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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)**  **(Answer all the questions)** | | | | | |
| 1. | Define Cost Accounting. | | CO1 | R | 1 |
| 2. | State any one type of cost accounting | | CO1 | R | 1 |
| 3. | Explain the principle of marginal costing | | CO1 | U | 1 |
| 4. | Give the meaning of cost ascertainment | | CO2 | A | 1 |
| 5. | Describe Accounting Costs | | CO2 | U | 1 |
| 6. | Clarify the meaning of classification of cost. | | CO2 | U | 1 |
| 7. | Name any one type of classification of cost by Normality. | | CO3 | R | 1 |
| 8. | Distinguish between Fixed and Variable cost. | | CO3 | U | 1 |
| 9. | Show any one item which is classified as direct material. | | CO2 | A | 1 |
| 10. | State the meaning of selling overhead. | | CO2 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Highlight the three significant elements of cost as far as the manufacturing industries are concerned. | | CO1 | R | 3 |
| 12. | Comment on the features of cost accounting | | CO1 | U | 3 |
| 13. | Distinguish between Accounting and Economic costs. | | CO2 | U | 3 |
| 14. | Outline the five main types of costs that make up your total project cost. | | CO2 | U | 3 |
| 15. | Define Break Even Analysis with an example | | CO3 | R | 3 |
| 16. | Demonstrate the advantages of Job Costing | | CO3 | 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. |  | Summarize the scope of cost accounting. | CO1 | U | 12 |
|  |  |  |  |  |  |
| 18. | a. | Demonstrate the features of service costing | CO2 | A | 6 |
|  | b. | Outline the types of service costing | CO2 | U | 6 |
|  |  |  |  |  |  |
| 19. | a. | Explain the objectives of cost accounting | CO1 | U | 6 |
|  | b. | Show the limitations of cost accounting | CO1 | A | 6 |
|  |  |  |  |  |  |
| 20. |  | Produce the essential requisites of a good costing system. | CO3 | A | 12 |
|  |  |  |  |  |  |
| 21. | a. | Outline the types of process costing. | CO2 | U | 6 |
|  | b. | Demonstrate the steps of process costing. | CO2 | A | 6 |
|  |  |  |  |  |  |
| 22. |  | Examine the steps involved in writing a project outline while preparing a project report. | CO3 | An | 12 |
|  |  |  |  |  |  |
| 23. | a. | Categorize the elements of cost which helps in preparing the cost sheet. | CO2 | An | 6 |
|  | b. | Show the steps involved in the preparation of cost sheet. | CO2 | A | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Organize the key issues in making investment decisions and the methods available in helping the management to take decisions for investing in a project. | CO3 | A | 12 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | To know and apply the cost concepts in real life projects. |
| CO2 | Project costing knowledge gives the students a practical and foreseeing insight in their area of employment. |
| CO3 | It enables them to have an awareness on cost consciousness and helps them to take cost effective decisions. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 5 | 22 | 6 |  |  |  | 33 |
| CO2 | 1 | 20 | 20 | 6 |  |  | 47 |
| CO3 | 4 | 1 | 27 | 12 |  |  | 44 |
|  | | | | | | | **124** |



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| **Course Code** | **16MS3046/18MS3058** | **Duration** | **3hrs** |
| **Course Name** | **MANAGING EMPLOYEE PERFORMANCE** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Discuss the factors responsible for performance and individual development plans analysis? | CO1 | U | 10 |
|  | b. | Define performance planning. Explain the approaches and advantages of performance planning. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the criteria’s for performance measurement and process of performance management pathway. | CO1 | An | 10 |
|  | b. | Define HR Accounting. Briefly explain its objectives and advantages. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Define a HR Scorecard? Explain the factors measured within it. | CO2 | U | 10 |
|  | b. | Discuss the principles of developing a competency framework and steps involved in it. | CO2 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Define competency mapping. Elucidate the steps and methods involved in competency mapping. | CO2 | U | 10 |
|  | b. | Explain the DISC theory and its advantages. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | List out and explain the tools used by the organizations for performance appraisals of their employees. | CO3 | U | 10 |
|  | b. | Write a note on strategies for effective performance management. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | List out and explain the tools used by the organizations for performance appraisals of their employees. | CO3 | U | 10 |
|  | b. | Write a note on strategies for effective performance management. | CO3 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Give a summary on coaching, and explain the key elements of coaching. | CO3 | U | 10 |
|  | b. | Explain on transcultural human resource management and cultural globalization. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Write a note on measuring Human Resource cost efficiency and give the reasons for it. | CO3 | U | 10 |
|  | b. | Explain the performance appraisal programs. Give the reasons why performance feedbacks are important. | CO2 | U | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Compulsory**:  Under the reign of its for­mer CEO, Jack Welsh, Gen­er­al Elec­tric was the most well-known pro­po­nent of annu­al per­for­mance rat­ings and forced dis­tri­b­u­tion curves. For decades, GE oper­at­ed a ‘rank and rank’ sys­tem, where­by employ­ees were appraised and rat­ed once a year, fol­low­ing which the bot­tom 10% were fired. Not exactly a recipe for employ­ee engagement.  In 2015, GE announced that it was replac­ing this approach with frequent feedback and reg­u­lar con­ver­sa­tions called ‘touchpoints’ to review progress against agreed near-term goals. This is sup­port­ed by an online and mobile app, sim­i­lar to our own Clear Review performance management tool, which enables employ­ees to cap­ture progress against their goals, give their peers feed­back and also request feedback.  Man­agers will still have an annu­al sum­ma­ry with employ­ees, look­ing back at the year and set­ting goals, but this con­ver­sa­tion will be more about stand­ing back and dis­cussing achieve­ments and learn­ings, and much less fraught than annu­al reviews. |  |  |  |
|  | a. | To what extent does personal development influence employee performance? | CO2 | A | 5 |
|  | b. | Discuss the role of compensation influence on employee performance contribution. | CO2 | A | 5 |
|  | c. | Discuss the role of employee performance on institution performance. | CO1 | U | 5 |
|  | d. | Discuss the role of performance management systems in institutional development. | CO4 | U | 5 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Thoroughly transpire the nuances of employee performance management. |
| CO2 | Create templates and models to measure performance. |
| CO3 | Plan, execute and monitor individual performance and generate reports. |
| CO4 | Familiarize with the latest trends and technological support for managing performance. |



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| **Course Code** | **16MS3051/18MS3063** | **Duration** | **3hrs** |
| **Course Name** | **TRAINING AND DEVELOPMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Discuss the concept of ADDIE. | CO1 | C | 10 |
|  | b. | Determine the different models of the Training Department. | CO1 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Examine the concept of Mager and Pipe Model of Performance Gap Analysis. | CO2 | An | 10 |
|  | b. | Outline the importance of Competency Modeling. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | How Bloom’s Taxonomy is applied in Learning? | CO3 | R | 10 |
|  | b. | Explain the concept of Gagne’s Instructional Design. | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | List the various methods of Management Development Programmes | CO4 | R | 10 |
|  | b. | Describe Kirkpatrick’s Model of Learning Analysis. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 5. |  | Identify the impact of the organization’s Vision, Mission and Values on training. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Discuss Elaboration theory and Merrill’s Components display theory. | CO3 | U | 20 |
|  |  |  |  |  |  |
| 7. |  | Analyze the various types of evaluation designs | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Elaborate on training need analysis. | CO2 | C | 20 |
|  |  |  |  |  |  |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | One Monday morning Sanjay Nagpal, a recent recruit from a reputed management institute in Chennai walked into the sales office at manipal as a new sales trainee. Raghavan the zonal sales manager for a large computer hardware firm was there to greet him. Raghavan’s job consisted of overseeing the work of sales officers, field executives and trainee salesman numbering over 50 of three areas namely manipal, Bangalore. Trivandrum. The sales growth of computers, parts and other office equipments in his area was highly satisfactory, especially in recent years - thanks to the developmental initiatives taken by respective state government in spreading computer education in office, schools, college, banks and other institutions. Raghavan had collected several sales reports, catalogues, and pamphlets describing in detail the types of office equipment sold by the company. After a pleasure chat about their backgrounds, Raghavan gave sanjay the collected material and showed him to his assigned desk. Thereafter Rahavan excused himself and did not return. Sanjay spent the whole day scanning the material and at 5.00 P.m. he picked up his things and went home.  **Question**   1. What do you think about Raghavan’s approach for training Programme? | CO4 | R | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Student will have a good understanding on identifying the training needs of the employees. |
| CO2 | Students learn to design, develop the training programs for employees. |
| CO3 | Students are exposed to the implementation and evaluation of the training imparted to the employees. |
| CO4 | Students learn the theoretical underpinnings of adult learning or androgyny. |

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



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)**  **(Answer all the questions)** | | | | | |
| 1. | Name the author of Situational Leadership Theory. | | CO1 | R | 1 |
| 2. | Define organizational culture. | | CO1 | R | 1 |
| 3. | Identify the process in which gathering information about events and their relationships within an organization's internal and external environments. | | CO2 | U | 1 |
| 4. | State the importance of accountability. | | CO2 | R | 1 |
| 5. | Which type of leadership involves everyone in the decision-making process? | | CO3 | R | 1 |
| 6. | Write any two ethical issues facing in day-to-day life. | | CO3 | A | 1 |
| 7. | Identify the objective of mentoring. | | CO4 | R | 1 |
| 8. | List the qualities of a good communicator. | | CO4 | R | 1 |
| 9. | Compare moral and ethics. | | CO5 | U | 1 |
| 10. | Define work ethics. | | CO6 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Differentiate Task Behavior and Relationship Behavior. | | CO1 | An | 3 |
| 12. | Compute the capabilities required for an effective approach of a leader. | | CO2 | A | 3 |
| 13. | Write the importance of ethical decision making in Business. | | CO3 | A | 3 |
| 14. | Describe how leaders work towards goal achievement. | | CO4 | R | 3 |
| 15. | Discuss the benefits of workplace ethics. | | CO5 | U | 3 |
| 16. | Illustrate the factors influencing the Business Ethics. | | 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. | Appraise on Transactional Leadership. Is it still effective? | CO1 | E | 6 |
|  | b. | Determine the characteristics of Charismatic Leadership theory. | CO1 | A | 6 |
| 18. | a. | Explain the traits of ethical leaders for organizational achievement with an example. | CO2 | An | 8 |
|  | b. | Infer the impact of attitude and behavior in effective ethical approach. | CO2 | U | 4 |
| 19. | a. | Analyze the largest ethical challenges that businesses are currently facing. | CO3 | An | 6 |
|  | b. | Discuss the habits of effective Ethical Leaders. | CO3 | U | 6 |
| 20. |  | Explain the role of mentoring the team members and discuss its types. | CO4 | A | 12 |
| 21. |  | The fatal launching of space shuttle “Challenger” in 1985 resulted from a disorganized sequence of economic considerations, political pressures and scheduling backlogs. The reality of a failed booster joint seal design took a back seat to these considerations, despite the protestations of design engineer and others. Ethical issues raised by the case involve engineering responsibility versus management decision making, as well as the ethics of post-hoc whistle blowing and negligence in design.   1. Observe the moral and ethical lessons we can learn from the space shuttle challenger tragedy. 2. Explain how the principal actors of the space shuttle challenger project behaved as responsible experimenters within the framework of the engineering. | CO5 | An | 12 |
| 22. |  | Express the development Strategy formulation to meet current and future organizational needs and their role in enhancing organizational competence. | CO1 | C | 12 |
| 23. | a. | Examine the major ethical issues that business faces today. Discuss them with suitable examples. | CO4 | A | 6 |
|  | b. | Explain the importance of ethics in business. | CO4 | A | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Justify the impact of best practice in ethical standard of SA8000 framework. | CO6 | E | 6 |
|  | b. | Evaluate the impact of failure to meet the ethical considerations of the business in a fast-moving global environment. | CO6 | E | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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 operation 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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 2 | - | 6 | 3 | 6 | 12 | 29 |
| CO2 | 1 | 5 | 3 | 8 | - | - | 17 |
| CO3 | 1 | 6 | 4 | 6 | - | - | 17 |
| CO4 | 5 | - | 24 | - | - | - | 29 |
| CO5 | - | 4 | - | 12 | - | - | 16 |
| CO6 | 1 | 3 | - | - | 12 | - | 16 |
|  | | | | | | | **124** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)**  **(Answer all the questions)** | | | | | |
| 1. | List the need of Industrial Management. | | CO1 | R | 1 |
| 2. | Define productivity. | | CO1 | R | 1 |
| 3. | Define the term Work study. | | CO2 | R | 1 |
| 4. | Recall the techniques which are used for work measurement. | | CO2 | R | 1 |
| 5. | Define Actual Working area. | | CO3 | R | 1 |
| 6. | Define two handed process chart. | | CO3 | R | 1 |
| 7. | Recall the formula to calculate Normal time. | | CO4 | R | 1 |
| 8. | Define Time study. | | CO4 | R | 1 |
| 9. | Define Ergonomics. | | CO5 | R | 1 |
| 10. | Review on “Computer based ergonomics”. | | CO5 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Compute the labour productivity if the production output is Rs 5,000 and the labour input is Rs 1000. | | CO1 | A | 3 |
| 12. | List the charts of method study. | | CO2 | R | 3 |
| 13. | Compare memo motion and micro motion study. | | CO3 | U | 3 |
| 14. | List the significance of work measurement Techniques. | | CO4 | R | 3 |
| 15. | Quote the principles of system approach to Ergonomics model. | | CO5 | R | 3 |
| 16. | Describe the concept of lean and six sigma. | | 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 Evolution and Development of Industrial Revolution in detail. | CO1 | U | 6 |
|  | b. | Summarize the factors affecting productivity. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 18. |  | Analyze the operation process chart in detail. Discuss its advantages and limitations. | CO2 | An | 12 |
|  |  |  |  |  |  |
| 19. |  | Illustrate about “Effective Therbligs” with suitable examples. | CO3 | A | 12 |
|  |  |  |  |  |  |
| 20. |  | Analyze Predetermined Motion Time study (PMTS) and Method Time Measurement (MTM) in detail. | CO4 | An | 12 |
|  |  |  |  |  |  |
| 21. |  | Discuss on stress in human body and their consequences due to poor ergonomics. | CO5 | U | 12 |
|  |  |  |  |  |  |
| 22. |  | Determine the partial, total factor and total productivity values given the output produced and inputs consumed for a particular type of a manufacturing organization.   * Output = Rs 3000.00 * Labour input = Rs 600.00 * Material input = Rs 300.00 * Capital input = Rs 800.00 * Energy input = Rs 150.00 * Other expenses input = Rs 75.00 | CO1 | A | 12 |
|  |  |  |  |  |  |
| 23. | a. | Illustrate the Characteristics of Man-Machine system. | CO5 | U | 6 |
|  | b. | Express the benefits of Ergonomics. | CO5 | U | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Summarize the evolution of Agile manufacturing along with the fundamental principles and values. | CO6 | U | 6 |
|  | b. | Describe the elements of total quality management. | CO6 | U | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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 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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 2 | 12 | 15 | - | - | - | 29 |
| CO2 | 5 | - |  | 12 | - | - | 17 |
| CO3 | 2 | 3 | 12 |  | - | - | 17 |
| CO4 | 5 | - | - | 12 | - | - | 17 |
| CO5 | 4 | 25 | - | - | - | - | 29 |
| CO6 | - | 15 | - | - | - | - | 15 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

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| **Q. No.** | **Questions** | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | |
| 1. | Define Entrepreneurship. | CO1 | R | 1 |
| 2. | List few qualities of Entrepreneur. | CO1 | R | 1 |
| 3. | Outline the key components of project management. | CO2 | U | 1 |
| 4. | Define project management. | CO2 | R | 1 |
| 5. | Outline the function of District Industries Centres. | CO3 | U | 1 |
| 6. | List few private sector banks. | CO3 | R | 1 |
| 7. | Define patent. | CO4 | R | 1 |
| 8. | Speciify the differences between provisional and complete specification. | CO4 | R | 1 |
| 9. | Outline the advantages of licensing and technology transfer. | CO5 | U | 1 |
| 10. | List any two GI tags in India. | CO5 | R | 1 |

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| **PART – B (6 X 3 = 18 MARKS)** | | | | |
| 11. | Compare Entrepreneur and Intrapreneur. | CO1 | An | 3 |
| 12. | Outline the stages of project management. | CO2 | U | 3 |
| 13. | Compare public and private sector banks. | CO3 | An | 3 |
| 14. | List the various types of intellectual property. | CO4 | R | 3 |
| 15. | Interpret the scope of patent rights. | CO5 | U | 3 |
| 16. | Outline the salient features of biodiversity act. | CO6 | U | 3 |

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| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.no 17 to 23)** | | | | | |
| 17. |  | Interpret the role of entrepreneurship in economic development. | CO1 | U | 12 |
|  |  |  |  |  |  |
| 18. |  | Examine project life cycle and its stages in detail. | CO2 | An | 12 |
|  |  |  |  |  |  |
| 19. |  | Illustrate the role of DICS and SISIs in entrepreneurial development. | CO3 | U | 12 |
|  |  |  |  |  |  |
| 20. |  | Examine the various types of IPs and outline the procedure for patent grant. | CO4 | An | 12 |
|  |  |  |  |  |  |
| 21. |  | Appraise the various types of patent licensing with suitable examples. | CO5 | E | 12 |

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| 22. |  | Appraise the need of feasibility and financial analysis in detail. | CO2 | E | 12 |
|  |  |  |  |  |  |
| 23. |  | Outline the procedure for grants of patents. | CO4 | U | 12 |
|  |  | **Compulsory:** | | | |
| 24. |  | Appraise the new development ideas in IPR with a case study example. | CO6 | E | 12 |

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|  | **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. |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 2 | 12 | - | 3 | - | - | 17 |
| CO2 | 1 | 4 | - | 12 | 12 | - | 29 |
| CO3 | 1 | 13 | - | 3 | - | - | 17 |
| CO4 | 5 | 12 | - | 12 | - | - | 29 |
| CO5 | 1 | 4 | - | - | 12 | - | 17 |
| CO6 | - | 3 | - | - | 12 | - | 15 |
|  | | | | | | | **124** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | What is the other name for price theory? | | CO1 | R | 1 |
| 2. | Define “Demand” | | CO2 | R | 1 |
| 3. | Give an example for fixed resource. | | CO4 | U | 1 |
| 4. | Which is the type of utility created during storage of a commodity. | | CO1 | R | 1 |
| 5. | Who is the price taker among the different types of market structure?  (a) Monopoly (c) Monopolistic competition  (b) Oligopoly (d) Perfect competition | | CO5 | R | 1 |
| 6. | What is the term used to indicate the conversion of inputs into output | | CO4 | R | 1 |
| 7. | Expand GDP. | | CO6 | U | 1 |
| 8. | What is expansion path? | | CO4 | R | 1 |
| 9. | Choose the rational zone in a production function  Stage I b. Stage II c. Stage III | | CO4 | A | 1 |
| 10. | What is deflation? | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Give a short note on perfect competition and imperfect markets. | | CO5 | An | 3 |
| 12. | Explain growth definition of economics. | | CO1 | U | 3 |
| 13. | Analyse the difference between iso-product curve and budget line. | | CO4 | U | 3 |
| 14. | Summarize the different types of utility. | | CO1 | An | 3 |
| 15. | Elucidate Law of Equi-marginal utility. | | CO1 | An | 3 |
| 16. | Differentiate long-run production function and short-run 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. | Explain the law of diminishing marginal utility with its assumptions and limitations. | CO1 | U | 6 |
|  | b. | Summarize the three stages of production function with graph. | CO4 | R | 6 |
| 18. | a. | Define the law of supply and explain the movement along the supply curve. | CO2 | R | 6 |
|  | b. | Illustrate the shift in supply curve and explain the factors affecting the shift in supply. | CO2 | U | 6 |
| 19. | a. | What is Inflation? Explain the types of Inflation. | CO6 | U | 6 |
|  | b. | Explain the degrees of price elasticity of demand. | CO2 | U | 6 |
| 20. | a. | Explain the types of costs and its relationship with one another. | CO3 | U | 6 |
|  | b. | Estimate the cost function, TC = 120 – 36Y + 3.6 Y2 + Y3. | CO3 | An | 6 |
| 21. | a. | 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 |
|  | b. | Find the optimum value of Z = X1/3Y2/3 subject to the constraint Y = 150 – 5X by using the Substitution method of constrained optimization. | CO5 | R | 6 |
| 22. | a. | Elaborate on the different relationships in laws of return. | CO4 | A | 6 |
|  | b. | Assume that a company purchased an equipment at a cost of Rs. 1,60,000 having a useful life of 10 years at which it will be sold for Rs. 10,000. Calculate depreciation using straight line and diminishing balance method. | CO6 | An | 6 |
| 23. | a. | Determine the optimum level of output using the marginal curve and total curve approach. | CO4 | Ev | 6 |
|  | b. | Differentiate between necessities and luxuries with a suitable example. | CO1 | Ev | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | What is elasticity of demand? Briefly narrate the importance and measurement of elasticity of demand. | CO2 | R | 6 |
|  | b. | What is National Income? What are the different components of National Income? | CO6 | R | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 2 | 9 | - | 6 | 6 | - | 23 |
| CO2 | 13 | 12 | - | - | - | - | 25 |
| CO3 | - | 6 | - | 6 | - | - | 12 |
| CO4 | 8 | 7 | 7 | - | 6 | - | 28 |
| CO5 | 7 | - | - | 9 | - | - | 16 |
| CO6 | 6 | 8 | - | 6 | - | - | 20 |
|  | | | | | | | **124** |



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

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)**  **(Answer all the questions)** | | | | | |
| 1. | Define the term *“Management”* as per Mary Parker Follet. | | CO1 | R | 1 |
| 2. | Indicate the hierarchy of plans. | | CO2 | U | 1 |
| 3. | Define *“Organization “as per* Louise A Allen. | | CO3 | R | 1 |
| 4. | Interpret the term departmentation w.r.t an organization. | | CO3 | A | 1 |
| 5. | According to Joseph A SchumPeter, recognize how new combinations are introduced in the market by an entreprenuer? | | CO4 | R | 1 |
| 6. | Define the term Drone Entrepreneur. | | CO4 | R | 1 |
| 7. | Interpret the term ‘Karkhanas’ w.r.t entrepreneurship efforts. | | CO5 | A | 1 |
| 8. | Enumerate any 5 barriers to entrepreneurship as per Karl. H. Vesper. | | CO5 | U | 1 |
| 9. | Expand SSIB. | | CO6 | R | 1 |
| 10. | Expand SISI. | | CO6 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | List the nature of management. | | CO1 | R | 3 |
| 12. | Differentiate strategic and operational planning. | | CO2 | An | 3 |
| 13. | Point out the advantages and disadvantages of departmentation by functions. | | CO3 | An | 3 |
| 14. | Tabulate any 4 core competencies required by an entrepreneur to perform entrepreneurial activities. | | CO4 | R | 3 |
| 15. | Illustrate the types of small-scale industries. | | CO5 | A | 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 the four functional areas of management namely production, finance, marketing and finance and personnel with emphasis on subcategories. | CO1 | U | 6 |
|  | b. | Explain the roles of a manager as described by Mintzberg. | CO1 | U | 6 |
| 18. | a. | Discuss the levels of management with a neat figure. | CO1 | U | 4 |
|  | b. | Break down Henry Fayol’s theory on administrative management. | CO1 | An | 8 |
| 19. | a. | Analyze the nature of planning as being a rational approach, open system, flexibility and pervasiveness. | CO2 | An | 6 |
|  | b. | Contrast the types of planning. | CO2 | An | 6 |
| 20. | a. | Describe the steps generally involved in planning. | CO2 | U | 6 |
|  | b. | Critique on departmentation by product, customers and territory. Summarize their pros and cons. | CO3 | E | 6 |
| 21. | a. | Contrast scaler organization against a functional organization by pointing out their differences, advantages and disadvantages. | CO3 | An | 6 |
|  | b. | Define the term span of control and list the factors which influence the span of management. | CO3 | R | 6 |
| 22. | a. | Distinguish between an entrepreneur and a manager. | CO4 | An | 6 |
|  | b. | Appealing as it is, discuss the rewards and penalties for an entrepreneur. | CO4 | U | 6 |
| 23. | a. | Discuss the characteristics of SSI. | CO5 | U | 6 |
|  | b. | Point out the rationale of establishing small scale industries with proper arguments. | CO5 | An | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Explain the role of small industries service institutes, small scale industries board and state small industries development corporations. | CO6 | An | 6 |
|  | b. | Summarize the role of Small Industries Development Bank of India towards entrepreneurship development in India. | CO6 | U | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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 Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 4 | 16 | - | 8 | - | - | 28 |
| CO2 | - | 7 | - | 15 | - | - | 22 |
| CO3 | 7 | - | 1 | 9 | 6 | - | 23 |
| CO4 | 5 | 6 | - | 6 | - | - | 17 |
| CO5 | - | 7 | 4 | 6 | - | - | 17 |
| CO6 | 2 | 9 | - | 6 | - | - | 17 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)**  **(Answer all the questions)** | | | | | |
| 1. | Recall the level of management that determines goals and objectives of an enterprise. | | CO1 | R | 1 |
| 2. | Define planning. | | CO2 | U | 1 |
| 3. | Define organization as per Louise A Allen. | | CO3 | R | 1 |
| 4. | Illustrate departmentation by territory with a neat figure. | | CO3 | A | 1 |
| 5. | Recall what the term entrepreneur meant in the 16th and 17th century. | | CO4 | R | 1 |
| 6. | State marx’s view of an entrepreneur. | | CO4 | R | 1 |
| 7. | Expand FASI. | | CO5 | A | 1 |
| 8. | Recognize the government limit for basic investment in small scale industries. | | CO5 | U | 1 |
| 9. | State the 3 levels of institutional network. | | CO6 | R | 1 |
| 10. | Indicate what the term “ancillary unit” describes. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Interpret management as a human activity. | | CO1 | U | 3 |
| 12. | Differentiate between short term and long term planning. | | CO2 | An | 3 |
| 13. | Differentiate between power and authority. | | CO3 | An | 3 |
| 14. | Tabulate any 4 core competencies required by an entrepreneur to perform entrepreneurial activities. | | CO4 | R | 3 |
| 15. | List any 4 objectives of developing small-scale industries in India. | | CO5 | U | 3 |
| 16. | List the 3 main opportunities of the WTO. | | 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 the characteristics of management. | CO1 | U | 6 |
|  | b. | Explain the roles of a manager as described by Mintzberg. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 18. | a. | Discuss the role of the different levels of management. | CO1 | U | 4 |
|  | b. | Break down F.W. Taylor’s theory on scientific management. | CO1 | An | 8 |
|  |  |  |  |  |  |
| 19. | a. | Analyze the importance of planning. | CO2 | An | 6 |
|  | b. | Breakdown the steps in rational decision making. | CO2 | An | 6 |
|  |  |  |  |  |  |
| 20. | a. | Describe the types of policies. | CO2 | U | 6 |
|  | b. | Summaries the steps in Management by Objectives (MBO). | CO3 | E | 6 |
|  |  |  |  |  |  |
| 21. | a. | Contrast the common types of organization pointing out their advantages and disadvantages. | CO3 | An | 6 |
|  | b. | List the factors which influence the span of management. | CO3 | R | 6 |
|  |  |  |  |  |  |
| 22. | a. | Interpret how many have contrasting views on an entrepreneur being a risk bearer, organizer and innovator. | CO4 | U | 6 |
|  | b. | Discuss the rewards and penalties of being an entrepreneur. | CO4 | U | 6 |
|  |  |  |  |  |  |
| 23. | a. | Discuss the characteristics of SSI. | CO5 | U | 6 |
|  | b. | Point out why the GoI is for establishing small scale industries. | CO5 | An | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Explain the role of small industries service institutes (SISI) and small scale industries board (SSIB). | CO6 | An | 6 |
|  | b. | Summarize the role of Small Industries Development Bank of India towards entrepreneurship development in India. | CO6 | U | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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. |

|  |  |  |  |  |  |  |  |
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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 1 | 19 | - | 8 | - | - | 28 |
| CO2 | - | 7 | - | 15 | - | - | 22 |
| CO3 | 7 |  | 1 | 9 | 6 |  | 23 |
| CO4 | 17 | - | - | - | - | - | 17 |
| CO5 | - | 10 | 1 | 6 | - | - | 17 |
| CO6 | 1 | 10 | - | 6 | - | - | 17 |
|  | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)**  **(Answer all the questions)** | | | | | |
| 1. | Define the term ‘ Economics’. | | CO 1 | U | 1 |
| 2. | Indicate the method to calculate the economic efficiency. | | CO 1 | U | 1 |
| 3. | List the different stages in business cycle. | | CO 2 | U | 1 |
| 4. | Define Zero Utility. | | CO 2 | U | 1 |
| 5. | Define opportunity cost. | | CO 3 | U | 1 |
| 6. | A market dominated by a single seller is known as--------------. | | CO 4 | A | 1 |
| 7. | Markets dominated by one or a few firms have higher --------- and lower -----------. | | CO 5 | A | 1 |
| 8. | Patent is a type of-------------------------- Rights. | | CO 5 | A | 1 |
| 9. | A market structure in which a large number of competitors without any restriction is known as----------------- . | | CO 5 | A | 1 |
| 10. | Define the term ‘liberalization’ . | | CO 6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Quote any four characteristics of economic laws. | | CO 1 | U | 3 |
| 12. | List the methods available to measure utility. | | CO2 | U | 3 |
| 13. | Compute the equation for ‘Price elasticity of demand’. | | CO 3 | U | 3 |
| 14. | Interpret ‘Predatory pricing’ and list out the reasons for the same. | | CO 4 | A | 3 |
| 15. | Describe ‘Cartel market structure’ with suitable example. | | CO 5 | A | 3 |
| 16. | List some differences between VAT and GST. | | CO 6 | 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. | Illustrate Production possibility curve with suitable examples. | CO 1 | A | 6 |
|  | b. | Demonstrate the concept of measurement of utility. | CO 1 | A | 6 |
|  |  |  |  |  |  |
| 18. | a. | Evaluate Equi-marginal utility with suitable examples. | CO 2 | E | 12 |
|  |  |  |  |  |  |
| 19. | a. | Appraise the factors influencing elasticity of demand. | CO 3 | An | 12 |
|  |  |  |  |  |  |
| 20. | a. | Compare the various costs in the short run and long run. | CO 3 | A | 12 |
|  |  |  |  |  |  |
| 21. | a. | Distinguish the natural and government monopolies with suitable examples. | CO 5 | An | 12 |
|  |  |  |  |  |  |
| 22. | a. | Appraise the four conditions of a monopolistic competition. | CO 5 | An | 6 |
|  | b. | Distinguish the natural and government monopolies with suitable examples. | CO 5 | An | 6 |
|  |  |  |  |  |  |
| 23. | a. | Compare the four major types of market structure with suitable examples. | CO 5 | A | 6 |
|  | b. | Evaluate the globalization as a process and its impact on Indian economy. | CO 4 | E | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Summarize the roles and responsibilities of World Trade Organization and its relevance in modern economy. | CO 6 | E | 6 |
|  | b. | Identify the advantages and disadvantages of Value Added Tax. | CO 6 | A | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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 Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | 5 | 12 |  |  | - | 17 |
| CO2 | - | 5 |  |  | 12 | - | 17 |
| CO3 | - | 4 | 12 | 12 |  | - | 28 |
| CO4 | - |  | 4 | 6 |  | - | 10 |
| CO5 | - |  | 12 | 24 |  | - | 36 |
| CO6 | - | 4 | 6 |  | 6 | - | 16 |
|  | | | | | | | **124** |

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| **Course Code** | | | | | **18MS2012** | **Duration** | | | **3hrs** | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Name** | | | | | **ENGINEERING ECONOMICS** | **Max. Marks** | | | **100** | | |
| **Q. No.** | **Questions** | | | | | **CO** | **BL** | | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | | | | | |
| 1. | Define the term ‘Economics’. | | | | | CO1 | R | | 1 |
| 2. | Indicate the method to calculate the economic efficiency. | | | | | CO1 | U | | 1 |
| 3. | List the different stages in business cycle. | | | | | CO2 | R | | 1 |
| 4. | Define Zero Utility. | | | | | CO2 | R | | 1 |
| 5. | Tabulate some exceptions to the law of diminishing marginal utility. | | | | | CO3 | R | | 1 |
| 6. | Represent the ‘Unit elasticity of demand’. | | | | | CO3 | U | | 1 |
| 7. | Define opportunity cost. | | | | | CO4 | R | | 1 |
| 8. | A market dominated by a single seller is known as --------------. | | | | | CO4 | R | | 1 |
| 9. | A market structure in which a large number of competitors without any restriction is known as -----------------. | | | | | CO5 | R | | 1 |
| 10. | State the term ‘liberalization’. | | | | | CO6 | R | | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | | | | | |
| 11. | Quote any four characteristics of economic laws. | | | | | CO1 | R | | 3 |
| 12. | List the methods available to measure utility. | | | | | CO2 | R | | 3 |
| 13. | Compute the equation for ‘Price elasticity of demand’. | | | | | CO3 | A | | 3 |
| 14. | Distinguish fixed cost and variable cost. | | | | | CO4 | E | | 3 |
| 15. | Infer the nature of monopolistic market. | | | | | CO5 | U | | 3 |
| 16. | List some differences between VAT and GST. | | | | | 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. | Explain 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. | Describe 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. | |  | Articulate the various classification of cost. | CO3 | A | 12 |
|  | |  |  |  |  |  |
| 21. | | a. | Distinguish the natural and government monopolies with suitable examples. | CO5 | An | 6 |
|  | | b. | Interpret 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 the globalization as a process and its impact on Indian economy. | CO4 | E | 12 |
| **COMPULSORY QUESTION** | | | | | | |
| 24. | a. | | Summarize the roles and responsibilities of World Trade Organization and its relevance in modern economy. | CO6 | U | 6 |
|  | b. | | Identify the advantages and disadvantages of Value Added Tax. | CO6 | A | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  | **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 | 4 | 1 | 6 | - | 6 | - | 17 |
| CO2 | 5 | - | 12 | - | - | - | 17 |
| CO3 | 1 | 1 | 15 | - | - | - | 17 |
| CO4 | 2 | - | - | 6 | 15 | - | 23 |
| CO5 | 1 | 3 | - | 24 | - | - | 28 |
| CO6 | 4 | 6 | 6 | 6 | - | - | 22 |
|  | | | | | | | **124** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Name the first President of the Indian constituent assembly. | | CO1 | R | 1 |
| 2. | Identify the guardian of the constitution of India. | | CO1 | R | 1 |
| 3. | Summarize the role of Sarva Shiksha Abhiyan. | | CO2 | U | 1 |
| 4. | State any TWO limitations of the constitution of India. | | CO2 | R | 1 |
| 5. | Distinguish between Fundamental Rights and Directive Principle of the State Policy. | | CO3 | U | 1 |
| 6. | Write the year in which Fundamental Duties of Citizens were introduced during 42nd Amendment. | | CO3 | R | 1 |
| 7. | Recall the total number of members nominated by the President to the Lok Sabha and the Rajya Sabha. | | CO4 | R | 1 |
| 8. | Recite the period does the Vice President of India hold the office. | | CO4 | R | 1 |
| 9. | Indicate the problems discussed in the Gram Sabha. | | CO5 | U | 1 |
| 10. | Interpret the role of Chief Election Commissioner of India. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Explain the significance of Indian Constitution. | | CO1 | An | 3 |
| 12. | Illustrate the importance of the philosophy in Indian constitution. | | CO2 | U | 3 |
| 13. | Right to property is not considered as a fundamental right- Justify. | | CO3 | E | 3 |
| 14. | Categorize the duties of first polling officer in elections. | | CO4 | An | 3 |
| 15. | Differentiate between the local self-government and local government. | | CO5 | U | 3 |
| 16. | Discuss the freedoms provided in article 19. | | 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. | Summarize the history of Constitution of India. | CO1 | U | 8 |
|  | b. | Explain the framing of constitution of India. | CO1 | U | 4 |
| 18. | a. | Illustrate the significance of the terms “Sovereign”, ”Democratic”, ”Republic”, and ”Secularism” as stated in the preamble. | CO2 | A | 8 |
|  | b. | Briefly describe the introductory statement of the preamble to Constitution of India. | CO2 | A | 4 |
| 19. | a. | “Right to Freedom of Religion” is important in a country like India - Justify. | CO3 | E | 6 |
|  | b. | Compare and contrast the SIX different freedoms as granted in the Indian Constitution. | CO3 | E | 6 |
| 20. | a. | Appraise the powers and functions of the Parliament. | CO4 | An | 8 |
|  | b. | Assess the directive principles based on the Gandhian ideology. | CO4 | E | 4 |
| 21. | a. | Recall the members of Municipal Corporation in urban government. Tabulate the obligatory and discretionary functions of municipal corporation. | CO5 | R | 8 |
|  | b. | Distinguish Gram panchayat and Zila Parishad. | CO5 | U | 4 |
| 22. | a. | Explain the administrative powers of the Election Commission of India. | CO6 | E | 6 |
|  | b. | Discuss about the appointment and tenure of election commissioners. | CO6 | U | 6 |
| 23. | a. | Enlist the qualifications and disqualifications for being elected as a Member of Parliament in both upper house and lower house. | CO4 | R | 8 |
|  | b. | Define the powers and functions of Lok Sabha speaker. | CO4 | R | 4 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Illustrate the key functions of the Election Commission of India with examples. | CO6 | U | 6 |
|  | b. | Explain the different Constitutional provisions of the Election Commission of India. | CO6 | E | 6 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

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|  | **COURSE OUTCOMES** | | | | | | | |
| CO1 | Discuss the growth of the demand for civil rights in India. | | | | | | | |
| CO2 | Have general knowledge and legal literacy and thereby to take up competitive examinations. | | | | | | | |
| CO3 | Understand state and central policies, fundamental duties. | | | | | | | |
| CO4 | Understand Electoral Process, special provisions. | | | | | | | |
| CO5 | Understand powers and functions of Municipalities, Panchayats and Co-operative Societies. | | | | | | | |
| CO6 | Have an awareness about basic human rights in India. | | | | | | | |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | | |
| CO / P | | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | | 2 | 12 | - | 3 | - | - | 17 |
| CO2 | | 1 | 4 | 12 | - | - | - | 17 |
| CO3 | | 1 | 1 |  | - | 15 | - | 17 |
| CO4 | | 14 | - | - | 11 | 4 | - | 29 |
| CO5 | | 8 | 8 | - | - | - | - | 16 |
| CO6 | | - | 16 | - | - | 12 | - | 28 |
|  | | | | | | | | **124** |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Recognize the importance of Right to freedom. | | CO1 | R | 1 |
| 2. | Recall the authority who will impose the reasonable restrictions on the rights of the Indian Citizen. | | CO1 | R | 1 |
| 3. | Report the importance of Right to Education Act, 2009. | | CO2 | U | 1 |
| 4. | State any ONE merit of Federal government. | | CO2 | R | 1 |
| 5. | Illustrate the meaning of writ Habeas carpus. | | CO3 | U | 1 |
| 6. | Name the country from which fundamental duties were taken. | | CO3 | R | 1 |
| 7. | Give an example to Indirect Election. | | CO4 | U | 1 |
| 8. | Recite the role of Sarpanch. | | CO5 | R | 1 |
| 9. | Recall the article that deals with Abolition of Untouchability, | | CO6 | R | 1 |
| 10. | **Cite the kind of procedure followed to remove the Chief Election Commissioner.** | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | India is a Sovereign, Democratic and Republic- Analyze the statement. | | CO1 | An | 3 |
| 12. | Report the role of Constitution in relation between the government and its people. | | CO2 | U | 3 |
| 13. | Preamble is considered as the philosophy of the Indian Constitution- Justify. | | CO3 | An | 3 |
| 14. | Enlist the officers appointed by the election commission of India. | | CO4 | R | 3 |
| 15. | Summarize the three tier system of Panchayati Raj in Urban areas. | | CO5 | U | 3 |
| 16. | Trace the role of a returning officer in an election. | | 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. | Examine the characteristic features of a good constitution. | CO1 | R | 6 |
| b. | Describe the making of the Indian Constitution. | CO1 | R | 6 |

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| 18. | a. | Discuss the salient features of preamble of Indian constitution. | CO2 | U | 6 |
| b. | Explain the importance of Article 16 in the Constitution of India. | CO2 | U | 6 |
| 19. | a. | Examine the Directive Principles of State Policy. | CO3 | R | 6 |
| b. | Recognize the importance of Cultural and Educational Rights in detail. | CO3 | R | 6 |
| 20. | a. | Describe the composition of parliament with a neat flow chart. | CO4 | U | 6 |
| b. | Discuss the qualification and disqualification of Parliament members. | CO4 | U | 6 |
| 21. | a. | Explain the responsibilities of municipal commissioner. | CO5 | An | 6 |
| b. | Analyze the administrative setup in Zila Panchayat. | CO5 | An | 6 |
| 22. | a. | Illustrate the importance of Right to equality with a suitable example. | CO2 | A | 6 |
| b. | Articulate the importance of fundamental rights and duties and their interrelationship. | CO3 | A | 6 |
| 23. | a. | Appraise the roles and the responsibilities of elected members in parliament. | CO5 | An | 6 |
| b. | Illustrate the major cultural and educational rights guaranteed in the Indian Constitution. | CO3 | An | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Describe the functions of state election commission. | CO6 | U | 6 |
| b. | Explain the duties and the responsibilities of Chief Election Commissioner of India. | CO6 | U | 6 |

