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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. | Define leadership. | | CO1 | R | 1 |
| 2. | State the cultural issues in work place. | | CO1 | R | 1 |
| 3. | Differentiate empathy and sympathy. | | CO2 | U | 1 |
| 4. | List any two methods for developing the self-confidence. | | CO2 | R | 1 |
| 5. | Express your idea on ethical dilemma. | | CO3 | C | 1 |
| 6. | Write any two ethical issues facing in day-to-day life. | | CO3 | A | 1 |
| 7. | Compare verbal and non-verbal communication. | | CO4 | E | 1 |
| 8. | Infer any two tips for effective communication. | | CO4 | U | 1 |
| 9. | Relate process, policy and procedure. | | CO5 | U | 1 |
| 10. | Illustrate organizational pressure. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Write the Common Leadership Beliefs. | | CO1 | R | 3 |
| 12. | Explain the importance of Attitude. | | CO2 | A | 3 |
| 13. | Differentiate ethical and unethical leadership. | | CO3 | An | 3 |
| 14. | Describe how leaders work towards goal achievement. | | CO4 | U | 3 |
| 15. | Illustrate the steps that are needed to solve unethical issues in the workplace. | | CO5 | A | 3 |
| 16. | Discuss the importance of 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. | Contingency theory of leadership. | CO1 | E | 8 |
|  | b. | Analyze the advantages and disadvantages of contingency theory. | CO1 | An | 4 |
|  |  |  |  |  |  |
| 18. | a. | Discuss the formulation of development strategy and implementation in national and global contexts in detail. | CO2 | U | 8 |
|  | b. | Interpret the behavioural Skills of an efficient leader. | CO2 | A | 4 |
|  |  |  |  |  |  |
| 19. |  | Illustrate the framework of ethical decision making with a case study example. | CO3 | An | 12 |
|  |  |  |  |  |  |
| 20. |  | Compute the importance of communication in upholding the ethical standards and discuss the types of communication. | CO4 | A | 12 |
|  |  |  |  |  |  |
| 21. |  | One of your employees has just been diagnosed with a treatable form of cancer. He has confided in you about the status of his health. He has also asked you not to say a word to anyone because he considers his health to be a personal matter. Over the next few months, this employee is absent frequently, especially during his radiation treatments. His absences are not a major problem for the company because his duties involve direct computer work which he can do while at home. However, some of your other employees have asked you what's wrong with him. You politely decline to discuss his situation. As a result, the other employees think that their co-worker is getting special treatment, and are ready to go to your boss to complain. You are confident that if they only knew of the employee's illness, they would understand. But you promised him not to reveal the reason for his absence. At the same time, it would create unnecessary and unhelpful problems for him if other employees complain about him.   * Justify, should you explain to your boss what is really going on? * Discuss whether you shall reveal to your employees the reason for their co-worker's absence? Why or why not? * Analyze how would you handle this situation? | CO5 | C | 12 |
|  |  |  |  |  |  |
| 22. |  | Categorize the development of Strategy formulation to meet current and future organizational needs and their role in enhancing organizational competence. | CO1 | An | 12 |
|  |  |  |  |  |  |
| 23. | a. | Examine the charismatic leadership style as an emotional approach to organizational change with the help of relevant examples. | CO3 | A | 6 |
|  | b. | Discuss the importance of an organization's culture as a factor that determines an employee's ethical behavior. | CO3 | U | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Appraise the impact of best practice in ethical standards on the practices employed by ‘real life’ organizations. | CO6 | E | 6 |
|  | b. | Assess the different phases of ECS 2000 framework. | CO6 | E | 6 |

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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 | 5 | - | - | 16 | 8 | - | 29 |
| CO2 | 1 | 9 | 7 | - | - | - | 17 |
| CO3 | - | 6 | 7 | 15 | - | 1 | 29 |
| CO4 | - | 4 | 12 | - | 1 | - | 17 |
| CO5 | - | 1 | 3 | - | - | 12 | 16 |
| CO6 | - | 4 | - | - | 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. | Define Industrial Revolution. | | CO1 | R | 1 |
| 2. | List any two productivity improvement programs. | | CO1 | R | 1 |
| 3. | List any two factors influencing the Method Study. | | CO2 | R | 1 |
| 4. | Recall the avoidable delay is necessary in Work study. | | CO2 | R | 1 |
| 5. | List a rule concerning workplace layout. | | CO3 | R | 1 |
| 6. | Define SIMO chart. | | CO3 | R | 1 |
| 7. | Recall the formula to calculate rating factor. | | CO4 | R | 1 |
| 8. | Define PMTS. | | CO4 | R | 1 |
| 9. | List any two applications of Ergonomics. | | CO5 | R | 1 |
| 10. | Define Stress. | | CO5 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | State the need of Industrial Management. | | CO1 | R | 3 |
| 12. | Compare work study and method study. | | CO2 | U | 3 |
| 13. | Illustrate any three Therbligs symbols. | | CO3 | U | 3 |
| 14. | List the significance of time study. | | CO4 | R | 3 |
| 15. | List any four benefits of Ergonomics. | | CO5 | R | 3 |
| 16. | Describe the concept of Agile manufacturing. | | 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 | 12 |
|  |  |  |  |  |  |
| 18. | a. | Explain the various steps to conduct the method study. | CO2 | U | 6 |
|  | b. | Illustrate the objectives and the benefits of Work Study. | CO2 | U | 6 |
|  |  |  |  |  |  |
| 19. | a. | Explain the different rules which are used in the principles of motion economy in detail. | CO3 | U | 12 |
|  |  |  |  |  |  |
| 20. | a. | Analyze the work measurement techniques in detail. | CO4 | An | 6 |
|  | b. | Illustrate the systems of rating in work measurement with suitable examples. | CO4 | An | 6 |
|  |  |  |  |  |  |
| 21. | a. | Explain computer based ergonomics in detail. | CO5 | U | 12 |
|  |  |  |  |  |  |
| 22. | a. | Discuss the key features of organizational ergonomics. | CO5 | U | 6 |
|  | b. | Examine the consequences of various stresses in human body. | CO5 | R | 6 |
|  |  |  |  |  |  |
| 23. | a. | Discuss about the various allowances in the computation of standard time of a job. | CO4 | U | 6 |
|  | b. | Evaluate the performance rating factor for element 1 and element 5. The average actual times for the five elements of a task are shown in the table. The predetermined motion times for three elements are also given.   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Element No | 1 | 2 | 3 | 4 | 5 | | Average actual time A(min) | 0.12 | 0.14 | 0.22 | 0.34 | 0.12 | | Predetermined motion time (P) | 0.14 | - | 0.20 | - | 0.10 | | CO4 | E | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Summarize the concept and benefits of Lean and six sigma in the industrial management process. | CO6 | U | 6 |
|  | b. | Differentiate between logistics and supply chain management. | CO6 | An | 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 | 5 | 12 | - | - | - | - | 17 |
| CO2 | 2 | 15 | - | - | - | - | 17 |
| CO3 | 2 | 15 | - | - | - | - | 17 |
| CO4 | 5 | 6 | - | 12 | 6 | - | 29 |
| CO5 | 11 | 18 | - | - | - | - | 29 |
| CO6 | - | 9 | - | 6 | - | - | 15 |
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| **Course Code** | **18MS2004** | **Duration** | **3hrs** |
| **Course Name** | **TOTAL QUALITY 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. | State the use of any one control chart. | | CO6 | R | 1 |
| 2. | Define quality as per Crosby. | | CO2 | R | 1 |
| 3. | Distinguish between quality planning and quality improvement. | | CO1 | U | 1 |
| 4. | Name the evolved version of the PDCA cycle. | | CO1 | R | 1 |
| 5. | State the objectives of performance measures in quality management. | | CO2 | R | 1 |
| 6. | Define quality manual. | | CO3 | R | 1 |
| 7. | List the benefits of Environmental Management System. | | CO4 | U | 1 |
| 8. | Illustrate the use of prioritization matrices. | | CO4 | U | 1 |
| 9. | State the purpose of Pareto principle. | | CO6 | R | 1 |
| 10. | List the types of histogram. | | CO5 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Differentiate Manufacturing organization from Service organization. | | CO1 | An | 3 |
| 12. | Examine the benefits of Total Quality Management. | | CO1 | R | 3 |
| 13. | Explain the three key elements in partnering relationship. | | CO3 | U | 3 |
| 14. | Describe the concept of ISO 14001. | | CO4 | U | 3 |
| 15. | Illustrate the use of matrix diagram in Total Quality Management. | | CO5 | A | 3 |
| 16. | Explain the significance of Statistical Control Process. | | CO6 | E | 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 Deming’s philosophy for Total Quality Management. | CO1 | U | 8 |
|  | b. | Illustrate the various steps involved in customer satisfaction process. | CO3 | U | 4 |
|  |  |  |  |  |  |
| 18. | a. | Explain the different approaches towards Continuous Process Improvement. | CO2 | A | 8 |
|  | b. | Write the benchmarking process in Total Quality Management. | CO2 | A | 4 |
|  |  |  |  |  |  |
| 19. | a. | Discuss the seven elements for the implementation and operations of ISO 14001. | CO3 | U | 8 |
|  | b. | Explain about Quality Functional Deployment. | CO3 | U | 4 |
|  |  |  |  |  |  |
| 20. | a. | Explain the seven-step plan to establish the Total Productive Maintenance in an organization. | CO4 | A | 6 |
|  | b. | Illustrate the various stages of Failure Mode and Effective Analysis. | CO4 | A | 6 |
|  |  |  |  |  |  |
| 21. | a. | Explain the evolution of Total Quality Management. | CO1 | U | 6 |
|  | b. | Discuss the basic concepts of Total Quality Management. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 22. | a. | Explain in detail about Juran Trilogy. | CO3 | U | 6 |
|  | b. | Discuss with an example the stages in building the house of quality. | CO3 | U | 6 |
|  |  |  |  |  |  |
| 23. | a. | Assess the ten conditions for the selection and evaluation of suppliers. | CO3 | E | 6 |
|  | b. | Explain the characteristics of a quality leader. | CO3 | U | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Explain the concept of Taguchi’s quality loss in detail with an example. | CO2 | A | 8 |
|  | b. | Discuss the need, types, construction and application of control charts. | CO6 | A | 4 |

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

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 4 | 21 | - | 3 | - | - | 28 |
| CO2 | 2 | - | 20 | - | - | - | 22 |
| CO3 | 1 | 37 | - | - | 6 | - | 44 |
| CO4 | - | 5 | - | - | - | - | 05 |
| CO5 | 1 | - | 15 | - | - | - | 16 |
| CO6 | 2 | - | 4 | - | 3 | - | 09 |
|  | | | | | | | **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)**  **(Answer all the questions)** | | | | | |
| 1. | Who gave the concept of invisible hand? | | CO1 | R | 1 |
| 2. | Purchasing power of a commodity is called as \_\_\_\_\_\_\_\_\_\_\_\_\_. | | CO1 | R | 1 |
| 3. | Diamonds and rare stones are exemptions to law of demand. What is the effect behind this? | | CO2 | U | 1 |
| 4. | Given elasticity of demand less than one, what is the effect of increase in price of a commodity on total revenue? | | CO2 | An | 1 |
| 5. | The technological relationship between the physical inputs and physical output of a firm for a given state of technology is given by \_\_\_\_\_\_\_\_\_\_. | | CO3 | U | 1 |
| 6. | What type of elasticity of supply prevails in the market period? | | CO3 | R | 1 |
| 7. | What is the shape of total cost curve and marginal cost curve? | | CO3 | U | 1 |
| 8. | In the long-run, the choice of scale of plant depends on \_\_\_\_\_\_\_\_. | | CO3 | R | 1 |
| 9. | Give the equation for Marginal Revenue. | | CO4 | R | 1 |
| 10. | Who developed the concept of monopolistic competition? | | CO5 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | A producer offers to sell 500 units of a commodity when its price is Rs. 60 per unit, while only 300 units are offered if the price reduces to Rs. 50 per unit. Find the elasticity of supply using percentage method and indicate the type of elasticity of supply. | | CO6 | A | 3 |
| 12. | Explain Bandwagon effect and giffen goods. Give examples. | | CO2 | U | 3 |
| 13. | What is law of diminishing marginal product? | | CO3 | R | 3 |
| 14. | What is economic cost? | | CO3 | R | 3 |
| 15. | Explain iso-quant curve with the help of diagram. | | CO4 | U | 3 |
| 16. | What are the features of monopoly and oligopoly market structures? | | CO5 | 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 principles related to how people interact. | CO1 | U | 6 |
|  | b. | Explain utility, its kind and measurement. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 18. | a. | What is individual supply and market supply? Explain movement and shift in supply curve with the help of diagram. | CO2 | U | 6 |
|  | b. | Explain elasticity of supply, its type and measurement. | CO2 | R | 6 |
|  |  |  |  |  |  |
| 19. | a. | Illustrate the three stages of law of variable proportion with diagram. | CO3 | An | 6 |
|  | b. | What is production and production function? Explain various factors of production with example. | CO3 | U | 6 |
|  |  |  |  |  |  |
| 20. | a. | Elaborate the short-run costs with diagram. | CO3 | U | 6 |
|  | b. | Explain about multiproduct cost. | CO3 | R | 6 |
|  |  |  |  |  |  |
| 21. | a. | Explain perfect competition. | CO5 | U | 6 |
|  | b. | Explain the concept of kinked demand curve with the help of diagram. | CO5 | U | 6 |
|  |  |  |  |  |  |
| 22. | a. | Illustrate optimum input combination with diagram. | CO4 | An | 6 |
|  | b. | Explain various concepts of revenue and maximization of total revenue. | .CO4 | R | 6 |
|  |  |  |  |  |  |
| 23. | a. | Discuss about consumer surplus, producer surplus and market equilibrium | CO2 | U | 6 |
|  | b. | How do you arrive at equilibrium price? Discuss about the change in equilibrium price. | CO2 | An | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Summarize the concept of prisoner’s dilemma. | CO5 | U | 6 |
|  | b. | Explain opportunity cost and comparative advantage with example. | CO1 | R | 6 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | To gain knowledge on the basics concept in 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 Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 2 | 18 |  |  |  |  |  |
| CO2 | 6 | 16 |  | 7 |  |  |  |
| CO3 | 14 | 14 |  | 6 |  |  |  |
| CO4 | 7 | 3 |  | 6 |  |  |  |
| CO5 | 4 | 18 |  |  |  |  |  |
| CO6 |  |  | 3 |  |  |  |  |
|  | | | | | | | **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. | What is SWOT analysis? | | CO2 | R | 1 |
| 2. | What is POSDCORB? | | CO1 | R | 1 |
| 3. | Who is called as an intrapreneur? | | CO4 | R | 1 |
| 4. | What is EDI? | | CO6 | R | 1 |
| 5. | Which is called as an ancillary unit? | | CO5 | R | 1 |
| 6. | What is called as standing plan? | | CO2 | R | 1 |
| 7. | Name of the experiment conducted by Elton Mayo and his associates on management was called as ……………………… | | CO1 | R | 1 |
| 8. | Which type of enterprise invest less than Rs. 10 crore in plants and machineries? | | CO6 | R | 1 |
| 9. | Which government authority does an entrepreneur approach if he wish to apply for food preservation ordinance license? | | CO5 | R | 1 |
| 10. | Who is called as father of scientific management? | | CO1 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Distinguish authority from responsibility. | | CO3 | An | 3 |
| 12. | Explain the objectives of developing small scale industries in India. | | CO5 | U | 3 |
| 13. | Classify the three broad categories of role played by a manager. | | CO1 | An | 3 |
| 14. | Explain project appraisal. | | CO4 | U | 3 |
| 15. | Explain the stages in entrepreneurial process. | | CO4 | U | 3 |
| 16. | Explain the steps in organizing as a management function. | | CO3 | 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 activities of small scale industries board (SSIB). | CO6 | U | 6 |
|  | b. | Explain the functions of NSIC. | CO6 | U | 6 |
|  |  |  |  |  |  |
| 18. | a. | Explain Danhof’s classification of four type of entrepreneurs. | CO4 | U | 6 |
|  | b. | Explain the various functions of an entrepreneur. | CO4 | U | 6 |
|  |  |  |  |  |  |
| 19. | a. | Explain Taylor’s scientific management. | CO1 | U | 6 |
|  | b. | Explain the characteristics of management. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 20. | a. | Explain line organization with its merits and demerits. | CO3 | U | 6 |
|  | b. | Explain decision making in management. | CO2 | U | 6 |
|  |  |  |  |  |  |
| 21. | a. | Elaborate the impact of WTO on SSI in India. | CO5 | C | 6 |
|  | b. | Explain the role of entrepreneurs in economic development. | CO5 | U | 6 |
|  |  |  |  |  |  |
| 22. | a. | Explain staffing as a management function. | CO3 | U | 6 |
|  | b. | Explain span of control in an organization as a management function. | CO3 | U | 6 |
|  |  |  |  |  |  |
| 23. | a. | Explain the various types of planning in management function. | CO2 | U | 6 |
|  | b. | Elaborate management by objectives (MBO). | CO3 | C | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Explain the steps to start small scale industry in India. | CO4 | U | 6 |
|  | b. | Explain the advantages of owning a small scale industry in India. | CO5 | U | 6 |

