engine marketing. | CO1 | E | 10 |
|  | b. | Discuss any two types of search tools in detail. | CO1 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Describe the two types of campaign with relevant examples. | CO1 | C | 10 |
|  | b. | Analyze some of the reasons for the growth of social media in terms of digital marketing. | CO1 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Illustrate with example about Inbound marketing. | CO2 | U | 10 |
|  | b. | Illustrate with example about Outbound marketing. | CO2 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe the various steps involved in developing an advertising Campaign. | CO3 | U | 10 |
|  | b. | Analyze any three forms of advertising using google Ad  Words. | CO3 | E | 10 |
|  |  |  |  |  |  |
| 5. | a. | Discuss any two reports generated for web traffic in google Analytics. | CO2 | C | 10 |
|  | b. | Explain the process of conversion rates with reference to PPC method in digital marketing. | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Illustrate the meaning and advantages of digital marketing campaign. | CO3 | U | 10 |
|  | b. | Analyze the various steps to create a google Analytics Account. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Discuss the meaning of bounce rate and write the important ways to reduce the bounce rate in digital Marketing. | CO4 | E | 10 |
|  | b. | Illustrate the meaning of exit rate and write the important ways to reduce the exit rate in digital Marketing. | CO4 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Describe the important steps involved in setting a Blog using  platforms such as word press or any other platforms of your choice. | CO5 | A | 10 |
|  | b. | Discuss the various remarketing strategies that can be implemented through google ad words. | CO6 | R | 10 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Viewpoints.com and the Panda update**  Viewpoints.com recovers from a Google SEO update that halved its traffic and reinvents its business.Viewpoints.com is an online portal for consumer reviews and product rankings. Launched in 2007, the website became very popular and, by 2011, was doubling its traffic year on year and had attracted over 2.7 million unique users. The site housed over 600 000 original product reviews that had been personally written by its 250 000 members, and the site was always run with good SEO practices taken into account. In 2011, Google announced that it would be launching a new algorithm update called Panda – the aim was to penalize websites that were merely content and link farms and that did not provide any value to searchers. As mentioned in the notes, search engines are constantly tweaking their algorithms to stay a step ahead of SEO spammers and exploits, and the Panda update was another attempt to ensure Google was serving the most relevant and useful results. Despite their good SEO practices, Viewpoints.com unexpectedly lost around 50% of their organic search traffic from one day to the next – because of the new rules of the Panda update. The company was then faced with the following challenges. They had to: 1. Understand what it was about their site that was harming rankings 2. Develop short- and long-term strategies to tackle these issues 3. Revamp the website user experience in line with the algorithm update  Viewpoints.com realized that it would take more than just a few little tweaks to fix their rankings – this would require a radical rethink of their entire approach to the website. They took on a multipronged approach and made some massive changes. • In three months, they implemented quick fixes such as removing 40% of the ads on the site, improving the site speed threefold, and deleting over 80 000 low-quality reviews.  **Question**  Explain the various reasons on why do search engines constantly update their algorithms. | CO6 | R | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the historical context of Organizational Change. |
| CO2 | Understand the fundamental theories of Organization Transformation. |
| CO3 | Apply Practically decipher organizational structures and design for effective change. |
| CO4 | Analyze the Organizational Power and Politics. |
| CO5 | Evaluate various models in Organizational Change. |
| CO6 | Create successful organizational change management applying the related rules. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | - | 20 | - | - | 10 | 20 | 50 |
| CO2 | - | 10 | 10 | - | 10 | 20 | 50 |
| CO3 | 10 | - | - | 10 | - | - | 20 |
| CO4 | - | 10 |  | - | 10 | - | 20 |
| CO5 | - | - | 10 | - | - | - | 10 |
| CO6 | 30 | - | - | - | - | - | 30 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3082** | **Duration** | **3hrs** |
| **Course Name** | **PRODUCT AND BRAND STRATEGIES** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **(5 X 20= 100 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | As a Product Manager what Channel and Pricing method do you suggest for a new line of Shopping products? | CO1 | U | 10 |
|  | b. | What are the causes you foresee for the failures of current models of Automobiles in Indian market? | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | In a product like Hospitality services, what levels of service are more important and why? | CO2 | R | 10 |
|  | b. | What can be marketed as New Products? List out their relevant sources for development. | CO3 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Depict the steps in New Product Development with suitable examples on Pharma industry. | CO3 | E | 10 |