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|  | **COURSE OUTCOMES** |
| CO1 | Discuss the growth of the demand for civil rights in India. |
| CO2 | Have general knowledge and legal literacy and thereby to take up competitive examinations |
| CO3 | Understand state and central policies, fundamental duties |
| CO4 | Understand Electoral Process, special provisions |
| CO5 | Understand powers and functions of Municipalities, Panchayats and Co-operative Societies |
| CO6 | Have an awareness about basic human rights in India |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 14 | - | - | 3 | - | - | 17 |
| CO2 | 1 | 16 | 6 | - | - | - | 23 |
| CO3 | 13 | 1 | 6 | 9 | - | - | 29 |
| CO4 | 3 | 13 | - | - | - | - | 16 |
| CO5 | 1 | 3 |  | 18 | - | - | 22 |
| CO6 | 1 | 16 | - | - | - | - | 17 |
|  | | | | | | | **124** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Reproduce the concepts and conventions of accounting that formulate the basic assumptions or ideas upon which the science of accounting is based. | CO1 | R | 10 |
|  | b. | Distinguish between Financial Accounting, Management Accounting and Cost Accounting. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Explain the following terms with suitable illustrations: |  |  |  |
|  | a. | Accounts Receivable. | CO2 | U | 5 |
|  | b. | Accounts Payable. | CO2 | U | 5 |
|  | c. | Depreciation. | CO2 | U | 5 |
|  | d. | Reserves and Surplus. | CO2 | U | 5 |
|  |  |  |  |  |  |
| 3. | a. | Define the following ratios with appropriate formulas:   1. Profitability. 2. Liquidity. 3. Solvency. | CO3 | U | 10 |
|  | b. | Hindustan Ltd. Gives you the following particulars:  **Liabilities:**   |  |  | | --- | --- | |  | Rs. | | Equity Share Capital | 5,00,000 | | 8% Preference Shares | 5,00,000 | | Reserves | 4,00,000 | | 9% Debentures | 6,00,000 | | Trade Payables | 3,00,000 | | Provision for taxation | 1,00,000 | | **Total** | **24,00,000** |   **Assets:**   |  |  | | --- | --- | |  | Rs. | | Land & Building | 10,00,000 | | Plant & Machinery | 8,00,000 | | Inventory | 3,00,000 | | Trade Receivables | 2,00,000 | | Cash & Cash Equivalents | 90,000 | | Pre-paid expense | 10,000 | | **Total** | **24,00,000** |   You are required to apply the following ratios and give your interpretations:   1. Debt-equity ratio 2. Current ratio 3. Quick ratio | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Differentiate between direct and indirect method of calculating cash flow from operating activities. | 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 | 1,63,250 | 4,66,500 | | Intangible assets | 1,00,000 | 1,50,000 | | Long-term investments | 1,23,750 | 1,53,000 | | Current Assets: |  |  | | Cash on hand | 51,250 | 16,250 | | Cash at bank | 50,000 | 40,000 | | Inventories | 3,37,500 | 4,63,500 | | Sundry Debtors | 1,57,500 | 72,000 | | Pre-paid expenses | 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: |  |  | | Sundry creditors | 2,47,500 | 3,37.500 | | Accrued expenses | 45,000 | 27,000 | | **Total** | **10,80,000** | **15,45,750** | | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | “Marginal costing is essentially a technique of cost analysis and cost presentation”. Discuss the statement with reference to merits and limitations of marginal costing. | CO5 | A | 10 |
|  | b. | You are given the following data:  Fixed costs Rs. 2,000  Profit Rs. 2,000  Sales Rs. 10,000  Variable cost of sales 60%  You are required to analyze the above data based on the following requirements and interpret the results.   1. Break-even sales 2. What should be the sales volume to earn a profit of Rs. 6,000 3. Margin of safety when sales are Rs. 25,000. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Examine the cost concepts and the basis on which the costs are classified. | CO5 | An | 10 |
|  | b. | The accounts of X Ltd. for the year ended 31st March 2022 are given below:   |  |  | | --- | --- | | **Particulars** | **Rs.** | | Stock of Materials on 01.04.2021 | 6,720 | | Materials purchased | 1,50,000 | | Materials returned to suppliers | 2,000 | | Stock of materials on 31.03.2022 | 7,720 | | Direct labour | 50,000 | | Direct expenses | 20,000 | | Factory expenses | 15,300 | | Office & Administrative expenses | 8,000 | | Selling & Distribution expenses | 7,900 | | Profit | 10,000 |   Yor are required to apply the concept of costing and prepare the Statement of Cost for the year ended 31st March 2022f of X Ltd. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Examine the key differences between the Generally Accepted Accounting Principles (GAAP) and the International Financial Reporting Standards. | CO6 | An | 10 |
|  | b. | Describe Ratio analysis and explain how the corporates use the various ratios to analyze the Financial Statements normally prepared in the vertical format which is universally accepted. | CO6 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | The following information is taken from the books of XYZ Limited for the year ended 31st March 2022:   |  |  | | --- | --- | | **Particulars** | **At 100 % Capacity (Rs)** | | **Variable Overheads:** |  | | Indirect Material | 15,000 | | Labour | 28,000 | | **Semi-Variable Overheads:** |  | | Electricity (40% Fixed & 60% Variable) | 45,000 | | Repairs (80% Fixed & 20% Variable) | 9,000 | | **Fixed Overheads:** |  | | Depreciation | 32,500 | | Insurance | 6,500 | | Salaries | 35,000 | | **Total Overheads** | **1,71,000** | | Estimated direct labour hours | 2,50,000 |   You are required to prepare a Flexible Budget for overheads at 30%, 40%, 50%, 60%, and 70%. | CO5 | An | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | The following is the Trial Balance of M/s Hindustan Traders Limited as on 31.03.2022.   |  |  |  | | --- | --- | --- | | **Particulars** | **Dr (Rs)** | **Cr (Rs)** | | Paid-up Share Capital |  | 2,50,000 | | Debentures |  | 50,000 | | Building | 60,000 |  | | Furniture | 15,000 |  | | Motor Car | 1,50,000 |  | | Bills Receivable | 6,000 |  | | Loan from Bank |  | 30,000 | | Discount | 1,800 |  | | Purchases | 1,50,000 |  | | Sales |  | 2,00,000 | | Opening Stock | 50,000 |  | | Administrative expenses | 30,000 |  | | Salaries | 4,000 |  | | Insurance | 2,000 |  | | Commission received |  | 15,000 | | Debtors | 56,200 |  | | Creditors |  | 20,000 | | Cash | 40,000 |  | | **Total** | **5,65,000** | **5,65,000** |   Adjustments:   1. Closing Stock was valued as on 31.03.2022 for Rs. 50,000 2. Outstanding salaries amounted to Rs. 1,000 3. Pre-paid insurance Rs. 500 4. Depreciate Motor car @ 5 % and Furniture @ 10 %   You are required to prepare the Profit and Loss Statement and the Balance Sheet as on 31.03.2022. | CO6 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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 IND AS/IFRS Format |

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



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Define the term ‘Business Law’. Discuss in brief the development of business law in independent India. | CO1 | U | 10 |
|  | b. | Knowledge of the law of land is very essential to survive in society, and escape from its unethical behavior. To determine the law, it is important to know its sources and from where it is derived. Explain the different sources of law in India. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Remedies are a means given by law for parties who suffered in a contract when a party does not fulfill the promises accepted. Explain the rights of the aggrieved parties under Indian Contract Act 1852. | CO2 | U | 15 |
|  | b. | Indiatimes.com is an internet site which, among others, sells and auctions goods and merchandise. It puts up newspaper advertisements in The Times of India as “Readers Offer”. The advertisement prints a photograph of the product, describes its features, and mentions a price. A person can ‘order’ the product by calling up a phone number. The payment can be made through a credit card or cash on delivery. In this arrangement who makes the offer, who gives the acceptance and, is this communication a contract. Decide using the legal principles of Indian Contract 1852. | CO2 | A | 05 |
|  |  |  |  |  |  |
| 3. | a. | Define the term agency. Explain the various modes by which an agency can be created with examples. | CO3 | U | 15 |
|  | b. | Banks often offer locker facilities for its customers, and can be opened only with two keys. The customer keeps one key and bank retains the second one. On the request of the customer, a representative of the bank brings the key to the locker room and gives access to the customer to open the locker. The bank does not maintain the things stored. In this case, the locker room was robbed. The customer claimed that the bank had been negligent in taking care of the goods. The bank claimed that it was not a bailee of the goods, and refused liability. Decide who must bear the loss of the locker contents, is there a bailment contract in this case. | CO3 | A | 05 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain contract of sale. Who is an Unpaid seller? List the rights of an unpaid seller under sale of Goods Act. | CO3 | U | 15 |
|  | b. | Show fronts Ltd. were under a contract for the reconstruction of showrooms and offices on the first floor of a building. They appointed Philip Head & Sons, as their sub-contractor, for providing and laying carpets. They stitched the carpets and were ready to lay it, but the carpentry work was not completed, hence had to leave the carpets behind the place of work. The carpet was seen by various men on Saturday. On Sunday morning, the carpet was not there for the sub -contractor to do the carpeting. It had been stolen. The sub-contracted claimed the loss from Show Fronts Ltd. But, they refused to accept the loss. Decide the type of goods here, whether the ownership has passed from seller to buyer, whether the delivery of goods is completed, and whose risk the loss of goods lies. | CO3 | A | 05 |
|  |  |  |  |  |  |
| 5. | a. | The Companies Act, 2013 completely revolutionized corporate laws in India by introducing One Person Company providing the protection of limited liability that sole proprietorship or partnership lacked. 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. | Consumers who pay for a specific good or service have the right to take legal action if they receive defective products or find deficiency in services received. Explain the procedure for filing a consumer complaint under The Consumer Protection Act 2013. | CO5 | U | 15 |
|  | b. | Steve after finishing his studies, decided to become a management consultant. He formed a company, Steve Consultants Private Limited. He is a director of the company and also the sole employee. The company bought a laptop. As Steve was the sole employee, he was using the laptop for his self-employment. After few months, the laptop turned out to be defective. Can Steve seek remedy against the seller of the computer from a Consumer forum? Decide. | CO5 | A | 05 |
|  |  |  |  |  |  |
| 7. | a. | The basic object of the Right to Information Act is to empower the citizens, and make the government more accountable in their functioning. Explain the procedure to seek information to make the government accountable, and to curb corruption. List the kind of information which will not be disclosed under the RTI act. | CO5 | U | 10 |
|  | b. | Digital signature has highest level of identity assurance when dealing with digital documents. As a future business professional explain the procedure to obtain a digital signature under the Information Technology act 2000. | CO5 | U | 10 |
|  |  |  |  |  |  |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Trademark registration in India protects the investment made into creating trust and loyalty among your customers. Define trademark. Explain the procedure to file for trademark registration. | CO5 | U | 15 |
|  | b. | Ichhamati Co-operative Milk Producers’ Union Limited filed an application for registration of the mark ‘IMUL’ (depicted in a  triangular shape). After the advertisement of this application, Kaira District Co-Operative Milk Producers’ Union Limited (appellant) opposed registration of the trademark. The opposition was based on the ground that the appellant was carrying on a well-established business of manufacturing, marketing and exporting milk products under the name AMUL since 1955. Therefore, the respondent’s adoption of the mark IMUL would cause confusion among the public and in the trade as it was deceptively similar to the appellant’s trademark. Could this mean infringement of the rights of owners of the trade name AMUL? What would have been the decision of the court? What is the remedy available? | CO5 | A | 05 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Contracts to be valid between parties need to fulfill legal requirements. Recall the essentials of a valid contract. | CO2 | R | 10 |
|  | b. | The use of Artificial Intelligence technology for legal function has a massive potential to help free up human resources to focus on higher value-adding tasks. Summarize the application of AI technology in Business Law. | CO6 | U | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
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|  | **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. |

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| **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** |



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| **Course Code :** **18MS3032** |  | **Duration :** | **3hrs** |
| **Course Name : RETAIL MARKETING** |  | **Max. Marks:** | **100** |

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| **Q. No.** | **Sub Div.** | **Questions** | **CO** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | |
| 1. | a. | Describe the functions of retailing. | CO1 | 10 |
| b. | Discuss the different types of retail formats in India with example. | CO1 | 10 |
|  |  | **(OR)** |  |  |
| 2. | a. | Elucidate the various stages of retail life cycle. | CO1 | 10 |
| b. | Explain the critical factors that are responsible for the growth of organized retailing in India. | CO1 | 10 |
|  |  |  |  |  |
| 3. | a. | Explain briefly about the elements of retail marketing mix. | CO2 | 10 |
| b. | Explain the importance of mixed merchandising impacts retail businesses. Discuss. | CO2 | 10 |
|  |  | **(OR)** |  |  |
| 4. | a. | Detail the different pricing strategies with examples | CO2 | 10 |
| b. | Explain the factors affecting consumer price sensitivity in the retail industry. | CO2 | 10 |
|  |  |  |  |  |
| 5. | a. | Bring out the challenges faced by Indian retail industry. | CO3 | 10 |
| b. | Examine the impact of foreign direct investment on Indian retail sector. | CO3 | 10 |
|  |  | **(OR)** |  |  |
| 6. | a. | Examine the recent trends of retailing in India. | CO3 | 10 |
| b. | Identify the reasons for the growing popularity of online retailing in India. | CO3 | 10 |
|  |  |  |  |  |
| 7. | a. | Evaluate the role of supermarkets in supply chain management of  fruits, vegetables, and food items. | CO4 | 10 |
| b. | Investigate the salient functions of retail logistics system. | CO4 | 10 |
|  |  | **(OR)** |  |  |
| 8. | a. | Explain the legal and ethical issues in retailing. | CO5 | 10 |
| b. | Appraise the different anti-theft devices used by retail stores in India. | CO6 | 10 |
|  | | | | |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | |
| 9. |  | **Case Study:**  Mr. Santhosh, a middle-aged graduate businessman owns and runs a 50 year old gift items emporium which he had inherited from his late father about a decade back. This emporium is the oldest shop located in one of the busiest and highly commercial markets of South Delhi, which is surrounded by a series of modern retail shops each of them offering a variety and specialized merchandise from mobile accessories to premium brand of apparels and other services to the customers.  The emporium as mentioned earlier is the oldest outlet yet strategically located in the market place and stocks reasonably good merchandise. However, the outlet is very old and has a traditional look without any changes since its inception. Since the last couple of years Mr. Santhosh, was keenly observing and realized that despite being the oldest shop offering a wide range of merchandise at value for money prices and with a reasonably loyal clientele found that the business was slowing down consistently signaling the onset of poor demand and thereby affecting the sales and profits.  Disheartened by the current state of the business, Mr. Santhosh was trying to identify and figure out the reasons for its poor performance and is all set to improve the Pitfalls in the near future if he gets the right guidance and direction to turn around. He also had a wish to add some technological changes to his Emporium.  **Questions:**  1) What kind of alternative strategies would you recommend being undertaken to make the emporium more attractive for the shoppers?  2) Elaborate on the key atmospheric components that Mr. Santhosh should focus upon.  3) Suggest few Digital Devices for Mr. Santhosh’s Emporium.  4) Whether Kamesh needs to manage Customers through Database Management System? | CO6 | 20 |



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| **Course Code** | **18MS3095** | **Duration** | **3hrs** |
| **Course Name** | **ENTREPRENEURSHIP ROLE ORIENTATION** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | What are the Primary and Secondary functions of Entrepreneurship? | CO1 | U | 10 |
|  | b. | What is the difference between corporate Entrepreneurship and Intrapreneurship? | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Write a note on Women Entrepreneurship’s role and importance. | CO2 | U | 10 |
|  | b. | Write a concept of Entrepreneurship? List out the types of Entrepreneurships. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | Critically analyze the various methods available for effective management of small business. | CO3 | R | 10 |
|  | b. | Explain some of factors to be considered while preparing a business plan. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Develop a SWOT analysis of any organization of your choice. | CO4 | A | 10 |
|  | b. | “Entrepreneurs are driven more by their own inner drive rather than by external conditions”. Explain in detail on ‘Entrepreneur and Entrepreneurship’ as the catalyst in the process of poverty alleviation. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | “Production planning and control is the essential element of small-scale industry”. Discuss in detail on various components and different phases of production planning and control. | CO5 | R | 10 |
|  | b. | Enlist the financial institutions offering support to SSI. Briefly explain the schemes offered by IDBI, ICICI, and SIDBI to entrepreneurs. | CO5 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Define social entrepreneurship. Differentiate social entrepreneurship and business entrepreneurship. Discuss how social entrepreneurship is improving the social wellbeing of the country. | CO5 | U | 10 |
|  | b. | Explain in detail the factors involved in identifying the Business opportunity. | CO5 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Industrial sickness is the curse of most of small business enterprises in India. What should an entrepreneur do to prevent sickness? Delineate the magnitude of sickness in small scale sector of India. | CO6 | R | 10 |
|  | b. | What are the different types of fund-based and non-fund-based facilities provided by banks to an entrepreneur? Discuss their importance. | CO6 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | List out the problems which women entrepreneurs face in India. Discuss in detail on the various measures undertaken by government to facelift the women entrepreneurs. | CO6 | U | 10 |
|  | b. | Explain the role of central government and state government in promoting entrepreneurship. | CO6 | R | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Write down the SELCO’s Strategic plan for expansion in India.  In 2009, SELCO was considering its plans for how the company might expand. The company decided to institutionalize its design process by building an innovation center. SELCO also added products that provided energy solutions beyond solar. Some within the company were hoping the company would go “deeper” and look at designing solutions for even poorer members of the Indian population. Others were hoping that the company would go “wider” and expand beyond its current geographical areas in Karnataka and Gujarat. Whatever its direction, the strategic choices the company made at this point in its evolution would be crucial to determining its continued success. Write down the SELCO’s Strategic plan for expansion in India. | CO6 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Develop awareness about entrepreneurship and successful entrepreneurs. |
| CO2 | Develop an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication. |
| CO3 | Understand the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective. |
| CO4 | Learn about Wadhwani E-cells and their role in transforming college students into successful leaders and entrepreneurs. |
| CO5 | Learn about Wadhwani E-cells and their role in transforming college students into successful leaders and entrepreneurs. |
| CO6 | Practice entrepreneurship by forming and running a Campus Venture or Student Venture as part of a team. |

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



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| **Course Code** | **18MS3098** | **Duration** | **3hrs** |
| **Course Name** | **ADVANCED PROGRAM IN ENTREPRENEURSHIP** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the ten basic legal and regulatory registrations for every business in India. | CO1 | U | 10 |
|  | b. | Describe the seven main functions of operations management.  What is the role of production and operation manager? | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss the five most important ratios in financial analysis of startups. | CO2 | U | 10 |
|  | b. | Explain the ways to manage your startups financial health. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Enumerate the seven key components of a financial plan. | CO3 | R | 10 |
|  | b. | State the key concepts of cost accounting and financial accounting, and how can they be applied to manage a start-up? | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | What is MVP? Write a short note on the purpose of minimum viable product. | CO3 | U | 10 |
|  | b. | How to make a profit and loss statement for a startup business? | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | How do you create a business plan for a food delivery startup? | CO4 | E | 10 |
|  | b. | Develop a way to measure the operational, financial, and marketing metrics to track performance and success of your venture? | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | What is GTM? Develop a GTM strategy for a product of your choice? | CO4 | A | 10 |
|  | b. | Recommend the important factors to be considered during the outsourcing operations of your venture? | CO4 | E | 10 |
|  |  |  |  |  |  |
| 7. | a. | Create a vision for your venture, including a one-to-two-year roadmap and trajectory? | CO5 | C | 10 |
|  | b. | What is a marketing plan? How can it be developed to effectively launch your product or service in the market? | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain the strategies for delivering an investor pitch to a panel of investors and what factors should be considered when seeking investment for your venture? | CO5 | A | 10 |
|  | b. | Distinguish the key components while managing the banking and technology aspects of your venture. | CO5 | An | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Develop a comprehensive business plan and model, taking into account the legal, financial, and operational aspects of your venture? | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Launch a sustainable venture with a valid business model, with co-founder(s) on or off campus, and real paying customers. |
| CO2 | Create and validate a business model and business plan for their idea. |
| CO3 | Develop the Minimum Viable Product (MVP). |
| CO4 | Implement an inexpensive and optimum Go-to-Market plan for their business. |
| CO5 | Craft and present an effective business pitch for investors, partners, and other stakeholders. |
| CO6 | Gain in-depth knowledge and relevant skills about a specific vertical.  Students build a product or service, generate jobs and revenue. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 |  |  |  |  | 20 |
| CO2 |  | 10 | 10 |  |  |  | 20 |
| CO3 | 10 | 10 |  | 20 |  |  | 40 |
| CO4 |  |  | 20 |  | 20 |  | 40 |
| CO5 |  |  | 10 | 20 |  | 10 | 40 |
| CO6 |  |  |  |  |  | 20 | 20 |
|  | | | | | | | **180** |



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| **Course Code** | **18MS3100** | **Duration** | **3hrs** |
| **Course Name** | **INNOVATION TECHNOLOGY MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the different ways to identify the ideal customer. | CO1 | U | 10 |
|  | b. | Discuss the purpose of market research. Explain some tools used in market research. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Describe the five steps in understanding marketing process. | CO2 | R | 10 |
|  | b. | Explain the three basic pricing strategies. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the importance of market persona in segmentation and mention the seven steps to create market persona. | CO3 | U | 10 |
|  | b. | Discuss with suitable examples how technological innovations diffuse over time. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Examine the ways in which organizations can support innovation. | CO3 | A | 10 |
|  | b. | Explain some important techniques used for idea generation. | CO3 | R | 10 |
|  |  |  |  |  |  |
| 5. | a. | Discuss the different market research tools used to observe, understand, and assess customer needs in various sectors, and how are they applied? | CO4 | E | 10 |
|  | b. | Enumerate the 5 steps of design thinking by innovation. | CO4 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Elucidate the relationship between creativity and innovation, and what are the tools and approaches used for idea generation? | CO4 | E | 10 |
|  | b. | What is market segmentation? Explain the five major market segments. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | What is technology transfer? Explain how technological innovation can be managed with the help of illustration. | CO5 | An | 10 |
|  | b. | Describe the organizational characteristics required for managing technology and innovation successfully. | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain the association between innovation and technology? How innovations and technology management synchronize with each other. | CO5 | U | 10 |
|  | b. | Justify the need for market understanding and assessing the customer needs. | CO5 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Does the industry comprehend its core competencies in technology and innovation and have policies for allocating resources to construct and strengthen them? | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Apply disciplinary knowledge in discussing (individual assignment) and creating (group  assignment) innovative technological solutions. |
| CO2 | Apply disciplinary knowledge in discussing (individual assignment) and creating (group  assignment) innovative technological solutions. |
| CO3 | Discuss ethical and environmental implications of technological innovation – and consider  such implications in your proposed solutions. |
| CO4 | Discuss ethical and environmental implications of technological innovation – and consider  such implications in your proposed solutions. |
| CO5 | Discuss social and cultural implications of technological innovation – and consider such  implications in their own proposed solutions. |
| CO6 | Discuss social and cultural implications of technological innovation – and consider such  implications in their own proposed solutions. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 10 | 10 |  |  |  | 20 |
| CO2 | 10 | 10 |  |  |  |  | 20 |
| CO3 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO4 |  | 20 |  |  | 20 |  | 40 |
| CO5 |  | 10 | 10 | 10 | 10 |  | 40 |
| CO6 |  |  |  |  |  | 20 | 20 |
|  | | | | | | | **180** |



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| **Course Code** | **18MS3102** | **Duration** | **3hrs** |
| **Course Name** | **SOCIAL ENTREPRENEURSHIP** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | What is Social Entrepreneurship? What are the challenges faced in Social Entrepreneurship? | CO1 | U | 10 |
|  | b. | List out the factors that strengthen the Social Entrepreneurship. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | How is the entrepreneurial approach of social entrepreneurs different from others? | CO2 | U | 10 |
|  | b. | Is social entrepreneurship better for India? Depict your answer. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | How do social entrepreneurs evolve their ideas and develop social enterprises? | CO3 | R | 10 |
|  | b. | Explain in brief different threats to Socio Business Models. As a Social Entrepreneur, how will you prevent or reduce the effect of these threats? | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | As a Social Entrepreneur, how will you identify problem/gap for development of a Social Business Model? | CO4 | A | 10 |
|  | b. | List out the examples of leading Social Entrepreneurs in the world. | CO4 | R | 10 |
|  |  |  |  |  |  |
| 5. | a. | Which are the different business models of Social Business? According to your opinion which social enterprise Business model is most suitable in INDIA? Why? | CO5 | R | 10 |
|  | b. | How will you develop Social Enterprise’s Business Plan? Explain in brief. | CO5 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain different role played by society, media and government in development of Social Businesses. | CO5 | R | 10 |
|  | b. | Explain in brief the impact of Culture, Society, Demographics, life style and behavioural aspect on social entrepreneurship. | CO5 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain the role of central government and state government in promoting entrepreneurship. | CO6 | R | 10 |
|  | b. | Define social entrepreneurship. Differentiate social entrepreneurship and business entrepreneurship. Discuss how social entrepreneurship is improving the social wellbeing of the country? | CO6 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What are the different types of fund-based and non-fund-based facilities provided by banks to an entrepreneur? Discuss their importance. | CO6 | U | 10 |
|  | b. | List out the problems which women entrepreneurs face in India. Discuss in detail on the various measures undertaken by government to facelift the women entrepreneurs. | CO6 | R | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Case Analysis:**  Shella has a degree in robotics and she loves to design products. She started her career in robotics which uses high end technology in all her products. Her job profile included travelling a lot also. Whenever she travelled, she noticed that disabled people have difficulty in maneuvering their wheelchair from one place to another because in some places ramp is not provided and there is no way they can walk up the stairs. She came up with an idea of a wheelchair which can be used on stairs easily. She decided to quit her job and start her own company. She realized that her idea was the first stage in the process of innovation.   1. Identify the concept and explain the steps in its process. 2. Draft a suitable pre-feasibility study analysis report. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Students will be expected to develop a business plan for a social enterprise. Because the field of social entrepreneurship is interdisciplinary |
| CO2 | Examine Sustainability – How are social entrepreneurs funding their enterprises? How is the enterprise sustaining itself financially? |
| CO3 | Assess the impact of the enterprise. Which tools are available to measure the impact and effectiveness of social enterprises? |
| CO4 | Analyse on Innovations of Social entrepreneurs who create change. |
| CO5 | Explore how do they create and spread this innovation and change? |
| CO6 | Leadership--What are the characteristics of social entrepreneurs’ leadership? |

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



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **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 different types of research and the characteristics and requirements of research process. | CO2 | R | 10 |
|  | b. | List the criteria and characteristics of a good research problem. | CO2 | R | 6 |
|  |  |  |  |  |  |
| 2. | a. | Define hypothesis. Write a note on the functions, testing and characteristics of hypothesis. | CO5 | R | 10 |
|  | b. | Explain the various steps in data processing. | CO5 | U | 6 |
|  |  |  |  |  |  |
| 3. | a. | Electric vehicles, unlike conventional petrol and diesel vehicles, use one or more electric motors  for propulsion. Electric vehicles have a battery that is charged through an electricity supply. With advent of advance technology and dedicated R&D, both cost and maintenance of electric vehicles has gone down. Government is incentivizing the use of Electric Vehicles by providing subsidies and lower motor taxes on EVs. Tesla, BMW, Nissan, Chevrolet, Ford, Volkswagen, Kia are the 7 leading manufacturer of Electric Vehicles.  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 need and importance of extensive literature survey in approaching a research problem. | CO5 | U | 16 |
|  |  |  |  |  |  |
| 5. | a. | Describe in detail the important steps to be followed while writing a research paper. | CO6 | R | 8 |
|  | b. | Illustrate the key points that should be followed while oral presentation before a review committee. | CO6 | An | 8 |
|  |  |  |  |  |  |
| 6. | a. | Outline the nature of intellectual property and present the process of patenting and development. | CO1 | R | 10 |
|  | b. | Present an overview of the international scenario of IPR. | CO1 | R | 6 |
|  |  |  |  |  |  |
| 7. | a. | Write a short note on patent rights. | CO3 | R | 8 |
|  | b. | Detail on 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. | Discuss in detail the IPR of biological systems. | CO4 | R | 10 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

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|  | **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 appropriate methodology on topics related to their specialization. |

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| **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** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (5 X 16 = 80 MARKS)**  **(Answer any five from the following)** | | | | | |
| 1. | a. | Enumerate the various types of mechanical and electrical hazards caused in industries. | CO1 | R | 8 |
|  | b. | Elaborate the consequences of accidents caused in industries. | CO1 | A | 8 |
|  |  |  |  |  |  |
| 2. |  | Identify the different types of maintenance employed in industries. | CO2 | U | 16 |
|  |  |  |  |  |  |
| 3. |  | Write about corrosion prevention methods in detail. | CO3 | C | 16 |
|  |  |  |  |  |  |
| 4. |  | Illustrate the sequence of fault-finding activities with appropriate examples. | CO4 | An | 16 |
|  |  |  |  |  |  |
| 5. |  | Write about steps / procedures for periodic maintenance of pumps. | CO5 | A | 16 |
|  |  |  |  |  |  |
| 6. | a. | Describe various steps involved in periodic maintenance, employed in industries. | CO2 | U | 8 |
|  | b. | Explain in detail the types and tools used for maintenance. | CO2 | U | 8 |
|  |  |  |  |  |  |
| 7. |  | Write about the different types of corrosion and corrosion prevention methods. | CO3 | A | 16 |
| **PART – B (1 X 20 = 20 MARKS)**  **(Compulsory Question)** | | | | | |
| 8. |  | Establish the application of Preventive Maintenance Cycle with a suitable case study. | CO6 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
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|  | **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. |

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



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (5 X 16 = 80 MARKS)**  **(Answer any five from the following)** | | | | | |
| 1. | a. | Identify and explain mechanical and electrical hazards, their types, causes, and preventive measures. | CO1 | U | 10 |
|  | b. | Depict the importance of fire safety and guarding measures in industrial  environments. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 2. |  | Identify and elaborate the primary and secondary functions of a maintenance department, including their responsibilities. | CO2 | An | 16 |
|  |  |  |  |  |  |
| 3. | a. | Analyze the role of lubrication in reducing wear and discuss the types and  applications of lubricants. | CO3 | R | 10 |
|  | b. | Evaluate the effectiveness of screw-down grease cups and pressure grease guns as lubrication devices. | CO3 | A | 6 |
|  |  |  |  |  |  |
| 4. | a. | Explain the significance of accurately identifying and classifying faults in machine tools and its impact on maintenance strategies. | CO3 | A | 10 |
|  | b. | Provide examples of real-life applications where decision trees have been  successfully employed for fault diagnosis and troubleshooting. | CO3 | An | 6 |
|  |  |  |  |  |  |
| 5. | a. | Outline the necessary steps for conducting periodic and preventive maintenance on diesel generating (DG) sets. | CO5 | U | 10 |
|  | b. | Discuss common troubles experienced in electric motors and suggest appropriate remedies. | CO5 | A | 6 |
|  |  |  |  |  |  |
| 6. | a. | Discuss the salient points of the Factories Act 1948 regarding health and safety regulations. | CO4 | R | 16 |
|  |  |  |  |  |  |
| 7. | a. | Explain the concept of maintenance cost and its impact on decision-making regarding equipment replacement or repair. | CO2 | An | 12 |
|  | b. | Differentiate between preventive and corrective maintenance. | CO2 | U | 4 |
| **PART – B (1 X 20 = 20 MARKS)**  **(Compulsory Question)** | | | | | |
| 8. | a. | Outline the key steps involved in developing a scheme for preventive maintenance of mechanical equipment. | CO6 | A | 12 |
|  | b. | Mention importance of repair cycle. | CO6 | U | 8 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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 |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 16 |  |  |  |  | 16 |
| CO2 |  | 4 |  | 28 |  |  | 32 |
| CO3 | 10 |  | 16 | 6 |  |  | 32 |
| CO4 | 16 |  |  |  |  |  | 16 |
| CO5 |  | 10 | 6 |  |  |  | 16 |
| CO6 |  | 8 | 12 |  |  |  | 20 |
|  | | | | | | | **132** |



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| --- | --- | --- | --- |
| **Course Code** | **18PA2002 / 20BC2002** | **Duration** | **3hrs** |
| **Course Name** | **BUSINESS ORGANIZATION AND MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | | **CO** | | **BL** | **Marks** |
| **PART – A (5 X 2 = 10 MARKS)**  **(Answer all the Questions)** | | | | | | | |
| 1. | Define Business organization. | | | CO1 | | U | 2 |
| 2. | Describe Planning. | | | CO2 | | U | 2 |
| 3. | Tell about Professional Ethics. | | | CO3 | | R | 2 |
| 4. | Explain selection and Recruitment. | | | CO4 | | E | 2 |
| 5. | Analyse about Leadership. | | | CO5 | | An | 2 |
| **PART – B (3 X 10 = 30 MARKS)**  **(Answer all the Questions)** | | | | | | | |
| 6. | Discuss the characteristics of Management. | | | CO1 | | R | 10 |
| **(OR)** | | | | | | | |
| 7. | Explain planning process. | | | CO2 | | E | 10 |
| 8. | Examine Internal controls and prevention of Frauds. | | | CO3 | | App | 10 |
| **(OR)** | | | | | | | |
| 9. | Point out the functions of HRM. | | | CO4 | | An | 10 |
| 10. | Summarize the importance of Motivation. | | | CO5 | | E | 10 |
| **(OR)** | | | | | | | |
| 11. | Describe the Role of leadership. | | | CO6 | | U | 10 |
| **PART – C (3 X 20 = 60 MARKS)**  **(Answer any three Questions)** | | | | | | | |
| 12. |  | Explain types of Business organization. | CO2 | | E | | 20 |
|  |  |  |  | |  | |  |
| 13. |  | Discuss about types of Plans. | CO3 | | R | | 20 |
|  |  |  |  | |  | |  |
| 14. |  | Examine Fundamental principles of ethical behavior. | CO4 | | App | | 20 |
|  |  |  |  | |  | |  |
| 15. |  | Analyze the Selection procedure. | CO5 | | An | | 20 |
|  |  |  |  | |  | |  |
| 16. |  | Explain Maslow’s Theory of Motivation. | CO6 | | E | | 20 |
|  |  |  |  | |  | |  |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | To Understand the different types of Organizational Charts (Structure). |
| CO2 | To Remember the Chart on Staffing. |
| CO3 | To Analyze the duties and responsibilities of modern HR manager in various organizations. |
| CO4 | To Evaluate Chart on sources of recruitment. |
| CO5 | To Develop Control Chart for different industry/business groups. |
| CO6 | To Apply and resolve Ethical dilemmas in handling conflicts. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **App** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 2 | - | - | - | - | 12 |
| CO2 | - | 2 | - | - | 30 | - | 32 |
| CO3 | 22 |  | 10 |  |  |  | 32 |
| CO4 |  |  | 20 | 10 | 2 |  | 32 |
| CO5 |  |  |  | 22 | 10 |  | 32 |
| CO6 |  | 10 |  |  | 20 |  | 30 |
| TOTAL | 32 | 14 | 30 | 32 | 62 | - | **170** |



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| --- | --- | --- | --- |
| **Course Code** | **20MS3006** | **Duration** | **3hrs** |
| **Course Name** | **ECONOMICS FOR MANAGERS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Briefly enumerate the Economy and its systems in India and Examine in detail the price determination in the perfectly competitive market with appropriate Graph. | CO1 | R | 10 |
|  | b. | Explain in detail Micro Economics and Macro Economics. How do they differ? Also explain in detail the Production Possibility Frontier with suitable graph. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Enumerate the different methods of Demand forecasting. Suggest suitable criteria of demand forecasting for an Auto Mobile industry. | CO2 | R | 10 |
|  | b. | State the Law of Demand & Supply. Explain the scenarios that cause movements along the Demand & Supply curves and shifts in the Demand & Supply. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain elasticity of demand and supply. Critically evaluate market equilibrium and consumer equilibrium. | CO3 | U | 10 |
|  | b. | Discuss about analysis of short-run and long-run production function. Explain the main basis for increasing return to scale. | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Briefly explain the circular flow of Macro Economic activity. | CO4 | U | 10 |
|  | b. | In developing countries like India there are peculiar difficulties involved in the estimation of National Income – Elaborate. | CO4 | R | 10 |
|  |  |  |  |  |  |
| 5. | a. | State and explain the concept of unemployment and suggest suitable policy measures to solve unemployment problems in India. | CO4 | R | 10 |
|  | b. | Identify the causes of inflation and discuss its effects on multidimensional public. | CO4 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain in detail the business cycle and its theories. Suggest some valuable measures to control business cycle. | CO5 | R | 10 |
|  | b. | Explain the different types of market structure and illustrate the conditions for the establishment of a firm’s equilibrium under perfect competition. | CO5 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Discuss the concepts of Multiplier and Accelerator. Explain in detail the limitations and leakages of Multiplier. | CO5 | U | 10 |
|  | b. | Explain the various objectives of Fiscal Policy in India. | CO5 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What are the different factors affecting the production function and  explain the main basis for increasing return to scales?  What are the different factors affecting the production function and  explain the main basis for increasing return to scales?  Enumerate and examine the impact of Monetary policy on the development of a Nation’s economy. | CO6 | R | 10 |
|  | b. | Elaborate the various factors influencing the level of money supply in an economy. | CO6 | R | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | “The Indian Economy has been facing several economic constraints in the recent years. The national government and the Reserve Bank of India have implemented numerous policies to stabilize the economy and control inflation. However economists say “What is wanted is not inflation or deflation but price stability”. What do you think is the role of the government in bringing in price stability in the country? Suggest some policies that would help achieving price stability. | CO6 | E | 20 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the concepts of cost, nature of production and its relationship to Business operations. |
| CO2 | Enhance the ability of the students to apply fundamental economic concepts in business decisions. |
| CO3 | Analyze the causes and effect relationship in demand and supply. |
| CO4 | Integrate the concept of price and output decisions of firms under various market structures. |
| CO5 | Assess how companies react according to business cycles and market competitions. |
| CO6 | Identify macro trends in business and assess their impact on business enterprises |

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| **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 | 30 | 10 |  |  |  |  | 40 |
| CO5 | 20 | 20 |  |  |  |  | 40 |
| CO6 | 10 | 10 |  |  | 20 |  | 40 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Define the term Business plan and explain the importance of business plan. | CO1 | U | 10 |
|  | b. | Discuss the essential characteristics and the skills of a successful entrepreneur. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss the problems faced by women entrepreneurs in India and also explain the reasons for the growth of women entrepreneurs in India. | CO1 | An | 10 |
|  | b. | Demonstrate with suitable example about social entrepreneurship and Health Entrepreneurship. | CO1 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Describe SWOT Analysis of One Industry of your choice. | CO2 | E | 10 |
|  | b. | Illustrate in detail about Zip CAR Model. | CO2 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Discuss the contribution of entrepreneurship to the nation’s economy. | CO2 | An | 10 |
|  | b. | Write short notes on (i)Venture Capital (ii)Business Angel (iii)Short term Loan, (iv)Long term loan. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | Elucidate an inspiring story of a Women Entrepreneur in the Indian Startup Ecosystem. | CO3 | A | 10 |
|  | b. | Explain in detail about the meaning of Business opportunity and write any two factors of business opportunity. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain in detail the meaning of Brainstorming and write the merits and demerits of brainstorming. | CO3 | R | 10 |
|  | b. | Choose a business idea and prepare a business plan incorporating Executive Summary, Product/Service Description and suitable Marketing Plan. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Identify the various advertising strategies that a start-up company could use for reaching customers. | CO4 | E | 10 |
|  | b. | Write the meaning of the term Business Risk and also describe the various types of business Risk. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | With suitable example write about the success stories of an successful entrepreneur in India. | CO5 | U | 10 |
|  | b. | According to your understanding explain why some entrepreneur’s failed in India. | CO5 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Write some of the social implications of business that affects the society in India. | CO6 | E | 10 |
|  | b. | Give your suggestions for KFC to make their business strategy more effective in India. | CO6 | C | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO2 |  | 10 |  | 10 | 10 | 10 | 40 |
| CO3 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO4 |  |  | 10 |  | 10 |  | 20 |
| CO5 |  | 10 |  |  | 10 |  | 20 |
| CO6 |  |  |  |  | 10 | 10 | 20 |
|  | | | | | | | **180** | |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Illustrate the two types of Business Plan and explain the Purpose of business plan. | CO1 | U | 10 |
|  | b. | Explain about the different skills of a successful entrepreneur. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Define Women Entrepreneurship. Describe the five categories of Women entrepreneurs. | CO1 | An | 10 |
|  | b. | Demonstrate with suitable example about Tourism entrepreneurship and Ideapreneurship. | CO1 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Prepare a SWOT analysis of any industry of your choice. | CO2 | E | 10 |
|  | b. | Illustrate the success story of Lime Road in India. | CO2 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Discuss the Role of Entrepreneurship in Economic Development in India | CO2 | An | 10 |
|  | b. | Write short notes on (i)Sales & Lease back (ii) Retained Earnings (iii) Debentures (iv) Grants & Funding | CO2 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | Discuss various Business strategy of AMUL and explain the reasons for its success in the market. | CO3 | A | 10 |
|  | b. | Write the meaning of the term Business Risk and also describe the various types of business Risk. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain in detail about (i) Reverse Brainstorming (ii) Survey Method | CO3 | R | 10 |
|  | b. | Describe in detail about the various components of a business plan. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Write some of the social implications of business that affects the society in India | CO4 | E | 10 |
|  | b. | Discuss the Advertising Strategy of RAMRAJ Cotton In India | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | With suitable example write about the success stories of an successful entrepreneur in India | CO5 | U | 10 |
|  | b. | According to your understanding explain why some entrepreneur’s failed in India | CO5 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Write about a successful entrepreneur in India | CO6 | E | 10 |
|  | b. | Give your suggestions for Starbucks to make their business strategy more effective in India | CO6 | C | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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 | Analyse the competitive structure and strategy development |
| CO6 | Launch a new venture company or start one an established organization. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO2 |  | 10 |  | 10 | 10 | 10 | 40 |
| CO3 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO4 |  |  | 10 |  | 10 |  | 20 |
| CO5 |  | 10 |  |  | 10 |  | 20 |
| CO6 |  |  |  |  | 10 | 10 | 20 |
|  | | | | | | | **180** | |