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

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|  | | **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 | | 3 | 12 | - | 3 | - | - | 18 | |
| CO2 | | 2 | 12 | - | - | - | - | 14 | |
| CO3 | | - | 21 | - | 3 | - | 6 | 30 | |
| CO4 | | 1 | 24 | - | - | - | - | 25 | |
| CO5 | | 2 | 15 | - | - | - | 6 | 23 | |
| CO6 | | 2 | 12 | - | - | - | - | 14 | |
|  | | 10 | 96 | 0 | 6 | 0 | 12 | **124** | |



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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. | State the definition of economics by Alfred Marshall. | | CO 1 | R | 1 |
| 2. | Distinguish macro-economics and micro-economics. | | CO 1 | R | 1 |
| 3. | Compute the economic efficiency. | | CO2 | An | 1 |
| 4. | Quote any two characteristics of economic laws. | | CO2 | A | 1 |
| 5. | Define average cost. | | CO3 | R | 1 |
| 6. | Label the ‘Unit elasticity of demand’. | | CO4 | R | 1 |
| 7. | State any two uses of calculating ‘price elasticity of demand’. | | CO4 | R | 1 |
| 8. | Define Negative Utility. | | CO5 | R | 1 |
| 9. | A market dominated by a single seller is known as--------------. | | CO5 | U | 1 |
| 10. | State the objective of globalization. | | CO6 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Economic laws are social laws-Justify this statement. | | CO1 | An | 3 |
| 12. | Distinguish fixed cost and variable cost. | | CO2 | An | 3 |
| 13. | Interpret ‘Predatory pricing’ and list out the reasons for the same. | | CO3 | A | 3 |
| 14. | Compute the equation for ‘Price elasticity of demand’. | | CO 4 | An | 3 |
| 15. | Infer the nature of monopolistic market. | | CO5 | A | 3 |
| 16. | Describe ‘Cartel market structure’ with suitable example. | | CO6 | A | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No. 17 to 23, Q.No. 24 is Compulsory)** | | | | | |
| 17. | a. | Demonstrate the production possibility curve with suitable examples | CO1 | A | 12 |
|  |  |  |  |  |  |
| 18. | a. | Examine the various factors influencing demand of a product/service | CO 2 | A | 6 |
|  | b. | Classify the elasticity and inelasticity of demand with suitable examples | CO2 | A | 6 |
|  |  |  |  |  |  |
| 19. | a. | Appraise the various classification of cost with their significances. | CO 3 | An | 12 |
|  |  |  |  |  |  |
| 20. | a. | Analyze the sequential steps involved in the engineering economic  Studies/Analysis. | CO 4 | An | 12 |
|  |  |  |  |  |  |
| 21. | a. | Appraise the distinction between Total Utility (TU) and Marginal  Utility(MU) with suitable examples. | CO 2 | An | 12 |
|  |  |  |  |  |  |
| 22. | a. | Distinguish the natural and government monopolies with suitable examples. | CO4 | A | 12 |
|  |  |  |  |  |  |
| 23. | a. | Compare the four major types of market structures with suitable examples. | CO5 | An | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Evaluate the globalization as a process and its impact on Indian economy. | CO 6 | An | 12 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Gain knowledge on the basic 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 |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 2 |  |  | 15 | - | - | 17 |
| CO2 |  |  | 13 | 16 | - | - | 29 |
| CO3 | 1 | - | 3 | 12 | - | - | 16 |
| CO4 | 2 | - | 12 | 15 | - | - | 29 |
| CO5 | 1 | 1 | 3 | 12 | - | - | 17 |
| CO6 | 1 |  | 3 | 12 | - | - | 16 |
|  | | | | | | | **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)**  **(Answer all the questions)** | | | | | |
| 1. | Highlight the two main aspects of the Constitution. | | CO1 | R | 1 |
| 2. | Name the person who was the first chairman of the drafting committee of the Constitution of India. | | CO1 | R | 1 |
| 3. | Define the sovereignty. | | CO2 | R | 1 |
| 4. | Define the egalitarian state. | | CO2 | R | 1 |
| 5. | Define the fundamental duties. | | CO3 | R | 1 |
| 6. | Name any two military awards. | | CO3 | R | 1 |
| 7. | List the components of the parliament. | | CO4 | R | 1 |
| 8. | Identify the person who elects the mayor and deputy mayor. | | CO5 | R | 1 |
| 9. | Define Municipal Cooperation/ Nagar Nigam. | | CO5 | R | 1 |
| 10. | State the way of removal of the chief election commissioner in India. | | CO6 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Explain the edicts of the emperor Ashoka. | | CO1 | U | 3 |
| 12. | Represent the objectives of the Constitution in two ways. | | CO2 | U | 3 |
| 13. | Distinguish between fundamental and human rights. | | CO3 | U | 3 |
| 14. | Explain the Gandhian principles of DPSP. | | CO4 | U | 3 |
| 15. | List the discretionary functions of the municipal committee. | | CO5 | R | 3 |
| 16. | Explain the significance of Electronic Voting Machines (EVMs) in the electoral process. | | 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 borrowed features of the Constitution of India. | CO1 | U | 6 |
|  | b. | Explain the significance of the following acts:   1. Indian Councils Act in 1861 2. Indian Councils Act in 1892 3. Indian Councils Act in 1909 | CO1 | U | 6 |
|  |  |  |  |  |  |
| 18. | a. | Discuss the milestones in the history of the Constitution of India. | CO1 | U | 12 |
|  |  |  |  |  |  |
| 19. | a. | Explain the objectives of the preamble to the Constitution of India and also discuss the changes in the preamble. | CO2 | U | 8 |
|  | b. | Describe the two purposes of the preamble and also Mahatma Gandhi’s India of my dream. | CO2 | U | 4 |
|  |  |  |  |  |  |
| 20. | a. | Discuss the right to freedom under Articles 19-22 of the Indian Constitution. | CO3 | U | 12 |
|  |  |  |  |  |  |
| 21. | a. | Examine the Directive Principles of State Policy constitute a comprehensive political, social and economic program for a modern democratic welfare State. | CO4 | A | 12 |
|  |  |  |  |  |  |
| 22. | a. | Explain the reasons for adopting the Parliamentary system in India. | CO4 | U | 12 |
|  |  |  |  |  |  |
| 23. | a. | Describe the civic facilities and welfare functions of the gram panchayat. | CO5 | U | 6 |
|  | b. | Explain the civic facilities and welfare functions of panchayat samiti. | CO5 | U | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Explain the main functions, powers, and duties of the Election Commission of India. | CO6 | U | 6 |
|  | b. | Explain the key aspects of the advisory jurisdiction and quasi-judicial functions and administrative powers of the election commissioners of India. | CO6 | U | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S 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 the 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 Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 2 | 27 | - | - | - | - | 29 |
| CO2 | 2 | 15 | - | - | - | - | 17 |
| CO3 | 2 | 15 | - | - | - | - | 17 |
| CO4 | 1 | 15 | 12 | - | - | - | 28 |
| CO5 | 5 | 12 | - | - | - | - | 17 |
| CO6 | 1 | 15 | - | - | - | - | 16 |
|  | | | | | | | **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)**  **(Answer all the questions)** | | | | | |
| 1. | Write the technical definition for constitution. | | CO1 | R | 1 |
| 2. | What is the role of constituent assembly and when it was formed? | | CO1 | R | 1 |
| 3. | List down the purposes of laws in society. | | CO2 | U | 1 |
| 4. | What do you mean by the term ‘rights’? | | CO1 | R | 1 |
| 5. | What is considered as the supreme law of land (country)? | | CO2 | U | 1 |
| 6. | What is the primary purpose of fundamental rights? | | CO6 | U | 1 |
| 7. | Name the first president of the constitutent assembly . | | CO2 | R | 1 |
| 8. | What are the Federal features listed in the constitution of India? | | CO2 | R | 1 |
| 9. | What is the nature of fundamental duties? | | CO3 | R | 1 |
| 10. | Differentiate between panchayat raj and municipality. | | CO5 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | List down the four major functions of constitution of India. | | CO2 | U | 3 |
| 12. | What are the objectives that are laid down in the preamble to constitution of India? | | CO2 | U | 3 |
| 13. | Define the terms sovereign, secular, socialist, democratic and republic. | | CO2 | R | 3 |
| 14. | Enumerate six fundamental rights to Indian citizens. | | CO3 | Ap | 3 |
| 15. | Distinguish between prohibition and certiorari writs. | | CO1 | U | 3 |
| 16. | Explain the role of constitution in the relationship between the government and its people. | | CO1 | 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. | Enumerate eight basic principles of constitution of India. | CO1 | Ap | 6 |
|  | b. | Discuss administrative powers of election commission of India. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 18. | a. | Explain in detail the provisions (equality and fraternity) to all the citizens of India as given in the Preamble to Constitution of India. | CO3 | Ap | 6 |
|  | b. | List down the articles in the constitution of India related to socio-economic principles. | CO3 | R | 6 |
|  |  |  |  |  |  |
| 19. | a. | Explain how the states have been described in preamble to the constitution of India (secular, democratic and republic). | CO2 | U | 6 |
|  | b. | Discuss in detail the five provisions (Article 14-18) to provide for equality before law to all citizens of India. | CO4 | Ap | 6 |
|  |  |  |  |  |  |
| 20. | a. | Categorize the rights to freedom and explain them in detail. | CO3 | Ap | 6 |
|  | b. | a. Write down the composition of municipal committee/municipality.  b. discuss the roles and functions of chairman /president of municipal committee. | CO4  CO4 | R  U | 3  3 |
|  |  |  |  |  |  |
| 21. | a. | Enumerate all four provisions for the rights to freedom of religion and discuss any two of them in detail. | CO6 | Ap | 6 |
|  | b. | Discuss the roles and functions of mayor in the municipal corporation. | CO4 | U | 6 |
|  |  |  |  |  |  |
| 22. | a. | List down any eight human rights mentioned in constitution of India. | CO6 | Ap | 6 |
|  | b. | Briefly explain the purpose of issue of habeas corpus and mandamus writs. | CO3 | Ap | 6 |
|  |  |  |  |  |  |
| 23. | a. | Discuss the obligatory functions of municipal corporation in detail. | CO5 | U | 6 |
|  | b. | Explain how the states have been described in preamble to the constitution of India (sovereign, socialist). | CO2 | U | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Enumerate ten fundamental duties listed in the constitution of India. | CO3 | Ap | 6 |
|  | b. | Discuss the functions of village level, block level and district level bodies – gram sabha, gram panchayat, panchayat samiti, zila parishad. | CO5 | U | 6 |

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

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 3 | 12 | 6 |  |  |  | 21 |
| CO2 | 5 | 20 |  |  |  |  | 25 |
| CO3 | 7 |  | 27 |  |  |  | 34 |
| CO4 | 3 | 9 | 6 |  |  |  | 18 |
| CO5 | 1 | 12 |  |  |  |  | 13 |
| CO6 |  | 1 | 12 |  |  |  | 13 |
|  | | | | | | | **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. | Financial accountingis a way for businesses to keep track of their operations, but also to provide a snapshot of their financial health. Discuss | CO1 | U | 10 |
|  | b. | Distinguish between Financial Accounting and Cost Accounting | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Prepare a Trial balance from the figures of M/s. Bharat Electronics Limited.  Purchases 60,000  Reserve Fund 20,000  Sales 100,000  Salaries 2,000  Opening stock 30,000  Expenses 20,000  Bills payable 2,000  Bank balance 5,000  Debtors 80,000  Creditors 30,000  Commission received 1,000  Land and Building 50,000  Capital 94,000 | CO2 | An | 12 |
|  | b | Answer the following:   1. Liquidity ratios 2. Profitability ratios | CO3 | U | 8 |
| 3. | a. | Define the following with 2 examples for each of the following   1. Current liabilities 2. Intangible assets 3. Equity 4. Current Assets 5. Long term liabilities | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Classify each of the following accounts as current asset, Fixed asset, intangible asset, current liability , income, expenses etc.   1. Rent paid 2. Discount received 3. Prepaid insurance 4. Trademark rights   v Inventory  vi Stock  vii Goodwill  viii Cash in hand  ix Creditors  x Bills receivable | CO2 | A | 20 |
| 5. |  | Explain   1. P/V ratio 2. BEP 3. Contribution 4. Margin of safety 5. Marginal costing | CO4 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  |  |  |  |  |
|  |  | |  |  |  |  | | --- | --- | --- | --- | | LIABILITES |  | ASSETS | Rs. in lacs | | Capital | 180 | Net Fixed Assets | 400 | | Reserves | 20 | Inventories | 150 | | Term Loan | 300 | Cash | 50 | | Bank C/C | 200 | Receivables | 150 | | Trade Creditors | 50 | Goodwill | 50 | | Provisions | 50 |  |  | |  | **800** |  | **800** |   Calculate  a) Net Worth b) Total Outside Liabilities d) Net Working Capital e) Current Ratio f) Quick Ratio | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. | a. | Explain the various methods of Financial Statement Analysis . | CO3 | R | 10 |
|  | b. | Discuss with suitable examples, Liquidity ratios, Solvency Ratios and Turnover ratios | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | India, like many countries moved to converge (adapt rather than fully adopt) to IFRS and the modified standards are called **IND AS**. Discuss. | CO6 | U | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Given below is a trial balance of Indcaps limited as on 31.03.2021  Amount Amount  Share Capital 100000  Building 50000  Rent and Rates 3000  Furniture 7500  Motor Car 25000  General reserve 5000  Debentures 1000  Profit and loss account 9000  Discount 900  Purchases and Sales 75000 100000  Opening stock 5000  Administrative expenses 12500  Interest on debentures 2500  Salaries 2000  Insurance 1000  Commission 7500  Debtors and Creditors 28100 10000  Cash 20000  ----------- ----------  232500 232500  ======= =======  Adjustments:  1. Closing stock was valued as on 31.03.21 Rs. 120000  2. Outstanding Rent amounted to Rs. 1000  3. Depreciate Furniture at 10 %.  You are required to prepare Revenue account and Balance sheet as on 31.03.2021. | CO5 | An | 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 INDAS/IFRS Format |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 30 | 10 |  |  |  |  | 40 |
| CO2 |  |  | 20 | 12 |  |  | 32 |
| CO3 | 10 | 18 |  |  |  |  | 28 |
| CO4 | 20 |  | 20 |  |  |  | 40 |
| CO5 |  |  |  | 20 |  |  | 20 |
| CO6 |  | 20 |  |  |  |  | 20 |
|  | 60 | 48 | 40 | 32 |  |  | **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 | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain breach of contract. Summarize the remedies available to the aggrieved party in the event of breach of contract. | CO2 | U | 20 |
|  |  |  |  |  |  |
| 3. | a. | Define the term agency. Explain the various modes by which an agency can be created with examples. | CO3 | R | 20 |
|  |  | **(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 | 20 |
|  |  |  |  |  |  |
| 5. | a. | State the circumstances under which a banker would be justified in dishonoring a cheque. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | As a startup consultant brief the procedure to be followed by Richard with respect to the registration of the company as per Company Act 2013. | CO4 | U | 20 |
|  |  |  |  |  |  |
| 7. | a. | Explain the procedure for filing a consumer complaint under the Consumer Protection Act. List the rights of consumers. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Summarize the procedure to file a petition for seeking information under the Right to Information Act. | CO5 | U | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Define contract. Explain the essentials of a valid contract with examples. | CO2 | R | 20 |