|  | b. | Illustrate the NPD techniques available for a Manager in a FMCG industry. | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Discuss the implications of PLC for a Product Manager. | CO4 | A | 10 |
|  | b. | List out and explain the key PMA aspects that a Category Manager need to know for achieving success. | CO4 | E | 10 |
|  |  |  |  |  |  |
| 5. | a. | Discuss the importance of Brand Positioning in a competitive market like Real Estate industry. | CO5 | U | 10 |
|  | b. | Write a detailed note on Brand Leverage and Brand Hierarchy implications for a Brand Manager serving in Infrastructure industry. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Bring out the relevance of Brand building tools like Brand Image and Brand Personality for Global Brand Manager of an Electronics company. | CO3 | A | 10 |
|  | b. | Enumerate the Diffusion of Innovation process and its application for White Goods industry. | CO4 | E | 10 |
|  |  |  |  |  |  |
| 7. | a. | Illustrate the Brand Building process in Consumer Durables industry. | CO5 | A | 10 |
|  | b. | Discuss the prime factors that determine Brand loyalty ladder in Banking sector. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | List out the types of o Branding techniques and depict its relevance for IT Hardware market. | CO5 | E | 10 |
|  | b. | How can you use Advertising as an effective tool for a Telecom Company with Global Branding ambitions? | CO5 | E | 10 |
| **PART – B(1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Dettol has commanded supreme resonance in Personal Hygiene market for long. Johnson and Johnson after tasting success in Bathing Soap market, especially with niche focus on Babies segment, has launched Savlon, an antiseptic lotion to compete against Dettol. But the Brand Equity of the brand Dettol in this market stands in the way of Savlon.  As a Brand Consultant lend a helping hand to Savlon to build its Brand Equity. | CO6 | C | 10 |
|  | b. | If Dettol wants to acquire Savlon brand, how would you measure the Brand Equity of Dettol. | CO6 | C | 10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Outline strategies on Product assortment decisions. |
| CO2 | Understand the New Product development process. |
| CO3 | Clear cut idea on Concept testing. |
| CO4 | Understand various options available before a brand manager in strategic decisions. |
| CO5 | Outline on various Branding aspects. |
| CO6 | Input on Global Branding syndrome. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 10 |  |  |  |  | 10 |
| CO2 | 10 |  | 20 |  |  |  | 30 |
| CO3 |  | 10 | 20 |  | 10 |  | 40 |
| CO4 |  |  | 10 |  | 20 |  | 30 |
| CO5 |  | 10 | 10 | 10 | 20 |  | 50 |
| CO6 |  |  |  |  |  | 20 | 20 |
|  | | | | | | | **180** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code :** | **21MS3083** | **Duration :** | **3hrs** |
| **Course Name :** | **CONSUMER BEHAVIOUR INSIGHTS** | **Max. Marks :** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course Outcome** | **Pattern** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Bring out the role of Consumer behaviour insights in Marketing decisions with suitable examples. | CO2 | U | 10 |
|  | b. | Discuss in detail the methods of studying consumer behavior. | CO1 | R | 10 |
| **(OR)** | | | | | |
| 2. | a. | Enumerate the steps in Consumer Decision Process while buying a Consumer durable good. | CO2 | A | 12 |
|  | b. | Depict in detail the influencer roles in CDP by citing an example from the industry. | CO2 | A | 8 |
| 3. | a. | Elucidate the stages in consumer decision making regarding retail purchases. | CO3 | U | 10 |
|  | b. | Group influence in consumer decision making is critical for the success of a Marketing organization. Explain the various group factors that could unleash impact. | CO4 | A | 10 |
| **(OR)** | | | | | |
| 4. | a. | Depict the concept of ZMOT with relevant example in the current marketing context. | CO4 | E | 10 |
|  | b. | Discuss the applications and importance of Purchase outcome of consumers for an Automobile manufacturer. | CO5 | An | 10 |
| 5. | a. | Compare and contrast the different purchases of consumers in terms of planning in B2B setting. | CO1 | A | 10 |
|  | b. | Critically evaluate the determinants of in-storeretail purchases. | CO3 | U | 10 |
| **(OR)** | | | | | |
| 6. | a. | Bring out the role of Family Life Cycle in Consumer decisions with pertinent examples from a Service Industry. | CO3 | An | 12 |
|  | b. | List out and explain briefly the role of Personal factors in CDP in a sequential order. | CO4 | A | 8 |
| 7. | a. | Bring out the importance of Diffusion of Innovations process in Consumer Behaviour Insights Marketing. | CO3 | An | 10 |
|  | b. | Elucidate the components of Attitudes of a Customer and its impact on CDP. | CO4 | A | 10 |
| **(OR)** | | | | | |
| 8. |  | Address in depth the different Motivational theories and its implications in understanding consumer buying decisions. | CO5 | An | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Nivea, is a well-known brand in Cosmetics industry across the globe. In India, after initial success, it faces tough competition from Indigenous brands. Discuss in detail the various factors contributing to decision making in such High Involvement situations of consumers on the following contexts, assuming yourselves as a Consumer Behaviour Expert. |  |  |  |
|  | a. | Impact of Societal factors in high involvement decisions. | CO5 | E | 10 |