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | \_\_\_\_\_\_\_\_\_\_ is India’s first e-commerce website. | | CO1 | U | 1 |
| 2. | Titan, the premier watch manufacturer in India, is looking to acquire Indian wearables brand \_\_\_\_\_\_\_\_. | | CO1 | A | 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. | Bhavish Aggarwal is the Founder and CEO of \_\_\_\_\_, one of India’s leading ride-sharing platforms. | | CO3 | An | 1 |
| 6. | \_\_\_\_\_\_\_\_\_\_\_ is the Founder and CEO of OYO Rooms, a leading chain of budget hotels in India. | | CO3 | A | 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 ShopClues, one of India’s leading e-commerce platforms. | | CO4 | A | 1 |
| 9. | **\_\_\_\_\_\_\_\_\_\_** was considered a definitive Indian car and was fondly called the "King of Indian roads". | | CO5 | U | 1 |
| 10. | Recall India's Fallen Billionaire due to a poor business plan. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Define rural entrepreneurship. | | CO1 | R | 3 |
| 12. | Explain the few problems faced by rural entrepreneurs in India. | | CO2 | U | 3 |
| 13. | List out the importance of women's entrepreneurship in India. | | CO3 | U | 3 |
| 14. | State the significance of Intrapreneurship with examples. | | CO4 | R | 3 |
| 15. | Compare entrepreneurs and managers with suitable examples. | | CO5 | U | 3 |
| 16. | Recall the few merits of a 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. |  | Critically analyze any four future technologies that will drive entrepreneurship. | CO1 | An | 12 |
|  |  |  |  |  |  |
| 18. | a. | Relate the importance of rural entrepreneurship in India for the wealth of the nation. | CO2 | U | 6 |
|  | b. | With suitable examples, explain the entrepreneurship models. | CO2 | R | 6 |
|  |  |  |  |  |  |
| 19. |  | Explain the success story of a woman entrepreneur who entered the unicorn club. | CO3 | E | 12 |
|  |  |  |  |  |  |
| 20. | a. | Illustrate the types of an entrepreneur with suitable examples. | CO4 | U | 6 |
|  | b. | Examine the problems faced by women entrepreneurs in India. | CO4 | A | 6 |
|  |  |  |  |  |  |
| 21. |  | Illustrate the success story of Cars24 who entered an entrepreneurship club in detail. | CO5 | An | 12 |
|  |  |  |  |  |  |
| 22. | a. | Articulate a suitable business plan with an example. | CO6 | A | 6 |
|  | b. | Describe the various business environments with appropriate examples. | CO6 | U | 6 |
|  |  |  |  |  |  |
| 23. |  | Prepare a business plan for any company of your choice, outline their products/services, Unique Selling Point (USP), marketing plan, and the associated challenges. | CO6 | C | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Explain an inspiring story of a rural entrepreneur in the Indian startup ecosystem. | CO5 | E | 12 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

|  |  |
| --- | --- |
|  | **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. |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **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** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)**  **(Answer all the questions)** | | | | | |
| 1. | Define Intrapreneur. | | CO1 | R | 1 |
| 2. | Explain the term Market Analysis. | | CO2 | U | 1 |
| 3. | Discuss the concept for new generation entrepreneurship. | | CO3 | U | 1 |
| 4. | Give any two examples for institutions set up by Central Government. | | CO3 | U | 1 |
| 5. | Define NIESBUD. | | CO3 | R | 1 |
| 6. | When was District Industry Center (DIC) established? | | CO5 | R | 1 |
| 7. | Identify the department that launched Multiplier Grants Scheme (MSG) for IT research and development. | | CO5 | U | 1 |
| 8. | Define Quality Standards. | | CO4 | R | 1 |
| 9. | State the process for product-concept. | | CO6 | R | 1 |
| 10. | Define Angel Investors. | | CO4 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | State factors influencing entrepreneurship. | | CO1 | R | 3 |
| 12. | Discuss the various methods of generating new ideas in entrepreneurship. | | CO2 | U | 3 |
| 13. | Explain the objectives of business plan. | | CO3 | A | 3 |
| 14. | Describe Venture Capital Assistance Scheme. | | CO4 | R | 3 |
| 15. | Explain the methods for identifying customer needs. | | CO6 | An | 3 |
| 16. | Explain the various functions of SISI. | | CO5 | An | 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 any two types of entrepreneurship in detail. | CO1 | A | 6 |
|  | b. | Discuss about any two case studies of success and failure stories of entrepreneurs and product development. | CO1 | E | 6 |
|  |  |  |  |  |  |
| 18. |  | Explain the Basic Government Procedures to be complied with Entrepreneurship. | CO2 | An | 12 |
|  |  |  |  |  |  |
| 19. | a. | List the best business startup loans initiated by the Indian government. | CO3 | R | 4 |
|  | b. | Articulate the Government schemes for startups for budding Entrepreneurs. | CO3 | A | 8 |
|  |  |  |  |  |  |
| 20. |  | Explain any Five institutional setups by central government for aiding the budding Entrepreneurs. | CO4 | An | 12 |
|  |  |  |  |  |  |
| 21. | a. | Interpret the District Industries Centers and its associated functions. | CO5 | An | 8 |
|  | b. | Discuss about the activities involved in District Industries Centers. | CO5 | U | 4 |
|  |  |  |  |  |  |
| 22. | a. | Describe the concept generation for product development. | CO6 | A | 8 |
|  | b. | Illustrate the Five-step method flow in the flow chart for clarifying the problem. | CO6 | A | 4 |
|  |  |  |  |  |  |
| 23. | a. | Write the characteristics of an entrepreneur with one case study. | CO1 | A | 6 |
|  | b. | Classify the different types of entrepreneur in the society and its impact. | CO1 | An | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | List the primary parts and key components of a business plan. | CO6 | R | 4 |
|  | b. | Determine the elements used for manufacturing costs of a product. | CO6 | An | 8 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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| --- | --- |
|  | **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 | Develop product concepts, design and prototype fabrication. |
| CO5 | Evaluate the action plan along student entrepreneurial journey. |
| CO6 | Develop product concepts, design and prototype fabrication. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 4 |  | 12 | 6 | 6 | - | 28 |
| CO2 | - | 4 | - | 12 | - | - | 16 |
| CO3 | 5 | 2 | 11 | - | - | - | 18 |
| CO4 | 5 | - | - | 12 | - | - | 17 |
| CO5 | 1 | 5 |  | 11 | - | - | 16 |
| CO6 | 5 | - | 12 | 11 | - | - | 28 |
|  | | | | | | | **124** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)**  **(Answer all the questions)** | | | | | |
| 1. | Define ‘value’. | | CO1 | U | 1 |
| 2. | List the different ways the honesty reflects. | | CO1 | U | 1 |
| 3. | Define ‘moral autonomy’. | | CO2 | R | 1 |
| 4. | Define Profession. | | CO2 | U | 1 |
| 5. | Name two aspects for comparing engineering work as experiment. | | CO3 | R | 1 |
| 6. | Give two conditions, essential for valid informed consent. | | CO4 | U | 1 |
| 7. | Name the factors that influence the perception of risk. | | CO5 | U | 1 |
| 8. | List two methodologies adopted to assess ‘personal risk’. | | CO5 | R | 1 |
| 9. | Define ‘environmental ethics’. | | CO6 | R | 1 |
| 10. | Give the reasons for an engineer to involve in weapons development. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | List the types of virtues, with an example for each. | | CO1 | R | 3 |
| 12. | Recall the reasons for a person to accept ‘ethical relativism’. | | CO2 | U | 3 |
| 13. | Distinguish between the *codes of ethics* and *codes of conduct.* | | CO3 | U | 3 |
| 14. | Compare the fault-tree and event-tree analysis for risk assessment. | | CO4 | U | 3 |
| 15. | Differentiate between *eye witness* and *expert witness.* | | CO5 | R | 3 |
| 16. | List the ethical features involved in computer crime. | | 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. |  | List the human values and explain in detail. | CO1 | U | 12 |
|  |  |  |  |  |  |
| 18. |  | Discuss the characteristics of the professions as different from non-professional occupation. | CO2 | A | 12 |
|  |  |  |  |  |  |
| 19. |  | Distinguish between causal responsibility, moral responsibility and legal responsibility with an example each. | CO3 | A | 12 |
|  |  |  |  |  |  |
| 20. |  | Discuss on the choice of ethical theory to study a problem, with an example. | CO4 | U | 12 |
|  |  |  |  |  |  |
| 21. |  | Explain the basic attitudes toward responsibility. | CO4 | U | 12 |
|  |  |  |  |  |  |
| 22. |  | Discuss on the ways and means of reducing occupational crimes in industries. | CO5 | An | 12 |
|  |  |  |  |  |  |
| 23. |  | Discuss on the philosophical views of nature. | CO5 | R | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | **State the ethical principles, codes of ethics of professional societies, to support your comments, from the following case study.**  You are an environmental engineer for one of the many local plants. That plant discharges effluents into a lake in a flourishing tourist area. Although all the plants are marginally profitable, they compete  for the same customers. Your responsibilities are to monitor the water and air discharges at your plant and the periodic reporting to pollution control board. You have just prepared a report that indicates that  the level of pollution in the Plant’s water discharges slightly exceed the legal limits. Your supervisor says you should regard the excess as a mere ‘technicality’, and he asks you to ‘adjust’ the data so that  the data appears to be in compliance. He says that slight excess is not going to endanger human or fish life any more than if the plant were actually in compliance. However he says, solving the problem  would require a very heavy investment. He explains, “We cannot afford new equipments. It might cost even a few jobs. It will set us behind our competitors. Besides, he says that many of the competitors are doing the same and the bad publicity we would get might scare off some of the tourist industry, making it worse for everybody.  **What are your basic responsibilities as an environmental engineer in this plant? How should you respond to your supervisor's request? What are the ethical issues in this case.** | CO6 | An | 12 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Identify the potential value of the approaches in the organization 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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 3 | 14 |  |  |  |  | 17 |
| CO2 | 1 | 4 | 12 |  |  |  | 17 |
| CO3 | 1 | 3 | 12 |  |  |  | 16 |
| CO4 |  | 28 |  |  |  |  | 28 |
| CO5 | 16 | 1 |  | 12 |  |  | 29 |
| CO6 | 4 | 1 |  | 12 |  |  | 17 |
|  | | | | | | | **124** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | \_\_\_\_\_\_\_ is an indirect raw material for the production of a wooden chair. | | CO1 | R | 1 |
| 2. | The role of a business plan is to identify potential customers within the target market. The process of dividing up the target market is called \_\_\_\_\_\_\_\_\_\_\_\_. | | CO1 | A | 1 |
| 3. | Labour Cost is high in \_\_\_\_\_\_\_\_\_\_\_ production. | | CO2 | U | 1 |
| 4. | If you add staff, the schedule may shorten & costs will increase ( True/ False). | | CO2 | U | 1 |
| 5. | Five conditions imposed on every project are.  Quality, Scope, Time, Cost and \_\_\_\_\_\_\_\_\_. | | CO3 | R | 1 |
| 6. | Titan, the premier watch manufacturer in India, is looking to acquire Indian wearables brand \_\_\_\_\_\_\_\_. | | CO3 | R | 1 |
| 7. | \_\_\_\_\_\_\_\_\_\_ is the India’s first e-commerce website. | | CO4 | U | 1 |
| 8. | \_\_\_\_\_\_\_\_\_\_ is the Father of E-commerce –India. | | CO4 | R | 1 |
| 9. | The people who invest their money in the initial phase of startups are called \_\_\_\_\_\_\_\_\_\_\_\_. | | CO5 | R | 1 |
| 10. | Social cost = \_\_\_\_\_\_\_\_\_\_ cost + External cost. | | CO5 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Write down Vision and Mission Statement of an educational Institution. | | CO1 | R | 3 |
| 12. | Differentiate bottom-up and a top-down sales forecast. | | CO2 | An | 3 |
| 13. | Justify the statement “Technology influences the Business”. | | CO3 | R | 3 |
| 14. | Point out the need for finance in any business. | | CO4 | U | 3 |
| 15. | Distinguish between Positive and Negative Externality. | | CO5 | A | 3 |
| 16. | Mention about tangible benefits in the business. | | 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. | Write down the importance of Business Plan. | CO1 | An | 6 |
|  | b. | Summarize various steps involved while writing the business plan. | CO1 | R | 6 |
| 18. | a. | State product differentiation and explain its types with an example. | CO2 | U | 6 |
|  | b. | Estimate the value of land and machine cost involved in business. | CO2 | R | 6 |
| 19. | a | Describe the factors which influence demand forecasting with suitable examples. | CO3 | R | 6 |
|  | b | Explain a business plan for customized shirt business in India. | CO3 | U | 6 |
| 20. | a. | Illustrate about the raw materials used in various industries with example and classify its types. | CO3 | A | 6 |
|  | b. | List out the factors which affects the supply in any business. | CO3 | R | 6 |
| 21. | a. | Classify the types of Production Process and explain any two types. | CO4 | A | 6 |
|  | b | Choose any business of your choice and prepare a business plan that includes a description of products/services and Unique selling proposition. | CO4 | R | 6 |
| 22. | a. | Illustrate the 7Ps marketing mix concept with suitable diagrams. | CO2 | A | 6 |
|  | b | Explicate the success of Ola Cabs by Bhavish Aggarwal, an Indian entrepreneur. | CO5 | U | 6 |
| 23. | a. | Brief about Financial Feasibility study with suitable example. | CO5 | A | 6 |
|  | b | Explain the market gap to be identified for a start-up company with suitable example. | CO5 | R | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Point out Nuts and Bolts issues around starting a company. | CO6 | U | 6 |
|  | b. | Narrate any one Entrepreneur’s success stories and discuss about the reason for their success. | CO6 | A | 6 |

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|  | **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 | Analyze the competitive structure and strategy development. |
| CO6 | Launch a new venture company or start one an established organization. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 |  | 1 | 6 |  |  | 17 |
| CO2 | 6 | 8 | 6 | 3 |  |  | 23 |
| CO3 | 17 | 6 | 6 |  |  |  | 29 |
| CO4 | 7 | 4 | 6 |  |  |  | 17 |
| CO5 | 7 | 7 | 9 |  |  |  | 23 |
| CO6 | 3 | 6 | 6 |  |  |  | 15 |
|  | | | | | | | **124** |



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| **Course Code:** | **20MS3001** | Duration : | **3hrs** |
| **Course Name :** | **ACCOUNTING FOR MANAGERS** | Max. marks : | **100** |

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| **Q. No.** | **Sub Div.** | **Questions** | **CO** | **BL** | **Marks** |
|  |  | **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** |  |  |  |
| 1. |  | Comprehend the way to analyse the financial statements using common size, comparative and trend percentage analysis statements. | CO2 | U | 20 |
| **(OR)** | | | | | |
| 2. | a. | Describe the concepts and conventions of accounting based on which the accounting system is built for the companies to follow. | CO1 | U | 10 |
| b. | Retrieve the method by which Accounting Standard Board lay down ne accounting standards. | CO1 | R | 10 |
|  | | | | | |
| 3. |  | Illustrate cash flow statement with proper allocation to Operatins, Investstment and Financial activities and draew the format with suitable examples. | CO4 | U | 20 |
| **(OR)** | | | | | |
| 4. |  | Enhance the ability of the Finance Manager in the preparation of Fund flow statement with analysis especially from operations. | CO4 | A | 20 |
|  | | | | | |
| 5. |  | Following is the Income Statement of XYZ Ltd., for the year ended 31st March,2019:   |  |  |  | | --- | --- | --- | |  | Rs. | Rs. | | Net Sales |  | 5,00,000 | | Less: Cost of Sales |  | 3,50,000 | | **Gross Profit** |  | **1,50,000** | | Less: Administrative expenses | 55,000 |  | | Selling and Distribution expenses | 25,000 | 80,000 | | **Operating Income** |  | **70,000** | | Less: Non-operating Expenses |  | 4,000 | |  |  | **66,000** | | Add: Non-operating Income |  | 5,500 | | **Net Income** |  | **71,500** |   Compute:   1. Gross Profit ratio; b) Operating ratio and its supporting ratios;   c) Operating Profit ratio; d) Net Profit ratio. | CO3 | An | 20 |
| **(OR)** | | | | | |
| 6. |  | Explain procedure in the preparation of Cash and Flexible Budgets with suitable illustrations. | CO5 | An | 20 |
|  | | | | | |
| 7. |  | Examine International Financial Reporting Standards (IFRS) and IND AS while companies are mandated to prepare consolidated financial statements. | CO6 | A | 20 |
| **(OR)** | | | | | |
| 8. |  | Employ IND AS/IFRS format and model to explain the way in which the statements can be compared within and between companies to interpret the results and establish the growth of the company. | CO6 | A | 20 |
|  | | | | | |
|  | | **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** |  |  |  |
| 9. |  | **Trial Balance of X Ltd as on 31st March, 2022.**   |  |  |  |  | | --- | --- | --- | --- | | **S.No.** | **Account Heads** | **Amount (Rs.)** | | | **Debit** | **Credit** | | 1 | Share Capital |  | 4,00,00,000 | | 2 | Share Premium |  | 1,00,00,000 | | 3 | Investments : Equity shares of NDFC Ltd | 49,75,000 |  | | 4 | Cash at bank in current account | 18,550 |  | | 5 | Fixed deposits with banks | 10,55,367 |  | | 6 | Cash in hand | 1,256 |  | | 7 | Tax deducted at source | 37,420 |  | | 8 | Expenses payable |  | 21,050 | | 9 | Preliminary Expenses | 32,840 |  | | 10 | Balance in P&L Account | 4,28,23,210 |  | | 11 | Loss on sale of investments | 11,25,775 |  | | 12 | Interest on Fixed Deposits with banks |  | 54,278 | | 13 | Bank charges | 110 |  | | 14 | Legal and Professional charges | 4,600 |  | | 15 | Stationary | 1,200 |  | |  | **Total** | **5,00,75,328** | **5,00,75,328** |   **Further Information:**   1. Authorised share capital of the company is 50,00,000 equity shares of Rs. 10 each. 2. 20,00,000 shares were issued at a premium of Rs. 5 each. 3. Interest accrued on fixed deposits with banks for the year Rs. 364. 4. Audit fee for the year payable Rs. 5000. 5. Other Expenses payable for the year:  * Legal and professional charges Rs.4,400 * Travelling and conveyance expenses Rs. 2,250  1. Preliminary expenses to be written off Rs. 16,420   **Required:**  Prepare the following financial statements of X Limited :   1. Balance sheet as on 31st March 2022. 2. Profit and Loss account for the year ended 31st March 2022. 3. Profit and Loss appropriation account for the year ended 31st March 2022. | CO2 | An | 20 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

|  |  |
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|  | **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. |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 |  |  |  | 20 |  | |  | 20 |
| CO4 |  | 20 | 20 |  |  | |  | 40 |
| CO5 |  |  |  | 20 |  | |  | 20 |
| CO6 |  |  | 40 |  |  | |  | 40 |
|  | 10 | 50 | 60 | 60 |  |  | | **180** |



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| **Course Code** | **20MS3002** | **Duration** | **3hrs** |
| **Course Name** | **APPLIED LAW IN BUSINESS** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Define the term ‘Business Law’. Discuss in brief the development of business law in independent India. Explain the different sources of law in India. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Remedies are a means given by law for parties who suffered in a contract when a party does not fulfill the promises accepted. Explain the rights of the aggrieved parties under Indian Contract Act 1852. | CO2 | U | 20 |
|  |  |  |  |  |  |
| 3. |  | Define the term agency. Explain the various modes by which an agency can be created with examples. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Explain the procedure for filing a consumer complaint under The Consumer Protection Act 2013. | CO5 | U | 20 |
|  |  |  |  |  |  |
| 5. |  | Explain contract of sale. Who is an Unpaid seller? List the rights of an unpaid seller under sale of Goods Act. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Brief the procedure to be followed with respect to the registration of the company as per Company Act 2013. | CO4 | U | 20 |
|  |  |  |  |  |  |
| 7. |  | Explain the procedure to seek information to make the government accountable, and to curb corruption. List the kind of information which will not be disclosed under the RTI act. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Intellectual Property registration in India protects the investment made into creating trust and loyalty among your customers. Explain the procedure to file for:   1. Patent registration 2. Copyright registration. | CO5 | U | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **Compulsory Question** | | | | | |
| 9. | a. | Contracts to be valid between parties need to fulfill legal requirements. Explain the essentials of a valid contract. | CO2 | U | 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 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

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|  | **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. |

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



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Explain the importance of marketing environment: How does socio-cultural and economic environment influence the marketing decisions? | CO1 | Analyze | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Differentiate between Traditional marketing and Digital marketing. | CO1 | Understand | 10 |
|  | b. | Define Global Marketing. Explain the benefits and strategies of global marketing. | CO2 | Understand | 10 |
|  |  |  |  |  |  |
| 3. |  | Describe the steps in the buying process for a product of your choice, starting with the need identification. | CO4 | Apply | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Describe the four bases of Market Segmentation and give examples for each type. | CO2 | Understand  Apply | 20 |
|  |  |  |  |  |  |
| 5. |  | Develop the Marketing Mix for a consumer service product of your choice. | CO3 | Create | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Enumerate the different levels of product. Identify the potential product for Elevator. | CO4 | Analyze  Apply | 20 |
|  |  |  |  |  |  |
| 7. |  | Discuss the various stages of Product Life Cycle. Suggest appropriate marketing strategies for each stage for a mobile phone market. | CO5 | Evaluate | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | List out and explain the emerging marketing approaches. | CO6 | Analyze | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **(Compulsory Question)** | | | | | |
| 9. |  | 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. | CO6 | Apply | 20 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

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|  | **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. |

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



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| **Course Code** | **20MS3004** | **Duration** | **3hrs** |
| **Course Name** | **ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Elaborate on the levels of Management. | CO1 | C | 10 |
|  | b. | Outline the Managerial Skills required for a Manager. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | List out the challenges for Organisational behavior. | CO2 | R | 10 |
|  | b. | What are the various approaches to Organisational behavior? | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. |  | Determine the causes of stress. | CO3 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Discuss the factors influencing Personality. | CO4 | C | 20 |
|  |  |  |  |  |  |
| 5. |  | Who is a leader? What are the different styles of Leadership? | CO5 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Identify the various Japanese Management Practices implemented in an Organisation. | CO6 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Explain the process for resolving conflict. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | What do you mean by diversity in workforce? Tell the ways to manage diversity in workforce. | 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**  What leadership traits did Mr. Gabriel exhibit? | CO6 | R | 20 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Remember the basic concepts and theories on Management principles. |
| CO2 | Understand the principles underlying organizational behavior. |
| 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. |

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



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

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| **Q. No.** | **Sub Div.** | **Questions** | **Course Outcome / Blooms Level** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | |
| 1. | a.  b. | Discuss in detail the Research Process involved in Business Research.  How do you set Objectives, Hypothesis and Questionnaire for a “Study on Customer Satisfaction of Premium Two Wheelers in India” | CO1/Apply  CO1/Apply | 10  10 |
| **OR** | | | | |
| 2. | a.  b. | Write down the features of Descriptive, Exploratory and Causal research approaches.  Give situations where each research approach to be applied. | CO2/Understand  CO2/Remember | 10  10 |
|  |  | **OR** |  |  |
| 3. |  | Give a detailed note on the types of Data and Data collection procedures. | CO3/Analyze | 20 |
| **OR** | | | | |
| 4. | a. | Under which conditions, you will apply ANOVA, Multiple and Linear Regression, Principal Component Regression, Correlation and Paired Sample T-Test and Chi Square Test | CO4/Analyze | 10 |
|  | b. | 1. Assume you need to take a sample size of 50 nos out of 5000 nos population. Calculate sample Size Fraction. 2. Suppose a Survey Researcher, studying expenditures on Bathing Soaps wishes to have a 95 percent confidence level(Z) and range of error(E) of less than Rs.1.28. The estimate of the standard deviation is Rs.12.45. What is the calculated sample size? | CO3/Analyze | 10 |
|  |  |  |  |  |
| 5. |  | Differentiate Probability and Non-Probability Sampling techniques and explain in detail the different methods of Probability Sampling Technique. | CO5/Evaluate | 20 |
| **OR** | | | | |
| 6. |  | Write down minimum ten reasons why companies must go for Business Research before taking any crucial decision. | CO5/Evaluate | 20 |
|  |  |  |  |  |
| 7. |  | “A well-constructed Questionnaire should have the mix of single item and Multi Item scales” – Explain in detail all the forms of Scaling Techniques | CO4/Analyze | 20 |
| **OR** | | | | |
| 8. |  | Enumerate all the steps to be followed in drafting a Good Research Report. | CO6/Create | 20 |
| **PART-B (1X20=20 Marks)**  **COMPULSORY QUESTION** | | | | |
| 9. |  | Shaun & Tech (S&T) Limited was incorporated as a limited company in 1946.The company started its business in the non-core cement sector and later diversified in to many fields. The company’s businesses have been classified in to 6 operating divisions Engineering, Construction, heavy engineering, Electrical and Electronics, Machinery and Industrial Products. It is quite evident that its sales were fallen down for the past ten in all its business segments. S&T realizes the importance of Customer satisfaction in order to get back its lost glories. Let us assume that S&T wants to ascertain the satisfaction level of its customers. The Company has a large customer base.  **Question**: Should the company go in for a sample, what is the sampling design it should apply? Assume that population is infinite in numbers. Justify the sampling design that you adopt for this study. | CO6/Create | 20 |

**CO – COURSE OUTCOME BL – BLOOMS’ LEVEL**

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|  | **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. |

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



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Define the term "research process" and explain its significance in the field of business management. | CO1 | U | 10 |
|  | b. | What are the key qualities of a good hypothesis? Why it is important to have a well-formulated hypothesis in research? | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | State the significance of problem identification and formulation in the research process. Discuss the steps involved in problem identification and formulation, and provide an example to illustrate each step. | CO1 | An | 20 |
|  |  |  |  |  |  |
| 3. | a. | Discuss the different types of descriptive research designs, and how they can be used in business research. Illustrate with examples. | CO2 | U | 10 |
|  | b. | What is experimental design? Elaborate the importance of experimental design in business research, and provide an example of its application in a real-world setting. | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Discuss different types of exploratory research design and their applications in business research. Provide an example of each type of exploratory research design to illustrate its usefulness. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Define the term "sampling error". What are some factors that can contribute to sampling error? | CO3 | R | 10 |
|  | b. | Explain the concept of non-response in a survey. What are some ways to minimize non-response? | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Differentiate probability and non-probability sampling methods. Explain the advantages and disadvantages of using a probability sampling technique in research. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Discuss the importance of data collection in research. Describe the different types of primary data collection methods, including observation and surveys, and the advantages and disadvantages of each. | CO4 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Describe the different types of charts and graphs that can be used for data visualization. Provide examples of each type and how it might be appropriate to use. | CO6 | A | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | A retail chain is experiencing declining sales at one of its stores. The company wants to conduct research to understand the reasons behind the decline and identify potential solutions.  a) What type of research method would you recommend the retail chain to use to conduct research on the declining sales at their store? Why?  b) What steps should the retail chain take in designing and implementing their research study? | CO5 | An  A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
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|  | **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 | Analyse 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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 |  | 20 |  |  | 40 |
| CO2 |  | 10 | 10 | 20 |  |  | 40 |
| CO3 | 20 |  |  |  |  |  | 20 |
| CO4 |  | 20 |  | 20 |  |  | 40 |
| CO5 |  |  | 10 | 10 |  |  | 20 |
| CO6 |  |  | 20 |  |  |  | 20 |
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| **Course Code** | **20MS3010** | **Duration** | **3hrs** |
| **Course Name** | **CORPORATE STRATEGY** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Describe the Focus and Purpose of Strategic Management. Examine the key elements of strategic management along with its benefits. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Identify the BCG Matrix Diagram. Explain the merits and demerits in the Metrix. | CO2 | U | 20 |
|  |  |  |  |  |  |
| 3. | a. | Interpret SWOT analysis as a tool of environmental scanning. | CO2 | A | 10 |
| b. | Experiment the various stages of Industry life cycle with suitable examples. | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a | The principal tool that most managers now use to increase the reliability of their product offering is the Six Sigma quality improvement methodology. Write a note on Quality Improvement. | CO3 | A | 10 |
|  | b | Explain the concept and types of Super Innovation with suitable examples. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. |  | Evaluate the effects of Economies of Scale on Production Costs with suitable plot. Classify the types of economies of scale. | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Differentiate Micro and Macro Environment. Appraise the major forces of Micro and Macro environments with suitable examples. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Vertical Integration strategies allow a firm to gain control over distributers, suppliers, and/or competitors. Appraise this statement by giving relevant examples. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Predict the changing patterns of International Business scenario. Summarize the features of wholly owned subsidiaries, Joint ventures and exporting. | CO5 | E | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Read the case study given below and answer the questions given at the end.**  The world largest consumer food and beverages company Nestle has been facing criticism after an internal presentation revealed that a majority of its mainstream food and beverages portfolio is unhealthy. Nestle, acknowledged the fact that some of its food products will never be healthy.  However, this controversy is nowhere close to the crisis involving Nestle India’s Maggie Noodles Over seven years ago. In April 2015 it was confirmed that Maggi Noodles had high levels of Monosodium glutamate (MSG) apart from high lead content above permissible level.  The Food Safety and Standards Authority of India (FSSAI) asked Nestle to recall Maggi Noodles. Nestle was left with no choice but to recall the popular snack from the market. Between June 5 and September 1, 2015, nearly 38,000 tons of Maggi Noodles were recalled from retail stores across the country and destroyed.  Maggi’s share in the Indian Market went down from 80 percent to Zero. Five months after the brand was forced to pull out of the market over safety concerns. Nestle India’s Maggi Noodles returned to shelves in November 2015. However, local bans continued in some states even after Maggi returned to the markets. It took almost another year for Maggi to return to shops across all states in India.    **Questions:**  Anticipate the ways in which the company can address the issue. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Describe the strategic decisions that organizations make and have an ability to engage in strategic planning. |
| CO2 | Discuss the basic concepts, principles and practices associated with strategy formulation and implementation. |
| CO3 | Illustrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives. |
| CO4 | Examine a company’s strategic situation, with emphasis on strategic analyses on the business level, the corporate level, and the network level. |
| CO5 | Assess the key concepts and the strategic role of management in creating and enhancing a firm’s competitive advantages. |
| CO6 | Synthesize the strategies and position a firm or business unit in the global competitive arena |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 20 | 0 | 0 | 0 | 0 | 0 | 20 |
| CO2 | 0 | 20 | 20 | 0 | 0 | 0 | 40 |
| CO3 | 0 | 0 | 20 | 0 | 0 | 0 | 20 |
| CO4 | 0 | 0 | 0 | 40 | 0 | 0 | 40 |
| CO5 | 0 | 0 | 0 | 0 | 40 | 0 | 40 |
| CO6 | 0 | 0 | 0 | 0 | 0 | 20 | 20 |
|  | 20 | 20 | 40 | 40 | 40 | 20 | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Define strategy and Strategic Management. Examine the skills of strategic leadership. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Draw the BCG Matrix Diagram and explain the various merits and demerits in the Metrix. | CO2 | U | 20 |
|  |  |  |  |  |  |
| 3. |  | Examine Competitive Advantage in the field of Strategic management. Illustrate Porter’s Generic strategic model for the competitive advantage of a company. | CO3 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | The McKinsey 7S Model refers to a tool that analyzes a company’s “organizational design.” Predict the use of “Seven S Model” for strategic measurement with suitable examples. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | A firm operating industry needs to adopt appropriate innovative strategic moves to survive in the industry. Analyze the transformation process in a mature industry. | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Differentiate Micro and Macro Environment. Appraise the major forces of Micro and Macro environments with suitable examples. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Predict the reason for industries fragmentation. Evaluate the main ways in which companies can run a fragmented industry into a consolidated one. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Environment of internal Business in many industries today is no longer meaningful to talk about markets, rather there is only the global market. Appraise in detail any FIVE modes of entry into the market. | CO5 | 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.**  SR Limited (SR) is a producer of health foods. The company was set up in 2006 by Suman Raj who was formerly a Production Executive with one of the larger producers of packaged foods in India. Mr. Banarjee always wanted to own and operate his own business. He welcomed the change to break away from what he termed a giant bureaucracy. In 2007, SR was earning a return on investment of 20 percent. The company sale in that year was Rs. 260 lakhs.  Mr. Banarjee felt that the firm was very successful but his objective was to increase sales and profits. In his own opinion as a marketer, this could be accomplished without continually adding new products. The company produced several items like salt free nuts, roasted nuts, dehydrated fruits, and almond and cream biscuits. The other items like packed teas, coffee, vitamins and ice creams produced from other producers and used the SR brand on them. Mr. Banarjee has targeted on middle and upper middle class living in urban areas. Some of his competitors aimed upper middle and luxury class while some others oriented their marketing mix primarily on health-conscious people.  SR distributed its products throughout the country using wholesalers. Four Regional managers of the company supervised these. 24 Area managers reported to these regional managers. In 2009, some of the company operating personnel came up with a new cereal product they felt could be profitably sold by the firm. The product resembled corn flakes in structure, but had a nutty flavor.  Further, it contained most of the vitamins recommended by the physicians plus folic acid, minerals, iron and calcium. The feedback upon testing was encouraging; Mr. Banarjee decided to introduce it to the mass consumer market. In his opinion, the major super market chain would be invited to carry this product. He branded the product as X.    **Questions:**   1. Speculate the new product launching strategies available for X? Validate it. 2. Anticipate whether Mr. Banarjee is following the right distribution strategy? 3. Develop a marketing mix strategy for X. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Describe the strategic decisions that organizations make and have an ability to engage in strategic planning. |
| CO2 | Discuss the basic concepts, principles and practices associated with strategy formulation and implementation. |
| CO3 | Illustrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives. |
| CO4 | Examine a company’s strategic situation, with emphasis on strategic analyses on the business level, the corporate level, and the network level. |
| CO5 | Assess the key concepts and the strategic role of management in creating and enhancing a firm’s competitive advantages. |
| CO6 | Synthesize the strategies and position a firm or business unit in the global competitive arena |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 20 | 0 | 0 | 0 | 0 | 0 | 20 |
| CO2 | 0 | 20 | 0 | 0 | 0 | 0 | 20 |
| CO3 | 0 | 0 | 40 | 0 | 0 | 0 | 40 |
| CO4 | 0 | 0 | 0 | 40 | 0 | 0 | 40 |
| CO5 | 0 | 0 | 0 | 0 | 40 | 0 | 40 |
| CO6 | 0 | 0 | 0 | 0 | 0 | 20 | 20 |
|  | 20 | 20 | 40 | 40 | 40 | 20 | **180** |



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

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| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **CO/BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | |
| 1. | a. | State the significance of Financial Planning. | 1 / R | 5 |
|  | b. | Describe the scope of finance functions highlighting the main financial decisions that a Financial manager must make. | 1 / U | 10 |
|  | c. | List the features of Risk-Reward relevance. | 1 / U | 5 |
| **(OR)** | | | | |
| 2. | a. | (i) What is the balance in an account at the end of 10 years if Rs.25000 is deposited today and the account earns 4% interest, compounded annually? Quarterly? Semi-annually? (Apply Equation Method) | 2 / E | 10 |
|  | b. | **(ii)** Complete the following, solving for the present value, PV:   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Case | Future value | Interest rate | Number of periods | Present value | | A | Rs.10,000 | 5% | 5 | **?** | | B | Rs.563,000 | 4% | 10 | **?** | | C | Rs.5,000 | 5.5% | 3 | **?** | | 2 / C | 10 |
|  |  |  |  |  |
| 3. | a. | Explain in detail the various factors affecting capital structure of an organization. | 3 / An | 10 |
|  | b. | How is EBIT and EPS analysis related? What is the key outcome of Modigilani - Miller approach regarding capital structure? | 3 / C | 10 |
| **(OR)** | | | | |
| 4. | a. | Discuss why the NPV method of project appraisal is regarded superior to IRR method. | 4 / Ap | 10 |
|  | b. | Discuss cost of capital and its various components. Explain WACC evaluation procedure. | 4 / An | 10 |
|  |  |  |  |  |
| 5. | a. | List the various types of long – term sources of funds. What would be the appropriate long-term Investment Decisions for financing a public limited company? | 4 / Ap | 10 |
|  | b. | Preference share capital is also known as ‘Hybrid Capital’? Explain with reasons. | 4 / U | 10 |
| **(OR)** | | | | |