**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** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 20 |  |  |  |  | 20 |
| CO2 | 20 | 20 |  |  |  |  | 40 |
| CO3 | 20 | 40 |  |  |  |  | 60 |
| CO4 |  | 20 |  |  |  |  | 20 |
| CO5 |  | 40 |  |  |  |  | 40 |
| CO6 |  |  |  |  |  |  |  |
|  | | | | | | | **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. | “Research is to see what everybody else has seen, and to think what nobody else has thought” – AS Gyorgyi. What according to you are the sources of a research problem? List the criteria and characteristics of a good research problem. | CO2 | R | 10 |
|  | b. | Explain the methods of data analysis in research. | CO5 | U | 6 |
|  |  |  |  |  |  |
| 2. | a. | Describe the research process flow in formulation of good research problem with necessary examples. | CO5 | R | 10 |
|  | b. | List the different types of variables in research with suitable examples. | CO2 | R | 6 |
|  |  |  |  |  |  |
| 3. | a. | The Government of India has deputed you to collect data in order to find out ‘Is India ready for Artificial Intelligence Technology’?  What is the method of data collection will you use? State its significance over the other methods of data collection. | CO6 | An | 10 |
|  | b. | Illustrate the reasons for errors in selecting a research problem. | CO6 | An | 6 |
|  |  |  |  |  |  |
| 4. | a. | Explain the importance of extensive literature survey in formulation of good research problem. | CO5 | U | 16 |
|  |  |  |  |  |  |
| 5. | a. | Describe the format for research proposal and the parameters to be considered in formulation of effective research proposal. | CO6 | R | 8 |
|  | b. | Illustrate the key points of writing a technical report. | CO6 | An | 8 |
|  |  |  |  |  |  |
| 6. | a. | Describe the procedure of grant of patent with a process flow chart. | CO1 | R | 10 |
|  | b. | State the significance of Patent Cooperation Treaty (PCT) and mention its significance. | CO1 | R | 6 |
|  |  |  |  |  |  |
| 7. | a. | Describe the process of licensing and technology transfer in IPR and state its importance in Higher education. | CO3 | R | 8 |
|  | b. | List the latest developments in IPR and administration of patent system. | CO3 | R | 8 |
| **PART – B (1 X 20 = 20 MARKS)**  **(Compulsory Question)** | | | | | |
| 8. | a. | Explain traditional knowledge and intellectual property with suitable case studies. | CO4 | A | 10 |
|  | b. | Describe the strategies adapted towards IPR in IITs with suitable case studies. | CO4 | R | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S 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 social benefits. |
| CO3 | Cognize the role of IPR and the need of information in general & engineering in particular. |
| 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** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 16 |  |  |  |  |  | 16 |
| CO2 | 16 |  |  |  |  |  | 16 |
| CO3 | 16 |  |  |  |  |  | 16 |
| CO4 | 10 |  | 10 |  |  |  | 20 |
| CO5 | 10 | 22 |  |  |  |  | 32 |
| CO6 | 8 |  |  | 24 |  |  | 32 |
|  | | | | | | | **132** |



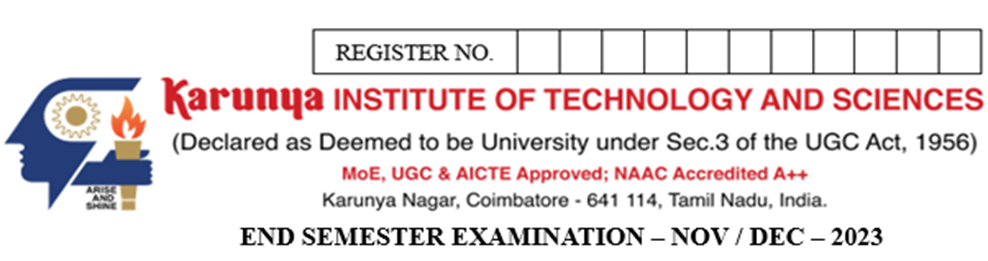
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| **Course Code** | **18MS3107** | **Duration** | **3hrs** |
| **Course Name** | **INDUSTRIAL SAFETY** | **Max. Marks** | **100** |

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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. | Articulate salient points of “Indian Factories Act 1948” for ensuring health and safety of the industry personnel. | CO1 | A | | 16 |
|  |  |  |  |  | |  |
| 2. | a. | Categorize the various reasons for fire accidents in engineering industries and also discuss the various fire prevention methods | CO2 | An | | 16 |
|  |  |  |  |  | |  |
| 3. | a. | Illustrate Primary and secondary functions and responsibilities of  maintenance department in an engineering industry in realising maximum overall equipment efficiency | CO3 | A | | 16 |
|  |  |  |  |  | |  |
| 4. | a. | Evaluate the construction and operating principle of ‘Splash lubrication’ with a good sketch | CO 3 | E | | 16 |
|  |  |  |  |  | |  |
| 5. | a. | Appraise the various corrosion types which are common in engineering industries and their prevention methods. | CO 4 | An | | 16 |
|  |  |  |  |  | |  |
| 6. | a. | Illustrate Fault tracing concept in an equipment/system with the help of a “ fault tree analysis (FTA) diagram” | CO 4 | A | | 12 |
|  | b. | In a 1-10, scale a hazard has severity 7,probability of occurrence 8, probability of detection or easiness to detect is 9, Calculate Risk Priority Number (RPN) | CO 5 | A | | 4 |
|  |  |  |  |  | |  |
| 7. | a. | Articulate ‘Decision tree concept’ with its application in a machine tool/equipment | CO 5 | A | | 16 |
| **PART – B (1 X 20 = 20 MARKS)**  **(Compulsory Question)** | | | | | | |
| 8. | a. | Appraise the ‘Repair cycle concept and its importance’ in the context of industrial safety. | CO 6 | | E | 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 product ion. |
| 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 | - | - | - | 16 | - | - | 16 |
| CO3 | - | - | 16 |  | 16 | - | 32 |
| CO4 | - | - | 12 | 16 | - | - | 28 |
| CO5 | - | - | 20 | - | - | - | 20 |
| CO6 | - | - | - | - | 20 | - | 20 |
|  | | | | | | | **132** |



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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. | 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. | a. | **Case Analysis: Price Stability in the Agricultural Sector in India:**  The agricultural sector in India is vital for the economy and employment. However, it often faces price volatility due to factors like weather conditions, market intermediaries, and government policies. Ensuring price stability in this sector is crucial for the financial well-being of farmers and food security in the country.  **Questions:**  1.You are a market analyst working for a food processing company. How can your company adapt its sourcing and pricing strategies to navigate the challenges posed by price instability in the agricultural sector?  2.Provide real-world examples of companies that have effectively managed such challenges, highlighting the strategies they employed and the outcomes they achieved. | CO5 | A | 20 |

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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 | 20 |  |  |  |  |  | 20 |
| CO2 | 10 | 10 |  |  |  |  | 20 |
| CO3 | 10 | 10 |  |  |  |  | 20 |
| CO4 | 30 | 10 |  |  |  |  | 40 |
| CO5 | 30 | 10 |  |  |  |  | 40 |
| CO6 | 20 |  | 20 |  |  |  | 40 |
|  | | | | | | | **180** |



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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. | Analyze in detail the success story of women entrepreneurship with respect to Nykaa. | CO1 | A | 10 |
|  | b. | List the different types of Entrepreneurship. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Elaborate on Business Plan. | CO2 | C | 10 |
|  | b. | Explain the Analytical frameworks for understanding Market dynamics. | CO2 | E | 10 |
|  |  |  |  |  |  |
| 3. | a. | What are the various strategies for achieving competitive advantage? | CO3 | R | 10 |
|  | b. | Discuss the various schemes offered by commercial Banks. | CO3 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Classify on various forms of Financing. | CO3 | An | 10 |
|  | b. | Examine the Social implications of Business. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Elaborate on Production Scheduling. | CO4 | C | 10 |
|  | b. | Determine the uses of Market Information in a business environment. | CO4 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain “ZIP Car” Business Model. | CO5 | U | 10 |
|  | b. | Analyze Cisco’s Business Strategy. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Classify various forms of Financing. | CO3 | U | 10 |
|  | b. | Examine Starbucks business strategy. | CO6 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Describe Netflix Business Model. | CO5 | E | 10 |
|  | b. | Why Reliance is successful in India? | CO6 | R | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | What do you think are the biggest challenges for Apollo Hospitals in India at present? | CO6 | R | 10 |
|  | b. | Outline the key success factors of TATA groups. | CO6 | U | 10 |

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

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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 | - | 10 | 40 |
| CO4 | - | - | - | 10 | 10 | 10 | 30 |
| CO5 | - | 10 | - | 10 | 10 | - | 30 |
| CO6 | 20 | 10 | - | 10 | - | - | 40 |
|  | | | | | | | **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)**  **(Answer all the questions)** | | | | | |
| 1. | List the types of entrepreneurships. | | CO1 | R | 1 |
| 2. | Enumerate the characteristics of entrepreneurship. | | CO1 | R | 1 |
| 3. | Define the role of rural entrepreneurship. | | CO2 | R | 1 |
| 4. | Name any two medicinal plants that are commonly used as natural remedies. | | CO2 | R | 1 |
| 5. | Give examples for a large-scale organization. | | CO3 | U | 1 |
| 6. | Compare the internal and external environment in business. | | CO3 | U | 1 |
| 7. | Enumerate the key components of an entrepreneur evaluation. | | CO4 | R | 1 |
| 8. | Compare descriptive and prescriptive evaluation. | | CO4 | U | 1 |
| 9. | Define entrepreneur evaluation. | | CO5 | R | 1 |
| 10. | Enumerate the purpose of a business plan. | | CO6 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Distinguish between an entrepreneur and a businessman. | | CO1 | U | 3 |
| 12. | Enumerate the motivational factors of a women entrepreneur. | | CO2 | R | 3 |
| 13. | Justify the need for environment scanning. | | CO3 | E | 3 |
| 14. | Enumerate the benefits of evaluating entrepreneurs. | | CO4 | R | 3 |
| 15. | Summarize the performance measures to consider when evaluating an entrepreneur. | | CO5 | U | 3 |
| 16. | Outline the reasons why a strong business plan is required. | | 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 importance and need of entrepreneurship to the economy of a country in detail. | CO1 | U | 12 |
|  |  |  |  |  |  |
| 18. | a. | Summarize the farm-based enterprise with examples. | CO2 | U | 4 |
|  | b. | Discuss the facilitating factors of women entrepreneurship. | CO2 | U | 8 |
|  |  |  |  |  |  |
| 19. | a. | Explain the emerging trends in entrepreneurship development in detail with illustrations. | CO3 | An | 6 |
|  | b. | Classify the different types of entrepreneurial ventures and explain them in detail. | CO3 | U | 6 |
|  |  |  |  |  |  |
| 20. | a. | Discuss the common pitfalls which take place in the process of entrepreneur evaluation. | CO4 | U | 6 |
|  | b. | Describe the techniques that are used for effective entrepreneur evaluation. | CO4 | U | 6 |
|  |  |  |  |  |  |
| 21. | a. | Summarize the key components of an entrepreneur evaluation. | CO5 | U | 6 |
|  | b. | Discuss the various steps involved in evaluating a business idea. | CO5 | U | 6 |
|  |  |  |  |  |  |
| 22. | a. | Explain the process of entrepreneurship development in detail. | CO1 | U | 12 |
|  |  |  |  |  |  |
| 23. | a. | Discuss the different types of rural entrepreneurship in detail and summarize an inspiring story of a rural entrepreneur in the Indian startup ecosystem. | CO2 | E | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Explain the different parts of a good business plan in detail with suitable illustrations. | CO6 | U | 8 |
|  | b. | Summarize the format of a business plan. | CO6 | U | 4 |

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|  | **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 Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 2 | 27 | - | - | - | - | 29 |
| CO2 | 5 | 24 | - | - | - | - | 29 |
| CO3 | - | 8 | - | 6 | 3 | - | 17 |
| CO4 | 4 | 13 | - | - | - | - | 17 |
| CO5 | 1 | 15 | - | - | - | - | 16 |
| CO6 | 1 | 15 | - | - | - | - | 16 |
|  | | | | | | | **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 Entrepreneur. | | CO1 | R | 1 |
| 2. | List the major outcomes of entrepreneurship. | | CO1 | R | 1 |
| 3. | Interpret the significance of problem solution approach. | | CO2 | U | 1 |
| 4. | Define entrepreneurial venture. | | CO2 | R | 1 |
| 5. | State the need of commercial banks. | | CO3 | R | 1 |
| 6. | Name a woman angel investor. | | CO3 | R | 1 |
| 7. | State the need for tax concessions. | | CO4 | R | 1 |
| 8. | Infer the need for entrepreneurial support. | | CO4 | U | 1 |
| 9. | Name the agency which provides the support of land and building for the Entrepreneurs. | | CO5 | R | 1 |
| 10. | Identify the enterprise that was setup in 1955 under union ministry of India. | | CO5 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | List few qualities of an entrepreneur. | | CO1 | R | 3 |
| 12. | Interpret the steps involved in creating an entrepreneurial venture. | | CO2 | U | 3 |
| 13. | Describe the significance of market appraisal. | | CO3 | U | 3 |
| 14. | Compare subsidies with grants. | | CO4 | U | 3 |
| 15. | Describe the functions of National Small Industries Corporation. | | CO5 | U | 3 |
| 16. | Interpret the essentials of market research. | | CO6 | A | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No. 17 to 23, Q.No. 24 is Compulsory)** | | | | | |
| 17. | a. | Describe the new generations of entrepreneurship with suitable examples. | CO1 | U | 8 |
|  | b. | Compare Entrepreneur with Intrapreneur. | CO1 | U | 4 |
|  |  |  |  |  |  |
| 18. | a. | Discuss on the various steps involved in the business planning process. | CO2 | U | 12 |
|  |  |  |  |  |  |
| 19. | a. | Describe the role of various financial institutions in the development of startups. | CO3 | U | 12 |
|  |  |  |  |  |  |
| 20. | a. | Illustrate the role of state government in promoting Entrepreneurship. | CO4 | An | 12 |
|  |  |  |  |  |  |
| 21. | a. | Explain the impact of NSICs and DICs in detail. | CO5 | A | 6 |
|  | b. | Discuss the support provided by the government for the development of small-scale industries. | CO5 | U | 6 |
|  |  |  |  |  |  |
| 22. | a. | Explain the features of technical, market, financial and management feasibility. | CO3 | A | 12 |
|  |  |  |  |  |  |
| 23. | a. | Illustrate the significance of women as an entrepreneur and angel investor with a real-world case study. | CO2 | An | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Infer the importance of intellectual property rights and explain its types. | CO6 | An | 8 |
|  | b. | Interpret the significance of planning and assessment in product development. | CO6 | A | 4 |