|  | b. | Influence of Online purchase factors in such crucial decision making of customers in Pandemic era. | CO5 | E | 10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand and Gain insight into the factors influencing consumer decision process. |
| CO2 | Analyse the dynamics involved in determining the behavior of consumer in respect of purchase decision. |
| CO3 | Apply strategies relating to Consumer purchases in Group setting. |
| CO4 | Examine strategies relating to Consumer purchases from Psychological perspectives. |
| CO5 | Develop appropriate marketing strategies for different segments of consumers. |
| CO6 | Create mapping for Consumer insights and concomitant strategies. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 |  | 10 |  | - | - | 20 |
| CO2 |  | 20 | 20 |  |  |  | 30 |
| CO3 | - | 10 | 10 | 22 |  | - | 42 |
| CO4 |  |  | 28 |  | 10 |  | 38 |
| CO5 |  |  |  | 30 | 20 | - | 50 |
| CO6 |  |  |  | - |  |  |  |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3085** | **Duration** | **3hrs** |
| **Course Name** | **SALES AND CHANNEL MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Write a short note on Sales Management. | CO1 | U | 10 |
|  | b. | State some qualitative objectives of Personal Selling and write down the importance of Personal Selling. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain Sales Budget and list its importance. | CO2 | U | 10 |
|  | b. | Briefly explain the steps to territory planning. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | List and explain the major factors that affect inventory levels and its management within an organization. Describe the inventory terms FIFO & LIFO. | CO3 | R | 10 |
|  | b. | Explain in detail the functions of supply chain management, and depict how SCM enhance the sales management through multi channels distribution system? | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Draw the framework for selection of the best strategic alliances in sales and channel management – Illustrate with an example. | CO4 | A | 10 |
|  | b. | As a marketing consultant prepares a market research report illustrate the various steps and channels involved for an Ayurvedic deodorant to be launched by a leading consumer brand. | CO4 | C | 10 |
|  |  |  |  |  |  |
| 5. | a. | Define the term selection. Explain the selection process? How do you Compensate Sales Persons is different from employees of other departments in the organization”. Explain the reasons as per statement and also write various methods of Compensation. | CO5 | R | 10 |
|  | b. | List the steps involved in formulating sales strategy. Why is market analysis important for formulating the sales strategy? | CO5 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Write a note on Logistics management, Physical supply and Physical distribution. | CO5 | R | 10 |
|  | b. | The aim of training is to make the sales person more competent to the assigned job. How will you identify the training needs of a salesman? | CO5 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Write a short note on Inventory management and warehousing and its importance to sales and channel management. | CO6 | R | 10 |
|  | b. | Discuss merits and demerits of different transportation modes. Which factors influence selection of mode of transport? | CO6 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Examine any five functions of Warehouses with your own suitable examples. | CO6 | A | 10 |
|  | b. | Write a detailed note on ‘Indian Vs Global Retailing Scenario’in distribution strategies, with appropriate examples. | CO6 | R | 10 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | **Case Analysis:**  Snow White paper company is located in an agricultural belt about 300 kilo meters from a metro city. The company is into writing and printing papers. Its primary raw materials are wheat straw. Last year had a turnover of Rs. 134 crore on a volume of 45,000 tons of paper. While preparing the business plan for the current year, the top management was concerned with the following distribution issues that they want you to help resolve.  **Problem: Finished Goods Distribution**  The paper industry is dominated by selling agents who bring the manufacturer like Snow White and the buyer like printing /publishing companies, and note book makers, together. They make a commission of about 2% on all transactions. Some other points:   1. Snow White depends on about 110 agents to canvas business for it from the users. 2. The company sells about 23% of its paper directly to some government organizations. 3. The agent arranges for the buyer to pay the company for its produce by a advance demand draft. It is expected that the agent provides the credit support to the buyer. 4. Agent are not exclusive for Snow White and work for other paper mills also and normally play the mills against each other. They have a grip on the business and are reluctant to put the mill directly in touch with the buyers. 5. There is always an uncertainty and the orders and the price, which would be obtained on the orders-the company cannot plan its profits properly nor offer the best service to end users so that they always ask for Snow White.   **Question:**  How can you help Snow White become less depended on the selling agents and plan its sales and profitability better? How can they plan their customer service effort? | CO6 | E | 10 |
|  | b. | Examine the salesman recruitment and selection process in a large and a small company.Compare how the selection processes differ from each other. Examine the reasons for such difference. | CO6 | An | 10 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the role played by sales in a business. |