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| 6. |  | A Proforma cost sheet of Alt company Ltd. provides the following particulars:  Elements of cost Material 40%, Direct labour 20%, Overheads 20%. It is proposed to maintain a level of activity of 2,00,000 units. Selling price is Rs. 12 per unit.  (i)Raw materials are expected to remain in stores for an average period of one month.  (ii)Materials will be in process, on averages half a month.  (iii)Finished goods are required to be in stock for an average period of one month.  (iv)Credit allowed to debtors is 2months.  (v)Credit allowed by suppliers is one month.  You are required to prepare a statement of working capital requirements. A contingency 10% of expenses to be included. | 6 / E | 20 |
|  |  |  |  |  |
| 7. | a. | Write notes on the following short term sources of funds. (i) Spontaneous finance (ii) certificate of deposits (iii) commercial paper | 6 / R | 10 |
|  | b. | Mention the Impacts of inadequate and excess working capital. | 6 / An | 10 |
| **(OR)** | | | | |
| 8. | a. | Critically examine the cash management models in working capital decisions. | 5 / An | 10 |
|  | b. | Write short notes on : (a) Receivable management (b) Inventory management | 5 / Ap | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | |
| 9. |  | From the information below, prepare a cash budget for a company for April, May, and June 2020 in a columnar form.   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Month** | **Sales** | **Purchases** | **Wages** | **Exp.** | | Jan. (actual) | 80,000 | 45,000 | 20,000 | 5,000 | | Feb. (actual) | 80,000 | 40,000 | 18,000 | 6,000 | | Mar. (actual) | 75,000 | 42,000 | 22,000 | 6,000 | | Apr. Budget | 90,000 | 50,000 | 24,000 | 6,000 | | May Budget | 85,000 | 45,000 | 20,000 | 6,000 | | Jun. Budget | 80,000 | 35,000 | 18,000 | 5,000 |   You are further informed that:   1. 10% of [purchases](https://learn.financestrategists.com/finance-terms/purchases/) and 20% of [sales](https://learn.financestrategists.com/finance-terms/sales/) are for cash. 2. The [average collection period](https://learn.financestrategists.com/finance-terms/average-collection-period-definition/) of the company is half a month and [credit purchases](https://learn.financestrategists.com/finance-terms/credit-purchases/) are paid off regularly after one month. 3. Wages are paid half monthly and [expense](https://learn.financestrategists.com/finance-terms/how-to-define-expense/)s is paid monthly. 4. Cash and bank balance on April 1 was Rs.15,000 | 5 / E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the financial avenues best suited for investment requirements. |
| CO2 | Understand the Valuation techniques in finding out the value of Money over the present as well as future period of time. |
| CO3 | Apply the skill in establishing the Optimal Capital Structure and cost of capital for a business enterprise. |
| CO4 | Analyze the sources of funds and take appropriate long-term Investment Decisions. |
| CO5 | Evaluate the Cash Management, Inventory Management Policy, payables and receivables pressures in management decisions. |
| CO6 | Create the Model by which Working Capital Requirements are charted out to meet out the business needs. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 5 | 15 | - | - | - | - | 20 |
| CO2 | - | - | - | - | 10 | 10 | 20 |
| CO3 | - | - | - | - | - | 10 | 10 |
| CO4 | - | - | 10 | - | - | - | 10 |
| CO5 | - | - | - | - | 20 | - | 20 |
| CO6 | 10 | - | - | 10 | - | - | 20 |
|  | | | | | | | **100** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Distinguish the Wealth Maximisation and Profit maximization. | CO1 | U | 10 |
|  | b. | Discuss the meaning, functions and concept of Financial Management. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | A debtor may discharge a debt by paying either (a) Rs. 240,000 now or (b) Rs. 300,000, 5 years from now. If the money is worth 5% compounding ( semi annually ) to him, which alternative you may advise as a Finance Manager. | CO2 | An | 10 |
|  | b. | Mr. A, the father of Minimol (now 2 years) wants to get an amount of Rs. 1 million when Minimol becomes 16 years old. Present the amount that will fetch 12% interest compounded semiannually. What is the amount he has to deposit now to get Rs. 1 million? | CO2 | An | 10 |
| 3. |  | Hindustan Micro Ltd has the following figures to report.  Selling Price per unit - Rs. 2000  Variable Cost per unit - Rs. 1000  Fixed cost Rs. 400,000  Fixed interest expenses Rs. 60,000  Company is in the tax bracket of 40 %  No. of equity shares outstanding - 10,000 shares  Find out EBIT, EPS, DOL and DFL  Under Two levels of production such as 1000 units and 1200 units. | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Discuss the components of Capital Structure and analyze the factors affecting Capital Structure. | CO3 | U | 10 |
|  | b. | Explain the NI and NOI approach of capital structure with suitable examples. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. |  | Write Notes on :   1. Contribution 2. EPS 3. EBIT 4. Operating Leverage 5. Financial Leverage 6. Combined Leverage | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | You are required to calculate   1. Total value of the firm 2. Overall cost of Capital   from the following figures:  EBIT is expected to be Rs. 5 lacs.  Company has 10% debentures of Rs. 20 lacs.  Cost of equity / Equity capitalization Rate - 12.5 % | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | M/s. Hind telecom estimates the cash flow for a project for 3 years life period as follows:  Initial investment Rs. 45 lacs. Cost of capital is 15 %  Cash inflows:  Ist year Rs. 30,00,000  IInd year Rs. 20,00,000  IIIrd year Rs. 10,00,000  Calculate:   1. NPV 2. IRR | CO6 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain the working capital and its various components. Discuss the different methods of assessment of working capital. | CO5 | A | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | |  |  |  |  | | --- | --- | --- | --- | | From the following data, prepare a Statement showing working  capital requirements for the year 2023:   1. Estimated output for the year 130,000 units (52 weeks) 2. Stock of raw materials 2 weeks 3. Stock in process 2 weeks (50% of wages and overhead are incurred) 4. Finished goods remain in storage for 2 weeks 5. Creditors 2 weeks 6. Debtors 4 weeks 7. Lag in payment of wages and overheads 2 weeks each 8. Selling price per unit Rs.15. 9. Analysis of cost per unit is as follows: | | | | |  | Raw materials | Rs. 5 per unit |  | | Labour | Rs. 3 per unit | | Overheads | Rs. 2 per unit | |  | | | | | CO5 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Remember the financial avenues best suited for investment requirements. |
| CO2 | Understand the Valuation techniques in finding out the value of Money over the present as well as future period of time. |
| CO3 | Apply the skill in establishing the Optimal Capital Structure and cost of capital for a business  enterprise. |
| CO4 | Analyze the sources of funds and take appropriate long-term Investment Decisions. |
| CO5 | Evaluate the Cash Management, Inventory Management Policy, payables and receivables  pressures in management decisions. |
| CO6 | Create the Model by which Working Capital Requirements are charted out to meet out the  business needs. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 |  |  |  |  | 20 |
| CO2 |  |  |  | 20 |  |  | 20 |
| CO3 |  | 10 | 10 | 20 |  |  | 40 |
| CO4 |  |  | 20 | 20 |  |  | 40 |
| CO5 |  |  | 20 | 20 |  |  | 40 |
| CO6 |  |  |  | 20 |  |  | 20 |
|  | | | | | | | **180** |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Describe the functions and the three major decisions involved in  Financial Management. How do you distinguish from Profit Maximization with Wealth Maximization? | CO1 | U | 10 |
|  | b. | How does the risk-return trade-off relate to the financial manager’s  main goal? Explain the duties and role played by the modern financial manager | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | A debtor may discharge a debt by paying either (a) Rs. 480,000 now or (b) Rs. 600,000, 5 years from now. If the money is worth 5% compounding ( semi annually ) to him, which alternative you may advise as a Finance Manager. | CO2 | An | 10 |
|  | b. | Mr. Z, the father of Kanimol (now 2 years) wants to get an amount of Rs. 2 million when Kanimol becomes 16 years old. Present the amount that will fetch 12% interest compounded semi annually. What amount he has to deposit now to get Rs. 1 mn? | CO2 | An | 10 |
| 3. | a. | From the following data, prepare a Statement showing working  capital requirements for the year 2023:   1. Estimated output for the year 130,000 units (52 weeks) 2. Stock of raw materials 2 weeks 3. Stock in process 2 weeks (50% of wages and overhead are incurred) 4. Finished goods remain in storage for 2 weeks 5. Creditors 2 weeks 6. Debtors 4 weeks 7. Lag in payment of wages and overheads 2 weeks each 8. Selling price per unit Rs.15.   Analysis of cost per unit is as follows:   |  |  | | --- | --- | | Raw materials | Rs. 5 per unit | | Labour | Rs. 3 per unit | | Overheads | Rs. 2 per unit | | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Discuss various methods of assessment of Working Capital advances. | CO3 | U | 10 |
|  | b. | Explain NI and NOI approach of capital structure with suitable examples. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Write Notes on :   1. EPS 2. PAT 3. PBT 4. Operating Leverage 5. Financial Leverage 6. Capital Structure | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | You are required to calculate   1. Total value of the firm 2. Overall cost of Capital   from the following figures:  EBIT is expected to be Rs. 5 lacs  Company has 10% debentures of Rs. 20 lacs  Cost of equity / Equity capitalization Rate - 12.5 % | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. | a. | M/s. Hind telecom estimates the cash flow for a project for 3 years life period as follows:  Initial investment Rs. 11 lacs. Cost of capital is 10 %  Cash inflows:  Ist year Rs. 6,00,000  IInd year Rs.2,00,000  IIIrd year Rs. 1,00,000  IVth year Rs. 500,000  Calculate:   1. NPV 2. IRR | CO6 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain the following :   1. NPV 2. IRR 3. Time value for money 4. Angel investors | CO6 | A | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | |  | | --- | | M/s. Amitab Ltd has the following figures to report.  Selling Price per unit - Rs. 4000  Variable Cost per unit - Rs. 2000  Fixed cost Rs. 800,000  Fixed interest expenses Rs. 120,000  Company is in the tax bracket of 40 %  No. of equity shares outstanding - 20,000 shares  Find out   1. EBIT, 2. EPS, 3. DOL and 4. DFL   Under Two levels of production such as 1000 units and 1200 units . Also analyze the results of both the levels of production | | CO3 | An | 20 |
|  |  |  | CO |  |  |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the financial avenues best suited for investment requirements. |
| CO2 | Understand the Valuation techniques in finding out the value of Money over the present as well as future period of time. |
| CO3 | Apply the skill in establishing the Optimal Capital Structure and cost of capital for a business  enterprise. |
| CO4 | Analyze the sources of funds and take appropriate long-term Investment Decisions. |
| CO5 | Evaluate the Cash Management, Inventory Management Policy, payables and receivables  pressures in management decisions. |
| CO6 | Create the Model by which Working Capital Requirements are charted out to meet out the  business needs. |

|  |  |  |  |  |  |  |  |
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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 |  |  |  |  | 20 |
| CO2 |  |  |  | 20 |  |  | 20 |
| CO3 |  | 10 | 10 | 20 |  |  | 40 |
| CO4 |  |  | 20 | 20 |  |  | 40 |
| CO5 |  |  |  | 20 |  |  | 20 |
| CO6 |  |  | 20 | 20 |  |  | 40 |
|  | | | | | | | **180** |



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

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain in detail the meaning, nature and scope of HRM. | CO1 | C | 10 |
|  | b. | Demonstrate any three HRM models with suitable example. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Define Human Resource planning and explain the various steps in the HRP process. | CO4 | An | 10 |
|  | b. | Illustrate the various methods of job evaluation. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Discuss the internal and external sources of recruitment. | CO2 | C | 10 |
|  | b. | Identify and discuss popular selection techniques that organizations use to hire new employees. | CO6 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | The training system in Indian Industry has been changed to create a smarter workforce and yield the best results. Demonstrate in detail the different methods of training with suitable examples. | CO2 | A | 10 |
|  | b. | Performance Appraisal is an objective assessment of an individual’s performance against well-defined benchmarks. Explain in detail the nature, objectives and the different stages in the appraisal process. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | As an HR Manager Analyze the various employee benefits and services that is very essential in an organization. | CO3 | A | 10 |
|  | b. | Define HR audit. Describe its scope and approaches. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Job analysis is an essential human resource management activity.” In the light of this statement, identify the nature and the purpose of job analysis | CO3 | R | 10 |
|  | b. | Discuss in detail the different types of compensations using relevant examples | CO3 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Analyze the various ways and means by which an organization can inculcate ethical values among its workforce. | CO4 | E | 10 |
|  | b. | Examine some of the Career Development Issues and Challenges faced by Indian organizations. | CO4 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Discuss in detail the basic functions of HRM. | CO5 | U | 10 |
|  | b. | Describe in detail the Role of HR in CSR. | CO5 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Cross Border Merger and Acquisition: Tata Corus Deal**  **Case Summary**  In the context of developing and emerging economy, cross border merger and acquisitions (M&A) are taking place for quite some time now. However as many studies report almost 60-70% cross-border mergers fail. Tata-Corus deal is the largest Indian takeover of a foreign company by an Indian company. However just after this acquisition the European operation got badly hit by the recessionary condition in the economy. Certain concerns have been raised so far. First, technical capabilities of Corus were inflated. Volume wise Indian operation produces less than half of steel than that of the European operation; yet net sales and profit from Indian operation are substantially higher than its European counterpart. In the relatively stable economic situations Corus was doing fine as a home grown company in UK. However, soon after the merger when four international buyers cancelled their 10 year contract to buy slabs from Corus, it was forced to think of closure of the plant. This move was supposed to entail 2000 direct job loss of employees and put 1000 other jobs at risk. Secondly, the very beginning there were conflicts between the cultures of the two organizations. This merger increased Tata Steel’s debt liability substantially and critique maintains that if Tata Steel would not have acquired Corus it could have remained better off.  **Answer the Following Questions**   1. What are the major HR challenges associated with cross border mergers as opposed to the merger and acquisition within a nation? 2. As a future HR Manager , what are the lessons you have learnt from the above mentioned case study | CO6 | 20 | E |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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| --- | --- |
|  | **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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 10 |  |  | 10 | 20 |
| CO2 | 10 | 10 |  | 10 |  | 10 | 40 |
| CO3 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO4 | 10 |  |  | 10 | 10 |  | 30 |
| CO5 |  | 10 |  |  | 10 |  | 20 |
| CO6 |  | 10 |  |  | 20 |  | 30 |
|  | | | | | | | **180** |



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

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Elaborate the evolution of Human Resource Management and how the modern organization does impact with the perspective HR systems. | CO1 | E | 10 |
|  | b. | Elucidate the role of Human Resource Manager in an organization and how the HR Manager role is inevitable for a Concern. | CO1 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss the environment of Human Resource Management. | CO1 | An | 10 |
|  | b. | List down the functions of Human Resource Management. | CO1 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | Brief about an interview. Explicate the types of Interview that are all followed in the concerns. | CO2 | An | 10 |
|  | b. | Explain the steps involved in the selection process. | CO2 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain with suitable illustrations the process of human resource planning. | CO2 | E | 10 |
|  | b. | Distinguish between job description and job specifications. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | Elaborate the types of training of an organization and elucidate the characteristics of training. | CO3 | An | 10 |
|  | b. | What are all the methods are getting adapted in development programmes? | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | What criteria would you use to determine whether a training programme is effective? | CO3 | R | 10 |
|  | b. | How will you evaluate the effectiveness of an executive development programme? If it is not effective what steps will you take to make it effective? | CO3 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Elaborate the modern methods of performance appraisal which would be personalized in the organization. | CO5 | C | 10 |
|  | b. | Explain the career development issues and challenges in the corporate world. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | As a HR Manager, how will you control the HR costs in your organizations? | CO6 | An | 10 |
|  | b. | How do you apply the Artificial Intelligence in HRM? | CO6 | C | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | A construction equipment manufacturing company has its corporate headquarters in a major metro in South India with several plants and marketing offices located in various parts of the country. Every year the company hires about 50 college graduates to the position of management trainees. The training period is ten months, including an including an initial week of orientation programme.  QUESTIONS:  1. If you were to advise the HR department of the company, what steps will you follow to prepare a training package and why?  2.Identify some of the possible problems, which may be encountered in effectively implementing the training package, and sugges measures to overcome them. | CO4 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
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|  | **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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 |  |  | 10 | 20 |  | 40 |
| CO2 |  | 10 |  | 10 | 20 |  | 40 |
| CO3 | 30 |  |  | 10 |  |  | 40 |
| CO4 |  |  |  | 20 |  |  | 20 |
| CO5 |  |  |  |  | 10 | 10 | 20 |
| CO6 |  |  |  | 10 |  | 10 | 20 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Management Information System – Define and explain in detail. | CO1 | R | 10 |
|  | b. | Analyse the importance / benefits of MIS-Finance system in a manufacturing unit. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Create an Entity Relationship Diagram (ERD) for Food Delivery and Explain in detail. | CO2 | C | 10 |
|  | b. | A detailed note on Data Definition Language (DDL), Data Manipulation Language (DML), Structured Query Language (SQL) and its purpose. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | Draw an Entity Relationship Diagram (ERD) for an Eye Hospital-Patient Management and Explain the processes in detail. | CO2 | A | 10 |
|  | b. | Enterprise Resource Planning (ERP) – Explain in detail. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the phases in System Development Life Cycle (SDLC). | CO3 | U | 10 |
|  | b. | List out the reports required and its usage in an Enterprise Resource Planning (ERP) for a Finance management system. | CO3 | E | 10 |
|  |  |  |  |  |  |
| 5. | a. | Draw the Triangular (Pyramid) diagram on Information system and its usage in management process. | CO4 | U | 10 |
|  | b. | How the following systems help the management in an organisation?   1. Group Decision Support System 2. Executive Support System | CO4 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain Transaction Processing System (TPS) and Decision Support System (DSS) and its importance. | CO4 | A | 10 |
|  | b. | Provide 2 examples of a vulnerability, explain, analyse and derive a mitigation plan. | CO5 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain the following in detail   1. Hacking 2. Phishing | CO5 | R | 10 |
|  | b. | What are the ways / methods to prevent the Vulnerability in Software? | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Define E-Commerce and analyse the Benefits and Limitations of E-Commerce. | CO6 | R | 10 |
|  | b. | Business Models in E-Commerce – Explain in detail. | CO6 | U | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Case- Study  Food@Door is a company delivers food to their consumers and doing excellent services.  Most of the time the company received 5 Star rating from all their customers.  Their average rating is always lying between 4.9 to 4.8 in a 5-point scale.  Recently their average rating is reduced from 4.9 to 4.0 out of the scale of 5.  The Food@Door management is very much disappointed.  They want to regain their original excellency in their business.  **If you are appointed as a senior person responsible to regain your standards again in the customer's mind.**  **Identify the issue, Analyse the Issue, Possible causes, Feasible Causes, Arrive a solution, Take a decision and implement the final decision to fix the issue.** | CO6 | C&A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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. |

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| **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 |  | 20 |  |  | 10 |  | 30 |
| CO4 | 10 | 10 | 10 |  |  |  | 30 |
| CO5 | 10 |  | 10 |  | 10 |  | 30 |
| CO6 | 10 | 10 |  | 10 |  | 10 | 40 |
|  | | | | | | | **180** |



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

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| **Q. No.** |  | **Questions** | **CO** | **BL** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Why is MIS looked upon as a strategic need of management today? What are its components that support the management in an organization? | CO1 | R | 20 |
| **(OR)** | | | | | |
| 2. |  | MIS supports a manager in his functional responsibilities. Explain. | CO1 | U | 20 |
|  |  |  |  |  |  |
| 3. |  | Explain the need of information requirement in decision making and elucidate how DSS helps managers to make prompt decisions. | CO2 | U  A | 20 |
| **(OR)** | | | | | |
| 4. |  | Discuss the major types of information system with examples from business organizations in the real world. | CO3 | R  A | 20 |
|  |  |  |  |  |  |
| 5. |  | What causes the failure of ERP systems implementation? Discuss its benefits and challenges. | CO3 | An | 20 |
| **(OR)** | | | | | |
| 6. |  | Discuss the various types of e-commerce. What are the threats involved in e-commerce transactions? | CO4 | U  An | 20 |
|  |  |  |  |  |  |
| 7. |  | How does Information Technology affect privacy of customers? How can government, Industries and organizations increase the security and privacy of customers’ data? | CO4 | An | 20 |
| **(OR)** | | | | | |
| 8. |  | Expound some of the occupational health problems Information Technology has created and justify the reasons behind. | CO5 | A  An | 20 |
| **PART – B(1 X 20= 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | What are some of the limitations or dangers you see in the use of Artificial Intelligence technologies such as expert system, virtual reality, and intelligent agents? What could be done to minimize such effects? | CO6 | An | 20 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

|  |  |
| --- | --- |
|  | **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. |

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



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| **Course Code:** | **20MS3014** | Duration : | **3hrs** |
| **Course Name :** | **OPERATIONS MANAGEMENT** | Max. marks : | **100** |

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| **Q. No.** | **Sub Div.** | **Questions** | **CO** | **BL** | **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 between 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. | Summarise 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, fundamental factors affecting quality and quality control activities during product cycle. | CO6 | An | 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. 100per unit if subcontracted. | CO4 | An | 20 |
|  |  | 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. |  |  |  |

CO – COURSE OUTCOME BL-BLOOMS’ LEVEL

|  |  |
| --- | --- |
|  | **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. |



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

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| **Q. No.** | **Sub Div.** | **Questions** | **CO** | **BL** | **Marks** |
|  |  | **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** |  |  |  |
| 1. | a. | Discuss the steps involved in the product design for developing a product of your choice. | CO2 | A | 10 |
|  | b. | Present the criteria and the approaches available for Make or buy decisions. | CO2 | A | 10 |
|  | | **(OR)** | | | |
| 2. | a. | Differentiate between goods and services with appropriate examples. | CO1 | U | 10 |
|  | b. | Identify the strategies used to improve productivity in a manufacturing industry. | CO1 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain long-term and short-term capacity strategies and spell out the difference between design capacity and system capacity. | CO3 | U | 10 |
|  | b. | A person who is just 40 years old is planning for his retired life. He plans to invest an equal sum of Rs. 10,000 at the end of every year for next 20 years starting from the end of next year. The bank gives 18% interest rate, compounded annually. Find the maturity value of his account when he is 60 years old. | CO3 | A | 10 |
|  | | **(OR)** | | | |
| 4. | a. | Describe the methods and techniques of Demand forecasting. | CO4 | R | 10 |
|  | b. | An organization has seven plants in seven different locations, whose co-ordinates in kilometer are: (100, 300), (200, 500), (300, 600), (600, 400), (500, 300), (300, 200) and (200,100). The company wants to locate another plant, from which the quantity of materials transported to the plants in tons are 1000, 2500, 1000, 2700, 1500, 1200 and 1800, respectively. Find the optimal location for the new plant. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Alpha industry estimates that it will sell 12,000 units of its product for the forthcoming year. The ordering cost is Rs. 100 per order and the carrying cost per unit per year is 20 per cent of the purchase price per unit. The purchase price per unit is Rs. 50. Find  (a) Economic order quantity (EOQ)  (b) No. of orders per year  (c) Time between successive orders | CO4 | A | 10 |
|  | b. | If a product is to be manufactured within the company, the details are as follows:  r = 24,000 units/year  k = 48,000 units/year  Co = Rs. 200 per set-up  Cc = Rs. 20/unit/year  Find the EBQ and cycle time. | CO4 | A | 10 |
|  | | **(OR)** | | | |
| 6. | a. | Comprehend the objectives, functions and time fences in Master Production Scheduling (MPS). | CO5 | U | 10 |
|  | b. | The forecast for a group of items is reproduced below:   |  |  | | --- | --- | | *Quarter* | *Demand* | | 1 | 270 | | 2 | 220 | | 3 | 470 | | 4 | 670 | | 5 | 450 | | 6 | 270 | | 7 | 200 | | 8 | 370 |   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. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. |  | Illustrate the phases of Quality Function Deployment (QFD) with suitable Example. | CO6 | An | 20 |
|  | | **(OR)** | | | |
| 8. |  | Outline the concepts associated with Total Quality Management (TQM). | CO6 | U | 20 |
|  | | **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** |  |  |  |
| 9. |  | A firm manufacturing toys has the following Master Production Schedule (MPS).   |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Week | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | | Demand | 200 | - | 100 | 175 | 300 | 200 | - | 250 |   The Bill of Materials structure of toy is given in the following figure  The details of Bill of Material is given below   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Part  required | Order Quantity | No. of units | Lead Time (Week) | Stock on Hand | | A | 350 | 1 | 2 | 200 | | B | 450 | 1 | 1 | 400 | | C | 400 | 1 | 1 | 375 | | D | 375 | 1 | 1 | 250 | | E | 400 | 1 | 2 | 425 |   Complete the Material requirements plan for the main product A as well as for the subassemblies B, C, D and E. | CO5 | A | 20 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

|  |  |
| --- | --- |
|  | **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. |

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

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Analyze in detail the success story of women entrepreneurship with respect to Nykaa and Lime road. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Elaborate on Business Plan. | CO2 | R | 20 |
|  |  |  |  |  |  |
| 3. | a. | Classify on various forms of Financing. | CO3 | An | 10 |
|  | b. | Identify the steps for starting a new venture. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Discuss Social implications of Business. | CO4 | U | 10 |
|  | b. | Elaborate on Production Scheduling. | CO4 | C | 10 |
|  |  |  |  |  |  |
| 5. | a. | Explain “ZIP Car” Business Model. | CO5 | U | 10 |
|  | b. | Describe Netflix Business Model. | CO5 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | What are the various strategies for achieving competitive advantage? | CO3 | R | 10 |
|  | b. | Describe the various schemes offered by commercial Banks. | CO3 | U | 10 |
|  |  |  |  |  |  |
| 7. |  | Analyze Cisco’s Business Strategy. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Determine the key success factors of AMUL. | CO6 | E | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Starbucks Corporation, one of the most renowned cafes in the world primarily benefits from selling various kinds of coffee or tea drinks in addition to roasting and selling of exotic coffee beans. It is spread across more than 6000 branches in the world. Furthermore, it has been a standout amongst the fastest growing corporations in America. One of the core reasons why Starbucks remains popular 30 years after its founding is not only because of the quality of coffee it serves, but also its incredible customer service and ambience. Starbucks creates comfortable surroundings for its customers to socialize at a much reasonable price which draws consumers of all ages into its stores worldwide. Moreover it has been appreciated worldwide for its employee satisfaction. Managers at Starbucks treat each employee equally and every member of the staff is called a partner. Starbucks imparts a part of its profits towards public service. When it comes to goals. Starbucks sets a challenging and specific goals, and it allows all partners to decide its direction.  **Question**  1. Outline the SWOT Analysis for Starbucks. | CO6 | U | 20 |
|  |  |  |  |  |  |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
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|  | **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 |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 |  |  |  | 20 |
| CO2 | 20 |  |  |  |  |  | 20 |
| CO3 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO4 |  | 10 |  |  |  | 10 | 20 |
| CO5 | 10 | 10 |  | 20 |  |  | 40 |
| CO6 |  | 20 |  |  | 20 |  | 40 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Analyze in detail the success story of women entrepreneurship with respect to Nykaa and Lime road. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Elaborate on Business Plan. | CO2 | R | 20 |
| 3. | a. | What are the various strategies for achieving competitive advantage? | CO3 | R | 10 |
|  | b. | Describe the various schemes offered by commercial Banks. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Discuss Social implications of Business. | CO4 | U | 10 |
|  | b. | Elaborate on Production Scheduling. | CO4 | C | 10 |
| 5. | a. | Explain “ZIP Car” Business Model. | CO5 | U | 10 |
|  | b. | Describe Netflix Business Model. | CO5 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Classify on various forms of Financing. | CO3 | An | 10 |
|  | b. | Identify the steps for starting a new venture. | CO3 | A | 10 |
| 7. |  | Analyze Cisco’s Business Strategy. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Determine the key success factors of AMUL. | CO6 | E | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Starbucks Corporation, one of the most renowned cafes in the world primarily benefits from selling various kinds of coffee or tea drinks in addition to roasting and selling of exotic coffee beans. It is spread across more than 6000 branches in the world. Furthermore, it has been a standout amongst the fastest growing corporations in America. One of the core reasons why Starbucks remains popular 30 years after its founding is not only because of the quality of coffee it serves, but also its incredible customer service and ambience. Starbucks creates comfortable surroundings for its customers to socialize at a much reasonable price which draws consumers of all ages into its stores worldwide. Moreover it has been appreciated worldwide for its employee satisfaction. Managers at Starbucks treat each employee equally and every member of the staff is called a partner. Starbucks imparts a part of its profits towards public service. When it comes to goals. Starbucks sets a challenging and specific goals, and it allows all partners to decide its direction.  **Question**  Outline the SWOT Analysis for Starbucks. | CO6 | U | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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. |

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



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| --- | --- | --- | --- |
| **Course Code** | **21MS3008** | **Duration** | **3hrs** |
| **Course Name** | **DATA SCIENCE FOR FRAUD DETECTION** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | India was ranked among the top 5 countries with regard to credit card fraud, with more than one third of the people saying they had been scammed. Illustrate how transactional data can help in detecting these kinds of credit frauds in India, and brief the four most crucial steps in the fraud prevention and detection process. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | People commit fraud for various reasons. Examine how business owners find out the reasons behind committing a fraud by a fraudster. List the conditions necessary for fraud triangle to work best in an organization. | CO1 | An | 20 |
|  |  |  |  |  |  |
| 3. |  | Examine how outlier detection techniques can detect malicious events like credit card fraud, identify forged or fabricated documents, and also in cybersecurity, malicious behaviors like password theft and phishing. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Data is the backbone of any data analysis work done in the research process. Discuss the types of data used in detection of fraud with suitable examples. | CO3 | R | 20 |
|  |  |  |  |  |  |
| 5. |  | Are fraudsters randomly spread over the network, or are there observable effects indicating that fraud is a social phenomenon, that is, fraud tends to cluster together. Justify. | CO4 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Define social network, discuss how social networks help in fraud detections. Summarize the different types of social media. | CO4 | U | 20 |
|  |  |  |  |  |  |
| 7. |  | Every merchant needs protection from payment fraud, especially as online payment fraud keeps increasing. Explain back testing, and how it helps merchants find their ideal fraud prevention solution, and summarize the consequences of not finding a solution to reduce fraud in business transactions. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Experts, when building fraud detection models need to give important concern to privacy of data. Summarize how RACI model helps in defining the different roles in a fraud detection model. | CO6 | U | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | For the given data set on US COVID-19 Cases and Deaths by States, using Benford’s Law,   * Spot if there are anomalies that predict that the data set is manipulated. * Define the law of Benford. * Identify the data types on which the Benford’s law can be applied  |  |  | | --- | --- | | **United States COVID-19 Cases and Deaths by State** | | | **State** | **Total Cases** | | Alaska | 7597 | | Alabama | 152983 | | Arkansas | 82049 | | American Samoa | 0 | | Arizona | 217510 | | California | 805263 | | Colorado | 69490 | | Connecticut | 57147 | | District of Columbia | 15264 | | Delware | 20531 | | Florida | 692962 | | Micronesia | 0 | | Georgiaa | 315281 | | Guam | 2443 | | Hawaii | 12382 | | Iowa | 86999 | | Idaho | 40923 | | Illinois | 292128 | | Indiana | 118322 | | CO3 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the impact of big data for fraud detection and the fraud analytics process. |
| CO2 | Understand and define fraud and then zooms into fraud detection and prevention. |
| CO3 | Explore the different types of data elements, visual exploration & Benford’s law. |
| CO4 | Analyse social network analysis and its use for fraud detection. |
| CO5 | Apply pre- and post-processing of fraud analytical models. |
| CO6 | Analyze a broader perspective on fraud analytics. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 20 |  | 20 |  |  | 40 |
| CO2 |  |  |  | 20 |  |  | 20 |
| CO3 | 20 |  | 20 |  |  |  | 40 |
| CO4 |  | 20 |  |  | 20 |  | 40 |
| CO5 |  | 20 |  |  |  |  | 20 |
| CO6 |  | 20 |  |  |  |  | 20 |
|  | | | | | | | **180** |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3008** | **Duration** | **3hrs** |
| **Course Name** | **DATA SCIENCE FOR FRAUD DETECTION** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | By analyzing patterns in user behaviors in specific circumstances, bank can use behavioral analytics and machine learning to combat cybercriminals. Explain how behavioural analytics is used for detecting frauds, and list any five behavioral variables used in behavioural analytics. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | The fraud Triangle is the concept that explains the reason behind committing the fraud. Explain the elements of a fraud triangle/cycle with examples. | CO1 | An | 20 |
|  |  |  |  |  |  |
| 3. | a. | When datasets with credit card transactions are unlabeled or that fraudulent transactions cannot be manually identified, examine how the outlier detection techniques can be useful in detecting the fraud. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Organizations are implementing modern fraud detection and prevention technologies and risk management strategies, which combine big data sources. Discuss types of data used in detection of fraud with suitable examples. | CO3 | R | 20 |
|  |  |  |  |  |  |
| 5. | a. | In the last decade, the use of social media websites in everybody's daily life is booming. Discuss how social networks help in fraud detections, and summarize the different types of social media. | CO4 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Are people more likely to commit fraud if they are influenced by a whole community than if they were influenced by only one fraudulent individual? Justify | CO4 | E | 20 |
|  |  |  |  |  |  |
| 7. | a. | Research estimates that e-commerce merchants will lose more than $20 billion to fraudsters this year, an 18 percent rise over 2020. Explain how back testing helps merchants find their ideal fraud prevention solutions, and summarize the consequences of not finding a solution to reduce fraud in business transactions. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Privacy of data is of great concern while creating fraud detection models by experts. Summarize how RACI model helps in defining the different roles in a fraud detection model. | CO6 | U | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | For the given data set on US COVID-19 Cases and Deaths by States, using Benford’s Law:   * Spot if there are anomalies that predict that the data set is manipulated. * Define the law of Benford. * Identify the data types on which the Benford’s law can be applied.  |  |  | | --- | --- | | **United States COVID-19 Cases and Deaths by State** | | | **State** | **Total Cases** | | Alaska | 7597 | | Alabama | 152983 | | Arkansas | 82049 | | American Samoa | 0 | | Arizona | 217510 | | California | 805263 | | Colorado | 69490 | | Connecticut | 57147 | | District of Columbia | 15264 | | Delware | 20531 | | Florida | 692962 | | Micronesia | 0 | | Georgiaa | 315281 | | Guam | 2443 | | Hawaii | 12382 | | Iowa | 86999 | | Idaho | 40923 | | Illinois | 292128 | | Indiana | 118322 | | CO3 | A | 20 |

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the impact of big data for fraud detection and the fraud analytics process. |
| CO2 | Understand and define fraud and then zooms into fraud detection and prevention |
| CO3 | Explore the different types of data elements, visual exploration & Benford’s law |
| CO4 | Analyse social network analysis and its use for fraud detection. |
| CO5 | Apply pre- and post-processing of fraud analytical models. |
| CO6 | Analyze a broader perspective on fraud analytics |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 20 |  | 20 |  |  | 40 |
| CO2 |  |  |  | 20 |  |  | 20 |
| CO3 | 20 |  | 20 |  |  |  | 40 |
| CO4 |  | 20 |  |  | 20 |  | 40 |
| CO5 |  | 20 |  |  |  |  | 20 |
| CO6 |  | 20 |  |  |  |  | 20 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3010** | **Duration** | **3hrs** |
| **Course Name** | **PREDICTIVE MODELING** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | When would you want to use parametric or non-parametric approach? | CO1 | An | 10 |
|  | b. | How does the learning rate affect the performance of a Gradient Descent algorithm? | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | How do you initialize weights in a neural network? Explain with example. | CO1 | An | 10 |
|  | b. | Explain Multi-layer perceptrons with neat diagram. | CO1 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Why is gradient descent needed when training a model? | CO2 | U | 10 |
|  | b. | List some commercial practical applications of Artificial Neural Networks. | CO2 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Is it possible to apply gradient descent to solve non-convex optimization problems? Explain. | CO3 | A | 10 |
|  | b. | Explain why the Initialization process of weights and bias is important for Neural networks? | CO3 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | Do we require Feature Scaling for Decision Trees? Explain. | CO3 | An | 10 |
|  | b. | List down the different types of nodes in Decision Trees and Explain the CART Algorithm for Decision Trees | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | How is ANN useful in making a machine intelligent? Is ANN similar to standard computers? Explain | CO4 | An | 10 |
|  | b. | How gradient descent can converge to local minimum even learning rate is fixed? Explain. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 7. |  | Recently a bank with millions of customers has noticed unusual amount of customers leaving the bank. To make sure that this negative development will stopped on time, the bank first need to identify the customers who have high likelihood to churn. Identifying these customers help the bank also to avoid repeating the same mistakes with rest of the customers and avoid them leaving the bank from the early stages. |  |  |  |
|  | a. | How will you predict the churning rate of the customers? | CO5 | A | 10 |
|  | b. | How will you determine his / her probability of leaving the bank? | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | How does the neural network work? What are the stages involved in training a neural network using Back propagation algorithm. Explain | CO5 | U | 10 |
|  | b. | Which optimization algorithm is best in Neural Network? Explain with neat diagram. | CO5 | R | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Explain decision tree and also create a decision tree for the statement given below |  |  |  |
|  | a. | When it comes to the finance area, decision trees are a great tool to help you organize your thoughts and to consider different scenarios. Let’s say you are wondering whether it’s worth to invest in new or old expensive machines. | CO6 | A | 10 |
|  | b. | State the advantages and disadvantages of decision tree. | CO6 | R | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember and derive insights and apply for future. |
| CO2 | Understand useful information from the data. |
| CO3 | Validate the model built. |
| CO4 | Evaluate and learn strategies in data wrangling and feature engineering to improve predictive models. |
| CO5 | Evaluate a variety of predictive model. |
| CO6 | Analyse gain extensive additional experience working on complex modeling problems using statistical software. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 |  |  | 20 | 10 |  | 40 |
| CO2 |  | 10 | 10 |  |  |  | 20 |
| CO3 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO4 |  | 10 |  | 10 |  |  | 20 |
| CO5 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO6 | 10 |  | 10 |  |  |  | 20 |
|  | | | | | | | **180** |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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| **Course Code** | **21MS3010** | **Duration** | **3hrs** |
| **Course Name** | **PREDICTIVE MODELING** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Why is gradient descent needed when training a model? Explain. | CO1 | An | 10 |
|  | b. | Explain the Process of the attribute selection measures used by the ID3 algorithm to construct a Decision Tree. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Do we require Feature Scaling for Decision Trees? Explain. | CO2 | U | 10 |
|  | b. | Explain the building blocks of Artificial Neural Network with diagram? | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | How is ANN useful in making a machine intelligent? Is ANN similar to standard computers? Explain | CO2 | An | 10 |
|  | b. | How does the Gradient Descent Algorithm work? Evaluate. | CO2 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | How do you initialize weights in a neural network? Explain with diagram | CO3 | A | 10 |
|  | b. | Elucidate the commercial practical applications of Artificial Neural Networks with real time examples. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | How gradient descent can converge to local minimum even learning rate is fixed? | CO4 | An | 10 |
|  | b. | Explain the types of Stochastic gradient descent algorithm with examples. | CO4 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | List down the different types of nodes in Decision Trees and Explain the CART Algorithm for Decision Trees. | CO4 | A | 10 |
|  | b. | Explain CRISP DM model with diagrammatic representation. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 7. |  | Recently a bank with millions of customers has noticed unusual amount of customers leaving the bank. To make sure that this negative development will stop on time, the bank first needs to identify the customers who have high likelihood to churn. Identifying these customers help the bank also to avoid repeating the same mistakes with rest of the customers and avoid them leaving the bank from the early stages |  |  |  |
|  | a. | How will you predict the churning rate of the customers? | CO5 | A | 10 |
|  | b. | How will you determine his / her probability of leaving the bank? | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | How does the neural network work? What are the stages involved in training a neural network using Back propagation algorithm. Explain | CO5 | E | 10 |
|  | b. | Which optimization algorithm is best in Neural Network? Elucidate. | CO5 | U | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | How does the learning rate affect the training of the Neural Network? What will happen if the learning rate of a neural network is too high? | CO6 | An | 10 |
|  | b. | Why do we require Pruning in Decision Trees? Explain. | CO6 | R | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember and derive insights and apply for future. |
| CO2 | Understand useful information from the data. |
| CO3 | Validate the model built. |
| CO4 | Evaluate and learn strategies in data wrangling and feature engineering to improve predictive models. |
| CO5 | Evaluate a variety of predictive model. |
| CO6 | Analyse gain extensive additional experience working on complex modeling problems using statistical software. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  |  | 20 |  |  | 20 |
| CO2 | 10 | 10 |  | 10 | 10 |  | 40 |
| CO3 |  |  | 20 |  |  |  | 20 |
| CO4 |  | 20 | 10 | 10 |  |  | 40 |
| CO5 |  | 10 | 10 | 10 | 10 |  | 40 |
| CO6 | 10 |  |  | 10 |  |  | 20 |
|  | | | | | | | **180** |