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

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

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 5 | 12 | - | - | - | - | 17 |
| CO2 | 1 | 16 | - | 12 | - | - | 29 |
| CO3 | 2 | 15 | 12 | - | - | - | 29 |
| CO4 | 1 | 4 | - | 12 | - | - | 17 |
| CO5 | 1 | 10 | 6 | - | - | - | 17 |
| CO6 | - | - | 7 | 8 | - | - | 15 |
|  | | | | | | | **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 Empathy. | | CO1 | R | 1 |
| 2. | Define Morals. | | CO1 | R | 1 |
| 3. | What is Justice based morality? | | CO2 | R | 1 |
| 4. | Define motivation. | | CO2 | R | 1 |
| 5. | State few responsibilities of Engineers towards serving society. | | CO3 | R | 1 |
| 6. | Define self interest in context to ethics. | | CO3 | R | 1 |
| 7. | Define risk. | | CO4 | R | 1 |
| 8. | Describe the various risks involved in Aerospace Industries. | | CO4 | U | 1 |
| 9. | Define pay roll. | | CO5 | R | 1 |
| 10. | Define corporate social responsibility. | | CO6 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | What do you mean by Commitment? | | CO1 | U | 3 |
| 12. | Describe about Environmental Ethics. | | CO2 | U | 3 |
| 13. | Explain engineering as social experimentation. | | CO3 | A | 3 |
| 14. | Explain the role of engineers in ensuring safety and risk. | | CO4 | U | 3 |
| 15. | Describe Employee rights. | | CO5 | U | 3 |
| 16. | Explain occupational crime. | | CO6 | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No. 17 to 23, Q.No. 24 is Compulsory)** | | | | | |
| 17. |  | Explain the different theories on leadership. | CO1 | An | 12 |
|  |  |  |  |  |  |
| 18. | a. | Explain the concept of respect for others in the context of ethical philosophy. | CO1 | An | 6 |
|  | b. | Explain about interpersonal relationships and describe the ethical challenges associated with it. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 19. |  | Explain Lawrence Kohlberg's and Carol Gilligan's theories on moral development and describe their key concepts, stages, and the primary differences between their perspectives. | CO2 | An | 12 |
|  |  |  |  |  |  |
| 20. | a. | Explain the different motivational theories. | CO2 | U | 9 |
|  | b. | Explain the term Engineering Ethics. | CO2 | U | 3 |
|  |  |  |  |  |  |
| 21. | a. | Explain the need for a code of ethics and its functions. | CO3 | U | 6 |
|  | b. | Explain stress management within the context of ethics, discussing the ethical considerations and principles that should guide individuals in managing stress. | CO3 | A | 6 |
|  |  |  |  |  |  |
| 22. | a. | Explain about the assessment of safety and risk in various contexts and ethical considerations involved in evaluating potential hazards to ensure the well-being of society. | CO4 | A | 6 |
|  | b. | Explain collective bargaining in detail. | CO4 | U | 6 |
|  |  |  |  |  |  |
| 23. | a. | Explain the key reasons behind the significance of respecting the authority. | CO4 | U | 6 |
|  | b. | Describe the key professional rights that employees should be entitled to the workplace. | CO5 | U | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Analyze retrenchment and layoff in the context of workforce management, and explain the legal and ethical considerations companies should address when implementing these practices. | CO6 | An | 6 |
|  | b. | Explain the types of confidential information in a company and the primary obligations that employees must adhere. | CO6 | A | 6 |

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

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

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 2 | 9 | - | 18 | - | - | 29 |
| CO2 | 2 | 15 | - | 12 | - | - | 29 |
| CO3 | 2 | 6 | 9 | - | - | - | 17 |
| CO4 | 1 | 16 | 6 | - | - | - | 23 |
| CO5 | 1 | 9 | - | - | - | - | 10 |
| CO6 | 1 | 3 | 6 | 6 | - | - | 16 |
|  | | | | | | | **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)**  **(Answer all the questions)** | | | | | |
| 1. | Ideally, the \_\_\_\_\_\_\_\_of the company should write the business plan. | | CO1 | R | 1 |
| 2. | Differentiate vision and mission statement. | | CO1 | U | 1 |
| 3. | Give examples for vertical differentiation of products. | | CO2 | A | 1 |
| 4. | List the factors while pricing a product. | | CO2 | A | 1 |
| 5. | Businesses buy and sell raw materials in the \_\_\_\_\_\_\_\_\_\_ market. | | CO3 | R | 1 |
| 6. | Mention the advantages of mass production. | | CO3 | U | 1 |
| 7. | Working Capital (WC) = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | | CO4 | R | 1 |
| 8. | Noncurrent assets are all the \_\_\_\_\_\_\_\_\_\_ assets of a company. | | CO4 | U | 1 |
| 9. | Define social benefits in business. | | CO5 | R | 1 |
| 10. | Qualitative benefits refer to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ advantages that are gained from a product, service, or experience. | | CO5 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Define social profile analysis in business. | | CO1 | U | 3 |
| 12. | Illustrate with an example for market segmenting based on location. | | CO2 | A | 3 |
| 13. | Give the methods to calculate cost of machinery. | | CO3 | A | 3 |
| 14. | Mention the limitations of cost benefit analysis. | | CO4 | U | 3 |
| 15. | Define venture capitalist. | | CO5 | U | 3 |
| 16. | List out the reason for failure in business. | | CO6 | A | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No. 17 to 23, Q.No. 24 is Compulsory)** | | | | | |
| 17. | a. | Discuss the strategies used to build a market profile. | CO1 | A | 6 |
|  | b | Evaluate Technical, Financial and social analysis in any kind of business. | CO1 | A | 6 |
| 18. | a. | With the help of relevant examples, explain the unique selling proposition and the questions asked while developing the unique selling proposition. | CO2 | A | 6 |
|  | b | Illustrate the 7Ps marketing mix concept with suitable diagrams. | CO2 | R | 6 |
|  |  |  |  |  |  |
| 19. | a. | Compare any three types of production methods used in industries. | CO3 | R | 6 |
|  | b. | Illustrate about different maintenance techniques used in industries. | CO3 | U | 6 |
|  |  |  |  |  |  |
| 20. | a. | Classify the types of Production Process and explain any two types. | CO4 | R | 6 |
|  | b. | Explain the selection criteria for purchasing raw material. | CO4 | A | 6 |
|  |  |  |  |  |  |
| 21. | a. | List and define the types of feasibility study available. | CO5 | U | 6 |
|  | b. | Explain a business plan for E-waste Management business in India | CO5 | A | 6 |
|  |  |  |  |  |  |
| 22. | a. | Name the different type of product launching methods used in business and explain about any two with suitable example. | CO2 | A | 6 |
|  | b. | Discuss any two types of product differentiation in detail with suitable example | CO2 | U | 6 |
|  |  |  |  |  |  |
| 23. | a. | Classify the means of finance, through which the business is to be financed. | CO5 | U | 6 |
|  | b. | Mention the various components involved in balance sheet and elaborate the same with example. | CO5 | A | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Illustrate the success and failure of business with relevant case studies. | CO6 | An | 6 |
|  | B | Discuss the nuts and bolts issues involved during the initial stages of starting a company. | CO6 | U | 6 |

**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 the content of business plan in detail. |
| CO4 | Identify the tools and techniques involved in Business plan process. |
| CO5 | Analyse the competitive structure and strategy development. |
| CO6 | Launch a new venture company or start one an established organization. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 1 | 4 | 12 |  |  |  | 17 |
| CO2 | 6 | 6 | 17 |  |  |  | 29 |
| CO3 | 7 | 7 | 3 |  |  |  | 17 |
| CO4 | 7 | 4 | 6 |  |  |  | 17 |
| CO5 | 1 | 16 | 12 |  |  |  | 29 |
| CO6 |  | 6 | 3 | 6 |  |  | 15 |
|  | | | | | | | **124** |



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| --- | --- | --- | --- |
| **Course Code** | **20MS2008** | **Duration** | **3hrs** |
| **Course Name** | **ARTIFICIAL INTELLIGENCE FOR BUSINESS** | **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. | Infer the prediction in the year 1958, that ‘within 10 years a computer would be the chess champion’. | | CO1 | U | 1 |
| 2. | Articulate the function of ‘turing test’ in AI. | | CO1 | A | 1 |
| 3. | A …………… algorithm is implemented by the priority queue. | | CO2 | U | 1 |
| 4. | Commonsense is a……………. | | CO2 | U | 1 |
| 5. | The …………………….. is a graphical representation of the hill-climbing algorithm which is showing a graph between ‘various states of algorithm’ and ‘objective function/ cost’. | | CO3 | U | 1 |
| 6. | ………….. is an entity that can perceive/explore the environment and act upon it. | | CO3 | U | 1 |
| 7. | List few applications of supervised learning in AI. | | CO4 | R | 1 |
| 8. | ………………….is a statistical method to model the relationship between a dependent (target) and independent (predictor) variables with one or more independent variables. | | CO4 | U | 1 |
| 9. | State the closeness measure in pattern recognition? | | CO5 | R | 1 |
| 10. | List the advantages of KNN algorithm. | | CO6 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)**  **(Answer all the questions)** | | | | | |
| 11. | Summarize the challenges in AI towards doing business. | | CO1 | E | 3 |
| 12. | Describe ‘Pure Heuristic Search’ in AI search techniques. | | CO2 | U | 3 |
| 13. | Classify the types of games in AI. | | CO3 | U | 3 |
| 14. | Employ ‘Conditional probability’ in AI. | | CO4 | A | 3 |
| 15. | Illustrate the adoption of ‘Decision Tree Regression’ in AI. | | CO5 | A | 3 |
| 16. | Articulate the ‘Nearest Neighbour (NN) Rule’ and its application | | CO6 | A | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No. 17 to 23, Q.No. 24 is Compulsory)** | | | | | |
| 17. | a. | Express the Foundations and History of Artificial Intelligence. | CO1 | U | 6 |
|  | b. | Review ‘Intelligent Agents’ and ‘Structure of Intelligent Agents’. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 18. | a. | Illustrate the ‘Informed search strategies’ which are adopted in AI. | CO2 | A | 12 |
|  |  |  |  |  |  |
| 19. | a. | Infer the significance and application of Propositional logic. | CO3 | An | 6 |
|  | b. | Evaluate the significance and application of Probabilistic reasoning. | CO3 | An | 6 |
|  |  |  |  |  |  |
| 20. | a. | Articulate the application of Reinforcement learning. | CO4 | A | 6 |
|  | b. | Compare and contrast Supervised learning with unsupervised learning. | CO4 | An | 6 |
|  |  |  |  |  |  |
| 21. | a. | Explain ‘Alpha – Beta pruning’ and write its applications. | CO5 | A | 6 |
|  | b. | Evaluate ‘Decision trees’ in the context of AI. | CO5 | E | 6 |
|  |  |  |  |  |  |
| 22. | a. | Appraise the role of Naive Bayes models in AI. | CO6 | An | 12 |
|  |  |  |  |  |  |
| 23. | a. | Interpret the Architecture of ANN in the context of AI. | CO5 | A | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Evaluate the Design principles of pattern recognition system. | CO6 | E | 6 |
|  | b. | Summarize the ‘Classification Techniques’ which are adopted in Machine learning. | CO6 | E | 6 |

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

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Develop a basic understanding of Artificial Intelligence in business. |
| CO2 | Define the concept and pros & cons of franchisee option |
| CO3 | Identify legal formalities & process of franchisee |
| CO4 | Develop relationship between Franchisor & franchisee; Resolve the conflict between franchisor & franchisee. |
| CO5 | Develop Franchisee marketing plan |
| CO6 | Analyze the way to enter into International Market entry strategies |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 13 | 1 |  | 3 |  | 17 |
| CO2 |  | 3 | 12 |  |  |  | 15 |
| CO3 |  | 2 | 8 | 8 |  |  | 18 |
| CO4 | 1 | 1 | 9 | 6 |  |  | 17 |
| CO5 | 1 |  | 21 |  | 6 |  | 28 |
| CO6 |  |  | 5 | 12 | 12 |  | 29 |
|  | | | | | | | **124** |



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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. | a. | Explain the functions and the scope of marketing. | CO1 | A | 10 |
|  | b. | Describe the Brick-and-Mortar model with example. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Analyze the two types of marketing environment in detail. | CO1 | An | 10 |
|  | b. | Examine some of the factors influencing consumer Behavior. | CO1 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | Devise the various levels of marketing plan. | CO1 | C | 10 |
|  | b. | Identify and explain with example the different components of a product. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 4. | a. | Illustrate some of the post purchase behavior of the consumers. | CO2 | A | 10 |
|  | b. | Write down the comparison between Organizational Buying behavior and consumer buying behavior. | CO2 | C | 10 |
|  |  |  |  |  |  |
| 5. | a. | Summarize the five different levels of product according to Philip Kotler. | CO2 | E | 10 |
|  | b. | Define sales force management and write some of the merits and demerits of sales force management. | CO3 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Analyze the various bases for segmenting consumer markets. | CO4 | An | 10 |
|  | b. | Identify the 7Ps of marketing in detail with suitable example. | CO4 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain the new product development stages with suitable example. | CO4 | A | 10 |
|  | b. | Describe the various stages of product life cycle. | CO4 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain the advantages and challenges of e-branding in today’s marketing scenario. | CO5 | An | 10 |
|  | b. | Differentiate On -page optimization and Off -page optimization in SEO. | CO5 | An | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **CRAFTING THE BRAND POSITION**  Louis Vuitton (LV) is one of the world’s most legendary brands and is synonymous with images of luxury, wealth, and fashion. The company is known for its iconic handbags, leather goods, shoes, watches, jewellery, accessories, and sunglasses, and is the highest-ranked luxury brand in the world. In the late 19th century, Vuitton introduced his signature Damier and Monogram Canvas materials, featuring the famous design still used in most of the company’s products today. Throughout the 20th century, the company that carries his name continued to grow internationally, expanding into the fashion world by the 1950s and reaching $10 million in sales by 1977. In 1987, Louis Vuitton merged with Moët et Chandon and Hennessy, leading manufacturers of champagne and cognac, and created LVMH, a luxury goods conglomerate. The legendary LV monogram appears on all the company’s products and stands for the highest quality, premium status, and luxury travel. Over the years, however, counterfeiting has become a huge problem and one of Louis Vuitton’s most difficult challenges. Louis Vuitton is one of the most counterfeited brands in the world, and the company takes the problem very seriously because it feels that counterfeits dilute its prestigious brand image. Louis Vuitton employs a full team of lawyers and fights counterfeiting in a variety of ways with special agencies and investigative teams. Until the 1980s, Louis Vuitton products were available in a wide variety of department stores. However, to reduce the risk of counterfeiting, the company now maintains tighter control over its distribution channels. Today, it sells its products only through authentic Louis Vuitton boutiques located in upscale shopping areas and high-end department stores, all run independently with their own employees and managers. Louis Vuitton prices are never reduced, and only recently did the company start selling through louisvuitton.com in hopes of reaching new consumers and regions. Over the years, a wide variety of high-profile celebrities and supermodels have used LV products, including Madonna, Audrey Hepburn, and Jennifer Lopez. Recently, LV broke tradition and featured nontraditional celebrities such as Steffi Graf, Mikhail Gorbachev, Buzz Aldrin, and Keith Richards in a campaign entitled “Core Values.” LV also launched its first television commercial focused on luxury traveling rather than fashion and has formed new partnerships with international artists, museums, and cultural organizations in hopes of keeping the brand fresh. Today, Louis Vuitton holds a brand value of $26 billion according to Forbes and is ranked the 17th most powerful global brand according to Interbrand.  **Case study Questions** |  |  |  |
| 9 | a. | Develop a SWOT analysis for the above-mentioned case study | CO6 | C | 10 |
|  | b. | Analyze how does an exclusive brand such as Louis Vuitton grow and stay fresh while retaining its prestigious position in the market | CO6 | An | 10 |