| CO2 | Apply the skills of a manager to handle sales and sales force. |
| CO3 | Analyse decisions related to channel partners and channel management. |
| CO4 | Develop clear cut views on the avenues for successful conduct of these two crucial channels that engage with ultimate consumers. |
| CO5 | Examine the nuances of sales force and channel management. |
| CO6 | Create the techniques of warehousing and Inventory management in a real hand scenario. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 20 | 20 |  |  |  |  | 40 |
| CO2 | 20 | 20 |  |  |  |  | 40 |
| CO3 | 20 | 20 |  |  |  |  | 40 |
| CO4 |  |  | 10 |  |  | 10 | 20 |
| CO5 | 10 | 10 |  |  |  |  | 20 |
| CO6 |  |  |  | 10 | 10 |  | 20 |
|  | | | | | | | **180** |

Graphical user interface, application

Description automatically generated with medium confidence

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3089** | **Duration** | **3hrs** |
| **Course Name** | **ADVANCED MARKETING OF SERVICES** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | What is Service Marketing? Explain its basic characteristics. | CO1 | R | 10 |
|  | b. | How important is it to understand consumer behavior in the marketing of services? | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain in detail the 7Ps of Services Marketing and its importance. | CO2 | U | 10 |
|  | b. | What is Lovelock’s classification of services systems in services marketing? | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the significance of positioning in services marketing; suggest a suitable positioning strategy for a marketer dealing with insurance services. | CO3 | A | 10 |
|  | b. | Discuss the various pricing strategies adopted for service products. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the SERVQUAL attributes with special reference to education institution. | CO4 | An | 10 |
|  | b. | Describe the challenges faced by the service firms in effectively deciding an integrated service marketing communication mix. | CO4 | R | 10 |
|  |  |  |  |  |  |
| 5. | a. | “Having a very effective marketing channel is a must for the success in fast moving consumer goods market”. Comment. | CO5 | A | 10 |
|  | b. | What is media mix? Discuss merits and demerits of various media with relevant examples. | CO5 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | What is meant by channel conflicts? What are the techniques to resolve these channel conflicts? | CO5 | U | 10 |
|  | b. | Define and highlight the importance of Integrated Marketing Communication (IMC) in present day’s business with example. Outline the IMC Planning Process. | CO5 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain how the "Service Quality Delivery" in financial products IS  improved by technology. Illustrate with examples.  Explain how the "Service Quality Delivery" in financial products IS  improved by technology. Illustrate with examples.  Prepare a detailed marketing plan for a hospital proposed to serve the low-income group and want to make a profit. | CO6 | C | 10 |
|  | b. | Explain how the “Service Quality Delivery” in financial products is improved by technology. Illustrate with examples. | CO6 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What is communication or promotion mix? Briefly discuss any 3 promotional channels used for the promotion of hospitality products. | CO6 | U | 10 |
|  | b. | Explain the meaning of service blue print. Give a relevant example with a diagram. | CO6 | R | 10 |
| **PART – B (1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | |  |  | | --- | --- | | **Case-Analysis** McDonald's is a leading international fast food restaurant chain with 30,000 restaurants spread across the globe. As per ACNielsen's Informal Eating Out (IEO) survey of branded food chains in India, McDonald's was found to be the leader in fast food chains. The caselet discusses the product strategy, pricing policy, and supply chain management practices of McDonald's in India. The caselet focuses on McDonald's emphasis on training and development of its employees. Finally, it describes the physical environment at McDonald's outlets and the promotional strategy followed by the company.**Issues:**  » Training and development of employees in service industry.  » Factors influencing pricing decisions in food retailing industry.   » Importance of physical evidence in food retailing business.  McDonald's is a leading international fast food restaurant chain with 30,000 restaurants spread across the globe. In India, it launched its operations in 1996, with two stores. It now has 54 restaurants with a daily inflow of 500,000 customers. |  |   It plans to add 15 more outlets by the end of 2004. As per the Informal Eating Out (IEO) survey involving the survey of branded food chains in India, conducted by ACNielsen, McDonald's was found to be the leader in fast food chains. Many factors can be attributed to the success of McDonalds Indian operations... **Questions:** **1.** The services marketing mix consists of three additional elements like people, process, and physical evidence apart from the traditional marketing mix elements such as product, price, promotion, and place. How McDonald was able to utilize these additional three elements to market its services? **2.** The proliferation of western fast-food chains such as McDonald's, Pizza Hut, Subway, and Dominos in the Indian market has only been a recent phenomenon. What are the reasons that have contributed to the increased popularity of western fast food chains in India? | CO6 | E | 10 |