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| --- | --- | --- | --- |
| **Course Code** | **21MS3012** | **Duration** | **3hrs** |
| **Course Name** | **MACHINE LEARNING** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain random forest. Why do we prefer a Forest (collection of Trees) rather than a single Tree? | CO1 | U | 10 |
|  | b. | Compare K nearest neighbors (KNN) and support vector machine (SVM). | CO1 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Can SVM be used for regression problems? Explain with an example. | CO1 | An | 10 |
|  | b. | What measure is used for classifying K nearest neighbors? Explain. | CO1 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Spam identification is one of the most basic applications of machine learning. Most of our email inboxes also have an unsolicited, bulk, or spam inbox, where our email provider automatically filters unwanted spam emails. But how do they know that the email is spam? | CO2 | A | 10 |
|  | b. | Fraudulent banking transactions are quite a common occurrence today. However, it is not feasible (in terms of cost involved and efficiency) to investigate every transaction for fraud, translating to a poor customer service experience. How will you identify and prioritize all kinds of possible fraudulent activities using machine learning? | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Is Random Forest an Ensemble Algorithm? Justify. | CO3 | An | 10 |
|  | b. | Why is logistic regression considered a linear model? Justify. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | How would you use naïve bayes classifier for categorical features? What if some features are numerical? Explain. | CO3 | A | 10 |
|  | b. | Explain in detail any three machine learning techniques | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | What makes medicine such a complex and resource-heavy field is that every case has its specifics. People often have a sleuth of conditions that require simultaneous treatment. So, complex decisions must be made to construct an effective treatment plan, accounting for drug interactions and minimizing potential side effects. How to use machine learning in healthcare to solve this problem? | CO4 | A | 10 |
|  | b. | One of the most important responsibilities for a physician is to gather a patient’s history properly. This can often be challenging, as the patient is not a specialist and doesn’t know which data is relevant to disclose. Using machine learning in healthcare management, How will the healthcare professionals can determine the most relevant questions they should ask a patient based on various indicators? Explain. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | What are types of Linear Regression? Distinguish between Mean Absolute Error (MAE) vs Mean Squared Error (MSE)? | CO5 | U | 10 |
|  | b. | Explain in detail the clustering methods. | CO5 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | How Principal Component Analysis (PCA) is used for Dimensionality Reduction? Explain with an example. | CO5 | An | 10 |
|  | b. | How is sentiment analysis useful? What is polarity score in sentiment analysis? | CO5 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | How does the kernel trick help an SVM classify non linearly related data? | CO6 | An | 10 |
|  | b. | Can you use logistic regression for classification between more than two classes? Illustrate with an example. | CO6 |  | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Have hands-on practice on machine learning concepts. |
| CO2 | Effectively build machine learning models for projects. |
| CO3 | Master the important algorithms for machine learning. |
| CO4 | Perform sentiment analysis |
| CO5 | Identify fake news. |
| CO6 | Identify human activity. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 10 |  | 20 | 10 |  | 40 |
| CO2 |  |  | 20 |  |  |  | 20 |
| CO3 | 10 |  | 10 | 20 |  |  | 40 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO6 |  |  | 10 | 10 |  |  | 20 |
|  | | | | | | | **180** |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3012** | **Duration** | **3hrs** |
| **Course Name** | **MACHINE LEARNING** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Why is Centering and Scaling the data important before performing PCA? | CO1 | An | 10 |
|  | b. | Explain in detail any three machine learning techniques | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | How does the kernel trick help an SVM classify non linearly related data? | CO1 | An | 10 |
|  | b. | Should you use the primal or the dual form of the SVM problem to train a model on a training set with millions of instances and hundreds of features? | CO1 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Spam identification is one of the most basic applications of machine learning. Most of our email inboxes also have an unsolicited, bulk, or spam inbox, where our email provider automatically filters unwanted spam emails. But how do they know that the email is spam? | CO2 | A | 10 |
|  | b. | Fraudulent banking transactions are quite a common occurrence today. However, it is not feasible (in terms of cost involved and efficiency) to investigate every transaction for fraud, translating to a poor customer service experience. How will you identify and prioritize all kinds of possible fraudulent activities using machine learning? | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Can you use logistic regression for classification between more than two classes? Explain. | CO3 | An | 10 |
|  | b. | Can Random Forest Algorithm be used both for Continuous and Categorical Target Variables? Explain. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | What are types of Linear Regression? What is the difference between Mean Absolute Error (MAE) vs Mean Squared Error (MSE)? | CO3 | U | 10 |
|  | b. | How is sentiment analysis useful? What is polarity score in sentiment analysis? | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | What makes medicine such a complex and resource-heavy field is that every case has its specifics. People often have a sleuth of conditions that require simultaneous treatment. So, complex decisions must be made to construct an effective treatment plan, accounting for drug interactions and minimizing potential side effects. How to use machine learning in healthcare to solve this problem? | CO4 | A | 10 |
|  | b. | One of the most important responsibilities for a physician is to gather a patient’s history properly. This can often be challenging, as the patient is not a specialist and doesn’t know which data is relevant to disclose. Using machine learning in healthcare management, How will the healthcare professionals can determine the most relevant questions they should ask a patient based on various indicators? | CO4 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain random forest? Why do we prefer a Forest (collection of Trees) rather than a single Tree? | CO5 | U | 10 |
|  | b. | Is Random Forest an Ensemble Algorithm? Explain. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Can SVM be used for regression problems? Explain | CO5 | An | 10 |
|  | b. | How would you use naïve bayes classifier for categorical features? What if some features are numerical | CO5 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Compare K nearest neighbors (KNN) and support vector machine (SVM) | CO6 | E | 10 |
|  | b. | Explain in detail the clustering methods. | CO6 | R | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Have hands-on practice on machine learning concepts. |
| CO2 | Effectively build machine learning models for projects. |
| CO3 | Master the important algorithms for machine learning. |
| CO4 | Perform sentiment analysis |
| CO5 | Identify fake news. |
| CO6 | Identify human activity. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 |  | 10 | 20 |  |  | 40 |
| CO2 |  |  | 20 |  |  |  | 20 |
| CO3 |  | 10 | 10 | 20 |  |  | 40 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 |  | 10 | 10 | 20 |  |  | 40 |
| CO6 | 10 |  |  |  | 10 |  | 20 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3014** | **Duration** | **3hrs** |
| **Course Name** | **R FOR BUSINESS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | What are the types of data in R programming? Demonstrate each type with suitable example. | CO1 | U | 10 |
|  | b. | Explain the functions used in R programming for summarizing data. Demonstrate each with suitable examples. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | How SQL is related to R programming? | CO1 | A | 10 |
|  | b. | What is dplyr package? Why it is been used in R programming? | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. |  | Demonstrate the functions given below:   * 1. grepl()   2. grep()   3. sub()   4. tapply() | CO2 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | What is meant by coerce the data? Explain with suitable example. | CO3 | A | 10 |
|  | b. | Demonstrate the functions apply() and lapply() with suitable example. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. |  | What are the data files that could be imported to R Programme? Illustrate the import procedure. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | What is web scraping? Explain the web scraping process and challenges faced. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 7. | a. | How Exploratory Data Analysis is executed in R? Demonstrate with suitable example. | CO5 | A | 10 |
|  | b. | Why summarize() function used in R programming? Explain the procedure. | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What is Spatial Data Analysis in R Programming? Explain its usage with suitable example. | CO5 | A | 10 |
|  | b. | What is data visualization in R? How histogram will be helpful for data visualization? Explain with an example. | CO6 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Why decision tree is used in R? Explain with an example. | CO6 | A | 10 |
|  | b. | Explain the concept of random forest in data mining. | CO6 | A | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Understand to Collect detailed information using R profiler. |
| CO2 | Explore Recommendation Systems with functions like Association Rule Mining , user-based collaborative filtering and Item-based collaborative filtering among others. |
| CO3 | Perform statistical analysis. |
| CO4 | Learn where to use algorithms - Decision Trees, Logistic Regression, Support Vector Machines, Ensemble Techniques etc. |
| CO5 | Use various packages in R to create fancy plots. |
| CO6 | Apply various supervised machine learning techniques. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | 10 | 20 | - | - | - | 30 |
| CO2 | - | - | 30 | - | - | - | 30 |
| CO3 | - | - | 30 | - | - | - | 30 |
| CO4 | - | - | 30 | - | - | - | 30 |
| CO5 | - | - | 30 | - | - | - | 30 |
| CO6 | - | - | 30 | - | - | - | 30 |
|  | | | | | | | **180** |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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| **Course Code** | **21MS3014** | **Duration** | **3hrs** |
| **Course Name** | **R FOR BUSINESS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | What is SQL? How it is related to R programming? | CO1 | U | 10 |
|  | b. | Explain in detail the following built-in functions in R programming   * 1. seq(),   2. cbind (),   3. rbind(), and   4. merge() | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | What is dplyr package? Demonstrate with suitable example. | CO1 | An | 10 |
|  | b. | What are the types of data in R programming? Explain them. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain data cleaning. Why it is essential in R? List the problems faced during data cleaning. | CO2 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | What is meant by coerce the data? – explain with suitable examples | CO3 | A | 10 |
|  | b. | How to Remove irregularities data with is.na() methods. Demonstrate with suitable example. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | How RDBMS applied in R programming? Explain the procedure to connect RDBMS from R using an ODBC driver | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | What is SAS7BDAT file? Can a sas7bdat can Import SAS Files? Explain the step wise procedure. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 7. | a. | What is a box and whisker plot? Why it is used in R Programming? | CO5 | A | 10 |
|  | b. | Why cor() function used in R? Explain with suitable example. | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Demonstrate data visualization in R programming using tabplot with suitable example. | CO5 | A | 10 |
|  | b. | What is Spatial Data Analysis in R Programming? Explain it usage with suitable example. | CO6 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | What are Gini Index, Pruning and Information Gain? How it is related with decision tree? | CO6 | A | 10 |
|  | b. | Explain the concept of random forest in data mining. | CO6 | A | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand to Collect detailed information using R profiler |
| CO2 | Explore Recommendation Systems with functions like Association Rule Mining , user-based collaborative filtering and Item-based collaborative filtering among others |
| CO3 | Perform statistical analysis |
| CO4 | Learn where to use algorithms - Decision Trees, Logistic Regression, Support Vector Machines, Ensemble Techniques etc |
| CO5 | Use various packages in R to create fancy plots |
| CO6 | Apply various supervised machine learning techniques |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | 10 | 10 | 10 | - | - | 30 |
| CO2 | - | - | 30 | - | - | - | 30 |
| CO3 | - | - | 30 | - | - | - | 30 |
| CO4 | - | - | 30 | - | - | - | 30 |
| CO5 | - | - | 30 | - | - | - | 30 |
| CO6 | - | - | 30 | - | - | - | 30 |
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| **Course Code** | **21MS3019** | **Duration** | **3hrs** |
| **Course Name** | **BLOCK CHAIN AND CRYPTOCURRENCY** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | List out the contents of block. | CO1 | Understand | 10 |
|  | b. | How is this block chain Cycle work in real time scenario? | CO2 | Analyze | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | “CRYPTO CURRENCY requires Digital Wallet Model” – Give reasons and mention briefly the situations where hot wallets and Cold Wallets are to be used. | CO3 | Apply | 20 |
|  |  |  |  |  |  |
| 3. |  | Give a detailed note on Equity based, Debt based, Reward based, Donation based and Litigation Based Crowd Funding | CO4 | Apply | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | 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 is the addition constituted Genomics. | CO5 | Evaluate | 10 |
|  | b. | How is this block chain Cycle work in real time scenario? | CO2 | Analyze | 10 |
|  |  |  |  |  |  |
| 5. | a. | Mr. Richard Solomon has mined Coin with the supply of 40000 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 | Apply | 10 |
|  | b. | How should a person register Crypto wallets? and how do Income Tax Department treat income from crypto trading and mention at what rate of Income tax will be charged on the sale of Crypto assets. | CO3 | Apply | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | How does Distributed Ledger Technology work (DLT)? | CO1 | Understand | 10 |
|  | b. | Draw down the structure of Merkle Tree and explain on how one stage of tree drives from other stage of tree. | CO2 | Understand | 10 |
|  |  |  |  |  |  |
| 7. | a. | Give a detailed note on two forms of Software Architecture in Block chain. | C03 | Understand | 10 |
|  | b. | “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 is the addition constituted Genomics. | CO5 | Evaluate | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | How is this block chain Cycle work in real time scenario? | CO2 | Analyze | 10 |
|  | b. | Narrate in detail the benefits and drawbacks in Block Chain Usage in Business models. | CO4 | Remember | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Bitcoin is an online cash currency launched in early 2009. Bitcoin was created to be a form of electronic cash that could be sent peer-to-peer without the need for a central bank or other authority to operate and maintain the ledger, much as how physical cash is used.  The engine that runs the bitcoin ledger is original and largest blockchain, while other blockchains run several hundred other similar currency projects with different rules.  Bitcoin works by paying miners – those that do the computational legwork of posting new transactions – with newly-minted bitcoins. As long as the currency is desirable, it is self-sustaining. The system automatically adjusts the difficulty of posting transactions and the reward for doing so to control inflation.  Bitcoin is attractive to users for several reasons:   * payer-borne transaction costs are low; * the valuation of the currency has generally been growing strongly since its creation; and * the system is much less restricted than traditional banking.   As an internet-based currency, bitcoin also observes no international borders, meaning that transfer between territories is no different from any other payment. There are other blockchain projects, such as [Ripple](https://ripple.com/), that are looking to capitalise on this for international payments applications in central bank issued fiat currencies.  Questions:   1. Brief the entire landscape of Bitcoin 2. Give reasons why Bitcoin is preferred. 3. Dive details on Bit coin Block Chain 4. Why Bitcoin is found to be superior than crypto currency in the world? | CO6 | Create | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the basic concepts of distributed systems and structure of Blockchain. |
| 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 blockchains. |
| CO6 | Create blockchain Solutions and understand the idea of Blockchain Society. |

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



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

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| **Q. No.** | **Questions** | | **CO** |  | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Does the Government initiatives for rural and agricultural development results in desired results? Justify. | CO1 |  | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Is Grameen experiment a successful model to uplift poor from poverty? Substantiate. | CO1 |  | 10 |
|  | b. | Can a loan default be predicted? Demonstrate with suitable example. | CO6 |  | 10 |
|  |  |  |  |  |  |
| 3. |  | Explain the role of Small Industries Development Bank of India in developing rural micro credit. Explain the schemes offered by them. | CO2 |  | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Why the District Industries Center is established? Narrate the contribution of District Industries Centers in alleviation of poverty. | CO2 |  | 10 |
|  | b. | “The only way to eradicate poverty is to promote self-employment and entrepreneurship activities”. Do you agree with this statement? Discuss | CO3 |  | 10 |
|  |  |  |  |  |  |
| 5. |  | Explain the concept of Self Help Group with suitable example. Highlight the tract of SHG in micro finance. | CO3 |  | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain the regulation of micro insurance. Why micro insurance are required? | CO4 |  | 20 |
|  |  |  |  |  |  |
| 7. | a. | List down and explain the CRISIL criteria for Micro Financial Institution evaluation. | CO4 |  | 10 |
|  | b. | Explain the Government schemes to encourage women entrepreneurship of Self Help Groups. | CO5 |  | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Is the RBI regulation for Self Help Groups an encouragement or a constraint? – Discuss | CO5 |  | 10 |
|  | b. | “Loan repayment default among women members of Self Help Group is negligible” – Substantiate the statement with suitable evidence | CO5 |  | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | This is the story of 35-year old Nawal Dei, wife of Govardhan Lal Raigar, who belongs to the village of Piplai in Rajasthan, some 13 kilometres away from Pratapgarh and 70 kilometres from Alwar. Though her husband was a graduate, as the village was backward, he only found work as a daily wage labourer in Jaipur and earned Rs. 2,500 a month. Nawal Dei, herself, worked on weaving carpets and was able to earn, with difficulty, Rs. 2,000 each month, which was not sufficient for her large family. She had some land, but it was uncultivable as there were no irrigation facilities in place.  As a development officer of a micro credit agency, what will be your guidance for Naval Dei family to increase their standard of living? | CO6 |  | 20 |

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|  | **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. |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Evaluate the poverty alleviation programs offered in our country with the desired results. Justify with reasons. | 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. | Narrate the contribution of District Industries Centers for Economic development of the country. | CO3 | An | 10 |
|  | b. | Describe the entrepreneurship and Startup companies . How these activities can be linked 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. | Discuss the Government schemes to encourage women entrepreneurship of Self Help Groups. | CO5 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain the term with suitable examples of Non-Performing Asset in the loan portfolio. | CO5 | An | 10 |
|  | b. | What are the step to monitor that loan failures will be reduced to a minimal level ? 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. 500000 to buy a car for using it as taxi. He is approaching a 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 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

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|  | **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. |

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| **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** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Discuss the essential consideration for the healthy growth of a Financial System. Explain the above with reference to the Indian scenario. | CO1 | R | 10 |
|  | b. | Elucidate the features and constituents of Indian Financial System. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain in detail the digital transformation of Indian Payment and Settlement System. | CO4 | R | 10 |
|  | b. | Discuss in detail the mode of operation of NEFT including technology details. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Compare and contrast the ways that our primary securities markets provide liquidity. What are their relative advantages and disadvantages. | CO2 | An | 10 |
|  | b. | Write notes on:   1. Floating Rate Bonds. 2. Fully Convertible Bonds. 3. Secondary market. 4. Debt market. | CO2 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the Right Issue of shares. Bring out the relevant SEBI guidelines in this regard. | CO2 | R | 10 |
|  | b. | SEBI is empowered to regulate the functioning of Stock Exchange. Discuss. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | How is Organized money market different from Unorganized money market? State the important functions of money market. | CO3 | U | 10 |
|  | b. | i) Explain Treasury Bills market.    ii) RBI had called for quotes for Rs. 40000 crores 182 days treasury bill . Following banks quoted as follows:  FB 500 crores @ 6.01 %  BOI 400 crores @ 6.03 %  SBI 1000 crores @ 5.59 %  PNB 300 crores @ 5.95 %  UBI 200 crores @ 6.10 %  SIB 500 crores @ 6.20 %  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)** |  |  |  |
| 6. | a. | Distinguish between certificate of Deposits and Traditional term Deposit. | CO3 | A | 10 |
|  | b. | Define CP market and its features. Describe the mode of operation in a CP market. | CO3 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain:   1. Co operative Bank 2. Payment Bank 3. Private Sector bank 4. Small Finance bank | CO5 | An | 10 |
|  | b. | What are the major objectives of financial sector reforms in India. | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What are the features and objectives of Leasing? | CO6 | U | 06 |
|  | b. | Vitex limited has decided to go for a fork lift for internal transportation.  It costs Rs.10 lacs and has an economic life of 6 years at the end of which it will fetch a net salvage value of Rs. 1 lacs.  The fork lift will be depreciated at a rate of 40 per cent per annum under the WDV method for tax purposes.  The marginal tax rate Vitex is 35 per cent. Vitex post tax cost will be 10 per cent.  As the financial manager of vitex you have been approached by Anupam leasing which is willing to lease the fork lift for a lease rental of Rs. 2.4 lacs per year payment in arrear.  Vitex limited will have to bear all operating, maintenance and insurance expenses. | CO6 | An | 14 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Differentiate Factoring and Forfaiting. | CO6 | A | 06 |
|  | b. | 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 | E | 14 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 | 10 |  |  |  |  | 20 |
| CO2 | 10 | 20 |  | 10 |  |  | 40 |
| CO3 |  | 20 | 10 | 10 |  |  | 40 |
| CO4 | 10 | 10 |  |  |  |  | 20 |
| CO5 |  |  | 10 | 10 |  |  | 20 |
| CO6 |  | 06 | 06 | 14 | 14 |  | 40 |
|  | | | | | | | **180** |



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

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Indian financial system has undergone wide changes after the introduction of Reforms in the Financial Sector. Elucidate. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Technology has taken over the Payment and Settlement System globally. Describe. | CO2 | R | 10 |
|  | b. | Discuss in detail the mode of operation of RTGS, NEFT, IMPS, UPI including technology. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. |  | 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 | An | 10 |
|  |  | SEBI is empowered to regulate the functioning of Stock Exchange. Discuss. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4.. | a. | How is Organized money market different from Unorganized money market? State the important functions of money market. | CO3 | U | 10 |
|  | b. | i. Explain Treasury Bills market.  ii. RBI had called for quotes for Rs. 40000 crores 182 days treasury bill . Following banks quoted as follows:  FB 500 crores @ 6.01 %  BOI 400 crores @ 6.03 %  SBI 1000 crores @ 5.59 %  PNB 300 crores @ 5.95 %  UBI 200 crores @ 6.10 %  SIB 500 crores @ 6.20 %  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 |
|  |  |  |  |  |  |
| 5. |  | State the role of financial market for the development of the economic system of the country. Discuss the different constituents of a financial market. | CO2 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | State the essentials for a developed Money Market. Trace the history of Indian Money market. | CO3 | U | 10 |
|  | b. | Discuss the different Money Market Instruments in India. | CO3 | U | 10 |
|  |  |  |  |  |  |
| 7. |  | Differentiate:   1. Payment Bank and Small Finance bank. 2. Commercial paper and Certificate of deposit. 3. Call money and Treasury Bills. 4. Commercial banks and Foreign banks. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What are the features and objectives of Leasing? | CO6 | U | 10 |
|  | b. | Credit rating for the Corporates as well as instruments are essential part of the credit decision. Discuss. | CO6 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Explain the term Factoring. | CO6 | A | 6 |
|  | b. | 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 | E | 14 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

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|  | **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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 20 |  |  |  |  | 20 |
| CO2 | 10 | 10 |  | 20 |  |  | 40 |
| CO3 |  | 30 |  | 10 |  |  | 40 |
| CO4 |  |  |  | 20 |  |  | 20 |
| CO5 |  |  |  | 20 |  |  | 20 |
| CO6 |  | 10 | 16 |  | 14 |  | 40 |
|  | | | | | | | **180** |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Discuss the essential consideration for the healthy growth of a Financial System. Elucidate the features and constituents of Indian Financial System | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Indian Payment and Settlement System has undergone vast changes in the recent period. Elaborate. | CO4 | R | 10 |
|  | b. | Discuss in detail the mode of operation of RTGS including technology . | CO4 | U | 10 |
|  |  |  |  |  |  |
| 3. |  | Write notes on:   1. Repo and Reverse Repo ii) Convertible Bonds 2. Secondary market iv) Stock and Bond | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Bring out the relevant SEBI / Companies Act guidelines in regard to Right Issue of shares, Bonus issue and Buy back of shares | CO2 | A | 20 |
| 5. | a. | How is Organized money market different from Unorganized money market. State the important functions of money market | CO3 | U | 10 |
|  | b. | i. RBI had called for quotes for Rs. 40000 crores 182 days treasury bill . Following banks quoted as follows:  FB 500 crores @ 6.01 %  BOI 400 crores @ 6.03 %  SBI 1000 crores @ 5.59 %  PNB 300 crores @ 5.95 %  UBI 200 crores @ 6.10 %  SIB 500 crores @ 6.20 %  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)** |  |  |  |
| 6. | a. | Distinguish between certificate of deposits and traditional term deposit. | CO3 | A | 10 |
|  | b. | Define CP market and its features. Describe the mode of operation in a CP market. | CO3 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Differentiate:   1. Co operative Bank and commercial bank 2. Payment Bank and Small Finance bank 3. Private Sector bank and Public sector bank 4. Call money and Treasury Bills | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What are the features and objectives of Leasing? | CO6 | U | 10 |
|  | b. | What are the major objectives of financial sector reforms in India? | CO6 | An | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Define Factoring. | CO6 | A | 06 |
|  | b. | 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 | E | 14 |

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|  | **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 |
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| CO6 | To Create knowledge on Financial services |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 |  | 20 |  |  |  |  | 20 |
| CO2 |  |  | 20 | 20 |  |  | 40 |
| CO3 |  | 20 | 10 | 10 |  |  | 40 |
| CO4 | 10 | 10 |  |  |  |  | 20 |
| CO5 |  |  |  | 20 |  |  | 20 |
| CO6 |  | 10 | 06 | 10 | 14 |  | 40 |
|  | | | | | | | **180** |



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| **Course Code:** | **21MS3022** | **Duration :** | **3hrs** |
| **Course Name:** | **STRATEGIC COST MANAGEMENT** | **Max. Marks :** | **100** |

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| **Q. No.** | **Sub Div.** | **Questions** | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Retrieve the factors that have forced the management to adopt strategic cost management. | CO1 | R | 10 |
|  | b. | Show the potential applications of strategic cost management by choosing a product of your choice which gives significant benefits to the organization. | CO1 | A | 10 |
|  | | **(OR)** | | | |
| 2. | a. | Demonstrate Life Cycle Costing through the process of a product’s life cycle of your choice and state the benefits of Product Life Cycle Costing. | CO2 | U | 10 |
|  | b. | Company X is forced to choose between two machines, A and B. The two machines are designed differently but have identical capacity and do the same job. Machine A costs Rs. 1,50,000 and will last for 3 years. It costs Rs. 40,000 per year to run. Machine B is an ‘economy’ model costing only Rs. 1,00,000 but will last only for 2 years, and costs Rs. 60,000 per year to run. These are real cash flows. The costs are forecasted in rupees of constant purchasing power. Opportunity cost of capital is 10%. You are required to assess which machine should Company X buy? | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Comprehend the main features or practices in Target Costing with suitable examples. | CO2 | U | 10 |
|  | b. | B manufacturing company sells its product at ₹1,000 per unit. Due to competition, its competitors are likely to reduce price by 15%. B wants to respond aggressively by cutting price by 20% and expects that the present volume of 1,50,000 units p.a. will increase to 2,00,000. B wants to earn a 10% target profit on sales. Based on   |  |  |  |  | | --- | --- | --- | --- | | **Particulars** | **Existing (**₹**)** | **Target (**₹**)** | | | Direct material cost per unit | 400 | 385 | | | Direct manufacturing labour per unit | 55 | 50 | | | Direct machinery costs per unit | 70 | 60 | | | Direct manufacturing costs per unit | 525 | 495 | | | Manufacturing overheads: |  |  | | | No. of orders (₹80 per order) | 22,500 | 21,250 | | | Testing hours (₹2 per hour) | 45,00,000 | 30,00,000 | | | Units reworked (₹100 per unit) | 12,000 | | 13,000 |   Manufacturing overheads are allocated using relevant cost drivers. Other operating costs per unit for the expected volume are estimated as follows:   |  |  | | --- | --- | |  | **Amount (₹)** | | Research and Design | 50 | | Marketing and customer service | 130 | |  | 180 |   **Required:**  (i) Calculate target costs per unit and target costs for the proposed volume showing break up of different elements.  (ii) Prepare target product profitability statement. | CO2 | A | 10 |
|  | | **(OR)** | | | |
| 4. | a. | Demonstrate Value Analysis and to how to use Value Analysis to be successful in today’s competitive market. | CO3 | A | 10 |
|  | b. | Modern Co produces 3 products, A, B and C, details of which are shown below:   |  |  |  |  | | --- | --- | --- | --- | | **Particulars** | **A** | **B** | **C** | | Selling price per unit (₹) | 120 | 110 | 130 | | Direct material cost per unit (₹) | 60 | 70 | 85 | | Variable overhead (₹) | 30 | 20 | 15 | | Maximum demand (units) | 30,000 | 25,000 | 40,000 | | Time required on the bottleneck resource (hours per unit) | 5 | 4 | 3 |   There are 3,20,000 bottleneck hours available each month.  **Required:**  Calculate the optimum product mix based on the throughput concept. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Demonstrate Total Quality Management and its underlying principles. | CO5 | U | 10 |
|  | b. | Articulate the steps in Total Quality Management with the help of suitable examples. | CO5 | A | 10 |
|  | | **(OR)** | | | |
| 6. | a. | Describe the six-step activity sequence, identified by acronym ‘PRAISE’ in the identification of improvement opportunities and implementation of quality improvement process, of the TQM process. | CO5 | U | 10 |
|  | b. | The practices of quality management have shown an evolution. Appraise the process of these evolutions through the various activities of quality management. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. |  | Explain the Learning Curve Theory, the phases in Learning Curve, Areas of consequence and the uses of Learning Curve with an illustration. | CO6 | An | 20 |
|  | | **(OR)** | | | |
| 8. |  | Discuss Simulation, a method to evaluate the performance of many real-world situations and state the application of simulation, its advantages, limitations and describe the steps involved in constructing and using a Simulation Model. | CO6 | U | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Look Ahead Ltd. wants to fix proper selling prices for their products ‘A’ and ‘B’ which they are newly introducing in the market. Both these products will be manufactured in Department D, which is considered as a Profit Centre.  The estimated data are as under: -  A B  Annual Production (unit) 1,00,000 2,00,000  Rs. Rs.  Direct Materials per unit 15.00 14.00  Direct Labour per unit 9.00 6.00  (Direct Labour Hour Rate = Rs. 3)  The proportion of overheads other than interest, chargeable to the two products are as under:  Factory overheads (50% fixed) 100% of Direct Wages. Administration overheads (100% fixed) 10% of factory costs.  Selling and Distribution overheads (50% variable) Rs. 3 and Rs. 4 respectively per unit of products A and B.  The fixed capital investment in the Department is `50 lakhs. The working capital requirement is equivalent to 6 months stock of cost of sales of both the product. For this project a term loan amounting to Rs. 40 lakhs have been obtained from Financial Institutions on an interest rate of 14% per annum. 50% of the working capital needs are met by bank borrowing carrying interest at 18% per annum. The Department is expected to give a return of 20% on capital employed.  **You are required to**:  (a) Fix the selling price of products A and B such that the contribution per direct labour hour is the same for both the products.  (b) Prepare a statement showing in detail the overall profit that would be made by the Department. | CO4 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the SCM and its techniques. |
| CO2 | Remember and comprehend different cost classifications. |
| CO3 | Develop and construct Comparative Cost statements using SCM techniques. |
| CO4 | Apply various SCM techniques & Analytics for Managerial decision situations in manufacturing and service sectors. |
| CO5 | Evaluate alternate decisions using LC, Simulations and Time series analysis. |
| CO6 | Create Management Reports for continuous improvements. |

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

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3022** | **Duration :** | **3hrs** |
| **Course Name** | **STRATEGIC COST MANAGEMENT** | **Max. Marks :** | **100** |

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

|  |  |  |  |  |  |
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| **Q. No.** | **Sub Div.** | **Questions** | **CO** | **BL** | **Marks** |
| 1. | a. | The Framework of Strategic Cost Management provides a clear plan of attack for addressing costs and decisions that affect them. Reproduce the core components of the above stated framework with suitable illustrations. | CO1 | R | 10 |
|  | b. | Show the methodology adopted in the process of strategic cost management on a product of your choice to receive optimal benefits during the life of the product. | CO1 | A | 10 |
|  | | **(OR)** | | | |
| 2. | a. | Outline the importance of Product life cycle costing with an example. | CO2 | U | 10 |
|  | b. | A & Co. is contemplating whether to replace an existing machine or to spend money on overhauling it. A & Co. currently pays no taxes. The replacement machine costs Rs. 90,000 now and requires maintenance of Rs. 10,000 at the end of every year for eight years. At the end of eight years, it would have a salvage value of ` 20,000 and would be sold. The existing machine requires increasing amounts of maintenance each year and its salvage value fall each year as follows:   |  |  |  | | --- | --- | --- | | **Year** | **Maintenance (Rs.)** | **Salvage (Rs.)** | | Present | 0 | 40,000 | | 1 | 10,000 | 25,000 | | 2 | 20,000 | 15,000 | | 3 | 30,000 | 10,000 | | 4 | 40,000 | 0 |   The opportunity cost of capital for A & Co is 15%.  When should the company replace the machine?  (Notes: Present value of an annuity of ` 1 per period for 8 years at interest rate of 15% : 4.4873; present value of Rs. 1 to be received after 8 years at interest rate of 15% : 0.3269) | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Comprehend the systematic changes required for acceptance of the throughput accounting with suitable illustrations. | CO2 | U | 10 |
|  | b. | A factory has a key resource (bottleneck) of Facility A which is available for 31,300 minutes per week. Budgeted factory costs and data on two products, X and Y, are shown below:   |  |  |  |  | | --- | --- | --- | --- | | Product | Selling Price / Unit | Material Cost / Unit | Time in Facility A | | X | ₹35 | ₹20.00 | 5 minutes | | Y | ₹35 | ₹17.50 | 10 minutes |   Budgeted factory costs per week:   |  |  | | --- | --- | |  | ₹ | | Direct labour | 25,000 | | Indirect labour | 12,500 | | Power | 1,750 | | Depreciation | 22,500 | | Space costs | 8,000 | | Engineering | 3,500 | | Administration | 5,000 |   Actual production during the last week is 4,750 units of product X and 650 units of product Y. Actual factory cost was ₹78,250.  **Calculate:**  (i) Total factory costs (TFC)  (ii) Cost per Factory Minute  (iii) Return per Factory Minute for both products  (iv) TA ratios for both products.  (v) Throughput cost per the week.  (vi) Efficiency ratio | CO2 | A | 10 |
|  | | **(OR)** | | | |
| 4. | a. | Demonstrate Business Process Re-Engineering with suitable examples. | CO3 | A | 10 |
|  | b. | Desktop Co. manufactures and sells 7,500 units of a product. The full Cost per unit is ₹100. The Company has fixed Its price so as to earn a 20% return on an investment of ₹9,00,000.  **Required:**  (i) Calculate the Selling Price per unit from the above. Also, calculate the mark - up % on the Full Cost per unit.  (ii) If the Selling Price as calculated above represents a mark - up% of 40% on Variable Cost per unit. calculate the Variable Cost per unit.  iii) Calculate the Company’s Income if it had changed the Selling Price to ₹115. At this price, the Company would have sold 6,750 units.  (iv) In response to competitive pressures, the Company must reduce the price to ₹105 next year, in order to achieve sales of 7,500 units. The company also plans to reduce its investment to ₹8,25,000. If a 20% return on Investment should be maintained, what is the Target Cost per unit for the next year? | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Demonstrate the essential requirements for successful implementation of Total Quality Management and the principles to be followed to avoid Total Quality Paralysis. | CO5 | U | 10 |
|  | b. | Articulate the principles of Total Quality Management by identifying a project of your choice implementing these principles. | CO5 | A | 10 |
|  | | **(OR)** | | | |
| 6. | a. | Describe the difficulties faced in the six-step activity sequence of ‘PRAISE’ Analysis of the TQM process. | CO5 | U | 10 |
|  | b. | Appraise the key roles required for successful implementation of Six Sigma and the Six Sigma process in Quality Control Process by choosing a new product or process design of your choice. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. |  | Explain the Learning Curve Theory, the Limitations to the usefulness of the learning curve, Factors affecting Learning Curve and the Experience Curve with an illustration. | CO6 | An | 20 |
|  | | **(OR)** | | | |
| 8. |  | Demonstrate Simulation, a method to evaluate the performance of many real-world situations and state the application of simulation, its advantages, limitations and describe the steps involved in constructing and using a Simulation Model. | CO6 | U | 20 |
|  | | **Compulsory**: |  |  |  |
| 9. |  | ABC Ltd. wants to fix proper selling prices for their products ‘A’ and ‘B’ which they are newly introducing in the market. Both these products will be manufactured in Department D, which is considered as a Profit Centre.  The estimated data are as under: -  A B  Annual Production (unit) 1,00,000 2,00,000  Rs. Rs.  Direct Materials per unit 15.00 14.00  Direct Labour per unit 9.00 6.00  (Direct Labour Hour Rate = Rs. 3)  The proportion of overheads other than interest, chargeable to the two products are as under:  Factory overheads (50% fixed) 100% of Direct Wages. Administration overheads (100% fixed) 10% of factory costs.  Selling and Distribution overheads (50% variable) Rs. 3 and Rs. 4 respectively per unit of products A and B.  The fixed capital investment in the Department is `50 lakhs. The working capital requirement is equivalent to 6 months stock of cost of sales of both the product. For this project a term loan amounting to Rs. 40 lakhs have been obtained from Financial Institutions on an interest rate of 14% per annum. 50% of the working capital needs are met by bank borrowing carrying interest at 18% per annum. The Department is expected to give a return of 20% on capital employed.  **You are required to**:  (a) Fix the selling price of products A and B such that the contribution per direct labour hour is the same for both the products.  (b) Prepare a statement showing in detail the overall profit that would be made by the Department. | CO4 | An | 20 |

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Understand the SCM and its techniques. |
| CO2 | Remember and comprehend different cost classifications. |
| CO3 | Develop and construct Comparative Cost statements using SCM techniques. |
| CO4 | Apply various SCM techniques & Analytics for Managerial decision situations in manufacturing and service sectors. |
| CO5 | Evaluate alternate decisions using LC, Simulations and Time series analysis. |
| CO6 | Create Management Reports for continuous improvements. |

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



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Mr. Stephen Fleming wants to consider Investing IGL(Natural Gas), Inter Globe (Aviation ), Infosys(IT) and Kotak Mahindra (Banking). As an Investment Consultant, give him advices on the important Company factors, Industry Factors and Economic Factors that are to be taken in to account by him. | CO2 | Apply | 10 |
|  | b. | Write down all Company analysis factors which are influencing the growth of equity stock prices. | CO3 | Understand | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | |  |  | | --- | --- | | Date/Month | Price | | Feb.04 | 300 | | 6 | 304 | | 7 | 319 | | 8 | 317 | | 11 | 319 | | 12 | 317 | | 13 | 319 | | 14 | 333 | | 18 | 331 | | 19 | 332 |     Calculate 9 Day RSI. | CO2 | Analyze | 10 |
|  | b. | Short note on RSI and Average True Range | CO4 | Understand | 10 |
|  |  |  |  |  |  |
| 3. | a. | As an Investment Consultant, Weak form, Semi Strong form, and Strong form will be suggested for what kind returns and describe why you suggest. | CO3 | Evaluate | 10 |
|  | b. | Give a detailed note on Open Ended and Close Ended Schemes | CO5 | Understand | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | IGL Limited is listed on NSE, Mumbai in the year 2020. Its Current Market Price is Rs.334.82/.- its final dividend is expected to grow at the minimum level of 12% every year. The firm’s EPS for the current quarter is Rs.28.65, its P/E multiple is 3 times as of now. Calculate theoretical price of share if the investor holds the share for the period of 3 years from now and decide whether the share is worth buy or not at present. The firm has offered the annual dividend of Rs.10 per share on face value at present and at the required return value of 10%. | CO4 | Apply | 10 |
|  | b. | Give a detailed note on Marubozu, Spinning top, Doji, Drgon fly and Grave stone Doji. Students are instructed to picturize each type. | CO4 | Apply | 10 |
|  |  |  |  |  |  |
| 5. | a. | XYZ Limited has issued Rs.10 face value for Rs.120 in the year 2021 on book building basis but its current share price is Rs.445/- During the period, the company had declared 5% interim dividend and 10% final divided on the face value. Calculate the Return on Investment for the investor in case he wants to buy2000 shares and hold them only for one year from the date of Investment.  (ii) In case an Investor has purchased share at Rs.250/- from a company. Its current dividend is Rs.5 per share. It is expected to grow at the constant rate of 16%. Calculate the cost of equity(ke). | CO5 | Evaluate | 10 |
|  | b. | List out the SEBI Mandated Metrics involved in evaluating Mutual Fund Schemes. | CO5 | Evaluate | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | List out the SEBI Guidelines on Listing of Shares and Pre-IPO shares selling | CO5 | Evaluate | 10 |
|  | b. | When the face value of Motilal Aswal Financial Services Limited Non-Convertible Bond is Rs.1000 with the maturity period of 8 years. It has the market value of Rs 750 and Annual Interest Rate is 6% and Annual Interest Payout is Rs.60, Calculate the YTM of the Bond.  When the share price of the Stock is Rs.120- Purchase Value. After a few days it is has increased up to Rs.187 and the Stop Loss Price is Rs.112. When investor has utilized the opportunity what will be the return or Loss? When Investor failed to utilize the opportunity, if the price reduces below Rs.120, what will be the maximum Loss to the Investor. | CO2 | Analyze | 10 |
|  |  |  |  |  |  |
| 7. | a. | List out all forms of Equity Stock Valuation Models | CO3 | Understand | 10 |
|  | b. | Write down the essentials to be kept in mind by the Investors while constructing Optimum Portfolio. | CO1 | Remember | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | When the face value of the Bond is Rs.1000/- Interest Rate is 15%, the YTM of the Bond is 8.5%, The maturity period of the bond is 10 years, Calculate the market price of the Bond if it matures at 10% premium and it if matures at face value. | CO4 | Analyze | 10 |
|  | b. | Give details about the eligibility of stocks to be taken part in SENSEX. | CO1 | Remember | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | If a person wants to do stock and F&O Trading India, how does he/she go through the procedures as per the norms of Securities Exchange Board of India | CO6 | Create | 10 |
|  | b. | Lenders of [Vodafone Idea](https://www.business-standard.com/topic/vodafone-idea) Ltd have said the risks of the company’s financial profile worsening further are lower now — thanks to the recent relief package to the telecom sector — and this will further help eliminate the need to hike interest rates, at least for now. It has debt obligations of more than Rs 7,000 crore maturing in Q3-Q4 FY22. In August 2021, the agency had downgraded its debentures from “BB-” to “B”.  The company’s average revenue per user has come down significantly in the last two quarters from the levels of Rs 120 in Q2FY21 and Q3FY21 to Rs 107 in Q4FY21 and Rs 104 in Q1FY22, respectively. The fall in ARPU has also affected the company’s revenue and profitability at the EBITDA level.  Question:  Is it the stock to be purchased or to be avoided because of its cheap price? Give reasons. | CO6 | Evaluate | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the skills required in asset allocation; choice of various types of investment vehicles (stocks, ETF’s, bonds, real estate) in a portfolio; performance measurement and manage a portfolio using investment simulation method. |
| CO2 | Remember the back office and front-end of trading systems through NCCMP training program. |
| CO3 | Analyze 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. |

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

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**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Write Notes on :  a) Book building b) Financial assets and physical assets.  c) Listing of securities d) Private placement | CO1 | R | 20 |
|  |  | (OR) |  |  |  |
| 2. | a. | Explain the various investment alternatives available to Indian investors. | CO2 | A | 10 |
|  | b. | Outline the process of Investment decision. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Elaborate the stock exchange and its functions in our country. | CO2 | U | 20 |
|  |  | (OR) |  |  |  |
| 4. | a. | Differentiate between Investment and Speculation. How does they differ from gambling? | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Higher the return, Higher will be Risk. What are the types of risk involved in investment? Analysis the risk return relationship in taking investment decision. | CO3 | An | 20 |
|  |  | (OR) |  |  |  |
| 6. | a. | Briefly explain:   1. Diversification b. Hedging c. Ethical investing. | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. | a. | Discuss in detail the Markowitz theory of Portfolio analysis. | CO4 | An | 10 |
|  | b. | What do you understand by Portfolio Management? Explain its objectives. | CO4 | U | 10 |
|  |  | (OR) |  |  |  |
| 8. | a. | Index funds are popular in stock market of our country. Discuss the advantages and disadvantages of Index funds. | CO5 | An | 20 |
|  |  |  |  |  |  |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Technical analysis will work best when accompanied by Fundamental analysis. Elucidate | CO6 | E | 10 |
|  | b. | Illustrate the Bull market and Bear market trends. | CO6 | E | 10 |

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the skills required in asset allocation; choice of various types of investment vehicles (stocks, ETF’s, bonds, real estate) in a portfolio; performance measurement and manage a portfolio using investment simulation method. |
| CO2 | Remember the back office and front-end of trading systems through NCCMP training program. |
| 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 |