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

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Identify the role of marketing functions in organization |
| CO2 | Understand marketing opportunities by analyzing customers, competitors and collaborators |
| CO3 | Analyze and audit existing digital and social media marketing |
| 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** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 | 10 | 10 |  | 10 | 50 |
| CO2 | 10 |  | 10 |  | 10 | 10 | 40 |
| CO3 |  |  |  |  |  | 10 | 10 |
| CO4 | 10 | 10 | 10 | 10 |  |  | 40 |
| CO5 |  |  |  | 20 |  |  | 20 |
| CO6 |  |  |  | 10 |  | 10 | 20 |
|  | | | | | | | **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. | Explain the significance of each element in POSDCORB and how they contribute to the effective management and organization of tasks within an administrative setting. | CO1 | U | 10 |
|  | b. | Summarise Henry Fayol’s Management Principles and relate Fayol’s Principles to modern management. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the rationale behind Management by Objectives (MBOs) and how it aligns organizational goals with individual employee objectives. What is the significance of this alignment in achieving overall organizational success? | CO2 | U | 10 |
|  | b. | Analyze the implications of Hawthrone studies on workplace motivation and Employee Satisfaction. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Evaluate the importance of interpersonal skills and summarize the advantages of assertiveness in work place? | CO3 | E | 10 |
|  | b. | Explain the 5 Components of Goleman’s emotional intelligence Model and analyze the impact of Emotional Intelligence on Organization Behavior | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Categorize the different levels of Maslow’s Hierarchy and assess the impact of Maslow’s Hierarchy of needs on behavior. | CO4 | E | 10 |
|  | b. | Explain the fundamental principles of McGregor's X and Y theories and how these theories reflect different perspectives on human nature and work ethics. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | List the different Leadership styles. Evaluate the impact of leadership style on employee motivation. | CO5 | A | 10 |
|  | b. | Analyze the common challenges or conflicts that can arise within group behavior and how can they be effectively resolved? | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Illustrate some effective Team Building Activities. How do you evaluate the Team Success? | CO5 | E | 10 |
|  | b. | Demonstrate how Individual Attitude and Behaviors affect the Organization. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | “Organization Development is a process of solving Organization Problems” Summarize necessary steps. | CO6 | E | 10 |
|  | b. | Demonstrate how concepts from other disciplines are applied in the field of Organizational Behavior to analyze and solve real-world organizational issues. | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Illustrate the stages of Lewin’s Change Model. How does Lewin’s model apply to Organization development. | CO6 | A | 10 |
|  | b. | Summarize the reasons for resistance to change. How Resistance to change can be overcome? | CO6 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | **Case Analysis:**  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 behavioral 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 like they are unable to advocate for their staff or problem solve without key information like the departmental budget.  **Questions:**   1. Appraise Laura’s management and leadership skills in her role as associate director. What combination of the two do you think would work best in this setting? 2. Prioritize the steps to be taken to build staff confidence. 3. Advice Laura on improving her leadership skills and to the managers on improving their management skills. | CO5 | E | 20 |

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 10 |  | 10 |  |  | 20 |
| CO2 |  | 10 | 10 | 10 |  |  | 30 |
| CO3 |  |  |  | 10 | 20 |  | 30 |
| CO4 |  | 10 |  |  | 10 |  | 20 |
| CO5 |  |  | 10 | 10 | 30 |  | 50 |
| CO6 |  | 10 | 10 |  | 10 |  | 30 |
|  | | | | | | | **180** |



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| --- | --- | --- | --- |
| **Course Code** | **20MS3007** | **Duration** | **3hrs** |
| **Course Name** | **ARTIFICIAL INTELLIGENCE FOR BUSINESS** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Describe three common types of problems that AI can address, and for each problem type, explain the AI techniques that can be applied for effective solutions. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Define and discuss the fundamental assumptions that underlie the field of artificial intelligence. Provide examples to illustrate these assumptions. | CO1 | An | 20 |
|  |  |  |  |  |  |
| 3. | a. | Analyze the role of data types in memory allocation and efficiency in programming languages. Compare the memory usage and performance of primitive data types and user-defined data types. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Evaluate the advantages and disadvantages of using lists, tuples, and dictionaries as data structures in Python. Discuss their memory consumption, search efficiency, and use cases. | CO2 | E | 20 |
|  |  |  |  |  |  |
| 5. | a. | Define machine learning and explain its significance in data-driven decision-making. Elaborate on the differences between traditional programming and machine learning approaches. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Compare and contrast rule-based chatbots and machine learning-based chatbots in terms of their capabilities and limitations. What are the challenges of designing a chatbots for multi-domain interactions? | CO4 | E | 20 |
|  |  |  |  |  |  |
| 7. | a. | Imagine you are a consultant for a multinational retail company. The company is looking to enhance its customer experience by integrating AI technologies into its operations. Recommend AI-driven solutions to achieve this goal. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Describe the steps an organization company should take to protect user privacy while still delivering personalized recommendations. | CO6 | A | 10 |
|  | b. | Discuss privacy-preserving AI techniques and user consent strategies. | CO6 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | In a rapidly evolving job market, ABC Corporation decided to leverage artificial intelligence to streamline its recruitment process. They developed an autonomous hiring system that could analyze job applications, conduct initial interviews, and even recommend the most suitable candidates. The system promised efficiency and cost savings, but as it started operating, several ethical and legal issues emerged.  The AI-driven hiring system began by collecting and processing vast amounts of data from job applicants, including resumes, cover letters, and even social media profiles. This raised immediate concerns about privacy.  Moreover, the AI system showed signs of bias in its selection process. It seemed to favor candidates from certain educational backgrounds and geographical locations, which raised questions about fairness and potential discrimination. How could the company ensure that the AI system did not perpetuate biases and was in compliance with anti-discrimination laws?  Was it ethical to scrape applicants' social media accounts without their consent? What data privacy regulations should ABC Corporation consider when handling applicant information?  How could the company ensure that the AI system did not perpetuate biases and was in compliance with anti-discrimination laws?  What ethical considerations should ABC Corporation have taken into account when developing the autonomous hiring system? | CO6 | E | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Develop a basic understanding of Artificial Intelligence in business. |
| CO2 | Use the basics of python language. |
| CO3 | Discuss the basics of machine language. |
| CO4 | Understand natural language processing and robotics. |
| CO5 | List the AI applications in different business function in real world scenario. |
| CO6 | Appraise the future of work and uses of AI in emerging areas. |

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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 |  |  |  |  | 20 |  | 20 |
| CO5 |  |  | 20 |  |  |  | 20 |
| CO6 |  |  | 20 |  | 20 |  | 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. | Discuss the importance of a literature review in research. What are the key components of a literature review, and how can they be used to inform research questions and hypotheses? | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the difference between qualitative and quantitative research. Discuss the advantages and disadvantages of each approach in business research. Provide an example to illustrate the use of each approach. | CO1 | An | 20 |
|  |  |  |  |  |  |
| 3. | a. | Discuss the importance of research design in business research. Explain the key features of a good research design, and confer how it can be used to enhance the validity and reliability of research findings. | CO2 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | What is exploratory research design? Discourse its different types and their applications in business research. Provide an example of each type of exploratory research design to illustrate its usefulness. | CO2 | U  A | 20 |
|  |  |  |  |  |  |
| 5. | a. | Describe the different types of probability sampling methods, including simple random sampling, systematic sampling, stratified random sampling, and multi-stage sampling. Provide an example of when each of these techniques might be used. | CO3 | U  A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | 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 | An | 20 |
|  |  |  |  |  |  |
| 7. | a. | Elucidate few potential sources of secondary data in research. How can you validate the accuracy and reliability of secondary data sources? | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What is univariate analysis? How is it different from bivariate and multivariate analysis? | CO5 | An | 10 |
|  | b. | Discuss the ethical issues related to publishing research. What are some ways to ensure ethical publishing practices? | CO6 | U | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | A car manufacturing company wants to determine the factors that influence customers to purchase their cars. They are interested in understanding customer perceptions of their brand, features and benefits, pricing, advertising and promotions, and the overall purchase experience. The company plans to use the research findings to improve their marketing strategies and increase sales.  Questions:  1. What type of research method would you recommend the car manufacturing company to use to investigate the factors that influence customers to purchase their cars? Why?  2. What steps should the car manufacturing company take in designing and implementing their research study? | CO5 | A  An | 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 |  | 20 |  | 20 |  |  | 40 |
| CO2 |  | 20 | 20 |  |  |  | 40 |
| CO3 |  | 10 | 10 |  |  |  | 20 |
| CO4 |  |  | 40 |  |  |  | 40 |
| CO5 |  |  |  | 30 |  |  | 30 |
| CO6 |  | 10 |  |  |  |  | 10 |
|  | | | | | | | **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. | a. | Define the levels of strategic management. Memorize the strategic management process with suitable examples. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | DuPont analysis is used by organizations that want to enhance the returns that they provide to investors. Explain in detail on DuPont analysis of financial control with illustration. | CO2 | U | 20 |
|  |  |  |  |  |  |
| 3. | a. | Boston Consulting Group BCG Matrix is a corporate planning tool, to assess company’s position in terms of its product range. Discover the importance and usage of BCG Matrix. | CO3 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | A fragmented industry consists of a large number of small or medium sized companies, none of which is in a position to determine industry price. Examine the strategies followed in fragmented industries with suitable examples. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 5. | a. | Vertical Integration strategies allow a firm to gain control over distributers, suppliers, and/or competitors. Appraise this statement by giving relevant examples. | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Analyze diversification strategy. Focus on different types of diversification strategies in detail. | CO4 | An | 10 |
|  | b. | Deduce strategic outsourcing with suitable illustration. Correlate the benefits of strategic outsourcing. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Editorialize Stakeholder and persuade on different strategies project managers can use to perfect stakeholder relationships. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | 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. | a. | **Read the case given below and answer the questions given at the end.**  Dr. Sukumar inherited his father’s Dey’s Lab in Delhi in 1995. Till 2002, he owned 4 labs in the National Capital Region (NCR). His ambition was to turn it into a national chain. The number increased to 7 in 2003  across the country, including the acquisition of Platinum lab in Mumbai. The number is likely to go to 50 within 2-3 years from 21 at present. Infusion of Rs. 28 crores for a 26% stake by Pharma Capital has its growth strategy.  The lab with a revenue of Rs. 75 crores is among top three Pathological labs in India with Atlantic (Rs. 77 crores) and Pacific (Rs. 55 crores). Yet its market share is only 2% of Rs. 3,500 crores market. The top 3 firms command only 6% as against 40-45% by their counterparts in the USA.  There are about 20,000 to 1,00,000 standalone labs engaged in routine pathological business in India, with no system of mandatory licensing and registration. That is why Dr. Sukumar has not gone for acquisition or joint ventures. He does not find many existing laboratories meeting quality standards. His six labs have been accredited nationally whereon many large hospitals have not thought of accreditation; The College of American pathologist’s accreditation of Dey’s lab would help it to reach clients outside India. In Dey’s Lab, the bio-chemistry and blood testing equipment’s are sanitized every day. The bar coding and automated registration of patients do not allow any identity mix-ups. Even routine tests are conducted with highly sophisticated systems. Technical expertise enables them to carry out 1650 variety of tests. Same day reports are available for samples reaching by 3 p.m. and by 7 a.m. next day for samples from 500 collection centers located across the country. Their technicians work round the clock, unlike competitors. Home services for collection and reporting is also available. There is a huge unutilized capacity.  Now it is trying to top other segments. 20% of its total business comes through its main laboratory which acts as a reference lab for many leading hospitals. New mega labs are being built to encash preclinical and multi-center clinical trials within India and provide postgraduate training to the pathologists.    **Questions:**   1. Speculate the vision of Dr. Sukumar had at the time of inheritance of Dey’s Lab? 2. Invent the business strategy adopted by Dr. Sukumar? 3. Recognise the marketing strategy of Dr. Sukumar to overtake its competitors? 4. Validate the biggest weakness in Dr. Sukumar’s business strategy? | 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 | 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.** | **Questions** | | | | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | | | | |
| 1. | a. | Describe the functions along with the major decisions involved in Financial Management and differentiate between Profit Maximization and Wealth Maximization. | | | | CO1 | U | 10 |
|  | b. | Outline in what way the risk-return trade-off relate to the financial manager’s main goa and 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 (semiannually) to him, select the best alternative and advise as a Finance Manager. | | | | CO2 | An | 10 |
|  | b. | Mr. X, the father of Kanimoli (now 2 years) wants to get an amount of Rs. 2 million when Kanimoli becomes 16 years old. At present the amount will fetch 12% interest compounded semiannually, Analyze and infer as to what amount he has to deposit now to get Rs. 1 million. | | | | CO2 | An | 10 |
| 3. | a. | From the following data, prepare a Statement showing working capital requirements for the year 2023 and examine:   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: | | | | CO5 | An | 20 |
|  | Raw materials | Rs. 5 per unit |  |
| Labour | Rs. 3 per unit |
| Overheads | Rs. 2 per unit |

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|  |  | **(OR)** | | |  |  |  |
| 4. | a. | Comprehend the various methods of assessment of Working Capital advances. | | | CO3 | U | 10 |
|  | b. | Enhance the Net Income and Net Operating Income approach of capital structure with suitable examples. | | | CO3 | A | 10 |
|  |  |  | | |  |  |  |
| 5. | a. | Answer the following with suitable examples:   1. Earnings Per Share 2. Profit After Tax 3. Profit Before Tax 4. Operating Leverage 5. Financial Leverage 6. Capital Structure | | | CO4 | A | 20 |
|  |  | **(OR)** | | |  |  |  |
| 6. | a. | You are required to calculate and illustrate the following from the data given below:   1. Total value of the firm 2. Overall cost of Capital   Earnings Before Interest and Tax 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:  I year Rs. 6,00,000  II year Rs.2,00,000  III year Rs. 1,00,000 IV year Rs. 500,000  Calculate and Examine:   1. Net Present Value 2. Internal Rate of Return | | | CO6 | An | 20 |
|  |  | **(OR)** | | |  |  |  |
| 8. | a. | Demonstrate the following:   1. Net Present Value 2. Internal Rate of Return 3. Time value for money 4. Angel investors | | | CO6 | A | 20 |

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| **PART – B (1 X 20 = 20 MARKS) COMPULSORY QUESTION** | | | | | |
| 9. | a. | M/s. Precision Limited 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.  Calculate and Examine   1. Earnings Before Interest and Taxes, 2. Earnings Per Share, 3. Degree of Operating Leverage and 4. Degree of Financial Leverage   under two levels of production such as 1000 units and 1200 units. | CO3 | An | 20 |
|  |  |  | CO |  |  |