|  | b. | Discuss the impact of privatization and globalization in educational services in India. | CO6 | A | 10 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **COURSE OUTCOMES** | | | | | | | |
| CO1 | Understand the framework of services development. | | | | | | | |
| CO2 | Analyze the nuances in service performance models building. | | | | | | | |
| CO3 | Examine New Service Development Stages. | | | | | | | |
| CO4 | Develop framework for analyzing the performance and managing service delivery. | | | | | | | |
| CO5 | Apply insights on Employee’s roles in Service Delivery. | | | | | | | |
| CO6 | Create roadmap for Customer’s role in service delivery. | | | | | | | |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | | |
| CO / P | | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | | 10 | 10 |  |  |  |  | 20 |
| CO2 | |  | 20 |  |  |  |  | 20 |
| CO3 | |  | 10 | 10 |  |  |  | 20 |
| CO4 | | 10 |  |  | 20 |  | 10 | 40 |
| CO5 | | 20 | 20 |  |  |  |  | 40 |
| CO6 | | 10 | 10 | 10 |  | 10 |  | 40 |
|  | | | | | | | | **180** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS2008** | **Duration** | **3hrs** |
| **Course Name** | **BASICS OF INDUSTRIAL ECONOMICS** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | |
| 1. | Give an example for variable resource. | | CO4 | U | | 1 |
| 2. | What is the term used to indicate the maximum MPP that corresponds to TPP curve. | | CO4 | R | | 1 |
| 3. | Define “Supply”. | | CO2 | R | | 1 |
| 4. | What is the other name for income theory? | | CO1 | R | | 1 |
| 5. | Choose the rational zone in a production function  Stage I b. Stage II c. Stage III | | CO4 | A | | 1 |
| 6. | Expand GNP. | | CO6 | U | | 1 |
| 7. | Which is the type of utility created during the processing of a commodity? | | CO1 | R | | 1 |
| 8. | Who is the price maker among the different types of market structure  (a) Monopoly (c) Monopolistic competition  (b) Oligopoly (d) Perfect competition | | CO5 | R | | 1 |
| 9. | What is ordinal utility? | | CO6 | U | | 1 |
| 10. | What is the reward paid for capital? | | CO4 | R | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | |
| 11. | Give a short note on least cost combination. | | CO4 | | An | 3 |
| 12. | Explain wealth definition of economics. | | CO1 | | U | 3 |
| 13. | Analyze the difference between microeconomics and macroeconomics. | | CO1 | | U | 3 |
| 14. | Summarize the characteristics of wants. | | CO2 | | An | 3 |
| 15. | Classify the goods based on supply and consumption. | | CO2 | | An | 3 |
| 16. | Differentiate continuous production function and discrete production function. | | CO4 | | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | | |
| 17. | a. | State the law of equi-marginal utility and explain different types of utility. | CO1 | | U | 6 |
|  | b. | Differentiate Marginal Cost and Marginal Revenue. Determine the optimum level of output. | CO4 | | E | 6 |
|  |  |  |  | |  |  |
| 18. | a. | Distinguish necessities and luxuries with a suitable example. | CO1 | | E | 6 |
|  | b. | Illustrate the shift in supply curve and explain the factors affecting the shift in supply. | CO2 | | U | 6 |
|  |  |  |  | |  |  |
| 19. | a. | Define the law of demand and explain the movement along the demand curve. | CO2 | | R | 6 |
|  | b. | Assume that a company purchased an equipment at a cost of Rs. 1,00,000 having a useful life of 6 years at which it will be sold for Rs. 8,000. Calculate depreciation using different methods. | CO6 | | An | 6 |
|  |  |  |  | |  |  |
| 20. | a. | Briefly narrate the importance and measurement of elasticity of demand. | CO2 | | R | 6 |
|  | b. | Explain the degrees of price elasticity of demand. | CO2 | | U | 6 |
|  |  |  |  | |  |  |
| 21. | a. | Find the optimum value of Z = X2 + Y2 – 5XY + 4X +2Y subject to the constraint Y =–2X + 100 by using the Substitution method of constrained optimization. | CO5 | | R | 6 |
|  | b. | Total cost function of a firm that produces its product is given as TC = 3X2 + 6Y2 – XY subject to the constraint X + Y = 20. Find out the optimum combination using the Lagrange method of constrained optimization. | CO5 | | An | 6 |
|  |  |  |  | |  |  |
| 22. | a. | Explain on the different relationships in laws of return. | CO4 | | A | 6 |
|  | b. | Estimate the cost function, TC = 500 – 80Y + 2Y2 + 1.5Y3+Y4 | CO3 | | An | 6 |
|  |  |  |  | |  |  |
| 23. | a. | Explain the concepts of national income. | CO6 | | U | 6 |
|  | b. | Elaborate the types of Inflation. | CO6 | | A | 6 |
| **COMPULSORY QUESTION** | | | | | | |
| 24. | a. | Elucidate the types of costs with graphs. | CO3 | | U | 6 |
|  | b. | Explain the three stages of production function with graph. | CO4 | | U | 6 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | To gain knowledge on basic concepts of economics. |
| CO2 | To understand the importance of demand and supply. |
| CO3 | To understand the factors affecting costing of a product. |
| CO4 | To gain knowledge on ways to maximize revenues and profits. |
| CO5 | To gain knowledge on the structure and types of markets. |
| CO6 | To evaluate a problem based on the theories of economics. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 2 | 12 | - | - | 6 | - | 20 |
| CO2 | 13 | 12 | - | 6 | - | - | 31 |
| CO3 | - | 6 | - | 6 | - | - | 12 |
| CO4 | 2 | 10 | 7 | 3 | 6 | - | 28 |