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



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| **Course Code** | **21MS3024** | **Duration** | **3hrs** |
| **Course Name** | **FINANCIAL DERIVATIVES** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Bring out the differences between Speculation and Hedging. | CO1 | U | 10 |
|  | b. | Explain the advantages of OTC contracts Vis-à-vis exchange traded contracts. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Define forward rate agreements and explain its features. | CO2 | U | 10 |
|  | b. | Explain the merits of FRAs. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. |  | An Indian company placed an order worth Pound Sterling 50,000 from London for which the payment is due in 3 month time. The 3 months forward exchange rate is quoted at Rs. 74.52 as against the spot rate of Rs. 73.90. Indian company enters into a foreign currency deal with Axis bank.  At the maturity date (after 3 months) Pound sterling appreciate to Rs. 75.01.  Calculate the Profit / Loss for the Indian company. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Write notes on the following with relevant examples wherever necessary.   1. Call Option 2. Put Option 3. American Option 4. European Option 5. Premium | CO4 | U | 20 |
|  |  |  |  |  |  |
| 5. |  | Current Market Price (CMP) of ONGC shares are at Rs. 1151 and the increase in the share price is anticipated. One speculator exercises Put option on these shares with an exercise price of Rs. 1200 at Rs. 43.50 premium. Evaluate the Profit / Loss in the following scenario.   1. Share price moved upto Rs. 1230 2. Share price declines to Rs. 1115 | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Financial derivative is a financial instrument whose payoff is based on the price of an underlying assets. Elucidate. | CO1 | A | 10 |
|  | b. | Explain the types of derivative products. | CO1 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Nifty stands at 5850. Assuming that the dividend yield on nifty is 6 %, calculate the future price of Nifty contract expiring after 45 days, the rate of interest on borrowing is 13.5 %. | CO3 | An | 10 |
|  | b. | A company agrees to pay a pre-determined Fixed interest rate on a notional principal for a fixed number of years with BOI.  In return, it receives interest at a Floating rate on the same notional principal for the same period of time. Principal is not being exchanged.    Fixed rate 6.5 % (strike price)  Floating rate for 5 week days:  15.02.2022 6.75 %  16.02.2022 6.80 %  17.02.2022 6.90 %  18.02.2022 6.60 %  19.02.2022 6.95 %  Find out the Total amount to be receivable or payable . | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Narrate the advantages of Swaps over FRA or Futures. | CO3 | U | 10 |
|  | b. | Differentiate Credit risk and Market risk | CO6 | U | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **MCOMPULSORY QUESTION** | | | | | |
| 9. |  | Current Market Price of the Shares of HLL is being quoted at Rs. 100 and an option with exercise price of Rs. 115 for a Call option with 12 months to expiration.  It is expected that the spot price of the share at the end of 12 months might increase by 60% of the Current Spot Price or it might decline by 20% of the current spot price .  If the risk free rate of return being 10 %, Find out the price of CALL option as well as PUT option under Binomial Model. | CO6 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the practice on the trading platforms applying the commodity and currency market strategies using options, futures and swaps. |
| CO2 | Remember on the Black & Scholes option pricing model and Greeks, |
| CO3 | Apply the technique to evaluate and compare options of different maturities and strikes. |
| CO4 | Analyse the forward and future prices |
| CO5 | Develop the relevant options strategies |
| CO6 | Create a model using the hedging technique in risk management |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 20 | 10 |  |  |  | 40 |
| CO2 | 10 | 10 |  | 20 |  |  | 40 |
| CO3 |  | 10 |  | 20 |  |  | 30 |
| CO4 |  | 20 |  |  |  |  | 20 |
| CO5 |  |  |  | 20 |  |  | 20 |
| CO6 |  | 10 |  | 20 |  |  | 30 |
|  | | | | | | | **180** |

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**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3024** | **Duration** | **3hrs** |
| **Course Name** | **FINANCIAL DERIVATIVES** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Derivative is generic term referring to forwards, futures, options and swaps. Elucidate. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Narrate the advantages of Swaps over FRA or Futures. | CO3 | R | 10 |
|  | b. | Differentiate Credit risk and Market risk. | CO6 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | A company in Kolkata exported Jute valued 45000 Euros to France. The export proceeds are expected to be received after 3 months . The spot Euro/Rupee exchange rate is Rs. 63.50. The exporting company enter into a currency forward deal to sell the Euro at the discount of Rs. 0.15, 3 months forward exchange rate.   1. On maturity of the forward deal if the exchange spot rate declines to Rs. 63.00 Calculate the Profit / Loss for the company . 2. If the exchange spot rate on maturity date is Rs. 63.55. Calculate the Profit / Loss for the company . | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain Options and its various types with suitable examples | CO4 | U | 20 |
|  |  |  |  |  |  |
| 5. | a. | Following is the list of some of the Corporate Stock and details of Option (Call option) . Work out the intrinsic value and time value of each of the following option   |  |  |  |  | | --- | --- | --- | --- | | Name of the Corporate Stock | CMP | Exercise Price | Premium | | ONGC | 276.60 | 260 | 18.75 | | ACC | 980.20 | 1000 | 11.20 | | SBI | 1267.00 | 1250 | 34.80 | | BEL | 1980.35 | 2000 | 26.80 | | ICICI | 672.45 | 660 | 21.35 | | BHEL | 317.10 | 300 | 34.25 | | PEPSI | 111.65 | 115 | 2.30 | | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Discuss the Binomial Model of Option Pricing. | CO5 | A | 20 |
|  |  |  |  |  |  |
| 7. | a. | Nifty stands at 6250. Assuming that the dividend yield on nifty is 4.5 % per annum, calculate the Future price of Nifty contract expiring after 3 months, the rate of interest on borrowing is 12 %. | CO3 | An | 10 |
|  | b. | A company agrees to pay a pre-determined Fixed interest rate on a notional principal for a fixed number of years with BOI.  In return, it receives interest at a Floating rate on the same notional principal for the same period of time. Principal is not being exchanged.  Fixed rate 6.5 % (strike price)  Floating rate for 5 week days:  05.02.2022 6.75 %  06.02.2022 6.80 %  07.02.2022 6.90 %  08.02.2022 6.60 %  09.02.2022 6.95 %  Find out the Total amount to be receivable or payable . | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | A Future is a standardized forward contract. Elaborate | CO2 | U | 10 |
|  | b. | Differentiate Futures and Forward Contracts | CO2 | U | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Current Market Price of the Shares of HLL is being quoted at Rs. 100 and an option with exercise price of Rs. 115 for a Call option with 12 months to expiration .  It is expected that the spot price of the share at the end of 12 months might increase by 60% of the Current Spot Price or it might decline by 20% of the current spot price.  If the risk free rate of return being 10 %, Find out the price of CALL option as well as PUT option under Binomial Model. | CO6 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the practice on the trading platforms applying the commodity and currency market strategies using options, futures and swaps. |
| CO2 | Remember on the Black & Scholes option pricing model and Greeks, |
| CO3 | Apply the technique to evaluate and compare options of different maturities and strikes. |
| CO4 | Analyse the forward and future prices |
| CO5 | Develop the relevant options strategies |
| CO6 | Create a model using the hedging technique in risk management |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 20 |  |  |  |  | 20 |
| CO2 |  | 20 |  | 20 |  |  | 40 |
| CO3 | 10 |  |  | 20 |  |  | 30 |
| CO4 | 20 |  |  |  |  |  | 20 |
| CO5 |  |  | 20 | 20 |  |  | 40 |
| CO6 |  |  | 10 | 20 |  |  | 30 |
|  | | | | | | | **180** |



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| --- | --- | --- | --- |
| **Course Code** | **21MS3025** | **Duration :** | **3hrs** |
| **Course Name** | **DIGITAL TRANSFORMATION IN BANKING AND INSURANCE** | **Max. Marks :** | **100** |

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| **Q. No.** | **Sub Div.** | **Questions** | **CO** | **BL** | **Marks** |
|  |  | **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** |  |  |  |
| 1. | a. | Credit appraisal and assessment. Discuss. | CO2 | U | 10 |
|  | b. | Fund based and Non- Fund based advances. Elaborate. | CO2 | U | 10 |
|  | | **(OR)** | | | |
|  |  |  |  |  |  |
| 2. |  | Differentiate : | CO1 | A | 20 |
|  | a. | Public Sector and Private Sector Banks. |  |  |  |
|  | b. | Consortium and multiple banking. |  |  |  |
|  | c. | Small finance banks and Payment banks. |  |  |  |
|  |  |  |  |  |  |
| 3. |  | Every new product being introduced in the Banking Sector is fully based on Technology - Discuss. | CO3 | An | 20 |
|  | | **(OR)** | | | |
| 4. |  | Explain the Basel I, II and III implementation and Capital Adequacy in Commercial Banks in India . | CO4 | E | 20 |
|  |  |  |  |  |  |
| 5. |  | Discuss the Insurance business and its relevance in our country. Discuss the Risk factors and its mitigation measures in Insurance business. | CO5 | U | 20 |
|  | | **(OR)** | | | |
| 6. |  | Write notes on NABARD and SIDBI. | CO5 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Describe IRAC Norms and its impact in the Banking Scenario. | CO4 | An | 20 |
|  | | **(OR)** | | | |
| 8. |  | Discuss the role of Financial institutions in the economic growth of the country. | CO6 | A | 20 |
|  | | **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** |  |  |  |
| 9. |  | Amit reported to XYZ branch as a Trainee officer (2014 batch) for his General Banking training. He had joined ABI in 2009 as an Assistant after completing his B Tech graduation. His dream of becoming an officer in ABZ bank finally came true when he cleared the Officer exam and interview in 2016. As an Assistant, he had worked in different areas and was quite comfortable in General Banking and in CBS.  XYX branch was a semi urban branch headed by a Chief Manager, approximately 800 kilometres away from his home town and Amit knew that he could visit his home and parents, probably only once in a month. He liked the branch as it was quite a big and always busy with customers. He had never worked earlier in such a big branch and he enjoyed the company of his colleagues. Amit also had a good rapport with the customers, whom he found to be very patient and less demanding.  Within a few weeks, Amit was very close to all the award staff and the officers at the branch. He found them to be very helpful and friendly. But Amit felt that, somehow he was not very comfortable with the Chief Manager as he was a man of few words and did not talk much to him. He recollected how the Chief Manager once advised him – “ you are an officer now, why are you getting so close and friendly with the award staff? Can’t you keep your dignity?”  One day the Chief Manager called Amit to his cabin and asked him to be seated. He informed Amit that the P-Review of the region was over and in that the Regional Manager had come down heavily on the poor performance of the Personal Accidental Insurance (PAI) coverage numbers of customers in the branch. The Chief Manager told Amit that the easiest way to increase the PAI numbers was to take a list of inoperative accounts and then debit the PAI premium of Rs. 200/- from these accounts. Amit was surprised and asked the Chief Manager – “Sir, how can we debit the PAI premium without the consent of the customer? Suppose he comes later and demands for the refund, what will we do?” The Chief Manager got agitated and replied – “You don’t have to worry about that, just listen to what I say.” Amit was shocked and he wondered if this was the way banking is to be done- What about our **banking ethics**?  Amit heeded to the instruction of the Chief Manager and debited the premium amount of Rs. 200/- from the inoperative accounts of the depositors. A few days later, he heard someone shouting at one of the Single Window Operators (SWO). A few minutes later, the SWO brought the shouting customer to Amit and told him that the customer was angry at the debit of Rs.200/- in his account for the PAI premium. The customer blurted out saying that he was not interested in the accidental insurance scheme and demanded the money back.  Amt realised that he had expected such a situation while he was debiting the accounts of the customers without seeking their consent. He now had no other option, but to go to the Chief Manager and seek his advice. He entered the Chief Managers cabin and apprised him of the predicament. The Chief Manager listened to him and then told him – “Do one thing, you debit any commission account and credit it to the customers Savings bank account.” Amit was perplexed, “Sir, how can we debit any of our income account for this and refund the money? Are we authorised to do it?.” The Chief Manager was very cool and replied “You don’t worry, I will pass the voucher.” Amt was stunned and knew that they had already committed a wrong practice by debiting the account without the customer’s consent, just for increasing the number of PAI coverage of the branch. Now for covering up or squaring off this wrong practice, they are indulging in another wrong practice, which was totally unethical.  Amt pondered “Are we not cheating the Bank?”  “Are we not cheating ourselves, all in the name of numbers?”  **Points to be discussed:**   1. Discuss the role of the Chief Manager in the above case study in guiding and mentoring the Officer. 2. The Officer was afraid to go to the Chief Manager. Discuss the working environment in the branch and how it could be made better? 3. As an employee of ABZ, we have to be transparent in all our dealings with the customer. Discuss this in the background of the above case study. | CO2 | An | 20 |
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|  | **COURSE OUTCOMES** |
| CO1 | Understand the basics of the banking sector. |
| CO2 | Analyse the role of banking for the economic development of the country. |
| CO3 | Obtain the knowledge on various products of banks. |
| CO4 | Examine the Basle committee and NPA’s in banks. |
| CO5 | Apply the principles of Insurance and risk management concepts particularly in Insurance. |
| CO6 | Create the roadmap for the role of FIs, Development banks for the economic growth. |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

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



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| --- | --- | --- | --- |
| **Course Code** | **21MS3026** | **Duration** | **3hrs** |
| **Course Name** | **FINANCIAL ANALYSIS AND REPORTING** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Can a published financial statement reflect the true financial status of a firm? How the financial statement to be analysed to get the actual financial status of the firm? | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Can the Quantitative characteristics of financial statements result in faithful representation? – explain. | CO1 | An | 10 |
|  | b. | “Can the financial statements manipulated?” How the regulation prevents such practices? | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. |  | Why the regulatory frame works established on Tangible Non-Current Assets, Intangible Non-current assets, Inventory and Biological assets. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | From the following ratios pertaining to ICICI bank, place your insights by interpreting each ratio.   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | KEY FINANCIAL RATIOS OF ICICI BANK (in Rs. Cr.) | | | | | | | PER SHARE RATIOS | 22-Mar | 21-Mar | 20-Mar | 19-Mar | 18-Mar | | Basic EPS (Rs.) | 33.66 | 24.01 | 12.28 | 5.23 | 10.56 | | Diluted EPS (Rs.) | 32.98 | 23.67 | 12.08 | 5.17 | 10.46 | | Cash EPS (Rs.) | 35.27 | 24.96 | 13.72 | 6.42 | 11.76 | | Book Value / Share (Rs.) | 245.35 | 213.25 | 179.96 | 168.08 | 163.57 | | Dividend/ Share (Rs.) | 5 | 2 | 0 | 1 | 1.5 | | Operating Revenue / Share (Rs.) | 124.28 | 114.38 | 115.54 | 98.34 | 85.5 | | Net Profit/ Share (Rs.) | 33.58 | 23.41 | 12.25 | 5.22 | 10.54 | | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Highlight the limitations of financial ratio analysis and its interpretation techniques. | CO3 | A | 10 |
|  | b. | Is meeting the benchmark of financial ratios, a mandatory? Why financial ratios to be benchmarked with Industry standards? | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | List the elements in preparing a statement of cash flows for a single entity in accordance with IFRS standards | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | How to predict corporate failures using Altman’s Z score? Illustrate with an example. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | How pecking order theory manages imbalances in transaction? | CO5 | A | 10 |
|  | b. | Explain the factors to report on the results of discontinued operations? | CO6 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Silicon Valley Bank’s parent company filed for bankruptcy after worry spread among its long-established customer base of tech startups, prompting regulators to seize the firm’s banking unit.  SVB Financial Group listed assets and liabilities of as much as $10 billion each in a Chapter 11 petition filed in New York.  Because Silicon Valley Bank is a California-chartered commercial bank and part of the Federal Reserve system, it is not eligible for bankruptcy and landed in Federal Deposit Insurance Corp. receivership instead. Its parent company, however, is eligible to file in order to protect its remaining assets and work on repaying creditors, including bondholders.  Broker-dealer SVB Securities and venture capital arm SVB Capital aren’t included in the filing, according to a statement.  Santa Clara, California-based SVB is the biggest bank to fail in more than a decade, with about $209 billion in total assets as of the end of last year, the FDIC said. It’s also the second largest bank to fall under the agency’s receivership, behind only Washington Mutual Inc., which imploded in 2008.  Concern in tech circles swelled in March after Peter Thiel’s Founders Fund and other high-profile venture capital firms advised their portfolio companies to pull money from the bank. That advice came a day after the bank’s parent company announced it would try to raise more than $2 billion following a significant loss on its portfolio.  Silicon Valley Bank was founded in 1983 over a poker game between Bill Bigger staff and Robert Medearis, according to a statement from the bank’s 20th anniversary. Since its start, the firm has specialized in providing financial services to tech startups.  The now-bankrupt parent company held about $2.3 billion of cash, $500 million of investment securities and $475 million of other assets as of Dec. 31, according to regulatory filings. It had about $3.4 billion of long-term debt at the time.  The case is SVB Financial Group, 23-10367, U.S. Bankruptcy Court for the Southern District of New York  Answer the following questions:   1. Can the financial statement and analysis able to sense the occurrence of bankruptcy of well established bank? – Explain 2. What are the factors led for the bankruptcy of the SVB? 3. As a regulator suggest the preventive measures leading for bankruptcy of bank. | CO6 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Remember what is relevance and faithful representation. |
| CO2 | Develop understandability and verifiability in relation to the provision of financial information. |
| CO3 | Analyze the importance of comparability and timelines using accounting ratios. |
| CO4 | Apply IFRS standards in construction of cash flow statements. |
| CO5 | Evaluate alternate decisions concerning financial distress. |
| CO6 | Create Management Reports based on financial indicators. |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | 20 | - | 10 | - | - | 30 |
| CO2 | - | - | 10 | 20 | - | - | 30 |
| CO3 | - | - | 10 | 20 | - | - | 30 |
| CO4 | - | - | 20 | 10 | - | - | 30 |
| CO5 | - | - | 30 | - | - | - | 30 |
| CO6 | - | - | 10 | 20 | - | - | 30 |
|  | | | | | | | **180** |



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

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Reproduce the significant amendments enacted under the constitution (101st Amendment) Act 2016 which paved the way for introduction of GST in India. | CO1 | R | 10 |
|  | b. | Mr. A, a registered person under GST located in Tamil Nadu, sold goods worth Rs. 10,000 after manufacture to Mr. C of Chennai. Subsequently, Mr. C sold these goods to Mr. H of Hyderabad for Rs. 17,500. Mr. H being a trader finally sold these goods to customer Mr. S of Secunderabad for Rs. 30,000.  Applicable rates of CGST = 9%, SGST = 9% and IGST = 18%.  Find the Net Taxability of each supplier of goods and revenue to the government. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | The goods manufactured by King Ltd. have been exempted from GST with effect from 15th November 2021. Earlier these goods were liable to tax @18%. Its inputs were liable to GST@12%. Following information is supplied on 15th November 2021:   1. The inputs costing Rs. 1,44,720 are lying in stock. 2. The inputs costing Rs. 77,184 are in process. 3. The finished goods valuing Rs. 4,82,400 are in stock. The input cost is 50% of the value. 4. The balance in electronic credit ledger account shows credit balance of Rs. 2,79,104. 5. King Ltd. also purchased capital goods for Rs. 2,00,000 by paying GST 28% (invoice dated 10th July 2017}.   The department has asked King Ltd. to reverse the credit taken on inputs referred above. However, King Ltd. contends that credit once validly taken is indefeasible and not required to be reversed. Decide.  What would be your answer if the balance in electronic credit ledger receivable account as on 15th November 2021 were Rs. 29,104? | CO2 | An | 10 |
|  | b. | Mr. X, a dealer dealing with Intra State supply of goods and services has place of business in India furnished the following information in the financial year 2021-22.   1. Sale of taxable goods by Head Office located in Chennai for Rs. 1,00,000 2. Supply of taxable services by Branch office at Bengaluru for Rs. 50,000 3. Supply of goods exempted from GST Rs. 10,000 4. Export of goods and services for Rs. 2,00,000 5. Sale of goods acting as agent on behalf of principal for Rs. 15,00,000   **Determine if Mr. X should register under GST Act.** | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | X Transport company imported Rolls Royce car for the purpose of providing output services by way of transportation of passengers. Following are the cost and other details.   |  |  | | --- | --- | | **Particulars** | **Amount (INR)** | | Cost of vehicle (Assessable value) | 3,00,00,000 | | Customs duty | 10% | | IGST | 28% | | Compensation cess | 20% |   X Transport company is eligible to take Input tax credit and have output IGST liability of INR 120 lakh. Calculate tax liability towards Customs duty and GST liability. | CO3 | A | 10 |
|  | b. | Demonstrate Protective Duties, Safeguard Duty, Countervailing Duty on subsidized articles and Anti-dumping Duty with suitable examples | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Comprehend the features of Warehousing under the Customs Act, 1962. | CO3 | U | 10 |
|  | b. | The tax liability of Essem Energy Ltd. for the financial year 2020-21 under the normal provisions of the Income-tax Act is Rs. 18,40,000 and the liability as per the provisions of MAT is Rs. 18,00,000. It has brought forward MAT credit of Rs. 2,00,000. Can the company adjust the MAT credit? If yes then how much and what will be the tax liability of the company after adjustment of MAT credit? | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. |  | Mr. Ravi retired on 15.0-6.2019 after completion of 26 years 8 months of service and received gratuity of Rs. 6,00,000. At the time of retirement, his salary was:  Basic Salary: Rs. 5,000 p.m.  Dearness Allowance: Rs. 3,000 p.m. (60% of which is for retirement benefits)  Commission: 1% of turnover (turnover in the last 12 months was Rs. 12,00,000)  Bonus: Rs. 12,000 p.m.  Compute his taxable gratuity assuming:   1. He is private sector employee and covered by the Payment of Gratuity Act 1972. 2. He is private sector employee and not covered by the Payment of Gratuity Act 1972. 3. He is a government employee. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain section 29 of the Income Tax Act 1961 comprising admissible deductions, inadmissible deductions, expenses or payments not deductible in certain circumstances, profits chargeable to tax and other provisions. | CO5 | U | 20 |
|  |  |  |  |  |  |
| 7. | a. | Show the permissible inter-source and inter-head adjustments for set-off of losses and the restrictions in inter-source and inter-head set-off of losses. | CO6 | U | 10 |
|  | b. | Mr. Kamal (aged 35 years) submits the following particulars to the A.Y. 2021-22:   |  |  | | --- | --- | | **Particulars** | **Rs.** | | Income from salary (computed)  Loss from self-occupied property  Loss from let-out property  Business Loss  Bank Interest (FD) received | 4,20,000  (-) 72,000  (-) 1,50,000  (-) 1,20,000  85,000 |   Compute the total income of Mr. Kamal for the A.Y. 2021-22. | CO6 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Show the deduction under section 80C of the Income Tax Act 1961 in respect of investment in specified assets. | CO6 | A | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Timothy has a property whose municipal valuation is Rs. 2,50,000 p.a. The fair rent is Rs. 2,00,000 p.a. and the standard rent fixed by the Rent Control Act is Rs. 2,10,000 p.a. The property was let out for a rent of Rs. 20,000 p.m. However, the tenant vacated the property on 31.01.2020. Unrealised rent was Rs. 20,000 and all conditions prescribed by Rule 4 are satisfied. He paid municipal taxes @8% of municipal valuation. Interest on borrowed capital was Rs. 65,000 for the year. Compute the income from house property of Timothy for A.Y. 2020-21. | CO6 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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. |

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| **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 |  |  | 10 |  |  |  | 10 |
| CO5 |  | 20 |  | 20 |  |  | 40 |
| CO6 |  | 10 | 20 | 10 | 20 |  | 60 |
|  | | | | | | | **180** |

**Graphical user interface, application

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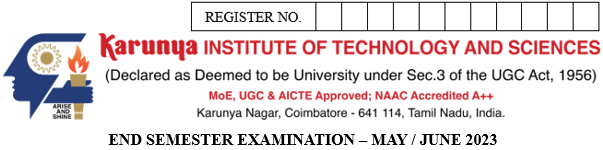
**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Distinguish between Direct Taxes and Indirect taxes with illustrations. | CO1 | U | 10 |
|  | b. | Mr. X, a registered person under GST located in Tamil Nadu, sold goods worth Rs. 10,000 after manufacture to Mr. Y of Chennai. Subsequently, Mr. Y sold these goods to Mr. H of Hyderabad for Rs. 17,500. Mr. H, being a trader finally sold these goods to customer Mr. S of Secunderabad for Rs. 30,000.  Applicable rates of CGST = 9%, SGST = 9% and IGST = 18%.  Find the Net Taxability of each supplier of goods and revenue to the government. | CO1 | A | 10 |
|  |  | **(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. | Mr. X, a dealer dealing with Intra State supply of goods and services has place of business in India furnished the following information in the financial year 2021-22.   1. Sale of taxable goods by Head Office located in Chennai for Rs. 1,00,000 2. Supply of taxable services by Branch office at Bengaluru for Rs. 50,000 3. Supply of goods exempted from GST Rs. 10,000 4. Export of goods and services for Rs. 2,00,000 5. Sale of goods acting as agent on behalf of principal for Rs. 15,00,000   **Determine if Mr. X should register under GST Act.** | 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. | Demonstrate Protective Duties, Safeguard Duty, Countervailing Duty on subsidized articles and Anti-dumping Duty with suitable examples | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Comprehend the features of Warehousing under the Customs Act, 1962. | CO3 | U | 10 |
|  | b. | Define company and categorize the classes of companies under 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. Paul has three minor children – two twin daughters and one son. The income of the twin daughters is. Rs. 2,500 p.a. each and 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. Paul. | 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 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Smt. Vijayalakshmi owns a house property at Perambur 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 2022. Thereafter, the tenant vacated the property and Smt. Vijayalakshmi used the house for self-occupation. Rent for the months of November and December 2022 could not be realized despite 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 the amount borrowed for repairs to the house property. Compute her income from house property for the A.Y. 2023-24. | CO6 | An | 20 |

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|  | **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 |

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| **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 | 30 |  |  | 60 |
|  | | | | | | | **180** |



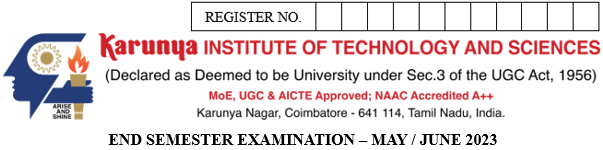
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| --- | --- | --- | --- |
| **Course Code** | **21MS3028** | **Duration** | **3hrs** |
| **Course Name** | **PERSONAL FINANCE AND WEALTH MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Define Risk management. Explain the process of Risk management. | CO2 | An | 10 |
|  | b. | What is a Portfolio? Explain the different steps in building a portfolio to achieve financial goals? | CO4 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | What is consumer credit? Why consumer credit is important to our economy? What are the advantages and disadvantages of credit? | CO5 | E | 20 |
|  |  |  |  |  |  |
| 3. |  | Elucidate the purpose of investment in Real estate. Explain the types of risk in Real estate. What are the different ways to start investing in Real estate? | CO4 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Elucidate the purpose of Insurance. Explain the different types of insurance. | CO2 | An | 10 |
|  | b. | State the need for Investment. Explain the different types of Investments | CO3 | U | 10 |
| 5. | a. | Define Public Provident Fund. What are the eligibility criteria for opening a PPF account regarding the deposit? | CO3 | E | 10 |
|  | b. | What information is needed to compute taxable income? What common Tax saving methods are available to most Individuals and households? | CO6 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Briefly explain the role of a Risk manager. What are the different  ways to manage the risks? | CO2 | C | 10 |
|  | b. | How should you consider taxes in your financial planning? What type of taxes do people frequently overlook when making financial decisions? | CO6 | A | 10 |
| 7. |  | What are the general rules for measuring Credit Capacity? What are the remedies if a Credit reporting agency engages in Unfair reporting practices? | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | What are the main components of Personal Financial planning? What is the purpose of a financial plan? Identify some common actions taken to achieve financial goals. | CO1 | A | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **CASE STUDY** |  |  |  |
|  |  | OUT OF WORK BUT NOT OUT OF BILLS  Due to lower sales, the company for which Ed Weston works was cutting back on its workforce. Even though Ed had been with the company for 7 years, most of his duties were being performed by new, automated equipment.  After getting the word about losing his job, Ed talked with his wife, Alice and their 2 children(ages 12 and 9) about ways they could reduce spending. The Westons started by making up a list of 3 things: (1) bills they had to pay each month, (2) areas where they could reduce spending, and (3) sources of funds to help them pay current expenses. Each family member had several ideas to help them cope with the difficullt financial burden that was likely to occur over the next few weeks and months.  Before Ed was unemployed, the Westons had a monthly take-home income of $3,165. Each month, the money went for the following items: $880 for rent, $180 for utilities, $560 for food, $480 for automobile expenses, $300 for clothing, $280 for insurance, $250 for savings and $235 for personal and other items.  After the loss of Ed’s job, the household’s monthly income is $1550, from his wife wages and his unemployment benefits. The Westons also have a savings accounts, investments, and retirement funds of $28000.  QUESTIONS   1. What budget items might the Westons consider reducing to cope with their financial difficulties? 2. How should the Westons use their savings and retirement funds during his financial crisis? What additional sources of funds might be available to them during this period of unemployment? 3. What other current and future financial actions would you recommend to the Westons? | CO1 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the concepts of Personal Finance. |
| CO2 | Understand the Risk and Risk Management. |
| CO3 | Applying the strategy for building Wealth. |
| CO4 | Analyse the different instruments for Wealth Management. |
| CO5 | Evaluate the credit options and maintain credibility. |
| CO6 | Create a Wealth by proper Tax planning. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 |  |  | 20 | 40 |
| CO2 |  |  |  | 20 |  | 10 | 30 |
| CO3 |  | 10 |  |  | 10 |  | 20 |
| CO4 | 10 |  |  |  | 20 |  | 30 |
| CO5 |  |  |  | 20 | 20 |  | 40 |
| CO6 | 10 |  | 10 |  |  |  | 20 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3028** | **Duration** | **3hrs** |
| **Course Name** | **PERSONAL FINANCE AND WEALTH MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | | **BL** | | **Marks** | |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | | | | |
| 1. | a. | State the need for Investment. Explain the different types of Investments | | CO3 | | U | | 10 |
|  | b. | Define Mutual funds. State the purpose and types of Mutual funds. | | CO4 | | R | | 10 |
|  |  | **(OR)** | |  | |  | |  |
| 2. | a. | Elucidate the purpose of Insurance. Explain the different types of insurance. | | CO2 | | An | | 10 |
|  | b. | Explain the merits and uses of Retirement planning. | | CO4 | | U | | 10 |
|  |  |  | |  | |  | |  |
| 3. |  | What are the general rules for measuring Credit Capacity? What are the remedies if a Credit reporting agency engages in Unfair reporting practices? | | CO5 | | An | | 20 |
|  |  | **(OR)** | |  | |  | |  |
| 4. | a. | Define Risk management. Explain the process of Risk management. | | CO2 | | An | | 10 |
|  | b. | State the purpose of Financial Planning. | | CO6 | | E | | 10 |
|  |  |  | |  | |  | |  |
| 5. | a. | Define Public Provident Fund. What are the eligibility criteria for opening a PPF account regarding the deposit. | | CO3 | | E | | 10 |
|  | b. | What are the main types of savings plans offered by Financial institutions? | | CO5 | | R | | 10 |
|  |  | **(OR)** | |  | |  | |  |
| 6. | a. | Describe 3 reasons investors purchase bonds. What are the differences among a Registered Bond, a Bearer bond and a Zero coupon bond? | | CO3 | | U | | 10 |
|  | b. | How should you consider taxes in your financial planning? what type of taxes do people frequently overlook when making financial decisions. | | CO6 | | A | | 10 |
|  |  |  | |  | |  | |  |
| 7. |  | Elucidate the purpose of investment in Real estate. Explain the types of risk in Real estate. What are the different ways to start investing in Real estate? | | CO4 | | R | | 20 |
|  |  | **(OR)** | |  | |  | |  |
| 8. |  | State the need and benefits of Insurance. Explain few Insurance plans available for Investors. | | CO2 | | A | | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | | | | |
| 9. |  | **CASE STUDY** | |  | |  | |  |
|  |  | OUT OF WORK BUT NOT OUT OF BILLS  Due to lower sales, the company for which Ed Weston works was cutting back on its workforce. Even though Ed had been with the company for 7 years, most of his duties were being performed by new, automated equipment.  After getting the word about losing his job, Ed talked with his wife, Alice and their 2 children(ages 12 and 9) about ways they could reduce spending. The Wetsons started by making up a list of 3 things: (1) bills they had to pay each month, (2) areas where they could reduce spending, and (3) sources of funds to help them pay current expenses. each family member had several ideas to help them cope with the difficullt financial burden that was likely to occur over the next few weeks and months.  Before Ed was unemployed, the Westsons had a monthly take-home income of $3,165. Each month, the money went for the following items: $880 for rent, $180 for utilities, $560 for food, $480 for automobile expenses, $300 for clothing, $280 for insurance, $250 for savings and $235 for personal and other items.  After the loss of Ed’s job, the household’s monthly income is $1550, from his wife wages and his unemployment benefits. The Westons also have a savings accounts, investments, and retirement funds of $28000.  QUESTIONS   1. What budget items might hte Wesons consider reducing to cope with their financial difficulties? 2. How should the Westons use their savings and retirement funds during his financial crisis? what additional sources of funds might be available to them during this period of unemployment? 3. what other current and future financial actions would you recommend to the Westons? | | CO1 | | C | | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the concepts of Personal Finance. |
| CO2 | Understand the Risk and Risk Management. |
| CO3 | Applying the strategy for building Wealth. |
| CO4 | Analyse the different instruments for Wealth Management. |
| CO5 | Evaluate the credit options and maintain credibility. |
| CO6 | Create a Wealth by proper Tax planning. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  |  |  |  | 20 | 20 |
| CO2 |  |  | 20 | 20 |  |  | 40 |
| CO3 |  | 20 |  |  | 10 |  | 30 |
| CO4 | 30 | 10 |  |  |  |  | 40 |
| CO5 | 10 |  |  | 20 |  |  | 30 |
| CO6 |  |  | 10 |  | 10 |  | 20 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Pricing must be competitive; transactions cost must be minimized ; and the financial system must be integrated are the Three conditions which must be satisfied if lending is to be efficient. Discuss the same taking into consideration the Indian scenario. | 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. | From the following data of possible rate of return and probability Find out   1. Expected rate of return 2. Standard Deviation   **Rate of return(10) Probability**  - 10 0.10  05 0.20  10 0.10  20 0.10  25 0.20  30 0.25 | CO6 | An | 10 |
|  | b. | Define Intrinsic value. Elaborate Market risk and Intrinsic value.  ii. Sri. Katak is willing to purchase a 8% Bonds ( Interest Rs. 80 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 9 %. | CO6 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the capital market Instruments. State the features of the Instruments. | CO2 | U | 10 |
|  | b. | Write notes on:   1. Direct and Indirect quotes 2. Spot and Forward rates 3. REPO and Reverse REPO | CO2 | U | 10 |
|  |  | (OR) |  |  |  |
| 4. | a. | Spot rate of 30th August 2022 US$ /INR = 78.90 / 79.30 and the Forward premium are:   |  |  |  | | --- | --- | --- | | Month | Bid | Ask | | Sep 2022 | 0.21 | 0.23 | | Oct 2022 | 0.36 | 0.39 | | Nov 2022 | 0.48 | 0.51 |   Calculate the Forward rate of Sep, Oct, and Nov ,22 | CO2 | E | 10 |
|  | b. | Mr. Ashwin books a sales forward contract for US$ 20,000 delivery 3rd month Assuming US$ are quoted in the local market as under 79.5500/80.2500.  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. Ashwin 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 | 600 | 650 | | >1 day to 3 months | 500 | 700 | | > 3 mon to 6 month | 800 | 900 | | >6 mon to 12 m | 950 | 1150 | | >12 m to 3 year | 1300 | 1600 | | >3 year to 5 year | 1600 | 1400 | | > 5 years | 2600 | 1950 | | CO3 | An | 10 |
|  | b. | Assets and Liabilities of Y Bank Ltd (Amt in crores)  **Liabilities**  Term Deposits 800 7.5%  Savings Bank 500 3.0 %  Current account 200 Nil  **Assets**  Working capital Adv 700 8 %  Term Loan 300 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 Basel Committee on Banking Supervision and Capital- To-Risk-Weighted Asset Ratio | CO3 | A | 10 |
|  | b. | Differentiate Foreign exchange rates and Interest rates . Discuss the Foreign exchange market and Factors affecting the international financial Market . | 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:   1. Hedging 2. Arbitrage 3. Speculation | CO4 | A | 10 |
|  |  | (OR) |  |  |  |
| 8. | a. | IND Bank Ltd has Rs. 20000 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.   1. Invested 100 % in Govt. securities with yield of 8 % 2. Invested 50 % in AAA rated companies with yield of 9 % ( 20 % risk ) and balance in Govt. Securities. 3. 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. 4. 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,in the 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. K**irav 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 finan**ce 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 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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 |

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| **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**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Pricing must be competitive; transactions cost must be minimized; and the financial system must be integrated are the three conditions which must be satisfied if lending is to be efficient . Discuss the same taking into consideration the Indian scenario. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | From the following data of possible rate of return and probability Find out   1. Expected rate of return 2. Standard Deviation   **Rate of return(10) Probability**  - 10 0.10  05 0.20  10 0.10  20 0.10  25 0.20  30 0.25 | CO6 | An | 10 |
|  | b. | Define Intrinsic value. Elaborate Market risk and Intrinsic value.  ii. Sri. Katak is willing to purchase a 8% Bonds ( Interest Rs. 80 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 9 %. | CO6 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the capital market Instruments. State the features of the Instruments. | CO2 | U | 10 |
|  | b. | Write notes on: i) Direct and Indirect quotes ii) Spot and Forward rates  iii) REPO and Reverse REPO | CO2 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Spot rate of 30th August 2022 US$ /INR = 79.90 / 80.30 and the Forward premium are:   |  |  |  | | --- | --- | --- | | Month | Bid | Ask | | Sep 2022 | 0.21 | 0.23 | | Oct 2022 | 0.36 | 0.39 | | Nov 2022 | 0.48 | 0.51 |   Calculate the Forward rate of Sep, Oct, and Nov ,22 | CO2 | E | 10 |
|  | b. | Mr. Ashwin books a sales forward contract for US$ 20,000 delivery 3rd month Assuming US$ are quoted in the local market as under 79.5500/80.2500.  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. Ashwin 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 | 600 | 650 | | >1 day to 3 months | 500 | 700 | | > 3 mon to 6 month | 800 | 900 | | >6 mon to 12 m | 950 | 1150 | | >12 m to 3 year | 1300 | 1600 | | >3 year to 5 year | 1600 | 1400 | | > 5 years | 2600 | 1950 | | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Differentiate Foreign exchange rates and Interest rates. Discuss the Foreign exchange market and Factors affecting the international financial Market. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 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 | 20 |
|  |  | **(OR**) |  |  |  |
| 8. | a. | Assets and Liabilities of Y Bank Ltd (Amt in crores)  **Liabilities**  Term Deposits 800 7.5%  Savings Bank 500 3.0 %  Current account 200 Nil  **Assets**  Working capital Adv 700 8 %  Term Loan 300 9 % Other Loans 500 8.5 %  i. Calculate NII.  Suppose all the interest rates in assets rise by 1 % Find out the revised NII | CO6 | An | 20 |
|  |  |  |  |  |  |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | **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,in the 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 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. K**irav 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 finan**ce 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.  **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 |

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|  | **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 |

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| **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 |  |  | 20 | 20 |  |  | 40 |
| CO4 |  |  |  | 20 |  |  | 20 |
| CO5 |  |  |  |  | 20 |  | 20 |
| CO6 |  |  | 10 | 30 |  |  | 40 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Imagine you are an HR manager tasked with designing a strategic compensation system for a newly established technology company. Describe how you would apply the market-based approach to job evaluation to determine appropriate compensation levels for different job roles within the organization. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Analyze the strengths and weaknesses of competency-based job evaluation compared to traditional job evaluation methods. Support your analysis with relevant examples and provide recommendations for when each method would be most appropriate. | CO1 | An | 20 |
|  |  |  |  |  |  |
| 3. | a. | Compare and contrast performance standards and performance criteria in the context of performance appraisal. | CO2 | U | 10 |
|  | b. | Explain the importance of feedback in the performance appraisal process. | 5 |
|  | c. | Discuss the relationship between compensation and employee motivation. | 5 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Critically evaluate the effectiveness of a performance appraisal system in a specific organization, considering its alignment with organizational goals, fairness, and impact on employee performance. | CO2 | E | 10 |
|  | b. | Assess the advantages and disadvantages of providing fringe benefits as part of a compensation package, considering their cost, employee preferences, and impact on work-life balance. | CO2 | E | 10 |
|  |  |  |  |  |  |
| 5. |  | Design a wage payment system for a service-oriented organization that emphasizes performance-based pay. Include specific metrics and criteria for determining individual employee performance and corresponding pay adjustments. | CO3 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Analyze the impact of wage structure on employee motivation and job satisfaction within an organization. Identify specific elements of the wage structure that contribute to higher levels of employee engagement and productivity. | CO3 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Develop a talent acquisition and retention plan for a technology startup. Outline strategies for attracting top talent, building a strong employer brand, implementing effective onboarding programs, and providing career development opportunities to retain key employees. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Examine the role of an Employees Stock Ownership Plan (ESOP) in enhancing employee engagement and organizational performance. Analyze how ESOPs align employee interests with shareholder interests and discuss the potential advantages and challenges associated with implementing an ESOP. | CO5 | E | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Create a sample benefit plan for a startup company in India with a diverse workforce. Identify and explain the components of the benefit plan, such as health insurance, retirement plans, paid time off, and flexible work arrangements, considering the unique needs and preferences of the employees. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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 | Analyse 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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 | 20 |  |  | 40 |
| CO2 |  | 20 |  |  | 20 |  | 40 |
| CO3 |  |  | 20 | 20 |  |  | 40 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 |  |  |  |  | 20 |  | 20 |
| CO6 |  |  |  |  |  | 20 | 20 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Examine the influence of Motivation on Learning. | CO1 | A | 10 |
|  | b. | Define Learning and bring out its characteristics. | 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. | Recall the steps in Training need Analysis Process. | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | How Bloom’s Taxonomy is applied in Learning? | CO4 | R | 10 |
|  | b. | Express the need for creating Training Objectives. | CO4 | U | 10 |
| 5. |  | List the various methods of Management Development Programmes. | CO5 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Write the concept of Gagne’s Instructional Lesson Design. | CO4 | A | 20 |
| 7. |  | Explain the various types of Evaluation Designs. | 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. |  | “ABV” 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 “ABV” 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 “ABV” joined with the competitors with a better package. One day Mr.Joel was discussing with Mr.Gabriel about net profit. Mr.Gabriel said that we have reduced the labour cost and increased the profit but it is truer that we have missed the great opportunity to grow more by losing our wealth to the competitors.  **Question**  Discuss the statement of Mr.Gabriel and support the statement- “We have gained the profit by losing our wealth” | CO6 | U | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
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|  | **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. |