**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 |
| 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 the different functions of human resource management. | CO1 | A | 10 |
|  | b. | Examine the human resource models that are applicable to everyday activities within an organization. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Write a comprehensive explanation of the steps involved in the candidate selection process. | CO2 | C | 10 |
|  | b. | Determine the necessity of an induction program for new employees. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Generalize the steps for conducting a training need analysis. | CO3 | C | 10 |
|  | b. | Analyze the various methods of management development programs. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Summarize the different components that comprise employee compensation. | CO4 | E | 10 |
|  | b. | Explain the factors currently impacting and influencing wage and salary levels. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. |  | Justify the different methods of performance appraisal systems, accompanied with illustrations. | CO5 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Facilitate employee engagement practices and retention management strategies in organizations. | CO6 | C | 20 |
|  |  |  |  |  |  |
| 7. |  | Illustrate the different techniques utilized for job evaluation. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Express the significance of employee benefit programs. | CO4 | C | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Roddick, the president of Apex Door, is facing a problem. Despite his frequent attempts to instruct the employees on how to perform their tasks, they consistently choose to disregard his guidance and insist on doing things their own way. This leads to arguments between Roddick, the employees, and their supervisors. One particular department that exemplifies this issue is the door-design department. Here, the designers are expected to collaborate with architects to create doors that meet the required specifications. Although this task is not particularly complex, the designers constantly make mistakes. For instance, they often include excessive amounts of steel in their designs, which can result in significant financial losses for Apex. Considering the number of doors in a 30-story office tower, this issue can potentially waste tens of thousands of rupees. Currently, the training process is as follows: none of the positions have a training manual, and the job descriptions provided are somewhat outdated. Typically, the individual departing the company is responsible for training the new employee during a one or two week overlap period. However, in the absence of such overlap, other employees who have temporarily fulfilled the role in the past make efforts to train the new hire to the best of their abilities. The training process remains consistent across different positions within the company, including machinists, secretaries, assemblers, and accounting clerks.   1. Evaluate Apex's training process and state the reason why employees are responsible for handling tasks independently. | CO6 | E | 20 |
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**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 |  |  | 20 |  |  |  | 20 |
| CO2 |  |  | 10 | 20 |  | 10 | 40 |
| CO3 |  |  |  | 10 |  | 10 | 20 |
| CO4 |  |  | 10 |  | 10 | 20 | 40 |
| CO5 |  |  |  |  |  | 20 | 20 |
| CO6 |  |  |  |  | 20 | 20 | 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. | a. | Define and explain MIS, MIS STRUCTURE, SYSTEM, DATA and INFORMATION. | CO1 | U | 10 |
|  | b. | Analyse the role and need of MIS in the Hospital Environment. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Create and explain Entity Relationship Diagram for Educational organisation and Explain in detail. | CO2 | R | 10 |
|  | b. | What are the MIS reports needed to manage a warehouse, name and explain the purpose of the reports? | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the features and benefits of an ERP system. | CO3 | A | 10 |
|  | b. | Write a detail note on SDLC. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | List out menus and sub menus in an ERP with respect to finance module. | CO3 | C | 10 |
|  | b. | List out name and purpose of reports needed in an ERP with respect to finance module. | CO3 | C | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyse the benefits of MIS system in the supply chain management organization. | CO4 | E | 10 |
|  | b. | Explain Office Automation System, Execute Support System, Expert System and Group Decision support System. | CO4 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain DSS – Decision Support System in detail. | CO4 | U | 10 |
|  | b. | Explain the triangular model of support systems. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Define vulnerability and explain the negative effect of Vulnerability in detail. | CO5 | E | 10 |
|  | b. | What is Piracy and the consequences of Piracy explain in detail? | CO5 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Vulnerability in software systems – Explain. | CO5 | R | 10 |
|  | b. | Generate a mitigation plan against Cyber Theft. | CO5 | C | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | List out the limitations of the E-Commerce models and explain. | CO6 | A | 10 |
|  | b. | Business Models in E-Commerce – Explain. | CO6 | R | 10 |

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|  | **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 |  |  |  |
| CO2 | 10 |  | 10 |  |  |  |  |
| CO3 |  | 10 | 10 |  |  | 20 |  |
| CO4 |  | 20 |  | 10 | 10 |  |  |
| CO5 | 10 |  |  |  | 10 |  |  |
| CO6 | 20 |  | 10 |  |  | 10 |  |
|  | | | | | | | **180** |



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

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

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| **Q. No.** | **Sub Div.** | **Questions** | **CO** | **Pattern** | **Marks** |
| 1. | a. | Explain the strategies adopted to improve productivity | CO1 | U | 10 |
|  | b. | Compare and contrast the characteristics of goods and services with suitable examples. | CO1 | An | 10 |
|  | | **(OR)** | | | |
| 2. | a. | An automobile company has extra capacity that can be used to produce gears that the company has been buying for Rs. 300 each. If the company makes the gears, it will incur materials cost of Rs. 90 per unit, labour cost of Rs. 120 per unit and variable overhead cost of Rs. 30 per unit. The annual fixed cost associated with the unused capacity is Rs. 2,40,000. Demand over the next year is estimated at 4000 units.   1. Would it be profitable for the company to make the gears? 2. Suppose the capacity could be used by another department for the production of some agricultural equipment that would cover its fixed and variable cost and contribute Rs. 90,000 to profit. Which would be more advantageous, gear production or agricultural equipment production? | CO2 | A | 10 |
|  | b. | Illustrate the steps of product design in the development of a new product of your choice | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Distinguish between design capacity and system capacity, and explain the long-term and short-term capacity strategies | CO3 | U | 10 |
|  | b. | Alpha Industry is planning to expand its production operation. It has identified technologies for meeting the goal. The initial outlay and annual revenues with respect to each of the technologies are summarized in the following table. Suggest the best technology which is to be implemented based on present worth method of comparison assuming 20% interest rate compounded annually.   |  |  |  |  | | --- | --- | --- | --- | |  | *Initial Outlay*  *(Rs)* | *Annual Revenue*  *(Rs)* | *Life*  *(Yrs)* | | Technology 1 | 12,00,000 | 4,00,000 | 15 | | Technology 2 | 20,00,000 | 6,00,000 | 15 | | Technology 3 | 18,00,000 | 5,00,000 | 15 | | CO3 | An | 10 |
|  | | **(OR)** | | | |
| 4. | a. | A group company has plants in six different locations, whose co-ordinates in kilometer are: (100, 200), (200, 200), (200, 500), (300, 500), (400, 300) and (500,100). The company wants to locate a centralized raw material warehouse, from which the quantity of materials transported to the plants 1, 2, 3,4 ,5 and 6, in tons are 1000, 1200, 800, 2000,1800 and 900, respectively. Find the optimal location for the warehouse. | CO3 | An | 10 |
|  | b. | Demand Forecast is the basic input for business planning and control. Produce the features and the steps involved in forecasting demand. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Classify the components of integrated materials management into various modules. | CO4 | U | 10 |
|  | b. | The annual demand for an automobile component is 24,000 units. The carrying cost is Rs. 0.40/unit/year, the ordering cost is Rs.20.00 per order and the shortage cost is Rs. 10.00/unit/year. Find the optimal (i) Economic Order Quantity, (ii) Maximum Inventory, (iii) Maximum Shortage Quantity, (iv) Cycle Time, (v) Inventory Period (t1) and (vi) Shortage Period (t2). | CO4 | An | 10 |
|  | | **(OR)** | | | |
| 6. | a. | Reproduce the strategies of Aggregate Planning. | CO5 | R | 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. |  | Just In Time increases productivity, improves quality, and reduces the cost of an operation. Summarize the concepts associated with Just in Time (JIT). | CO6 | U | 20 |
|  | | **(OR)** | | | |
| 8. |  | Lean principles have profoundly influenced manufacturing concepts throughout the world. Demonstrate the fundamental principles of Lean Manufacturing. | CO6 | A | 20 |
|  | | **Compulsory**: |  |  |  |
| 9. |  | The Master Production Schedule (MPS) to manufacture the fire extinguisher is   |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Week | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | | Demand | 100 |  | 150 | 140 | 200 | 140 |  | 300 |   The Bill of Materials structure of fire extinguisher is  The details of Bill of Materials is   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Part | No. of Units | Lead Time (Week) | Order Quantity | Stock on Hand | | Fire extinguisher | 1 | 1 | 300 | 150 | | Cylinder | 1 | 2 | 450 | 350 | | Valve assembly | 1 | 1 | 400 | 325 | | Valve | 1 | 1 | 350 | 150 | | Valve housing | 1 | 1 | 450 | 350 | | Handlebars | 2 | 1 | 700 | 650 |   Complete the Material requirements plan for the fire extinguisher, cylinder, valve assembly, valve housing, valve and handlebars and show what quantities of orders must be released and when they must be released to satisfy the MPS. | CO5 | A | 20 |

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|  | **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 |  | 10 | 10 |  |  |  | 20 |
| CO3 |  | 10 |  | 20 |  |  | 30 |
| CO4 |  | 10 | 10 | 10 |  |  | 30 |
| CO5 | 10 |  | 20 | 10 |  |  | 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. | a. | What are the types of entrepreneurship mentioned, and can you provide an example of a success story for each type? | CO1 | U | 10 |
|  | b. | Explain the tools and techniques used for identifying and evaluating opportunities in a business plan. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss the various forms of financing available to entrepreneurs, and provide examples of companies that have utilized them successfully. | CO1 | U | 10 |
|  | b. | Compare and contrast the business models of Blockbuster and Netflix, focusing on opportunity and strategy analysis. | CO1 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Discuss the importance of location and site details in the context of the industrial concern. How might the chosen location influence the project's success? | CO2 | U | 10 |
|  | b. | Evaluate the success factors of a chosen Indian start-up firm. | CO2 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Discuss the role of Health Entrepreneurship, citing an example like Apollo Hospitals, and analyze the strategies employed by Ms. Preetha Reddy. | CO2 | An | 10 |
|  | b. | Examine the criteria used for making go/no-go decisions in starting new ventures. Provide examples from successful entrepreneurial stories. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyze the business model of TATA groups, highlighting key success factors and discussing how they have sustained success over the years. | CO3 | An | 10 |
|  | b. | Explain the key components of success for Zipcar’s business model. | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Discuss the significance of women entrepreneurship. Provide examples of successful women entrepreneurs and how they have made a mark in their respective industries. | CO3 | E | 10 |
|  | b. | Write a short note on the success story of Nykaa. | CO3 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Conduct a comprehensive SWOT analysis for Amul, considering its internal strengths and weaknesses, as well as the external opportunities and threats it faces in the market. | CO4 | E | 10 |
|  | b. | Discuss the different types of risk analysis tools used in business plans. How do these tools help entrepreneurs manage uncertainties in their ventures? | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Examine Infosys and Wipro. What's one thing about their market presence that contributes to their success? | CO5 | An | 10 |
|  | b. | Explain the key success factors of Bharti Airtel in the business world. | CO5 | U | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Eco-Friendly Eats Cafe is a small restaurant located in a bustling urban area. The founders, Lisa and Mohan, are passionate about promoting sustainable and environmentally friendly practices. They focus on serving organic and locally sourced food in a zero-waste environment.  Questions   1. What entrepreneurial opportunity did Lisa and Mike identify in the restaurant industry? 2. Conduct a simple SWOT analysis for Eco-Friendly Eats Cafe. Identify two strengths, one weakness, one opportunity, and one threat. 3. Provide two strategies that could be implemented to attract environmentally conscious customers and stand out from other eateries. | CO6 | C | 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 / PO** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 20 |  | 10 |  |  | 40 |
| CO2 |  | 10 | 10 | 10 | 10 |  | 40 |
| CO3 | 20 |  |  | 10 | 10 |  | 40 |
| CO4 |  |  | 10 |  | 10 |  | 20 |
| CO5 |  | 10 |  | 10 |  |  | 20 |
| CO6 |  |  |  |  |  | 20 | 20 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3023** | **Duration** | **3hrs** |
| **Course Name** | **SECURITY ANALYSIS 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. | a. | Outline the key players in the stock market and elucidate their roles. | CO1 | U | 20 |
|  |  | (OR) |  |  |  |
| 2. | a. | Summarize the mechanics of trading in India's stock market. | CO1 | U | 20 |
|  |  |  |  |  |  |
| 3. | a. | Explain the significance of stock indices. | CO2 | R | 10 |
|  | b | Discuss the various methods used for computing stock indices. | CO2 | R | 10 |
|  |  | (OR) |  |  |  |
| 4. | a. | Explore the listing of securities. | CO2 | R | 10 |
|  | b. | Discuss the process of an Initial Public Offering (IPO). | CO2 | R | 10 |
|  |  |  |  |  |  |
| 5. | a. | Compare and contrast different equity valuation approaches such as DCF, Dividend Discount Model, | CO3 | An | 10 |
|  | b. | Differentiate CAPM, and APT. | CO3 | An | 10 |
|  |  | (OR) |  |  |  |
| 6. | a. | Discuss the need and significance of conducting due diligence investigations for IPOs. | CO3 | An | 20 |
|  |  | (OR) |  |  |  |
| 7. | a. | Explore the role of correlation coefficient, covariance, beta, and alpha in risk and return analysis. | CO4 | A | 10 |
|  | b. | Discuss the charts, and patterns used in technical analysis. How do these tools aid investors in predicting stock price movements? | CO5 | E | 10 |
|  |  | (OR) |  |  |  |
| 8. | a. | Discuss the concept of Risk-Return assessment in the context of individual stocks and portfolios. | CO4 | A | 10 |
|  | b. | Explore the fundamentals of behavioral finance. How do psychological factors influence investment decisions, and what are the implications for portfolio management? | CO5 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | A portfolio has an expected return of 10%, a beta of 1.2, and the risk-free rate is 4%. The market return is 8%. Calculate the Sharpe ratio, Treynor ratio, and Jensen's alpha for the portfolio. | CO6 | An | 20 |

**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 | 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** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 40 |  |  |  |  |  | 40 |
| CO2 |  | 40 |  |  |  |  | 40 |
| CO3 |  |  |  | 40 |  |  | 40 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 |  |  |  |  | 20 |  | 20 |
| CO6 |  |  |  |  |  | 20 | 20 |
|  | | | | | | | **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.** | **Questions** | | **CO** | **BL** | **Marks** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain Savings and Current account. | CO1 | U | 5 |
|  | b. | Define Public sector and Private sector banks. | CO1 | R | 5 |
|  | c. | Which is called as Nationalized bank? | CO1 | U | 5 |
|  | d. | Write short notes on Banking Reforms. | CO1 | R | 5 |
|  |  | (OR) |  |  |  |
| 2. | a. | Discuss on Credit assessment and appraisal of loans and advances. | CO2 | R | 5 |
|  | b. | Explain Fund based and non-fund based business. | CO2 | R | 5 |
| 3. | a. | Write notes on :   1. ATM 2. Mobile banking 3. Internet banking 4. Core banking | CO3 | A | 20 |
|  |  | (OR) |  |  |  |
| 4. | a. | Discuss the Insurance business and its relevance in our country. Discuss the Risk factors and its mitigation measures in Insurance business | CO5 | U | 20 |
|  |  |  |  |  |  |
| 5. | a. | Every new product being introduced in the Banking Sector is fully based on Technology - Discuss | CO5 | A | 20 |
|  |  | (OR) |  |  |  |
| 6. | a. | IRAC norms implementation in a phased manner is in tune with the International Banking Practices. Elucidate. | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. | a. | RBI is the regulator of banks and NBFC in our country. Discuss. | CO6 | A | 20 |
|  |  | (OR) |  |  |  |
| 8. | a. | Discuss the Digital transformation in Banking as well as Payment and Settlement in India. | CO3 | U | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Gupta a young B Tech graduate was all excited as he was going to join XYZ Bank, the largest commercial bank in the country as a probationary officer. He was posted in a semi urban branch which was 600 Km away from his home town. He reported to the branch at 9.30 in the morning and met the Chief Manager of the branch. He introduced himself to the Chief Manager, and was asked about his background and from where he hailed. After a few minutes, the Chief Manager told him to go and meet the other staff in the branch. Gupta came out rather perplexed and went to meet the other staff in the branch. He first introduced himself to the person manning the counter who took him to the PB Manager. The PB Manager welcomed him and told him that he was in fact waiting for him as he had a lot of documents to be migrated to the another link office. He immediately handed over a set of documents and told him the process to be done for the migration. During lunch time in the canteen hall, Gupta was able to know and meet his other colleagues in the branch.  The next day the Service Manager called Gupta and informed him that the KYC updation of a number of accounts was pending and advised him to complete the task as quickly as possible. For the next couple of days Gupta was deeply immersed in updation of non-compliant KYC accounts. One day the Chief Manager informed him that he was being deputed to Regional Business Office (RBO) for ATM reconciliation. Gupta told him that he was not even aware of the normal debit and credit transactions and that it would be difficult for him to do the reconciliation, as he simply did not have any idea about it. But the Chief Manager replied that it was the instructions from the Local Head Office. For the next few weeks Gupta was in RBO doing reconciliation of ATM entries. By the time he returned, Guptawas aware that he had lost half of his General Banking training period without learning anything.  As days went by Gupta realised that it was getting monotonous and tiring.  One Monday morning Gupta was on his way to the branch in his motorbike. He was in a hurry, as the traffic was heavy and it was getting late. As he turned the corner, a middle aged lady suddenly ran and crossed the road in front of his bike in a flash. Gupta applied the brakes as hard as he could and barely avoided colliding with the lady. But his bike skidded and he was thrown out in to the road. People crowded around Gupta and he was in a dizzy. Someone was trying to help him to get up and make him sit on a bench on the side of the road. After a few minutes Gupta could regain his senses and he realised that his elbows and knees were badly bruised and was bleeding. A tall gentleman who introduced himself as Mr. Sahu stepped forward and requested him to accompany him to the hospital. But Gupta felt that he should go to the branch first as it was nearby and then to the hospital and so he requested Mr. Sahu to take him to his branch. Mr. Sahu an ex army personnel pulled up Gupta’s bike, started it and took him to the branch.  Gupta wanted to go inside and wash his bruises, but Mr. Sahu insisted that they see the Branch Manager first and apprise him of the incident. When Gupta entered the cabin along with Mr. Sahu, the Branch Manager was talking to a customer seated in front of him. When the Branch Manager saw Gupta, he was surprised and asked him “ Why are you late today?”. Mr. Sahu immediately intervened and narrated to the Branch Manager the accident that happened in the morning and requested that Gupta be taken to the hospital for dressing his wounds. The Branch Manager listened to the whole episode and finally said –  “ Gupta do one thing, for now you wash your face and hands and go and sit in the Alternate Channels counter. There are 3 customers waiting for availing mobile banking facility. You better be quick and give them mobile banking as you know, our numbers in mobile banking is very low this month. My P-review meeting is scheduled for next week and we have to do something before that.” Both Gupta and Mr. Sahu were utterly shocked on hearing this. As they came out of the Branch Managers cabin, Mr. Sahu looked at Gupta and asked him “Do you think that the Branch Manager would have responded in the same way had his son faced a similar situation. Is he a human being?  Gupta in total dismay, pondered “ Maybe it is time I should be thinking of leaving this organisation and joining another one?’  Points to be discussed?   1. How could the Chief Manager played his role differently so as to be effective in mentoring the Probationary Officer ? 2. The grooming of a PO during his initial period of service will go a long way in moulding him as an efficient and effective officer of the organisation. Was the branch in this case study able to achieve this objective ? 3. Discuss the role of empathy and emotional intelligence in the branch/ office environment? | CO6 | An | 20 |
|  |  |  |  |  |  |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the basics of the banking sector |
| CO2 | Remember the reforms, technology introduction, modernisation of banks in India. |
| CO3 | Apply knowledge on Non-fund based business like LC, guarantee etc |
| CO4 | Evaluate the digital transformation in Banks and Insurance. |
| CO5 | Analyse the growth and application of principles of Insurance |
| CO6 | Create practical insights of NBFCs and solutions for Fintech challenges in our country. |