| CO5 | 7 | - | - | 6 | - | - | 13 |
| CO6 | - | 8 | 6 | 6 | - | - | 20 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS2014** | **Duration** | **3hrs** |
| **Course Name** | **CONSTITUTION OF INDIA** | **Max. Marks** | **100** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | |
| 1. | Four Chief Commissioners Provinces were added for Constituent Assembly. Identify them. | | CO1 | U | | 1 |
| 2. | Enumerate from where the constitution derives it power from? | | CO1 | R | | 1 |
| 3. | Define the word egalitarian society. | | CO2 | R | | 1 |
| 4. | Identify the term that describes “No religion” in the preamble of constitution. | | CO2 | R | | 1 |
| 5. | Discover the Article numbers of Indian Constitution that tell about the “Right against exploitation”. | | CO3 | U | | 1 |
| 6. | From the list of fundamental rights by the 44th constitutional amendment, one right was removed. Name it. | | CO3 | R | | 1 |
| 7. | Cite in which part of the Indian Constitution are fundamental duties included. | | CO4 | U | | 1 |
| 8. | Identify the Judicial powers of the President. | | CO4 | R | | 1 |
| 9. | The Panchayat Raj system is a three tier system. Identify the apex body. | | CO5 | U | | 1 |
| 10. | Identify the aim of Election Commission of India. | | CO6 | U | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | |
| 11. | Explain Constitution and its significance for our country. | | CO1 | | An | 3 |
| 12. | Identify the role of Constitution in relationship between the Government and its people. | | CO2 | | U | 3 |
| 13. | Explain the statement that “Right to property” is not regarded as a fundamental right. | | CO3 | | An | 3 |
| 14. | Illustrate the Directive Principles of the State Policy. | | CO4 | | U | 3 |
| 15. | Differentiate the Local self-government and local government. | | CO5 | | An | 3 |
| 16. | Explain the term negative/neutral voting. | | CO6 | | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | | |
| 17. |  | Explain the history of Constitution of India in detail and also explain the framing of constitution. | CO1 | | U | 12 |
| 18. | a. | Describe the terms “Sovereign”, ”Democratic”, ”Republic”, ”Secularism” and “Socialist” as mentioned in the preamble. | CO2 | | R | 7 |
|  | b. | Define the brief introductory statement of the preamble to Constitution of India | CO2 | | U | 5 |
| 19. | a. | “Right to Freedom of Religion” is important in a country like India. Discuss | CO3 | | U | 6 |
|  | b. | The Indian Constitution has granted 6 different freedoms. Describe the various freedoms. | CO3 | | R | 6 |
| 20. |  | Explain the powers and functions of the Parliament. | CO4 | | U | 12 |
| 21. | a. | List the members of Municipal Corporation. Describe the obligatory and discretionary function of municipal corporation. | CO5 | | R | 7 |
|  | b. | Differentiate between Gram panchayat, Panchayat Samiti and Zila Parishad. | CO5 | | U | 5 |
| 22. | a. | Describe the key functions of the ECI. | CO6 | | R | 5 |
|  | b. | List the different Constitutional provisions of the Election Commission of India. | CO6 | | R | 3 |
|  | c. | Explain the administrative powers of the Election Commission of India. | CO6 | | U | 4 |
| 23. |  | List the qualifications and disqualifications for being elected as a member of Parliament. | CO4 | | R | 12 |
| **COMPULSORY QUESTION** | | | | | | |
| 24. | a. | Summarize a note on Socialist principles of DPSP. | CO4 | | U | 6 |
|  | b. | Summarize a note on Gandhian principles of DPSP. | CO4 | | U | 6 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **COURSE OUTCOMES** | | | | | | | |
| CO1 | Understand the premises informing the twin themes of liberty and freedom from a civil right perspective. | | | | | | | |
| CO2 | Discovering the preamble that provides the guidelines of the Constitution. | | | | | | | |
| CO3 | Illustrate state and central policies, fundamental duties. | | | | | | | |
| CO4 | Considering the ideals that the State should keep in mind while formulating policies and enacting laws. | | | | | | | |
| CO5 | Relate powers and functions of Muncipalities, Panchayats and Co-operative Societies. | | | | | | | |
| CO6 | Examine electoral process, special provisions. | | | | | | | |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | | |
| CO / P | | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | | 1 | 13 |  | 3 |  |  | 17 |
| CO2 | | 9 | 8 |  |  |  |  | 17 |
| CO3 | | 6 | 8 |  | 3 |  |  | 17 |
| CO4 | | 13 | 28 |  |  |  |  | 41 |
| CO5 | | 7 | 6 |  | 3 |  |  | 16 |
| CO6 | | 8 | 8 |  |  |  |  | 16 |
|  | | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **MS206/18MS2003** | **Duration** | **3hrs** |
| **Course Name** | **ENTREPRENEURSHIP AND IPR** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Write a reason which motivated people to start their own business. | | CO1 | R | 1 |
| 2. | Tata Motors manufactures heavy vehicle trucks and also, they involve in manufacturing cars. Recall what type of diversification project strategy is used by them. | | CO2 | R | 1 |
| 3. | Define innovating entrepreneur. | | CO1 | R | 1 |
| 4. | Infer the sentence and identify the project type:  ABC company’s original product was plant pots, they are now selling seeds for many varieties of herbs and flowers. | | CO2 | U | 1 |
| 5. | State the meaning of Refinancing. | | CO3 | U | 1 |
| 6. | Visualize the concept of Break-Even analysis with a graph. | | CO3 | R | 1 |
| 7. | Recall an example for any IP disputes. | | CO4 | R | 1 |
| 8. | Express the full form of WIPO. | | CO4 | R | 1 |