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| **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 | 10 | 20 |  |  |  | 40 |
| CO5 | 20 | 20 |  |  |  |  | 40 |
| CO6 |  | 20 |  | 20 |  |  | 40 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain in detail on how has the Indian organization been impacted by globalization. | CO1 | U | 10 |
|  | b. | Briefly discuss the Challenges of International Human resource Planning. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss in detail about the Ripple effects of globalization. | CO1 | An | 10 |
|  | b. | Elaborate in detail the impact of globalization on child labour. Why is this predominant in the emerging economies? | CO1 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Differentiate between Domestic HRM and International HRM. | CO2 | E | 10 |
|  | b. | Discuss Geert Hofstede’s cultural dimensions that enable an understanding of cultures across countries. | CO2 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Discuss briefly the four cultural predispositions MNCs tend to have towards managing things in a global context. | CO2 | An | 10 |
|  | b. | 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. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | Discuss some of the basic selection criteria for international staffing used by most organizations. | CO3 | A | 10 |
|  | b. | As an International HR manager list out in detail the various issues in the context of staffing global businesses. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Discuss the common HR interventions that determine the success/failure of an M&A deal (Merger & acquisition deal). | CO3 | R | 10 |
|  | b. | Write in detail about Resource based theory and Equity theory in the context of International compensation system. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Briefly discuss your understanding on the concept International Compensation and explain the major objectives of International Compensation system. | CO4 | E | 10 |
|  | b. | List some of the unique characteristics of HRM in Japan. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Write in detail about the role of HR in managing the new culture during cross-cultural mergers | CO5 | U | 10 |
|  | b. | Elaborate in detail the advantages and disadvantages of using e-learning in training for international requirements. | CO5 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Vinod was a scientist in the R and D department of the Indian Space Research Organization (ISRO). He worked for the Institution ever since he received his degree 15 years earlier and he was clearly recognized as one of the best researchers in the area. He spent many hours keeping current on the literature, and he knew how to set up tight research designs. Knowledgeable in space research, he had a reputation for sticking to his guns about how specific research studies should be conducted. He believed that if something was not done well, it should not be done at all. A number of his discoveries had saved the company of millions of dollars in foreign exchange. His colleagues frequently came to him for advice about how to proceed on various projects. He was convinced about the correctness of his advice. In short, Vinod was a star in the organization. Early in February 2000, Roney would retire as head of R& D. The decision about his successor was in the hands of Dr Arun the chairman of ISRO. Roney recommended Vinod because his record of his outstanding service. The new position required large amounts of administrative work and less research. Roney and Dr. Arun discussed some of these issues with Vinod. He would no longer be in charge of specific research projects, but because everyone came to him for advice, he could still be actively involved in research. Vinod thought long about the offer. The promotion meant more money and recognition. Starting June 1, Vinod became the head of the R& D department. It was not long before things started to go wrong. First, of all, Vinod had more difficulty keeping up with the literature. Other priorities seemed to always interfere with his reading time. He also noticed a distinct cooling in the way his colleagues treated him. At first they had continued to come to him with questions and problems. Vinod responded as he always had "Here's how it has to be done". In few cases his advice was not followed. He also got into a number of arguments with Dr Arun. In many cases he demanded more financial support from Dr Arun to conduct various research projects in the way he felt it should be done. It got to the point where almost every interaction between the two resulted in an argument. Finally, Dr. Arun knew that something had to be changed. He went to Vinod and told him that he had to (1) compromise more and accept the realities of his job. (2) Step down from his position, or (3) leave ISRO.  **Questions:**  1. Why do you think Vinod was not successful at this job?  2. Do you think the selection of Vinod to the position of R and D Head was the right move? | CO6 | 20 | E |
|  |  |  |  |  |  |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the approaches of International HRM. |
| 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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO2 |  | 10 |  | 10 | 10 | 10 | 40 |
| CO3 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO4 |  |  | 10 |  | 10 |  | 20 |
| CO5 |  | 10 |  |  | 10 |  | 20 |
| CO6 |  |  |  |  | 20 |  | 20 |
|  | | | | | | | **180** |



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| --- | --- | --- | --- |
| **Course Code** | **21MS3037** | **Duration** | **3hrs** |
| **Course Name** | **STRATEGIC HUMAN RESOURCE MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the framework of Strategic HR Management Process. | CO1 | R | 10 |
|  | b. | “Strategies are formulated by Advisors and executed by Managers” are you in agreement with this? Analyze the above statement write a detailed report. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | What are the various Models of SHRM? Explain In detail. | CO1 | U | 10 |
|  | b. | Prepare a performance appraisal form for the middle level executive of a FMCG Indian company. Do you agree that performance appraisal as a control mechanism calls for change in the attitude and behavior of managerial personnel? | CO2 | C | 10 |
|  |  |  |  |  |  |
| 3. | a. | Give a brief account of the evolution of HRM as a functional area in any organization. | CO2 | R | 10 |
|  | b. | How is e-training and development designed for supervisors of a manufacturing company? Give illustrations. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | What does a ‘resource-based’ SHRM model of competitive advantage mean? | CO3 | U | 10 |
|  | b. | Explain the concept of competency and how competency is related to compensation and promotion. | CO3 | R | 10 |
|  |  |  |  |  |  |
| 5. | a. | Discuss about the Generic Building Blocks of Competitive Advantage. | CO4 | R | 10 |
|  | b. | What are the current challenges in outsourcing? Why is India a favorite destination for outsourcing? Explain. | CO4 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | State the principles of e-selection and recruitment. What are the advantages? | CO4 | U | 10 |
|  | b. | What are the factors affecting International human resource management? Discuss each one of them. | CO4 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | What is multi-domestic strategy & what do you mean by transnational strategy? | CO5 | U | 10 |
|  | b. | Defective human Resource planning can defeat the organizational strategy. Write critical analysis with specific emphasis on forecasting techniques. | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Do you think collective bargaining helps in avoiding disputes. Explain with the importance of collective bargaining in organization. | CO6 | A | 10 |
|  | b. | There are four basic strategies such as Global standardization, Transnational, International and Localization strategies. Discuss which strategy is followed by Coca cola and Tata Motors. | CO6 | An | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Mr. Reddy, Managing Director has come back from his BOD meeting at Delhi. In the recent meeting the Board has sanctioned the approval to expand the production operations at the newly built Chennai facility. Mr. Reddy is posed with a challenge on figuring out the right method in forecasting his HR Requirements.   1. Draft your plan to support Mr. Reddy in this task. 2. Support your plan with suitable explanation. | CO5 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Remember the meaning of strategic Management and its evolution. |
| CO2 | Understand the approaches and theories related to Personnel Management, HRM and SHRM. |
| CO3 | Identify the emerging dimensions that help in to integrate HR Strategy with Corporate Strategy. |
| CO4 | Analyze the Managers Perception of SHRM and the Corporate World. |
| CO5 | Evaluate the challenges faced in implementation of Strategic Process. |
| CO6 | Create a model of SHRM based on practices in Global Organizations Operating in India with the help of case studies. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 |  | 10 |  |  | 30 |
| CO2 | 10 |  |  |  |  | 10 | 20 |
| CO3 | 10 | 20 |  |  |  |  | 30 |
| CO4 | 30 | 10 |  |  |  |  | 40 |
| CO5 |  | 10 | 10 | 10 |  |  | 30 |
| CO6 |  |  | 30 |  |  |  | 30 |
|  | | | | | | | **180** |



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

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Define Workforce Planning. Outline the key steps in workforce planning; and discuss what effects do these have on HR processes? | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | What distinguishes attitudes and beliefs from knowledge and skills? Deliver your observations with an explanation using the Iceberg Model for Competency. | CO1 | An | 20 |
|  |  |  |  |  |  |
| 3. | a. | Discuss the factors that contribute to poor hiring practices in organizations. Give few suggestions to overcome. | CO2 | An | 10 |
| b. | Explain the work areas in HR and highlight the challenges post Covid:- | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Discuss the steps involved in the process of creation of functional specification as a result of Job Analysis. | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. |  | Give a brief note on motivational job specifications and develop a motivational job specification checklist for the role of Sales Manager. | CO3 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Assuming the role of a recruiter, develop an Behavioral Event Interview procedure for selecting a Business Development Manager for a National Bank planning to position their health insurance service product from its headquarters located in Pune, Maharashtra. | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Describe the Evaluation methods used in the process of interview. | CO5 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What are the potential benefits of using AI in the recruitment process, and how can it help organizations to hire better candidates? | CO6 | An | 10 |
|  | b. | What are some of the ethical considerations that companies need to take into account when using AI in recruitment, and how can they ensure that it is used in a fair and unbiased way? | CO6 | An | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | ABC Corporation is a multinational company that specializes in the production of consumer goods. With over 50,000 employees across the globe, the company has a significant presence in various markets. Due to the increasing demand for their products, the company plans to open a new production facility in a developing country.  As the Head of HR, your task is to create a talent acquisition strategy for the new production facility. You are required to attract, recruit, and retain highly skilled employees who can contribute to the success of the new facility. Your budget for talent acquisition is limited, and you need to create an effective strategy that delivers results within a short period.   1. What are the key factors that you would consider when developing a talent acquisition strategy for the new production facility? (5 Marks) 2. How would you measure the success of your talent acquisition strategy, and what metrics would you use? (5 Marks) 3. What recruitment methods would you use to attract highly skilled employees to the new production facility? (5 Marks) 4. What role would technology play in your talent acquisition strategy, and what tools and software would you use to streamline the recruitment process? (5 Marks) | CO2 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 20 |  | 20 |  |  | 40 |
| CO2 |  |  | 30 | 10 |  |  | 40 |
| CO3 |  |  |  | 20 |  | 20 | 40 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 | 20 |  |  |  |  |  | 20 |
| CO6 |  |  |  | 20 |  |  | 20 |
|  | | | | | | | **180** |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Elucidate the role of KSA’s in analyzing job requirement in an organization: | CO1 | U | 14 |
|  | b. | Define Workforce Planning and list the advantages of incorporating workforce planning in organizations. | CO2 | U | 6 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | What situations give rise to poor recruitment? Consider the domino effect that results from poor hiring decisions, which can cause long-term damage like financial losses and a bad reputation in the market and suggest few recommendations to reduce its impact:- | CO1 | An | 20 |
|  |  |  |  |  |  |
| 3. | a. | Differentiate Job description verses Job Specification. | CO3 | U | 10 |
|  | b. | Elaborate the key metrics of effective recruitment:- | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | “Functional Job Specification focus on skills, experience, abilities and expertise required to do a job”. Do you agree with this statement? Comment and explain the process involved in creating functional specification. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Give a brief note on 4S model:- | CO4 | R | 10 |
|  | b. | Discuss the various non-interviewing techniques with examples:- | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Describe the prominence of reference check when you hire an employee. List out few major red flag rates prevalent across industries:- | CO5 | U | 10 |
|  | b. | Give a brief note on Favoritism, & Nepotism:- | CO5 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Is it essential for organizations to use ethical hiring and selecting procedures? Why? Express your opinions using appropriate justifications. | CO6 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What are the potential benefits of using AI in the recruitment process, and how can it help organizations to hire better candidates? | CO6 | An | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | “Poor process leads to poor selection which undermines organizational capabilities, wastes management time and increases staff turnover.” Comment on this statement and develop a BEI plan for the role of Relationship Manager for a multi-national FMCG product. | CO4 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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| --- | --- |
|  | **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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 14 |  | 20 |  |  | 34 |
| CO2 |  | 6 |  | 20 |  |  | 26 |
| CO3 |  | 20 |  |  |  |  | 20 |
| CO4 | 10 |  | 30 |  |  |  | 40 |
| CO5 | 10 | 10 |  |  |  |  | 20 |
| CO6 |  |  |  | 40 |  |  | 40 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | The Neyveli Lignite Corporation is one of the public sector undertakings wherein the workers participation in management has been successful. Explain the various successful methods of workers participation in management. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Mahindra & Mahindra Limited (M&M Ltd) is the flagship company under the Mahindra group, and plant-wise collective bargaining has taken place to establish wage/salary rates etc.. Explain the term collective bargaining, its types, and the process of collective bargaining. | CO1 | R | 20 |
|  |  |  |  |  |  |
| 3. | a. | List the powers of Inspector cum- Facilitators under the new Occupational Safety Health and Working Condition Code 2020. | CO2 | R | 10 |
|  | b. | Compare and list the legal provisions of the existing laws on safety welfare, and health, and the new Occupational Safety Health and Working Condition Code 2020. In your point of view which do you feel is advantageous to workers and why? | CO2 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Outline the provisions on working hours, and leave with respect to adult, women, and children under the Occupational Safety Health and Working Condition Code 2020. | CO2 | 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 |
|  |  |  |  |  |  |
| 5. | a. | Write short notes on: (under the Industrial Relations Code 2020)   1. Lay Off 2. Retrenchment | CO3 | R | 10 |
|  | b. | No employer or worker or a Trade Union, whether registered under this Code, or not, shall commit any unfair labour practice specified in the Second Schedule of the Industrial Relations Code 2020. Summarize the unfair labour practices. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6 | a. | Outline the reforms with respect to payment of Bonus and computation of bonus under the new Wage Code 2019. | CO4 | U | 10 |
|  | b. | Under the Wage Code 2019, list the various kinds of deductions from wages as permissible under the payment of Wages regulations along with the conditions to be observed. | CO4 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | The Central and State government fix, and revise the minimum rates of wages, summarize the legal regulations of minimum wages, and methods laid down for the fixation and revision of the minimum rates of wages under the Wage Code 2019. | CO4 | R | 10 |
|  | b. | The Labour Code 2020 came with several maternity benefits in India for mothers including biological and surrogate. Justify with the help of the legal provisions on Maternity benefits available to working women under the Code on Social Security 2020. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | ILO has set standards on working time through various conventions as it was recognized that working excessive hours posed a danger to workers' health and to their families. Brief the ILO standards on Working time. | CO6 | U | 10 |
|  | b. | Collective bargaining allows both sides to negotiate fairly. Explain the ILO standards on collective bargaining. | CO6 | U | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Platform workers need justice, not charity Tipping delivery workers, offering them shelter during rough weather conditions, and other basic gestures of humanity, have all been mooted. While important is their right, it is crucial to note that the problem is institutional, and requires an institutional solution. The role of platform workers whether it is Uber, Ola, Zomato, or Swiggy amidst the pandemic has presented a strong case to attribute a more responsibility to platform aggregator companies, and State. Platform workers were responsible for delivery of essential services during pandemic at great personal risk to themselves. They have also been responsible for keeping platform companies afloat despite the pandemic-induced financial crisis. The dependence of companies on platform workers merits a jointly assumed responsibility by public and private institutions to deliver welfare measures. The new labour [**Code on Social Security, 2020,**](https://www.drishtiias.com/daily-updates/daily-news-editorials/right-code-for-labour#:~:text=The%20social%20security%20code%20replaces,Standing%20Orders)%20Act%2C%201946.)passed by parliament recently acknowledge platform and gig workers as new occupational categories in the making, and for the first time in Indian law, attempted to define ‘platform work’ outside of the traditional employment category.  As a future HR manager to platform workers:   1. Devise a welfare schemes to be notified by your employer for platform workers as per the legal provisions under Social Security Code 2020. 2. List the initiatives to be taken to ensuring decent work on digital labour platforms. | CO5 | A | 20 |

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|  | **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. |

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



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

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Define organizational development and illustrate some of the characteristics of organizational development. | CO1 | E | 10 |
|  | b. | Discuss any three internal and external forces of organizational change. | CO1 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Describe some of the strategies for implementing organizational change. | CO1 | C | 10 |
|  | b. | Demonstrate about the Blake and Mouton’s Managerial Grid. | CO1 | U | 10 |
| 3. | a. | Illustrate about T groups with reference to organizational development. | CO1 | U | 10 |
|  | b. | Elaborate some of the reactions to conflict in any organization. | CO2 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Illustrate the various methods of training in any organization. | CO2 | U | 10 |
|  | b. | Define organization structure and explain its role in the process of  managing the organization. | CO2 | E | 10 |
| 5. | a. | Elaborate in detail about Max weber Ideal Bureaucracy. | CO2 | C | 10 |
|  | b. | Explain about work design and Human resource in terms of history of organizational development. | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Demonstrate the various dimensions of organizational culture. | CO3 | U | 10 |
|  | b. | Explain the meaning and the various sources of organization culture. | CO3 | A | 10 |
| 7. | a. | Discuss the meaning of power and write your understanding on the various types of power. | CO4 | E | 10 |
|  | b. | Illustrate the two faces of organizational politics and explain the Importance of organizational politics. | CO4 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain Mc clelland Human motivation Theory. | CO5 | A | 10 |
|  | b. | Describe meaning of feedback and explain why feedback from employees is so important in any organization. | CO6 | R | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **SUNFLOWER INCORPORATED**  Sunflower Incorporated is a large distribution company with over 5,000 employees and gross sales of over $700 million (2009). The company purchases and distributes salty snack foods and liquor to independent retail stores throughout the United States and Canada. Early in 2012, Sunflower began using a financial reporting system that compared sales, costs, and profits across regions. Management was surprised to learn that profits varied widely. By 2015, the differences were so great that management decided some standardization was necessary. Mr. Steelman, president of Sunflower, decided to create a new position to monitor pricing and purchasing practices. Adrain Kevin was hired from the finance department of a competing organization. Him new title was director of pricing and purchasing, and he reported to the vice president of finance, after three weeks on the job, Adrain Kevin decided that pricing and purchasing decisions should be standardized across regions. As a first step, he wanted the financial executive in each region to notify him of any change in local prices of more than 3%. He also decided that all new contracts for local purchases of more than $5,000 should be cleared through him office. (Approximately 60% of items distributed in the regions was purchased in large quantities and supplied from the home office. The other 40% was purchased and distributed within the region. Adrain Kevin discussed the proposed policy with Mobley. He agreed, so they submitted a formal proposal to the president and board of directors, who approved the plan. Sunflower was moving into the peak holiday season, so Adrain Kevin wanted to implement the new procedures right away. He decided to send an email to the financial and purchasing executives in each region notifying them of the new procedures. The change would be inserted in all policy and procedure manuals throughout Sunflower within four months He believed the procedures were needed now. The email went out the next day. During the next few days, replies came in from most of the regions. The executives were in agreement with the email and said they would be happy to cooperate.  **Question**  From the above-mentioned case study did Adrian Kevin manage the pricing and purchasing changes at Sunflower? Were the changes implemented successfully? | CO6 | R | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
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|  | **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. |

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| **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** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | When done right, Corporate Social Responsibility will lead to increased growth and expansion over the long run. Summarize the scope of environmental initiatives for corporate social responsibility. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | The CSR pyramid model gives the structure organizations need to meet the economic, legal, ethical, and philanthropic demands of Business. Analyze. | CO2 | An | 20 |
| 3. |  | Investigate the internal drivers and external determinants of corporate social responsibility (CSR) strategies practiced by multinational enterprises’ (MNEs). | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Human Resource departments play a critical role in ensuring that the company adopts Corporate Social Responsibility programs. Furthermore, HR can manage the CSR plan implementation and monitor its adoption proactively. Justify | CO3 | U | 20 |
| 5. |  | Corporate social responsibility (CSR) also extends to responsible marketing strategies. With examples, elucidate how Social Responsibility in workplace works? | 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 the 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. |  | Coca Cola CSR Activities In India One of the leading non-alcoholic beverage selling companies, Coca-Cola, has a lengthy history of doing social work as part of its CSR activities. Being a business of its scale, they realized that a strong Corporate Social Responsibility had to be a crucial part of their business agenda. Therefore, they decided to incorporate a varied range of CSR initiatives that would benefit the society, improve the quality of life of its workforce, and bring positive change in the environment.  At the core, the CSR policy formed by Coca-Cola is about sustainability. In the year 2007, Coca-Cola instituted its CSR sustainability under the framework ‘Live Positively’. This concept covered seven core areas: Beverage benefits, Active, healthy living, The community development, Energy and climate, Sustainable packaging, Water stewardship, and The workplace. Coca Cola CSR Activities In India With an initial amount of USD 10 million, the Coca-Cola Foundation was initiated with prime focus on water management, environment, social advancement and betterment of the quality of life. Over a period of almost a decade of its operations, the foundation has already collaborated with most credible Indian NGOs. Some of them being with:   1. HARITIKA – a water sustainability project in Uttar Pradesh. 2. Self Employed Women’s Association (SEWA) – Solar electrification project in Rajasthan. 3. Institute of Rural Rehabilitation & Development (IRRAD) – In hope to explore water sustainability projects in Mewat district, Rajasthan 4. Foundation for Rural Recovery & Development (FORRAD) – in order to implement Water Sustainability and Drinking Water projects in Bundelkhand and Ajmer, Rajasthan.   **Questions:**   1. Analyze the benefits gained by Coca-cola, and the society due to the CSR activities carried out. 2. Summarize the CSR programs carried out by Coca cola. 3. What do you think is the role of social workers in CSR? 4. What factors are to be considered in designing CSR Policy? | CO6 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Over the years, scholars have defined, interpreted, and understood CSR in many ways. Analyze the moral arguments and, economic arguments for CSR. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | 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. | 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 | 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. |  | Creating a culture of change and responsibility starts with HR. Getting the younger employees, who are already environmentally conscious; excited about fresh Corporate Social Responsibility initiatives is a great way to begin. Explain the Role of HR Professionals in CSR. | CO5 | An | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **(Compulsory Questions)** | | | | | |
| 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 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

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|  | **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. |

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| **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** |



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| **Course Code** | **21MS3045** | **Duration** | **3hrs** |
| **Course Name** | **EMOTIONAL INTELLIGENCE AND STRESS MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Elaborate on sources of emotions. | CO1 | U | 10 |
|  | b. | Explain the various types of emotions. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Outline the ways to develop self-confidence. | CO2 | U | 10 |
|  | b. | Why social skills are important? Explain. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | Discuss the types of transfer in detail. | CO3 | C | 10 |
|  | b. | Determine the causes of industrial unrest. | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Elaborate the signs of emotional intelligence. | CO4 | R | 10 |
|  | b. | How to improve emotional skills? | CO4 | R | 10 |
|  |  |  |  |  |  |
| 5. |  | List the causes of occupational stress. | CO5 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | What is Burn out? What are the consequences of Burn out? | CO6 | R | 20 |
|  |  |  |  |  |  |
| 7. |  | Explain Grievance procedure in detail. | CO3 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Identify the verbal and non-verbal indicators of stress. | CO5 | A | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Laura is the Associate Director of a non-profit agency that provides assistance to children and families. She is the head of a department that focuses on evaluating the skill-building programs the agency provides to families. She reports directly to the agency leadership. As a whole, the agency has been cautious in hiring this year because of increased competition for federal grant funding. However, they have also suffered high staff turnover. Two directors have left as well as three key research staff and one staff person from the finance department. Laura has a demanding schedule that requires frequent travel; however, she supervises two managers who in turn are responsible for five staff members each. Both managers have been appointed within the last six months. Manager 1: Kelly has a specific background in research. She manages staff who provide research support to another department that delivers behavioural health services to youth. Kelly supports her staff and is very organized; however, she often takes a very black and white view of issues. Upper level leadership values Kelly’s latest research on the therapeutic division’s services. Kelly is very motivated and driven and expects the same from her staff. Manager 2: Linda has a strong background in social science research and evaluation. She manages staff that work on different projects within the agency. She is known as a problem solver and is extremely supportive of her staff. She is very organized and has a wealth of experience in evaluation of family services. Linda is very capable and can sometimes take on too much. The managers are sensing that staff are becoming over worked as everyone takes on increased responsibilities due to high staff turnover. Staff have also mentioned that Laura’s “glass half-empty” conversation style leaves them feeling dejected. In addition, Laura has not shared budgets with her managers, so they are having difficulty appropriately allocating work to staff. Laura said she has not received sufficient information from the finance department to complete the budgets. The finance department said they have sent her all the information they have available. As staff become distressed, the managers are becoming frustrated. They feel they are not able to advocate on behalf of their staff or resolve issues without key information like the departmental budget.  **Question**   1. What could be done to enhance staff confidence? | CO6 | R | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Acquire conceptual knowledge of emotion and emotional intelligence in business as well as society. |
| CO2 | Explain emotional self-awareness, self-control and self-motivation. |
| CO3 | Identify and manage the emotions of self and others at workplace. |
| CO4 | Assess personal and work-related emotional problems, formulate alternative courses of action, and measure Emotional Intelligence and systematically apply techniques. |
| CO5 | Interpret the Sources of Stress and apply the strategies to manage Stress. |
| CO6 | Appraise the quantum of stress in personal life and work life and to take appropriate decision under Stress. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 20 |  |  |  |  | 20 |
| CO2 | 10 | 10 |  |  |  |  | 20 |
| CO3 |  |  |  |  | 30 | 10 | 40 |
| CO4 | 20 |  |  |  |  |  | 20 |
| CO5 | 20 |  | 20 |  |  |  | 40 |
| CO6 | 40 |  |  |  |  |  | 40 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3045** | **Duration** | **3hrs** |
| **Course Name** | **EMOTIONAL INTELLIGENCE AND STRESS MANAGEMENT** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the theories of emotions. | CO1 | U | 10 |
|  | b. | Discuss the components of emotional intelligence. | CO1 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Determine the best ways for self-motivation. | CO2 | E | 10 |
|  | b. | How to develop self-regulation skills? | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | How emotional intelligence can help you to achieve promotion in the work place? | CO3 | R | 10 |
|  | b. | What are negative emotions? How should they be managed? | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Outline the importance of social intelligence. | CO4 | U | 10 |
|  | b. | Analyze the ways to measure emotional intelligence. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 5. |  | Identify the symptoms associated with stress. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Examine the leadership styles under stressful and non-stressful conditions. | CO6 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Discuss the model grievance procedure in detail. | CO3 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | What is stress? How personality can affect stress levels? | CO5 | R | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Let us examine the problem faced by Mr. Nataraj, Regional Manager of Alpha Pvt. Ltd. Alpha makes and distributes products from more than 10 international health care companies. Mr. Nataraj is responsible for managing existing clients and also to get new clients. He manages a number of sales representatives. Important customers have a dedicated sales representatives, while other sales representatives try to get new clients. One day an important customer (Good Health Hospital) called Mr. Nataraj and complained that Mr. Bhavan (the sales representative) was ineffective and insisted he be removed, or else they would not give any business. Here are Mr. Nataraj's thoughts: The track record of Mr. Bhavan was good and he was liked within the company. Dismissing him or even transferring him to a new region will affect the morale of the work force. Good health hospitals is a major customer and gives good business. Losing the hospital is not an option. Therefore the demands of the hospital have to be met.  **Question**   1. How will you resolve this issue? | CO6 | R | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Acquire conceptual knowledge of emotion and emotional intelligence in business as well as society. |
| CO2 | Explain emotional self-awareness, self-control and self-motivation. |
| CO3 | Identify and manage the emotions of self and others at workplace. |
| CO4 | Assess personal and work-related emotional problems, formulate alternative courses of action, and measure Emotional Intelligence and systematically apply techniques. |
| CO5 | Interpret the Sources of Stress and apply the strategies to manage Stress. |
| CO6 | Appraise the quantum of stress in personal life and work life and to take appropriate decision under Stress. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 10 |  |  |  | 10 | 20 |
| CO2 | 10 |  |  |  | 10 |  | 20 |
| CO3 | 20 |  |  |  |  | 20 | 40 |
| CO4 |  | 10 |  | 10 |  |  | 20 |
| CO5 | 20 |  | 20 |  |  |  | 40 |
| CO6 | 20 |  |  | 20 |  |  | 40 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3053** | **Duration** | **3hrs** |
| **Course Name** | **INTERNATIONAL LOGISTICS MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Define Logistics. Examine various types of Logistics by Service with suitable examples. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Explain Logistics Service Provider along with different types of Service Providers. Predict the advantages and disadvantages of five modes of transportation. | CO2 | U | 20 |
|  |  |  |  |  |  |
| 3. |  | Warehousing and storage is an act of storing and assorting the finished goods so as to create maximum time utility at minimum cost. Explain the different types of warehouses with their relative advantages and disadvantages. | CO3 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | “Pareto Analysis is based on 80-20 rule”- Examine the statement. Explain the steps involved in Pareto Chart using sample data. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | Appraise Just-In-Time Concept. Analyze the steps involved in Just-In-Time along with its pros and cons. | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Critically analyze the Bullwhip effect in Logistics Management with suitable examples. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Appraise Collaborative planning, forecasting and replenishment (CPFR) in International Logistics along with its framework. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Summarize the definition of Reverse Logistics stated by Tibben-Lembke. Predict the reasons for return of the finished product from downstream to upstream with suitable examples. | CO5 | 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.**  ABC Ltd is a leading Fast Food Processing Company operating from Thane. It is involved in the fast-food business since last 10 years and has a tie up with a foreign firm operating in the same field. It handles both vegetable as well as non-vegetable products for which it arranges the required vegetables and chickens from local vegetable vendors and poultry farms as well as from far off places like Nasik, Pune and Aurangabad. It has very good markets in Mumbai, Pune and the surrounding cities.  The products are sold in the brand name of Nasta which is very popular brand among the young collegians and office goers. It has its most modern kitchen at New Mumbai to cater to the needs for fresh Nasta. Vegetables and chicken items are transported from the procurement centres of Nasik, Pune, Aurangabad using hired trucks. While transporting vegetables and chickens, there were shortages, damages and decomposition problems which varies from 10% to 15% and there is inconsistency in the transit time, the reliability of the raw material transporters is very low.    Packaging of Nasta is very good and attractive but it is not long-lasting type. However, the quality and taste are the reasons for its popularity. Nasta is sold in three different packs – party, family and individual. Nasta loses its taste and flavor after 8 hours, if it is not preserved in refrigeration. Nasta is distributed through 25 distribution centers including three at its main procurement centers of Nasik, Pune and Aurangabad.  Logistics Information Network is not up to the mark. The procurement centers directly communicate to the operating center at Thane. Due to lack of proper co-ordination at different distribution centers, it has started creating problems of stocks, spoilage, pilferage and wastage of raw materials as well as finished goods at certain distribution and procurement centers.  Transportation and storage problems are identified as the main culprits for the heavy losses being incurred at some centers. Holidays, festivals and collegians put a lot of pressure on the existing demand and supply situations of Nasta seasonally, resulting in mismanagement and losses. Entry of multinationals into the market has increased the competition and put a pressure on Nasta. The Managing Director of the company has formed a team consisting of senior executives to suggest a concrete plan to fight the growing competition and overcome problems of transport, storage and other related problems so as to increase the market share and margin.  **Questions:**  The team of senior executives has recommended your name as a Logistics Consultant. You are required to express your suggestions for the following:   1. Proper transportation policy to ensure minimum transportation loss of vegetables of vegetables and poultry products and reduction in the packaging costs. Formulate the ideas on the company owning its own fleet of transport. 2. Demand forecasting techniques to take care of the seasonality as well as reduction in the inventory, overcoming shortages as well as other related problems. 3. Plan for improving Purchases and Distribution policies | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Analyze the logistics chain in international arena. |
| CO2 | Examine the role of logistics in modern business. |
| CO3 | Critically analyze the problems faced by the logistics firms in and around India. |
| CO4 | Define the right mechanism for transportation to specific destinations. |
| CO5 | Examine the right kind of packing and containerization for the cargo. |
| CO6 | Critically analyze the functions and role of logistics intermediaries. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 20 | 0 | 0 | 0 | 0 | 0 | 20 |
| CO2 | 0 | 20 | 0 | 0 | 0 | 0 | 20 |
| CO3 | 0 | 0 | 40 | 0 | 0 | 0 | 40 |
| CO4 | 0 | 0 | 0 | 40 | 0 | 0 | 40 |
| CO5 | 0 | 0 | 0 | 0 | 40 | 0 | 40 |
| CO6 | 0 | 0 | 0 | 0 | 0 | 20 | 20 |
|  | 20 | 20 | 40 | 40 | 40 | 20 | **180** |



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| **Course Code** | **21MS3055** | **Duration** | **3hrs** |
| **Course Name** | **FOREIGN EXCHANGE MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Differentiate with suitable examples   1. Direct and Indirect Rates 2. Spot and forward rates | CO1 | U | 10 |
|  | b. | FOREX business is being monitored by our Government of India. Elucidate | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | 1. If direct rate quote is Rs. 81/US$, how can this exchange rate be presented under indirect quo 2. If indirect quote is US $ 0.025 / Rs. , how can this exchange rate be shown under direct quote 3. Bid – Ask prices : Rs. 80 - 80.90 /US $ . Find the bid - ask spread 4. Find out the bid rate if ask rate is Rs. 80.50/ US $ and the bid ask spread is 1.23 % | CO5 | An | 20 |
| 3. | a. | Elaborate Foreign Exchange Rates Mechanism. | CO2 | U | 10 |
|  | b. | Rupee is being gaining as a exchange of currency for the commodities in International Trade.Describe. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe the RBI guidelines for Authorized dealers. | CO4 | R | 10 |
|  | b. | Write notes on Nostro, Vostro and Loro accounts. | CO1 | R | 10 |
|  |  |  |  |  |  |
| 5. |  | Financial aspects pertaining to export and import are regulated by FEMA guidelines and governed by RBI, who also regulates the exchange control aspects. Discuss. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | In what ways exchange control regulations are monitoring the Forex inflows and outflows. | CO4 | A | 10 |
|  | b. | RBI and FEDAI has imposed various limits on financial institutions for mitigation the FOREX Risk management. Elaborate. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 7. |  | You are required to book forward sale contract for USD 1.00 million delivery 3rd month and another forward purchase contract for USD 2.00 million for delivery 2nd month. Given that USD/INR spot is 48.9100/9200, premium quoted as under, calculate rates for merchant transactions if the exchange margin of 0.15% is to be loaded for the purchase transaction and 0.20% for the sale transaction.  1 m 0750/0850  2 m 1800/1900  3 m 2750/28500 | CO6 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | RBI has framed specific guidelines for financing of exporters for both **pre-shipment and post shipment** in both Indian rupees as well as in foreign currency. Discuss | CO5 | A | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | 1. Durgaprasad books a sales forward contract for USD 20,000 delivery 2nd month Assuming USD are quoted in the local market as under 80.20 / 81.10   One month forward premium 0.1100/0.1300.  Two months forward premium 0.2350/0.2550.  Three months forward premium 0.3650/0.3800.  What will be the rate quoted by the bank to Mr. Amit after taking exchange profit of 0.15% on the transactions Also calculate what will be the bank’s profit.  Exchange margin 0.15%   1. In the above question if customer quoted for 3 months forward. What will be the rate and profit. | CO6 | An | 20 |
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**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Foresee and understand the risks involved in the foreign exchange transactions. |
| CO2 | Expose the various methods to avoid the foreign exchange risks. |
| CO3 | Equip with quality decisions in foreign exchange dealings. |
| CO4 | Understand the FEDAI regulations and the role of Indian financial set-ups. |
| CO5 | Examine the methodology of hedging the financial risks involved in international trade. |
| CO6 | Analyze the various mechanisms involved in FOREX markets. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 20 | 10 |  |  |  |  | 30 |
| CO2 |  | 10 |  |  |  |  | 10 |
| CO3 |  | 10 |  |  |  |  | 10 |
| CO4 | 10 |  | 20 |  |  |  | 30 |
| CO5 |  |  | 20 | 40 |  |  | 60 |
| CO6 |  |  |  | 40 |  |  | 40 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3056** | **Duration** | **3hrs** |
| **Course Name** | **INTERNATIONAL STRATEGIC MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the role of a strategic leader. | CO1 | E | 10 |
|  | b. | Outline the strategic planning practices in India. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Elaborate on SWOT Audit. | CO2 | C | 10 |
|  | b. | What are the expectations of a stakeholder? | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | List the several types of diversification. | CO3 | An | 10 |
|  | b. | Discuss the value chain analysis in detail. | CO3 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Analyze the ADL Matrix. | CO4 | An | 10 |
|  | b. | Explain the concept of business portfolio balancing. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 5. |  | Explain the 7S Model and outline its approaches. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Evaluate the various contemporary issues in strategic management. | CO6 | E | 20 |
|  |  |  |  |  |  |
| 7. |  | Elaborate on environmental scanning. | CO2 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Examine the DuPont Analysis with illustrations. | CO5 | An | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Netflix is an American OTT (Over-the top) platform based in California. We all are aware with the name of Netflix and not just aware of it but are a great fan of this excellent content platform. This platform has successfully disrupted the conventional cable TV aspect and has brought great technological innovations such as digital streaming and machine learning. Netflix has been in a market for twenty years as of now and they keep adding an innovative prospects day by day. The only reason customers are attaching with this platform is Netflix knows how to cater their customer needs by giving them a remarkable experience. Even during a global pandemic Netflix revenue remained intact and even saw an increase of 4,996 million. In the streaming service business, Netflix still reigns supreme. Its continued success is not only because of its current product offerings, including original content creation and acquisition but also in its determination to look for future expansions. Netflix remains as successful today as it was in the days of the DVD player.  **Question**  1. Tell your suggestions for Netflix to make their business strategy more effective. | CO6 | R | 20 |
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**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Analyze the concepts, tools and techniques of strategic management in the international arena. |
| CO2 | Define the strategic management tools for effective corporate decision making. |
| CO3 | Distinguish between the strategic practices in India and abroad. |
| CO4 | Develop analytical and conceptual skills in different situations. |
| CO5 | Influence the thought process of decision makers in different types of strategies. |
| CO6 | Measure the competitive forces of business using strategic models. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 10 |  |  | 10 |  | 20 |
| CO2 | 10 |  |  |  |  | 30 | 40 |
| CO3 |  |  |  | 10 |  | 10 | 20 |
| CO4 |  | 10 |  | 10 |  |  | 20 |
| CO5 |  | 20 |  | 20 |  |  | 40 |
| CO6 | 20 |  |  |  | 20 |  | 40 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3056** | **Duration** | **3hrs** |
| **Course Name** | **INTERNATIONAL STRATEGIC MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Distinguish the mission from vision with illustrations. | CO1 | An | 10 |
|  | b. | Explain the hierarchical levels of planning. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Outline the steps to conduct competitive analysis. | CO2 | U | 10 |
|  | b. | Elaborate on scenario planning. | CO2 | C | 10 |
|  |  |  |  |  |  |
| 3. | a. | List the grand strategies. | CO3 | An | 10 |
|  | b. | Examine the strategic management of a small organization. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the BCG approach in detail. | CO4 | E | 10 |
|  | b. | Discuss the experience curve. | CO4 | C | 10 |
|  |  |  |  |  |  |
| 5. |  | Elaborate on DuPont Analysis. | CO5 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Evaluate the contemporary issues in strategic management. | CO6 | E | 20 |
|  |  |  |  |  |  |
| 7. |  | Explain the micro and macro environmental analysis with suitable illustrations. | CO2 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Outline the quality and quantitative tools used in strategic management. | CO5 | U | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Starbucks Corporation, one of the most renowned cafes in the world primarily benefits from selling various kinds of coffee or tea drinks in addition to roasting and selling of exotic coffee beans. It is spread across more than 6000 branches in the world. Furthermore, it has been a standout amongst the fastest growing corporations in America. One of the core reasons why Starbucks remains popular 30 years after its founding is not only because of the quality of coffee it serves, but also its incredible customer service and ambience. Starbucks creates comfortable surroundings for its customers to socialize at a much reasonable price which draws consumers of all ages into its stores worldwide. Moreover it has been appreciated worldwide for its employee satisfaction. Managers at Starbucks treat each employee equally and every member of the staff is called a partner. Starbucks imparts a part of its profits towards public service. When it comes to goals. Starbucks sets a challenging and specific goals, and it allows all partners to decide its direction.    **Question**  1. Determine a SWOT Analysis for Starbucks. | CO6 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Analyze the concepts, tools and techniques of strategic management in the international arena. |
| CO2 | Define the strategic management tools for effective corporate decision making. |
| CO3 | Distinguish between the strategic practices in India and abroad. |
| CO4 | Develop analytical and conceptual skills in different situations. |
| CO5 | Influence the thought process of decision makers in different types of strategies. |
| CO6 | Measure the competitive forces of business using strategic models. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 10 |  | 10 |  |  | 20 |
| CO2 |  | 30 |  |  |  | 10 | 40 |
| CO3 |  |  |  | 20 |  |  | 20 |
| CO4 |  |  |  |  | 10 | 10 | 20 |
| CO5 |  | 20 |  |  |  | 20 | 40 |
| CO6 |  |  |  |  | 40 |  | 40 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3059** | **Duration** | **3hrs** |
| **Course Name** | **FOREIGN TRADE POLICY OF INDIA** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Examine the significance of foreign trade policy to determine the development of our country. | CO1 | A | 10 |
|  | b. | Articulate your thoughts on the need for regulation of import and export by the government. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | What is bilateral and multilateral trade agreements? Discuss some bilateral and multilateral trade agreements of India. | CO2 | R | 10 |
|  | b. | Write a short note on EDI, TEE, and DGCI&S. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | Illustrate the role of Export Promotion Councils in India. Name  five EPCs of India. | CO3 | U | 10 |
|  | b. | Discuss in detail on the step-by-step documentation process  involved upon starting an export business of spices. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Write a short note on the schemes of merchandise exports and service exports of India. | CO3 | U | 10 |
|  | b. | What is EPCG scheme? Explain its features. | CO3 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | Define duty drawback scheme. Discuss the methods through which it is implemented? | CO4 | E | 10 |
|  | b. | What is trade prohibition? Write a short note on export  prohibitions and restrictions. | CO4 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain the functions of Export Credit Guarantee Corporation. | CO4 | R | 10 |
|  | b. | Discuss the export obligation under EPCG scheme. | CO4 | E | 10 |
|  |  |  |  |  |  |
| 7. | a. | Write a short note on Harmonized System Codes. | CO5 | A | 10 |
|  | b. | Justify the need for various export incentive schemes available for the exporters. | CO5 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What is NFE? Summarize the guidelines to import second hand Capital goods. | CO5 | U | 10 |
|  | b. | Write a short note on Deemed exports, EHTPs, STPs, and BTPs. | CO5 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Critically examine the functions of EOUs? How far it supports India’s export? | CO6 | E | 10 |
|  | b. | Examine the difficulties faced by SEZ in the recent years and suggest measures to overcome the difficulties. | CO6 | A | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Analyze the importance of Foreign Trade theories. |
| CO2 | Critically examine the impact of FTP in nation’s trade trends. |
| CO3 | Develop strategies to exploit international trade opportunities. |
| CO4 | Demonstrate the ability in dealing with procedural hiccups in the global advertisement. |
| CO5 | Examine the effectiveness in documentation works in line with the procedural aspects of FTP. |
| CO6 | Identify the trade relationship between Regional Groupings and other countries. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 10 | 10 |  |  | 20 |
| CO2 | 20 |  |  |  |  |  | 20 |
| CO3 |  | 30 |  | 10 |  |  | 40 |
| CO4 | 20 |  |  |  | 20 |  | 40 |
| CO5 | 10 |  | 20 |  |  | 10 | 40 |
| CO6 |  |  | 10 |  | 10 |  | 20 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Natural Gas, Sand and Vegetables, Petroleum, Cement, Wind mill fans, Poultry and Live stocks need to 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 | R | 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 | An | 10 |
|  | b. | Give a Note on the Liners’ importance and functions in improving logistical efficiency. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 3. |  | How is FCL helping is in reducing Logistics Cost? And explain in detail about the drawback of FCL. | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Write down the benefits and Types of Bonded ware housing and substantiate your opinion on E-Sanchit Portal. | CO2 | U | 20 |
|  |  |  |  |  |  |
| 5. | a. | Short note on the features of Containers | CO1 | U | 10 |
|  | b. | Give a note in detail on the structural features of Cube Containers | CO2 | A. | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | “Logistics Control Tower replaces 4PL”- Prove it by describing its (LCT) functions. | CO4 | An | 10 |
|  | b. | State all Ground reasons for choosing Multi model Logistics. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | How is consumers priority towards packaging? Give a detailed note on different types of labelling with Examples | CO6 | An | 10 |
|  | b. | Narrate the reasons why stowage planning will become failure. | CO4 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Short note on Importers and Exporters obligation in FCA, FOB, FAS and CPT. | CO6 | U | 10 |
|  | b. | State 9 IMDG Codes and mention the purposes of IMDG Code Classification System. | CO5 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Identify and Simulate Problems and Solutions in I PL, 2PL, 3PL, 4PL and 5PL as a part of Supply Chain Integration Management. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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. |