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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 |  | 20 | 20 |  |  |  | 40 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 |  | 20 | 20 |  |  |  | 40 |
| CO6 |  |  | 20 | 20 |  |  | 40 |
|  | 30 | 50 | 80 | 20 |  |  | **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. | IGST is a mechanism to monitor the inter-state trade of goods and services and ensure that the SGST component accrues to the consumer state. Infer this statement by applying the principles of Dual GST Model. | CO1 | U | 10 |
|  | b. | Mr. Paul of Chennai supplied goods/services for Rs. 20,000 to Mr. Sebastian of Madurai. SGST and CGST rates on supply of goods and services is 9% each. IGST rate is18%. After the proceeds, Mr. Sebastian of Madurai supplied goods/services for Rs. 24,000 to Mr. Suresh of Salem. Mr. Sebastian purchased goods/services for Rs. 23,600 (inclusive of CGST 9% and SGST 9%) from Mr. Paul of Chennai.  Compute the following:   1. Total price charged by Mr. Paul 2. Who is liable to pay GST in both the above cases. 3. Total price charged by Mr. Sebastian for supply of goods/services and 4. Net liability of GST. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Clarify the provisions under section 8 of the CGST Act 2017 on Composite and Mixed Supplies with suitable illustrations. | CO2 | U | 10 |
|  | b. | Hotel City International is a registered dealer under GST. The previous year’s turnover was Rs. 100 lakhs. Applicable GST 18%. Inputs cost Rs.7,80,000 (exclusive of GST 18%). Profit margin is 40% on cost. Compute the invoice price and advise the best option to pay tax if any. There is no opening balance and closing balance for the tax period. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Determine the safeguard duty payable by A Ltd., B Ltd., C Ltd., and D Ltd. under section 8B of the Customs Tariff Act, 1975 from the following:  Import of Sodium Nitrite from developing and developed countries from 26th February 2022 to 25th February 2023 (both days inclusive) are as follows:   |  |  |  | | --- | --- | --- | | **Importer** | **Country of Import** | **Rs. In Crores** | | A Ltd. | Developing Country | 70 | | B Ltd. | Developing Country | 82 | | C Ltd. | Developing Country | 52 | | D Ltd. | Developing Country | 50 | | Others | Developed Country | 2,246 | |  | Total | 2,500 | | CO3 | E | 10 |
|  | b. | A commodity is imported into India from a country covered by a notification issued by the Central Government under section 9A of the Customs Tariff Act, 1975. Following particulars are made available:  CIF value of the consignment: US $25,000  Quantity imported: 500 kgs.  Exchange rate applicable: Rs. 60=US $1  Basic customs duty: 12%  Education and secondary and higher education cess: 4%  As per the notification, the anti-dumping duty will be equal to the difference between the cost of commodity calculated @US $70 per kg. and the landed value of the commodity as imported.  Assume that only “basic customs duty” and education and secondary and higher education cess are payable. IGST @12% is also applicable.  Appraise the liability on account of normal duties, cess and anti-dumping duty. | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the various types of customs duty as per section 12 of the Customs Act, 1962 and the applicability on the products imported or exported in and from India. | CO3 | U | 10 |
|  | b. | From the particulars given below, compute the assessable value of the imported goods under the Customs Act, 1962.   |  |  |  | | --- | --- | --- | | S. No. | Particulars | US $ | | (i) | Cost of the machine at the factory of the exporting country | 10,000 | | (ii) | Transport charges incurred by the exporter from his factory to the port for shipment. | 500 | | (iii) | Handling charges paid for loading the machine in the ship | 50 | | (iv) | Buying commission paid by the importer | 50 | | (v) | Freight charges from exporting country to India | 1,000 | | (vi) | Exchange rate to be considered $1 = Rs. 65 |  | | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Mr. John retired on 1.10.2022 receiving Rs. 5,000 p.m. as pension. On 1.2.2023, he commuted 60% of his pension and received Rs, 3,00,000 as commuted pension. You are required to compute and analyze 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 | 10 |
|  | b. | Categorize the classes of companies under the companies act with suitable examples. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Describe with appropriate examples, the concept of 'items chargeable to tax' under the Income Profits and Gains of Business or Profession, as per the provisions of the Income Tax Act in India. | CO5 | E | 20 |
|  |  |  |  |  |  |
| 7. | a. | Examine the circumstances when income of minor child, has to be included in the hands of parent with suitable examples. | CO6 | An | 10 |
|  | b. | Mr. John has three minor children – two twin daughters and one son. The income of the twin daughters is. Rs. 2,500 p.a. each ant that of the son is Rs. 1,200 p.a. Compute the income, in respect of minor children, to be clubbed in the hands of Mr. John. | CO6 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Demonstrate the deduction in respect of investment in specified assets under section 80C of the Income Tax Act 1961. | CO6 | A | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Ms. Jasmine owns a house property at Adyar in Chennai. The municipal value of the property is Rs. 5,00,000, fair rent is Rs. 4,20,000 and standard rent is Rs. 4,80,000. The property was let-out for Rs. 50,000 p.m. up to December 2019. Thereafter, the tenant vacated the property and Ms. Jasmine used the house for self-occupation. Rent for the months of November and December 2019 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 for the house property. Compute her income from house property for the A.Y. 2020-21. | CO6 | A | 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** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 10 | 10 |  |  |  | 20 |
| CO2 |  | 10 | 10 |  |  |  | 20 |
| CO3 |  | 10 | 10 |  | 20 |  | 40 |
| CO4 |  |  |  | 10 |  |  | 10 |
| CO5 |  |  |  | 10 | 20 |  | 30 |
| CO6 |  |  | 50 | 10 |  |  | 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. | What is Time Value of Money? How the time value of money key to Personal Finance? | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Illustrate the key steps in successful career and financial planning. | CO1 | A | 10 |
|  | b. | Evaluate the process of protecting the risks of property and liability. | CO2 | E | 10 |
|  |  |  |  |  |  |
| 3. | a. | Identify the kinds of Investments suitable for long term financial goal. Demonstrate with investment strategy. | CO2 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | How the risk covered in Health Insurance and Life Insurance? Evaluate term insurance with endowment insurance. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 5. | a. | What is Public Provident Fund? How it differs with Employee Provident Fund? | CO3 | E | 10 |
|  | b. | Evaluate the prospects of investment in real estate and in mutual funds. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | List down the types of retail loans available to consumer. How the interest rate impacts the loan decision and repayment? What are the key factors one should consider before taking the loan? | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. | a. | Why retirement plan is essential in financial planning? Illustrate a comprehensive financial plan for retirement. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain Financial Planning to avoid tax with a suitable illustration. | CO5 | An | 10 |
|  | b. | What factors will the banking institutions consider for loan approvals? Explain them. | CO6 | An | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Mr. Veeru is aged 48 year old married individual and is currently working with MNC Company as a Senior Manager in Ahmadabad. Currently he draws a monthly salary of Rs. 185000. His wife is the only member of his family dependent on him. Mr. Veeru wants to retire at the age of 60 years and had a family history of longevity over 80 years so he has assumed to have his life expectancy at 85 years.  Mr. Veeru would like to retire at Ahmadabad   1. How much Mr. Veeru should have a corpus fund to have a financial independent post retired life? 2. Advice Mr. Veeru to find a suitable investment options for a financial sound post retired life. 3. What are the factors Mr. Veeru should considered for choosing the retirement financial planning? | CO6 | E | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Remember the concepts of Personal Finance |
| CO2 | Understand the risk and risk management |
| CO3 | Apply 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 |  |  | 30 |  |  |  | **30** |
| CO2 |  |  | 20 |  | 10 |  | **30** |
| CO3 |  |  | 20 |  | 10 |  | **30** |
| CO4 |  |  |  | 30 |  |  | **30** |
| CO5 |  |  |  | 30 |  |  | **30** |
| CO6 |  |  |  | 10 | 20 |  | **30** |
|  | | | | | | | **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. | |  | | | Describe the Components of the Compensation System with suitable illustration. | | CO1 | R | | 20 |
|  | |  | | | **(OR)** | |  |  | |  |
| 2. | |  | | | Enumerate any five Specific performance rating methods and describe each in detail with suitable illustration. | | CO1 | R | | 20 |
|  | |  | | |  | |  |  | |  |
| 3. | |  | | | Interpret the different theories of wages with suitable examples. | | CO2 | U | | 20 |
|  | |  | | | **(OR)** | |  |  | |  |
| 4. | | a. | | | Differentiate Salary from Wages. | | CO3 | U | | 5 |
|  | | b. | | | Explain different types of wage payment systems with suitable examples. | | CO3 | U | | 15 |
|  | |  | | |  | |  |  | |  |
| 5. | | a. | | | Sales force incentive programs is a good way to motivate salespeople, even in small businesses. Examine the various schemes of Sales Force Incentive Plans with suitable examples. | | CO4 | A | | 10 |
|  | | b. | | | Illustrate the possibilities of Effective Sales Force Incentive Plans. | | CO4 | A | | 10 |
|  | |  | | | **(OR)** | |  |  | |  |
| 6. | | a. | | | Predict the difference between Profit Sharing and Gain Sharing. | | CO5 | A | | 5 |
|  | | b. | | | Is Scanlon Gain Sharing Plans are designed to lower labor costs without lowering the level of a firm’s activity? Explain the procedure to implement Scanlan Gain sharing plan with suitable examples. | | CO5 | An | | 15 |
|  | |  | | |  | |  |  | |  |
| 7. | | a. | | | Union is not always favorable for Gain sharing. Analyze the reasons for Unions favoring and for opposing Gain Sharing. | | CO5 | An | | 10 |
|  | | b | | | Explain the salient points of Indian Trade Union Act 1926. | | CO5 | An | | 10 |
|  | |  | | | **(OR)** | |  |  | |  |
| 8. | |  | | | Evaluate the various Employee Benefits in operation in India. | | CO6 | E | | 20 |
| **COMPULSORY QUESTION** | | | | | | | | | | |
| 9. |  | | | **Read the following case and answer the questions given at the end:**  A Trading Assistant’s Job Based on the view of what is happening in Fortunate Financial Services Limited (FFSL). Robin Singh, the branch manager of Delhi office, concluded that one of the first things he had to attend involved developing job descriptions for his one-line trading assistants. The daily turnover of the FFSL’s Branch in the Connaught circus area has been going up steadily in the recent times, thanks to the stock market boom in January, 2000; it has reached an all-time high of 7 crores.    To in cash the opportunities presented by the boom FFSL had recruited 5 additional assistants- all young graduates with over two years of experience in stock market operations taking the total number of assistants to 12. Two supervisors have also been appointed about six months back to oversee trading arrangements and back-office operations. The branch allows trading in stock belonging to BSE, NSE and DSE. Each assistant had to look after the requirement of more than 30 clients on daily basis.  In recent times, FFSL face the number of problems on settlement day Major steps taken to sustain with the rise and fall of Stock Prices: Clients exceeded their limit with active cooperation from trading assistants/Supervisors. Clients issued checks which bounced back later on. Shares certificates were not handed over in time or delivery slips not handed in over in cases of dematerialized stocks.  Clients simply disappeared for a while, whenever they took along position in a particular scrip - only to surface when the price is up. Problem discussed with the Management: Clearly define the roles and responsibility of trading assistants and supervisors. Assess the net worth of a client carefully before enrolling him as a member. Set trading limits clearly and circulates this to assistants daily. On the settlement day ask the clients to pay or square up. Collect amount from clients on a daily basis whenever they exceeded limits. Make the entire group responsible, whenever they allowed clients to exceed limits.  **Questions:**   1. Formulate the formal and final form of the trading assistant’s job description. 2. Anticipate whether is it advisable to specify rules and regulations in the body of the job descriptions or should these be kept separately.      1. Devise a plan to conduct the job analysis in the above case. | | CO6 | | C | | 20 |
|  | | | **COURSE OUTCOMES** | | | | | | | |
| CO1 | | | Remember the basic compensation concepts and the context of compensation practice | | | | | | | |
| CO2 | | | Understand different ways to strengthen the pay-for-performance link. | | | | | | | |
| CO3 | | | Apply the concepts of Payment and employee benefits issues for contingent workers. | | | | | | | |
| CO4 | | | Analyze the Legally required employee benefits. | | | | | | | |
| CO5 | | | Evaluate the implications for strategic compensation and possible employer approaches to managing legally required benefits | | | | | | | |
| CO6 | | | Create incentive schemes, benefit plans based on organizational/industry requirements | | | | | | | |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 40 |  |  |  |  |  | 40 |
| CO2 |  | 20 |  |  |  |  | 20 |
| CO3 |  | 20 |  |  |  |  | 20 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 |  |  | 5 | 35 |  |  | 40 |
| CO6 |  |  |  |  | 20 | 20 | 40 |
|  | 40 | 40 | 25 | 35 | 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. | Discuss the significance of feedback in the learning process. How does feedback help learners improve their understanding and skills? | CO1 | U | 10 |
|  | b. | Critically analyze and write the different Stages of learning curve. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Illustrate in detail about Behavioral learning theory and Cognitive learning theory. | CO1 | U | 10 |
|  | b. | Discuss the five phases of ADDIE Model and explain how does each phase contribute to the overall training design process. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain how an organization’s vision, mission, and values influences the design and implementation of training programs for its employees. | CO2 | U | 10 |
|  | b. | Analyze the advantages and challenges of employee training programs in any organization. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 4. | a. | Describe in detail about intrinsic and extrinsic motivation. | CO1 | R | 10 |
|  | b. | Summarize the role of technology and e-learning in both formal and informal training models. | CO3 | E | 10 |
|  |  |  |  |  |  |
| 5. | a. | Critically think and write in detail the key benefits of implementing competency mapping in an organization. | CO3 | A | 10 |
|  | b. | Illustrate the limitations or criticisms of Mager & Pipe Model of Performance Gap Analysis. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Assess the ethical considerations related to the output of TNA. | CO3 | E | 10 |
|  | b. | Describe in detail the key steps in the development of a training program. | CO4 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Devise the usage of Bloom’s Taxonomy in Learning. | CO5 | An | 10 |
|  | b. | Express in detail on how Kirkpatrick's Model help organizations assess the effectiveness of their training programs. | CO5 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Examine in detail the ethical considerations to keep in mind when designing and implementing employee development programs? | CO6 | An | 10 |
|  | b. | Write some of the key advantages of using CBT (Computer-Based Training) apps and portals for employee training. | CO6 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | **Effectiveness Well-timed Training in Fostering Employee Competency**  Modern Textiles is in the business of producing garments and has an average annual turnover of Rs 3 billion. Since a large volume of its products is exported, the company has been very conscious of its quality commitment. It provides induction training to every new employee for two weeks and then on-the-job training by a supervisor for four months. This had been proving sufficient for the workers in meeting the clients’ quality expectations even while maintaining the high volume of production. As part of its ambitious expansion programme, the company recently imported ultramodern machinery to double its production capacity. After the machinery was installed, the production volumes increased as expected, but the reject rates too rose dramatically. Consequently, the cost of production increased and the export deadlines too became very tight. The management discussed the issue at the different levels of the organization and held the machine operators’ inadequate knowledge and improper handling of the new machines as the primary reason for the unusual rejects. To remedy the situation, the HR department hurriedly organized the necessary training programmes for the employees’ handling this machine and the reject rates situation started to improve. Meanwhile, the production manager found the HR department at fault for the crisis and blamed it for not undertaking training-needs assessment among the production department employees. However, the HR department retorted by saying that barely three months before the arrival of the new machine, a routine training needs assessment had been made among those employees but it had revealed no pressing training requirements. On their part, the HR personnel held the production manager responsible for failing to inform them about the imminent arrival of the new machine at the time of the assessment of the training necessities. The blame game continued.  Case study Questions  i) The initial training practices was considered sufficient for maintaining quality and production volume before the arrival of the new machinery at Modern textiles. Justify  ii) Examine the key challenges faced by the Modern textiles after the machinery installation? | CO6 | C  A | 10  10 |