| 9. | How long is a patent valid in India? | | CO5 | U | 1 |
| 10. | Infer the statement: WTO Approves Partial Patent Waiver For COVID-19 Vaccines. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | List out the characteristics of Entrepreneur. | | CO1 | An | 3 |
| 12. | Show the criteria for project classification. | | CO2 | U | 3 |
| 13. | List the different types of Ratios. | | CO3 | An | 3 |
| 14. | Write few financial institutions that provide monetary support to small scale entrepreneurs. | | CO4 | Ap | 3 |
| 15. | Compare provisional and complete specification in patent filing process. | | CO5 | An | 3 |
| 16. | Identify the authority or the administration office who will issue the GI tags in India. | | CO6 | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No 17 to 23, Q.No 24 is Compulsory)** | | | | | |
| 17. | a. | Explain the types of Entrepreneurships and its nature. | CO1 | U | 6 |
|  | b. | Compare and Contrast Entrepreneur and Intrapreneur. | CO1 | U | 6 |
| 18. | a. | Discuss the stages involved in project life cycle development. | CO2 | U | 8 |
|  | b. | List out the contents in project report. | CO2 | R | 4 |
| 19. | a. | Show the importance of feasibility study and explain the importance of technical feasibility. | CO2 | U | 8 |
|  | b. | Review the various types of investments. | CO2 | U | 4 |
| 20. | a. | Estimate the various objectives of National IPR policy. | CO6 | U | 6 |
|  | b. | List few IP Facilitation Centers of Industry Organizations. | CO6 | Ap | 6 |
| 21. | a. | Discuss about Patent law and its importance in protecting the IP. | CO4 | U | 6 |
|  | b. | Show the organizational details of the Intellectual Property Office in India. | CO6 | U | 6 |
| 22. |  | Determine the importance of geographical indications, its laws, and conclude with some products from Tamilnadu which got GI mark. | CO6 | Ap | 12 |
| 23. | a. | Show the steps involved in patent filling process. | CO4 | U | 8 |
|  | b. | Discuss with a case study on Patent dispute happened between two major companies. | CO4 | U | 4 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Discuss how has a software patent been defined and also explain some of the important issues concerning software patenting. | CO6 | U | 6 |
|  | b. | Differentiate the following   1. Trademark and Trade secret. 2. License and Copyright. 3. Authorized User and Producer. | CO5 | U | 6 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **COURSE OUTCOMES** | | | | | | | |
| CO1 | The concept, characteristics and role of entrepreneur. | | | | | | | |
| CO2 | The preparation of project report and project cost estimates. | | | | | | | |
| CO3 | The impact of government actions in entrepreneurship development. | | | | | | | |
| CO4 | Learn the procedure for registration of Patent, Copyright and Trademark. | | | | | | | |
| CO5 | Learn to create new and better products for customers. | | | | | | | |
| CO6 | Learn to create an avenue for financial incentive by selling or licensing to the creator of intellectual property. | | | | | | | |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | | |
| CO / P | | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | | 2 | 12 | - | 3 | - | - | 17 |
| CO2 | | 5 | 24 | - | - | - | - | 29 |
| CO3 | | 1 | 1 | - | 3 | - | - | 5 |
| CO4 | | 2 | 18 | 3 | - | - | - | 23 |
| CO5 | | - | 7 | - | 3 | - | - | 10 |
| CO6 | | - | 22 | 18 | - | - | - | 40 |
|  | | | | | | | | **124** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **20MS3013** | **Duration** | **3hrs** |
| **Course Name** | **MANAGEMENT INFORMATION SYSTEM** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | What are the Reports required in a Sales Department and explain the use of those reports in detail? | CO1 | A | 10 |
|  | b. | Analyse the importance of MIS-Finance system in a manufacturing unit? | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | What are the Reports required in a Hospital and explain the use of those reports in detail? | CO1 | A | 10 |
|  | b. | Explain in detail Relational Data Base Management System (RDBMS) and Data warehousing? | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | Create an Entity Relationship Diagram for Employee attendance and Payroll system and Explain in detail? | CO2 | C | 10 |
|  | b. | Create / List out the menus and sub menus in an Enterprise Resource Planning (ERP) for HR management system? | CO2 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Create / List out the menus and sub menus in an Enterprise Resource Planning (ERP) for Marketing management system? | CO3 | C | 10 |
|  | b. | List out the benefits of Enterprise Resource Planning (ERP)? | CO3 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyse the importance and benefits of Information systems to management? | CO4 | A | 10 |
|  | b. | Explain – TPS (Transaction Processing System), MIS (Management Information System) and Group Decision Support System (GDSS) | CO4 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Vulnerability in Software system – Explain in detail? | CO4 | R | 10 |
|  | b. | Discuss in detail – Why a system became vulnerable? | CO5 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Evaluate the impact of a vulnerability incident – Describe with examples. | CO5 | E | 10 |
|  | b. | Explain the following in detail with examples   1. Cyber Theft 2. Piracy | CO5 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Define E-Commerce and explain the components of E-Commerce? | CO6 | U | 10 |