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



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Elaborate the various models of Supply chain Management. | CO1 | C | 10 |
|  | b. | Identify the importance of integrating. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Differentiate Transactional Data and Analytical Data. | CO2 | U | 10 |
|  | b. | Justify how ERP and e-commerce can benefit a business. | CO2 | E | 10 |
| 3. | a. | Explain the importance of supply chain network optimization model and outline its phases. | CO3 | U | 10 |
|  | b. | Describe Linear Programming Model. | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Analyze the role of outsourcing in Supply chain Management. | CO4 | An | 10 |
|  | b. | Discuss the changing practices in logistics. | CO4 | A | 10 |
| 5. |  | Define Hacking and examine its effect on business. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Discuss the various types of risks with illustrations. | CO4 | U | 20 |
| 7. |  | Elaborate the tools and techniques used for Risk Identification. | CO5 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain HRI in detail. | CO6 | U | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Toyota issued a recall on 2,700 bZ4X electric cars roughly all the ones produced to date. Over the potential of wheels falling off. The bZ4X is Toyota’s first global electric car. Toyota launched the electric SUV in the US. It is a very important vehicle for the Japanese automaker since it is going to open the doors to the global electric vehicle market for the first time for the Toyota brand. Unfortunately, it is not off to a good start, as Toyota confirmed that it is recalling all the electric vehicles over a problem with hub bolts that can result in losing a wheel. If the wheel detaches from the vehicle while driving, it could result in a loss of vehicle control, increasing the risk of crash. Toyota is asking owners not to drive their vehicles. The cause of the issue and the driving patterns under which the issue could occur are still under investigation.  What are the challenges of reverse supply chain? | CO6 | R | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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. |

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| **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 |  |  | 20 |  |  | 20 | 40 |
| CO6 | 20 | 20 |  |  |  |  | 40 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Examine the need for Logistics Management with its relative merits and demerits. | CO1 | Remember | 10 |
|  | b. | Enumerate 7Rs and 5Ps of Logistics and mention its usage. | CO1 | Remember | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Describe Third Party Logistics Provider (3PL) and express the services provided by 3PL. | CO2 | Understand | 10 |
|  | b. | Generalize the major challenges in 3rd Party logistics and distribution with suitable examples. | CO2 | Understand | 10 |
|  |  |  |  |  |  |
| 3. | a. | A depot has 50 trucks. Calculate the actual truck days during the month of Feb-2021 if the truck utilization is 98% in the corresponding month. | CO3 | Apply | 5 |
|  | b. | Explain the common ways to unitize a load. | CO3 | Apply | 15 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Interpret the ABC Inventory Classification of with suitable Illustration. Write the advantages and disadvantages of ABC Classification. | CO4 | Apply | 20 |
|  |  |  |  |  |  |
| 5. | a. | Estimate the need and objectives of Packaging in Logistics Industry. | CO4 | Analyze | 10 |
|  | b. | Analyze the different types of Packaging and the stages of industrial packaging with suitable examples. | CO4 | Analyze | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Purchasing process concerning wholesaling companies consists of six activities. Appraise in brief the six activities of Purchasing process. | CO5 | Evaluate | 10 |
|  | b. | i) Fixed cost and variable cost per unit for four potential plant locations are shown below. Based on Cost-Profit-volume analysis, choose the best among the four potential plant locations if the production is 12,000 units in a year.   |  |  |  | | --- | --- | --- | | Location | Fixed Cost per year  Rs. in Lakhs) | Variable cost per Unit (in Rs.) | | A | 250 Lakhs | Rs. 1,100 | | B | 100 Lakhs | Rs. 3,000 | | C | 150 Lakhs | Rs. 2,000 | | D | 200 Lakhs | Rs. 3,500 |   ii) The coordinates of 4 locations L1, L2, L3 and L4 are given below. Assuming the quantities to be shipped to these 4 locations are equal, evaluate the coordinates of the center of gravity.  L1 = (2,2)  L2 = (3,5)  L3 = (5,4)  L4= (8,5) | CO5 | Evaluate | 10 |
|  |  |  |  |  |  |
| 7. |  | Persuade automatic identification technology. Evaluate any five popular automatic identification technology with its benefits. | CO5 | Evaluate | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Digitalization and Digitization are not the same. Appraise the statement with live examples. | CO6 | Analyze | 10 |
|  | b. | Transparency is a crucial factor in the logistics industry. Explain the importance, need and effects of Transparency. | CO6 | Analyze | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Read the case given below and answer the questions given at the end.**  M/s Speedometers is a public transportation operation that was incorporated in the early 1980s in Mumbai. The mission of the company is to provide a safe, reliable, and comfortable transportation service at a price that is affordable by the general public. To achieve the required service level, M/s Speedometers set up a maintenance department in the second year of its operations. Unfortunately, the maintenance department is having problems of spares, components, and other inventory as well as experienced personnel who can deal efficiently with mechanical failures.  During the recent informal visit to the maintenance workshop, the managing director of M/s Speedometers overheard a frustrated staff member complaining annoyingly to his supervisor. He said that he had gone to four different storage areas to collect the required spares and components but managed to fill only part of the order because of the required items were out-of-stock. However, for some reason, the materials management department of M/s Speedometers showed on record that sufficient quantity of all spares and components were available on hand.  Ongoing through the finance books, the managing director was worried about the recent steady escalation in the cost of maintenance as well as inventory carrying costs. The managing director directed the general manager of the maintenance department to study the various problems of his department and submit a proposal to resolve them. The general manager investigated and identified the following problems.   * The materials management information system (MMIS) required manual updating. The staff of the materials department often assumed the information in the system was up-to-date, when actually requisition vouchers were waiting to be entered. This time-lag meant that the system showed inventory as available when actually it had already been used. * Many users in the workshop withdrew more material than what they actually needed so they could avoid stock-outs. * Most of the users set up mini-warehouses. - just-in-case * Warehouse staff were reluctant to use the computer-based system for various reasons. The MMIS could provide online system information, but the resistance from the warehouse staff kept that part of the system from being implemented. * No records were kept regarding materials consumption * Users had to submit a materials requisition form for items kept in each of the four warehouses and had to collect them personally. * 70% of the cost of materials came from maintenance costs.   **Questions:**   1. Critically express the inventory issues presented in the above case. Generalize the improvements for inventory management of the spares and components as well as reductions in the maintenance costs. 2. The general manager wants to appoint you as an integrated logistics manager. Your task is to form an integrated logistics department under the maintenance division to resolve the problems and to improve maintenance productivity. Report in detail as to how you would perform this task. | CO6 | Create | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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. |

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| **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 | 0 | 40 | 0 | 40 |
| CO6 | 0 | 0 | 0 | 20 | 0 | 20 | 40 |
|  | 20 | 20 | 40 | 40 | 40 | 20 | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | What is logistics? State with examples from real life and explain the functions of logistics with the help of those examples. | CO1 | U | 10 |
|  | b. | Explain in detail the Challenges faced in Freight Transport Operations particularly in the logistics sectors. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Examine the need of ISO in logistics and supply chain management and Write down the six sigma concepts. | CO2 | R | 10 |
|  | b. | What are the 5s principles? How do you apply in the transport operations management? | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Distinguish between Inbound and Outbound Logistics. | CO3 | An | 10 |
|  | b. | Consider any mode of transportation of your choice and apply hub-spoke model with suitable diagram. | 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 | U | 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. | Examine the features of multimodal transport system. What are the market related factors that influence transport costs? | CO5 | A | 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. | Discuss the importance of International movements in Indian economy. | CO6 | U | 10 |
|  | b. | Develop a network route connecting at least 8 nodes with hypothetical time between various nodes and find out the shortest route. | CO6 | C | 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. | Raw teakwood is to be exported from Malaysia to India in bulk. Which mode of transport would you recommend? What are the advantages and disadvantages of such a mode? | CO6 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | **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 | An | 10 |
|  | b. | Indian Oil company wish supply LP gas to its customers for cooking purpose at cheaper rate by minimizing its transport costs? What is the best means of transport? | CO6 | A | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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 |

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| **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 |  | 10 |  | 10 |  |  | 20 |
| CO4 | 10 | 10 |  |  |  |  | 20 |
| CO5 |  | 10 | 10 |  |  |  | 20 |
| CO6 |  | 10 | 10 | 10 |  | 10 | 40 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Brief the evolution of Marketing to Digital Era. What are the dimensions that contribute to the digitization progressing from Brick & Mortar to Brick & Click. | CO1 | Remember  Understand | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Differentiate Inbound marketing vs Outbound Marketing with examples. | CO2 | Understand | 10 |
|  | b. | What are the key drivers and the key personalities of digital transformation? | CO2 | Understand | 10 |
|  |  |  |  |  |  |
| 3. |  | Explain AIDAR model and discuss how does it leverage its functionality to develop digital marketing strategy with its integration with (P)RACE model? | CO3 | Remember  Analyze | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Elucidate on Digital Marketing channel Mix inclusive of revenue making models citing examples. | CO3 | Analyze  Apply | 20 |
|  |  |  |  |  |  |
| 5. |  | There is a perception among marketers that the popular social media platforms such as Facebook, Instagram, Pinterest and Twitter are most suitable for B2C marketing. Do you agree with that view? Justify your stance. | CO5 | Apply | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Discuss the role of Ad Agency and Publisher in Digital Ecosystem. | CO4 | Evaluate | 10 |
|  | b. | Give a brief note on POEM with examples. | CO5 | Remember | 10 |
|  |  |  |  |  |  |
| 7. | a. | What are Keywords? How is Keyword density calculated? Explain the different types of Keywords giving examples for each. | CO4 | Analyze | 10 |
|  | b. | Differentiate Portal vs. Website with examples. | CO4 | Analyze | 5 |
|  | c. | Give a brief note on Website Benchmarking using any popular tool. | CO3 | Remember | 5 |
|  |  | **(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. |  | Recollect your experience of visiting a website and develop a customer journey map. List the potential steps at the different moments of truth and give your rating. Identify customer pain points. How would you remember these pain points? Propose interventions to address each of these pain points and suggest ways to give better user experience. | CO6 | Create | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 10 | 10 | - | - | - | - | 20 |
| CO2 | - | 20 | - | - | - | - | 20 |
| CO3 | 15 | - | 10 | 20 | - | - | 45 |
| CO4 | - | - | - | 35 | 10 | - | 45 |
| CO5 | 10 | - | 20 | - | - | - | 30 |
| CO6 | - | - | - | - | - | 20 | 20 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Describe in detail about the history of affiliate marketing and its advantages. | CO1 | R | 10 |
|  | b. | Demonstrate the process of affiliate marketing program. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss some of the business plays involved in affiliate marketing. | CO2 | C | 10 |
|  | b. | Discuss the important steps to register yourself as an affiliate marketer through different affiliate platform. | CO2 | C | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the various payment methods in affiliate marketing. | CO3 | R | 10 |
|  | b. | According to your understanding discuss some of the reasons for the growth of affiliate marketing in India. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe the various strategies to promote affiliate links in Affiliate Marketing. | CO4 | A | 10 |
|  | b. | Analyze the various challenges involved in affiliate marketing. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Explain in detail about microblogging and corporate blogging. | CO5 | C | 10 |
|  | b. | Identify any successful affiliate marketer and write their strategies for success in the field 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 Content and niche website. | CO5 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Discuss the various Loyalty programs in affiliate marketing. | CO5 | U | 10 |
|  | b. | Demonstrate your understanding about RSS feed and explain its how it works. | CO6 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Discuss the various fraudulent activities 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 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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. |

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| **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** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Describe the meaning and merits of search engine marketing. | CO1 | E | 10 |
|  | b. | Discuss about the search tools in detail. | CO1 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Describe the product promotion 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. | Differentiate Traditional Marketing Vs Digital 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 the different types of advertising using google Ad  Words. | CO3 | E | 10 |
| 5. | a. | Discuss some of the 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 Bounce rate and write the important ways to reduce the bounce rate in digital Marketing. | CO4 | E | 10 |
|  | b. | Illustrate the meaning Exit rate and write the important ways to reduce the bounce 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 reason on Why do search engines constantly update their algorithms | CO6 | R | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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. |

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| **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** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | What are the key attributes of Product Management a Product Manager need to know? | CO1 | U | 10 |
|  | b. | In a FMCG company, what are the components and dynamics of Product Mix? | 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. | List out and 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. | Enumerate the stages of PLC and its relevance in current context. | 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 Automobile components industry. | CO5 | U | 10 |
|  | b. | Write a detailed note on Brand Leverage and Brand Hierarchy implications for a Brand Manager serving in Real estate sector. | 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 Brand Equity measures and explain their relevance. | CO5 | E | 10 |
|  | b. | Depict the features of Global Branding. | CO5 | E | 10 |
| **PART-B (1X20=20 Marks)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Supersonic Ltd., as a market driven Company, when decided to launch  a New Product to extend its Product Line spectrum and stay competitive in Home Utilities market,  summoned its Brand Manager (BM)  and initiated a Discussion as follows :  MD: When we think of a new addition to the existing Product Mix. What comes to Your mind Market Situation or Corporate Mission?  BM: Sir, one corporate mission tops my mind before thinking about Market trend situation and opportunities/  MD: So, you are thinking only inward...  BM: Yes. Sir, am forced into such thinking as I am worried about Target and Revenue Achievement.  MD: But still we need to launch a new product, next month as per our policy on disruptive innovation.  Gaining insight from the above conversation, answer the following questions:  What Brand Building techniques based on the New Product envisioned you can suggest to BM? | CO6 | C | 10 |
|  | b. | If you were the BM of Supersonic, would you go for Opportunity Identification or Environment Scan? Justify your answer coinciding with the Company background information | CO6 | C | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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. |

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| **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** |



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

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| **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 basic concepts of Product Management that are to be essentially known to a Product Manager | CO1 | U | 10 |
|  | b. | In an Automotive company, what are the components and dynamics of Product Mix? | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | In a product like Banking 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. | List out and 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. | Enumerate the stages of PLC and its relevance in current context. | 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 Automobile components industry. | CO5 | U | 10 |
|  | b. | Write a detailed note on Brand Leverage and Brand Hierarchy implications for a Brand Manager serving in Real estate sector. | 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 Brand Equity measures and explain their relevance. | CO5 | E | 10 |
|  | b. | Illustrate the different components and features of Co-Branding. | CO5 | E | 10 |
| **PART-B (1X20 = 20 Marks)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | An Edutech company which started really well and surpassed all expectations in terms of customer acquisition and unparalleled growth in market position in the first two years of its existence, which had almost reached the monopoly status, suddenly started losing its steam and revenue. After a six months of travel towards south, its Profit margin spiraled down and hardly found itself sustainable. When they summoned a Brand Consultant, he came out with startling revelations on brand reputation and negative buzz around the brand which had damaged the brand image beyond repair.  On the light of this backdrop information, answer the following questions:  What Brand Building techniques you would adopt in order to rebuild the brand performance? | CO6 | C | 10 |
|  | b. | If you were the BM of this company would you suggest Rebranding? List out the proposed action sequence. | CO6 | C | 10 |

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|  | **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 |

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| **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** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Outline the various methods of studying Consumer Behavior. | CO1 | U | 10 |
|  | b. | Define Consumer Behaviour. List the principles of Consumer Behaviour. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Examine the Pre-Purchase behavior of Consumers. | CO2 | An | 10 |
|  | b. | Discuss the importance of need recognition. | CO2 | C | 10 |
|  |  |  |  |  |  |
| 3. | a. | Elaborate on determinants of consumer store choice. | CO3 | C | 10 |
|  | b. | Evaluate the pros and cons of purchasing in E-Commerce platform. | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Analyze the role of an opinion leader in influencing consumers. | CO4 | An | 10 |
|  | b. | What are the uses of word of mouth communication in marketing? | CO4 | R | 10 |
|  |  |  |  |  |  |
| 5. |  | Explain motivational process and determine the influence of need hierarchy theory on consumers. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Discuss modern and traditional family life cycle in detail. | CO6 | C | 20 |
|  |  |  |  |  |  |
| 7. |  | Elaborate on Diffusion of Innovations in detail. | CO4 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | How an individual’s self-image influences in the purchase decision? | CO5 | R | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | The world largest consumer food and beverages company Nestle has been facing criticism after an internal presentation revealed that a majority of its mainstream food and beverages portfolio is unhealthy. Nestle, acknowledged the fact that some of its food products will never be healthy. However, this controversy is nowhere close to the crisis involving Nestle India’s Maggie Noodles Over seven years ago. In April 2015 it was confirmed that Maggi Noodles had high levels of Monosodium glutamate (MSG) apart from high lead content above permissible level. The Food Safety and Standards Authority of India (FSSAI) asked Nestle to recall Maggi Noodles. Nestle was left with no choice but to recall the popular snack from the market. Between June 5 and September 1, 2015, nearly 38,000 tons of Maggi Noodles were recalled from retail stores across the country and destroyed. Maggi’s share in the Indian Market went down from 80 percent to Zero. Five months after the brand was forced to pull out of the market over safety concerns. Nestle India’s Maggi Noodles returned to shelves in November 2015. However, local bans continued in some states even after Maggi returned to the markets. It took almost another year for Maggi to return to shops across all states in India.  **Question**  Determine how the company may address the issue. | CO6 | E | 20 |
|  | . |  |  |  |  |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Understand and Gain insight into the factors influencing consumer decision process. |
| CO2 | Analyze 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. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 |  |  |  |  | 20 |
| CO2 |  |  |  | 10 |  | 10 | 20 |
| CO3 |  |  |  |  | 10 | 10 | 20 |
| CO4 | 10 |  |  | 10 |  | 20 | 40 |
| CO5 | 20 |  |  |  | 20 |  | 40 |
| CO6 |  |  |  |  | 20 | 20 | 40 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Discover the evolution of consumer behavior. | CO1 | An | 10 |
|  | b. | Explain the role of consumer behavior in marketing. | CO1 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss the various factors influencing consumer decision-making process. | CO2 | C | 10 |
|  | b. | Outline the different stages of decision-making process. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | What do you mean by unplanned purchases and partially planned purchases? | CO3 | R | 10 |
|  | b. | How retailers are perceived in the eyes of the consumers? | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Examine any two attitude models in detail. | CO4 | An | 10 |
|  | b. | Determine the role of an opinion leader. | CO4 | E | 10 |
|  |  |  |  |  |  |
| 5. |  | Distinguish between a consumer and a customer. List the responsibilities of a consumer. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain the dynamics of consumption pattern of different groups. | CO6 | U | 20 |
|  |  |  |  |  |  |
| 7. |  | Identify the role of Gender and their impact on family decision-making. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | How self-image of an individual influence in purchase decision? | CO5 | R | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | When McDonald’s opened its first Indian Store in New Delhi in 1996, it took a lot of convincing to Get customers. That’s why McDonald’s promoted low priced options, such as the Happy price Menu. Burgers priced at Rs 20 and Indianised the burgers with ingredients familiar to locals, such as potato patties instead of meat. For many years, McDonald’s did brisk business in India by relying on low prices. The company began testing out the McCafe format, starting out with Mumbai in 2013.Over the next few years, the McCafe concept gradually spread to over 100 McDonald’s outlets across south and west India, selling coffee, Muffins and Cookies. The company also made its breakfast menu (Launched in 2010) available all day long in certain outlets, offering its signature waffles and Egg muffins at all hours to draw customers even during outside of typical meal times. Later this year, more local flavours - a masala dosa-inspired burger and scrambled masala eggs-were added to this menu. The other part of the strategy was to convince Indians to visit McDonald’s outlets even outside of the usual lunch and dinner timings .The upgraded McDonald’s is ready for a future in which more Indians will be eating out. The company plans to launch restaurants with a completely new look and feel this year, and lots more lie in store for customers.  **Question**  1. How did McDonald’s overcome the challenges in India? | CO6 | R | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Understand and Gain insight into the factors influencing consumer decision process. |
| CO2 | Analyze 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 |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  |  | 10 | 10 |  | 20 |
| CO2 |  |  | 10 |  |  | 10 | 20 |
| CO3 | 20 |  |  |  |  |  | 20 |
| CO4 |  |  | 20 | 10 | 10 |  | 40 |
| CO5 | 20 |  |  | 20 |  |  | 40 |
| CO6 | 20 | 20 |  |  |  |  | 40 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **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. | What are Sales Budget and its importance? | CO2 | U | 10 |
|  | b. | Briefly explain the steps to territory planning. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | What are 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 you Compensate Sales persons do is different from employees of other departments in the organization”. Explain the reasons as per statement and also write various methods of Compensation. | CO4 | R | 10 |
|  | b. | What are the steps in formulating sales strategy? Why is market analysis important for formulating the sales strategy? | CO4 | 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’s in distribution strategies, with appropriate examples. | CO6 | R | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **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 crores 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 notebook 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 is 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 | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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 |

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| **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**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | What is Sales Management? List out the importance of Sales Management and its emerging trends. | CO1 | U | 10 |
|  | b. | Explain the importance of developing a new attitude in Personal Selling. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain in detail the objectives and importance of Sales Budget. | CO2 | R | 10 |
|  | b. | What is the relevance of size of sales force and territory design in strategy formulation? | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | What are the major factors that affect inventory levels and its management within an organization? Describe the inventory terms FIFO & LIFO. | CO3 | U | 10 |
|  | b. | **Case Analysis:**  Private FM radio industry in India is currently as nascent stage. Currently the FM radio market has presence of six domestic players. Govt. of India has initiated the process of expansion in this sector by inviting more private players through auction. ABB is a leading private entertainment company of V.S. having vast portfolio of T.V. and radio channels. The company has approached you for customization of its FM radio services for PUNE market. You being a marketing consultant.  **a)** Suggest suitable S.T.P. for the company.  **b)** What promotional strategies will you suggest company, to grab a major pie of market share? | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe, with example, the incremental method, the sales potential method and the work load method of determining the size of sales force. | CO4 | R | 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. | **Case Analysis:**  Dr. Reddy’s Laboratories Ltd., is a famous pharmaceutical company in India, with a large trained sales force. To become number one pharmaceutical company in India, they have decided to focus on their distribution channels. What are the criteria of channel performance they should look for? What should be the distribution strategies they should design to have larger market share? Advise. | CO5 | An | 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 | A | 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. | Explain in detail the types of conflict arise in the distribution channels and their causes. Suggest what can be done to resolve conflict situation? | CO6 | R | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | **Case let on Sales Forecast**  A US Company comes out with a novel idea of introducing disposable cameras into the market. It was thought that their cameras have a great potential. A film was already loaded in the camera and after the whole film was used the camera was to be thrown away, as it cannot be further loaded or unloaded. In the introduction stage the cameras did not do very well and the sales remained low. This was due to the objection from a section of a society who was environmentally conscious and objected to the disposable cameras adding to pollution. Another reason was that the photography enthusiast did not believe that these cameras could produce good pictures. The management was disturbed and formulated the following strategy to face these problems.  **1.** It introduced recycling programme to do away the objection of the environment conscious consumers.  **2.** It increased its promotion and advertising programme and emphasized that its cameras were capable of taking quality pictures.  **3.** It also stressed upon the factors that these throw away cameras were available at all stores at a minimum price of about eight dollars ($8). Also promoting that these were ideal for people who forget to bring their cameras to important occasions.  **4.** It also initiated another idea. The cameras can be given free to guests at weddings who love taking pictures. They can have fun with these cameras and leave them behind for the bride and the groom.  **5.** It tried to tap other niche like the students, the senior citizens, sports, fans and other sports enthusiasts. These strategies paid off and the company started making booming sales.  **Questions:**  **1.** At what stage of PLC (Product life Cycle) is the disposable camera in? And What strategies should be adopted in this stage of PLC?  **2.** Comment on the strategies adopted by the company. What other methods would be maintaining the sales of the camera? | CO6 | E | 20 |

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|  | **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 |

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| **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 | 10 | 10 |  |  |  | 40 |
| CO4 |  |  | 10 |  |  | 10 | 20 |
| CO5 | 10 |  |  | 10 |  |  | 20 |
| CO6 |  |  | 10 |  | 10 |  | 20 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3087** | **Duration** | **3hrs** |
| **Course Name** | **RESEARCH FOR MARKETING DECISIONS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Explain uses of Market Research in Business. | CO1 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Describe Market Research Design. | CO1 | U | 20 |
|  |  |  |  |  |  |
| 3. |  | Examine the methods of Data collection. | CO2 | Ap | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Elaborate Quantitative and Qualitative research. | CO2 | R | 20 |
|  |  |  |  |  |  |
| 5. |  | Describe the types of Market segmentation. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain the significance of Brand in positioning the market. | CO3 | E | 20 |
|  |  |  |  |  |  |
| 7. |  | Assess Customers satisfaction and loyalty through Market Research, | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain optimum pricing in Market Research. | CO5 | E | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Analyze the advertising effectiveness for consumer products. | CO6 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Understand an overview about research for new product development. |
| CO2 | Analyse as to how Carry out research in pricing, distribution and promotion realms. |
| CO3 | Evaluate appropriate research approaches, preparing measurement instruments, Designing a sampling approach and sampling frame. |
| CO4 | Examine different techniques in Data analysis and interpretation. |
| CO5 | Apply market driven trends among users of market research. |
| CO6 | Develop models in Reporting Qualitative and Quantitative data of visualization. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 20 |  |  | 20 |  | 40 |
| CO2 | 20 |  | 20 |  |  |  | 40 |
| CO3 |  | 20 |  |  | 20 |  | 40 |
| CO4 |  |  |  | 20 |  |  | 20 |
| CO5 |  |  |  |  | 20 |  | 20 |
| CO6 |  |  |  | 20 |  |  | 20 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3088** | **Duration** | **3hrs** |
| **Course Name** | **MARKETING COMMUNICATIONS MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | An Integrated marketing communications plan provides the framework for developing, implementing, and controlling an organization’s IMC program and activities. Discuss the steps involved in IMC planning model. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Discuss the role of integrated marketing communications in the marketing program of an automobile MNC such as Volkswagen. How can Volkswagen use the various IMC tools to achieve its objectives of building its brand image and increasing sales in Indian Market? | CO1 | An | 20 |
|  |  |  |  |  |  |
| 3. |  | Discuss the pros and cons of using an in-house agency. What are some of the reasons why companies might change from using an in-house agency and hire an outside agency? | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Discuss the pros and cons of a company using one of its top executives such as the founder, president, or CEO as an advertising spokesperson. Find an example of a corporate executive who you feel is a good spokesperson and discuss the reasons s/he is effective. | CO2 | A | 20 |
|  |  |  |  |  |  |
| 5. | a. | Explain what is meant by BDI and CDI. How do advertisers use these indices in their media planning? | CO4 | U | 10 |
|  | b. | What does it mean for a company when they discover that their product has a High BDI but low CDI? What about a low CDI and Low BDI? | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Discuss the positive and negative aspects of using celebrities as brand ambassadors? Do you believe that viewers can identify celebrities in commercials? Is their recognition vital for the advertisements to be successful? | CO5 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Discuss how teaser advertising might be used to introduce a new product or brand or to reposition an existing brand. What factors should marketers take into consideration when using a teaser campaign? | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | State the impact of Digital advertising in print media: Does technological developments such as electronic readers, the iPad, tablet PCs and mobile will impact the role of magazines and newspapers as advertising media vehicles. Comment your views. | CO6 | E | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Develop an advertising campaign for electric scooter. Fix a proper media planning by selecting the right media class, media vehicle and media schedule. | CO2 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the importance of promotion mix. |
| CO2 | Apply their expertise on managing advertisements and media planning. |
| CO3 | Develop their expertise on managing advertising media. |
| CO4 | Examine the concepts on evaluation of advertisements and sales promotions. |
| CO5 | Evaluate the effectiveness of advertising, media planning and scheduling. |
| CO6 | Create various forms of promotions with digital advertising. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 20 |  |  | 20 |  |  | 40 |
| CO2 |  |  | 20 |  |  | 20 | 40 |
| CO3 |  |  |  | 20 |  |  | 20 |
| CO4 |  | 10 |  | 10 |  |  | 20 |
| CO5 |  | 20 |  | 20 |  |  | 40 |
| CO6 |  |  |  |  | 20 |  | 20 |
|  | | | | | | | **180** |

**Graphical user interface, application

Description automatically generated with medium confidence**

**SUPPLEMENTARY EXAMINATION – JUNE 2023**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3088** | **Duration** | **3hrs** |
| **Course Name** | **MARKETING COMMUNICATIONS MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Discuss the role integrated marketing communications plays in the brand building process. Find an example of a company that has been able to build and maintain its brand identity without relying primarily on mass-media advertising. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Elaborate the role of IMC in the marketing process through Marketing and Promotions Process Model:- | CO1 | U | 20 |
|  |  |  |  |  |  |
| 3. | a. | Who are the different players in the process of integrated marketing communications? Briefly discuss the roles and responsibilities of each. | CO2 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe the meanings of BDI and CDI. How are these indices used by advertisers in their media planning? | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Discuss the pros and cons of using a comparative advertising message. Why do you think more high-profile companies/brands such as Apple, and Subway are choosing to use comparative ads? | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Demonstrate about the fundamental elements of print advertising citing a popular daily as an example. | CO6 | U | 10 |
|  | b. | Discuss the pros and cons of Outdoor advertising citing examples:- | CO6 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Deliberate how online advertising differs from the type of advertising done in traditional media such as print or television and the challenges marketers face when advertising on Internet web sites. | CO6 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Does the role of magazines and newspapers as advertising media be impacted by technology advancements like electronic readers, the iPad, tablet PCs, and mobile? Comment your views with an example of how digital advertising has affected print media. | CO5 | A | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Why do many advertisers pay large sums of money to celebrities to do the voiceovers for their commercials? Do you think consumers recognize the voices of the celebrities doing the commercials? Is it necessary that they recognize them for the commercials to be effective? Quote an example of a leading brand and debate the power of audio in commercials:- | CO5 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the importance of promotion mix |
| CO2 | Apply their expertise on managing advertisements and media planning |
| CO3 | Develop their expertise on managing advertising media |
| CO4 | Examine the concepts on evaluation of advertisements and sales promotions |
| CO5 | Evaluate the effectiveness of advertising, media planning and scheduling |
| CO6 | Create various forms of promotions with digital advertising |

|  |  |  |  |  |  |  |  |
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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 20 |  | 20 |  |  | 40 |
| CO2 | 20 |  |  |  |  |  | 20 |
| CO3 |  |  |  | 20 |  |  | 20 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 |  |  | 20 | 20 |  |  | 40 |
| CO6 |  | 20 |  | 20 |  |  | 40 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | | **BL** | **Marks** |
| **PART – A(4 X 20= 80 MARKS)**  **(Answer all the Questions)** | | | | | | |
| 1. | a. | Discuss the key characteristics of services and explain their implications for service marketers. | | CO1 | R | 10 |
|  | b. | What are the challenges faced by service marketers. How can these challenges be addressed to ensure success in the services industry? | | CO1 | U | 10 |
|  |  | **(OR)** | |  |  |  |
| 2. | a. | Discuss the 7 Ps of services marketing and explain how they differ from the 4 Ps of product marketing. | | CO2 | U | 10 |
|  | b. | Describe Lovelock's classification of service systems and provide examples of services that fit each category. | | CO2 | U | 10 |
|  |  |  | |  |  |  |
| 3. | a. | Discuss the importance of positioning in services marketing. Why is positioning crucial for service businesses? Suggest a suitable positioning strategy for a marketer dealing with transport services. | | CO3 | A | 10 |
|  | b. | What are the unique considerations and challenges involved in pricing of services? Discuss different pricing strategies. | | CO3 | U | 10 |
|  |  | **(OR)** | |  |  |  |
| 4. | a. | Explain the concept of SERVQUAL attributes and discuss how they can be applied to evaluate the service quality of a financial institution. | | CO4 | An | 10 |
|  | b. | Discuss the relationship between service satisfaction and service loyalty. How does customer satisfaction influence customer loyalty in the context of services? | | CO4 | R | 10 |
|  |  |  | |  |  |  |
| 5. | a. | Explain the process of scale development for measuring service quality, service satisfaction, and service loyalty. | | CO5 | A | 10 |
|  | b. | Explain the concept of managing supply and demand in services. How can service businesses effectively balance and align their supply and demand to ensure optimal service delivery? | | CO5 | U | 10 |
|  |  | **(OR)** | |  |  |  |
| 6. | a. | Describe the role of intermediaries and electronic channels in service delivery. How do these channels impact the customer experience and service efficiency? | | CO5 | U | 10 |
|  | b. | Explain the concept of Integrated Marketing Communication (IMC) and discuss its significance in today's business environment. Provide an example to illustrate the importance of IMC. Additionally, outline the IMC planning process. | | CO5 | R | 10 |
|  |  |  | |  |  |  |
| 7. | a. | Design an industry-based exercise that demonstrates the effective use of intermediaries or electronic channels in service delivery. Choose a specific service industry and outline the exercise | | CO6 | C | 10 |
|  | b. | Discuss how technology enhances the delivery of service quality in financial products. Provide examples to illustrate the impact of technology on improving service quality in the financial industry. | | CO6 | A | 10 |
|  |  | **(OR)** | |  |  |  |
| 8. | a. | Explain how the “Service Quality Delivery” in financial products is improved by technology. Illustrate with examples. | | CO6 | U | 10 |
|  | b. | Describe the concept of service blue printing and its role in service design and delivery. Discuss the positioning dimensions that can be addressed through service blueprints. | | 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. In India, it launched its operations in 1996, with two stores. It now has around 500 restaurants with more than 320 million customers per year. 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. It plans to add 500 more outlets within 5 years. All the McDonald’s outlets in India and the world are successful because of a few reasons. These reasons are; Consistency, Brand Slogan, Adapt Customer’s Needs, Risk-Taking, Perfect cross-sell of products, Learn to work with colleagues, Understand the importance of Philanthropy.  **Questions:** **1.** How does McDonald's maintain consistency in its service quality across its 500 outlets in India, and how does this contribute to its success in the fast food industry?  **2.** In what ways does McDonald's adapt to the changing needs and preferences of its customers in India, and how does this strategic approach to customer satisfaction impact its position as a leading fast food chain in the market? | | CO6 | E | 10 |
|  | b. | Explain the relationship marketing framework and its relevance in building long-term customer relationships with examples. Discuss how service businesses can apply relationship marketing strategies to enhance customer loyalty and satisfaction. | | CO6 | A | 10 |

CO – COURSE OUTCOME BL – BLOOMS’ LEVEL

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|  | **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** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Can engineers become an entrepreneur? If Yes, Justify with a well-known example. | | CO1 | U | 1 |
| 2. | Is there any entrepreneurial Initiatives in India? Mention it. | | CO3 | R | 1 |
| 3. | Give an example for variable cost. | | CO2 | R | 1 |
| 4. | Identify the various financial services offered by banks. | | CO3 | U | 1 |
| 5. | Recall the country which has high Global Entrepreneurship Index in this year. | | CO1 | R | 1 |
| 6. | Infer the news and identify the project type:  Nearly two decades later, on August 1, 2022, junior civil aviation minister V K Singh told the Rajya Sabha that the Tamil Nadu government had shortlisted Parandur as the location for second airport. | | CO2 | R | 1 |
| 7. | Examine the statement: Bootleg or pirated DVDs or CDs are examples of copyright infringement. | | CO5 | R | 1 |
| 8. | Express the full form of TRIPS. | | CO4 | U | 1 |
| 9. | How long can trade secrets protection last? | | 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 reason for startup failures. | | CO1 | An | 3 |
| 12. | Write the characteristics of investment. | | CO2 | U | 3 |
| 13. | Define the terms: i) Profitability ii) Liquidity | | CO3 | An | 3 |
| 14. | Show the significance of Industrial Finance Corporation of India (IFCI) in supporting small scale industries. | | CO3 | U | 3 |
| 15. | Why an invention should be patented? | | CO4 | An | 3 |
| 16. | Identify the authority or the administration office who will issue the GI tags in India. | | CO5 | 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. | Identify the need for entrepreneurship development. Explain how individuals and society get benefitted from entrepreneurship development. | CO1 | Ap | 8 |
|  | b. | List out the factors supporting Entrepreneurial Ecosystem | CO1 | An | 4 |
| 18. |  | Explain the classification of projects and also discuss about the criteria considered for classification. | CO2 | U | 12 |
| 19. | a. | Review the importance of conducting Social Cost Benefit Analysis and discuss the benefits of it. | CO3 | U | 8 |
|  | b. | Construct the steps involved in the investment process. | CO3 | Ap | 4 |
| 20. |  | Describe the role of DIC, SISI, SIDCO & SIDBI in Entrepreneurship. | CO3 | U | 12 |
| 21. | a. | Discuss the activities done in technology transfer and also the phases involved in it. | CO5 | U | 6 |
|  | b. | Write the importance of patent search and also various databases involved for patent search. | CO4 | Ap | 6 |
| 22. | a. | Estimate the various objectives of National IPR policy. | CO5 | U | 8 |
|  | b. | List few IP Facilitation Centers of Industry Organizations. | CO5 | R | 4 |
| 23. | a. | Show the steps involved in patent filling process. | CO4 | U | 8 |
|  | b. | Discuss with a case study on Trade Mark dispute happened between two major companies. | CO4 | U | 4 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Describe the important of Biodiversity Act in protecting the biological resources. | CO4 | U | 6 |
|  | b. | Differentiate the following   1. Artistic work and Sound recording 2. Authorship and Ownership 3. Novelty and Invention | CO6 | An | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL

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|  | **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. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 1 | 1 | 8 | 7 | - | - | 17 |
| CO2 | 2 | 15 | - | - | - | - | 17 |
| CO3 | 1 | 24 | 4 | 3 | - | - | 32 |
| CO4 | - | 19 | 6 | 3 | - | - | 28 |
| CO5 | 5 | 18 | - | - | - | - | 23 |
| CO6 | - | 1 | - | 6 | - | - | 7 |
|  | | | | | | | **124** |