|  | b. | Write down about the threats, attacks and mitigation plans in an E-Commerce environment? | CO6 | U | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | ABC is an engineering unit; manufacturing steel alloy spares and supplies the steel alloy spares to the company called DEF.  ABC always stands for its excellence in their quality and timely delivery.  ABC company runs in three shifts and most of the employees are using the transportation provided by the company.  The floor supervisor found that the A-shift team's production is reduced by 40% and also, a set of employees are punching late on that shift regularly while entering to the shift.  Due to the above issue the delivery of the steel alloy spares to the company DEF is delayed. This issue brought to the management's notice and the management is very much worried. The ABC management would like to take necessary action to increase the production up to the mark immediately.  If you are appointed as a senior person responsible: -  **Identify the issue, Analyse the Issue, Possible causes, Feasible Causes, Arrive a solution, Take a decision and implement the decision to fix the issue.** | CO1 | C&A | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Describe and apply the fundamental concepts of information systems. |
| CO2 | Develop the knowledge about management of information systems. |
| CO3 | Interpret and recommend the use information technology to solve business problems. |
| CO4 | Apply a framework and process for aligning organization’s IT objectives with business strategy. |
| CO5 | Articulate role of System security in Management Information Systems in organizations |
| CO6 | Distinguish the business needs for e-commerce and the Internet. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  |  | 10 | 20 | 10 | 10 | 50 |
| CO2 | 10 |  |  |  |  | 20 | 30 |
| CO3 |  | 10 |  |  |  | 10 | 20 |
| CO4 | 20 |  | 10 |  |  |  | 30 |
| CO5 | 10 |  | 10 |  | 10 |  | 30 |
| CO6 |  | 10 |  | 10 |  |  | 20 |
|  | | | | | | | **180** |



|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3034** | **Duration** | **3hrs** |
| **Course Name** | **LEARNING AND DEVELOPMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **Course Outcome** | **Bloom’s Level** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain in detail the various theories of Learning. | CO1 | U | 10 |
|  | b. | How do you conduct the Training Need Assessment of a company in the service sector? | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain ADDIE Model with examples. | CO2 | C | 10 |
|  | b. | Design a Manager model and explain each step you would take. | CO2 | E | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the concept of Mager and Pipe Model of Performance Gap Analysis. | CO3 | E | 10 |
|  | b. | Design a competency model for any Job you prefer with diagrammatic representation. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | How Bloom’s Taxonomy is applied in Learning. | CO4 | R | 10 |
|  | b. | Explain the concept of Gagne’s Instructional Design. | CO4 | E | 10 |
|  |  |  |  |  |  |
| 5. |  | List the various methods of Management Development Programmes. | CO5 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Discuss Elaboration theory and Merrill’s Components display theory. | CO4 | U | 20 |
|  |  |  |  |  |  |
| 7. |  | Describe Kirkpatrick’s Model of Learning Analysis. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Analyze the various approaches to Employee Development Programmes. | CO6 | An | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | “WTL” a textile manufacturing unit located in the city of Jaipur. The Organization is specialized in shirting and suiting particularly the supplies that are done in Rajasthan only. The Organization is run by the CEO who is commonly known for well educated, experienced businessman with a humane approach. Mr.Gabriel CEO “WTL” considered the employees as a competitive advantage of his organization and want to keep the workforce always updated to face the challenges from their competitors. Training and development have become a major activity in the organization. Employees are trained by well-versed trainers in that area. The organization also encourages the employees to do further studies as part of the career development programme. Mr.Gabriel one day decided to hand over the charge to his son Mr.Joel. One day Mr.Joel reduced the workforce by 30%.He was not in a position to listen to anybody. On the other hand, the employees who were waived from “WTL” joined with the competitors with a better package.  How did you judge the actions taken by Mr.Joel to reduce the cost of labour was it really a successful one? | CO6 | U | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Recognize the importance of learning theories and the need for training and development for employees. |
| CO2 | Summarize different types of training and its suitability and training process. |
| CO3 | Identify the training needs of the employees. |
| CO4 | Design and develop the training programs for employees. |
| CO5 | Illustrate the implementation and evaluation of the training imparted to the employees. |
| CO6 | Appraise the learners’ capability using the various tools and thereby create appropriate training application and Portals. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 | 10 |  |  |  |  | 20 |
| CO2 |  |  |  |  | 10 | 10 | 20 |
| CO3 |  | 10 |  |  | 10 |  | 20 |
| CO4 | 10 | 20 |  |  |  | 10 | 40 |
| CO5 | 20 | 20 |  |  |  |  | 40 |
| CO6 | 20 |  |  | 20 |  |  | 40 |
|  | | | | | | | **180** |