**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** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 20 |  | 10 |  |  | 40 |
| CO2 |  | 20 |  | 10 |  |  | 30 |
| CO3 |  |  | 10 | 10 | 20 |  | 40 |
| CO4 | 10 |  |  |  |  |  | 10 |
| CO5 |  |  |  | 10 |  | 10 | 20 |
| CO6 |  |  | 10 | 10 | 10 | 10 | 40 |
|  | | | | | | | **180** |



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| --- | --- | --- | --- |
| **Course Code** | **21MS3035** | **Duration** | **3hrs** |
| **Course Name** | **ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN HRM** | **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 when to use lists, tuples, sets, and dictionaries in Python, providing examples of each. | CO1 | U | 10 |
|  | b. | Explain the differences between the four data types in Python. Provide examples for each data type and discuss how these data types are commonly used in Python. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Describe the key characteristics of Python lists and dictionaries, highlighting their differences. Provide an example of a list and a dictionary in Python, and demonstrate how you can perform common operations such as adding, removing, and accessing elements in both data structures. | CO1 | An | 20 |
|  |  |  |  |  |  |
| 3. | a. | Explain the fundamental concepts of data mining, data analytics, and data science, highlighting their distinctions and commonalities. | CO2 | An | 10 |
|  | b. | Compare and contrast TensorFlow and PyTorch as machine learning frameworks, highlighting their advantages and use cases. | CO2 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe the specific ways in which artificial intelligence is being utilized in Human Resources. Provide examples of AI applications and their impact on HR functions. | CO3 | A | 10 |
|  | b. | Analyze the advantages and disadvantages of using AI in HR, considering factors such as efficiency, fairness, and employee satisfaction | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Provide an overview of the steps involved in training and evaluating an attrition prediction model using Keras. Discuss the use of performance metrics like accuracy, precision, recall, and F1-score. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain the process of getting network data ready for visualization, emphasizing the significance of data preprocessing, and discuss the valuable insights that can be derived from visualizing network data. | CO5 | An | 20 |
|  |  |  |  |  |  |
| 7. | a. | Define the concept of network analysis and explain how it can be used to discover collaboration patterns within an organization. | CO5 | An | 10 |
|  | b. | Discuss the importance of embeddings in recommendation systems and how they are used to represent user and item interactions in Keras models. | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Describe how sentiment analysis can be applied to employee virtual screening and what insights it can provide to organizations during the hiring process. Evaluate the concept of employee virtual screening and the technology or tools involved in this process. | CO6 | E | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | You are a data privacy officer for a healthcare organization that collects sensitive patient data. A new predictive model is being developed to enhance patient care, but you must ensure patient data security and compliance with healthcare regulations. Discuss the security and privacy best practices you would implement in this scenario and provide examples of how they would be applied. | CO6 | A | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Apply hands-on practice with python basics, Numpy and Pandas |
| CO2 | Effectively build models using scikit-learn |
| CO3 | Classify dimensionality reduction techniques |
| CO4 | Predict employee attrition level effectively |
| CO5 | Construct and compile collaboration and Recommendation analysis |
| CO6 | Analyze Human resource best cases for better decision making. |

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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 | - | - | - | 10 | 10 | - | 20 |
| CO3 | - | - | 10 | 10 | - | - | 20 |
| CO4 | - | - | 20 | - | - | - | 20 |
| CO5 | - | - | 10 | 30 | - | - | 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 about the five key drivers of globalization. | CO1 | U | 10 |
|  | b. | Illustrate the meaning of the term IHRM and explain the different activities of IHRM. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Describe the similarities between Domestic HRM and international HRM | CO1 | An | 10 |
|  | b. | Elaborate in detail the advantages and disadvantages of using e-learning in training for international requirements. | CO1 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Demonstrate the nature of IHRM. | CO2 | E | 10 |
|  | b. | Briefly discuss the Challenges of International Human resource Planning. | CO2 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Development is aimed at helping managers improve more general skills. As a HR manager in charge of training division suggest the various types of external training methods to increase the organization’s overall performance. | 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. | Explain why is feedback a critical part of a successful performance management system. Discuss its cultural dimensions. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain some the reasons for Expatriate Failure in US and Japanese based MNCs. | 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. | Discuss how organizational goals can be converted to individual/team goals. | CO5 | U | 10 |
|  | b. | Explain the Role of HR in organization redesign. | CO5 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | 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. | Define the key concepts of Strategic HRM and its evolution stages. Provide examples of companies that have successfully implemented strategic HRM. | CO1 | R | 10 |
|  | b. | Propose innovative strategies for organizations to adapt their HR practices to the changing global business environment while ensuring sustainable competitive advantage. | CO1 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Compare and contrast the Personnel Management approach with the strategic HRM approach, highlighting their fundamental differences. | CO1 | U | 10 |
|  | b. | Explain the importance of aligning HR strategies with organizational goals. Compare and contrast traditional HRM practices with strategic HRM approaches. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Compare and contrast various HR-based theories of the firm, emphasizing their strengths and weaknesses. | CO2 | An | 10 |
|  | b. | Develop a comprehensive SHRM framework tailored to the unique challenges faced by Indian companies expanding globally, considering cultural, legal, and economic factors. | CO3 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe the relationship between organizational culture and employee engagement, linking it to performance outcomes. | CO3 | U | 10 |
|  | b. | Apply Strategic HRM principles to design a talent management strategy that aligns with an organization's long-term goals. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | List and explain the common challenges faced in strategic management, such as environmental uncertainties and resource limitations. | CO4 | R | 10 |
|  | b. | Analyze the impact of entrepreneurship on economic development, considering both small-scale and large-scale entrepreneurial ventures. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Apply SWOT analysis to a hypothetical company and formulate a strategic plan based on the analysis. | CO4 | A | 10 |
|  | b. | Design an innovation strategy framework for a research and development organization, considering market trends, customer needs, and technological advancements. | CO4 | C | 10 |
|  |  |  |  |  |  |
| 7. | a. | Evaluate the factors that contribute to resistance to change in the workplace and propose strategies to overcome them. | CO5 | An | 10 |
|  | b. | Apply the "People First" approach to design an employee engagement program for a multinational corporation. | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Critically assess the role of HR leaders in fostering a climate of change and improvement within an organization, considering their strategies and leadership style. | CO6 | E | 10 |
|  | b. | Create a conceptual model illustrating how HRM can be integrated into the overall strategic management process, emphasizing its role in sustainable competitive advantage. | CO6 | C | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | **Case Analysis: HRM Practices, Employee Well-being, and Organizational Performance**  Company C prioritized employee well-being as a cornerstone of their HRM practices. By offering comprehensive wellness programs, mental health support, and a healthy work-life balance, Company C witnessed reduced absenteeism, improved morale, and enhanced organizational performance.  **Questions:**   1. Apply relevant psychological theories to explain how Company C's HRM practices positively impacted employee well-being and organizational performance. 2. Propose evidence-based HRM strategies that other organizations can implement to enhance employee well-being and, consequently, organizational outcomes. | CO4 | 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 | 10 |  |  | 10 | 30 |
| CO4 | 10 |  | 30 | 10 |  | 10 | 60 |
| CO5 |  |  | 10 | 10 |  |  | 20 |
| CO6 |  |  |  |  | 10 | 10 | 20 |
|  | | | | | | | **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. | a. | Dale Inc., a rapidly growing tech company, is expanding its workforce. As the HR Director, design a comprehensive workforce planning strategy that incorporates job design principles to meet the company's evolving needs. Describe the key steps and considerations, including job families and their role in aligning the workforce with the organization's strategic goals. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Identify five common causes of ineffective recruitment processes and provide specific recommendations on how to address and mitigate these issues to improve recruitment outcomes. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 3. | a. | Create a functional job specification checklist for the position of Marketing Manager and provide a brief overview of motivational job specifications. | CO3 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Define Competency. List out few competencies that yields effective outcome in recruitment through competency Iceberg Model:- | CO3 | U | 10 |
|  | b. | Discuss the three key metrics you would use to measure the effectiveness of the company's recruitment process. | CO3 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | Compare and contrast internal recruitment methods with external recruitment methods. Provide specific examples of situations in which one approach might be more effective than the other, considering factors such as cost, culture fit, and talent development. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Develop the Behavioural Event Interview process plan for the role of a Finance Manager with its elements which contributes vitally to the effectiveness of the entire recruitment process. | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. | a. | Does checking references play a significant role in the hiring process? Justify your answer citing few examples. | CO5 | E | 10 |
|  | b. | State the red flags prevalent throughout industries and suggest few measures to identify it for an effective selection process. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | A global HR conference is focused on discussing the future of recruitment and selection. As a keynote speaker, present an overview of the future trends and technologies, including mobile recruitment, gamification, predictive analytics, and the use of NLP. Detail how these innovations are likely to reshape the landscape of talent acquisition and the specific challenges and opportunities they may present to organizations. | CO6 | A | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | In the era of remote work and global talent acquisition, discuss ongoing recruitment and selection issues, particularly in reference to favoritism, cronyism, and nepotism. Analyze the challenges associated with these issues in modern recruitment practices and propose strategies for organizations to maintain fairness and meritocracy in their selection processes despite these challenges. | CO6 | An | 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 |
| CO2 | - | - | - | 40 | - | - | 40 |
| CO3 | - | 20 | - | - | - | 20 | 40 |
| CO4 | - | - | 20 | - | - | - | 20 |
| CO5 | - | - | - | - | 20 | - | 20 |
| CO6 | - | - | 20 | 20 | - | - | 40 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3039** | **Duration** | **3hrs** |
| **Course Name** | **INDUSTRIAL RELATIONS AND LABOUR LEGISLATION** | **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 scope and concept of industrial relations for enhanced good administration in a corporate company. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss the Problems and emerging role of trade unions in India. | CO1 | AN | 20 |
|  |  |  |  |  |  |
| 3. | a. | Summarize the different provisions regarding the health of employees in factories Act 1948. | CO2 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Declare the powers of inspectors under the Factories Act in our country. | CO2 | E | 20 |
|  |  |  |  |  |  |
| 5. | a. | State the role played by the government machinery for industrial dispute settlement in India. | CO3 | AN | 10 |
|  | b. | Write brief Notes on:  (1) Strikes and Lockouts  (2) Bi-Partite forums and trade Unions | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain the reasons for Industrial disputes. Bring out the necessary steps to prevent disputes. | CO3 | U | 20 |
|  |  |  |  |  |  |
| 7. | a. | Elucidate the payment of wages act1936 | CO4 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | How does the Maternity Benefit Act 1961 help women? Discuss. | CO5 | R | 10 |
|  | b. | Explain the objectives and main function of the International Labour Organization. | CO6 | U | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | “As the field of science and Technology advances, the management tendency is to replace human beings with automation and Robotics systems as they think that human beings are too adamant and very difficult to handle the present industry practices.  Question:  1. Do you agree? Why or Why not? | CO5 | AN | 20 |

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

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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 maintaining 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 the Payment of wages, bonuses, 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 legislation and the labour standards laid down by it. |

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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 | 10 | 20 | 10 |  |  |  | 40 |
| CO4 |  |  |  |  | 20 |  | 20 |
| CO5 | 10 |  |  | 20 |  |  | 30 |
| CO6 |  | 10 |  |  |  |  | 10 |
|  | | | | | | | **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. | Examine the strategies for effectively enacting change within human systems. | CO1 | A | 10 |
|  | b. | Determine the nature of organizational change. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the process of organizational development interventions applied within the organization. | CO2 | A | 10 |
|  | b. | Determine effective strategies for handling conflicts between different groups. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Write down the steps to change a company’s culture and highlight them with illustrations. | CO3 | C | 10 |
|  | b. | Analyze the sources of culture and the influence they have on the organization. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Express the connection between power, politics and conflict. | CO4 | C | 10 |
|  | b. | Devise strategies for managing change within the organization. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 5. |  | Analyze how an organization determines the creation of readiness for change. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Examine how coaching can enhance self-efficacy among employees. | CO6 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Develop a general framework for implementing organizational change models. | CO2 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Create suitable charts to facilitate various forms of organizational structure. | CO3 | C | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | The personnel office of Rolex Chemicals Limited informed the middle managers, via a circular, that a group of consultants would be visiting them later in the week to provide training on team building. The consultants will focus on how to foster teamwork and cultivate inter-group relationships within the company. The circular also detailed the consultants' approach, which includes a five-step process for team building: problem sensing, examining differences, giving and receiving feedback, developing interactive skills, and implementing follow-up actions. Additionally, the circular highlighted the importance of team building in enhancing organizational effectiveness. Upon receiving the circular, the middle managers felt tense. They believed that the consultants were unnecessary for team building. One of the managers remarked, "Now that we understand what is required for team building, we can proceed and conduct the sessions ourselves. All we need to do is select a manager who is well-liked by everyone and assign them the role of a change agent/consultant." After all, there is truly no need for expensive consultants to conduct team building activities. You naturally possess a good understanding of the human element. The other managers generally agreed. However, the corporate personnel director rejected their suggestion and proceeded with his initial plan of hiring consultants.   1. Examine the reason behind the middle managers' resistance towards the team building approach in organizational development. | CO6 | A | 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** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 |  |  |  | 20 |
| CO2 |  |  | 20 |  |  | 20 | 40 |
| CO3 |  |  |  | 10 |  | 30 | 40 |
| CO4 |  |  |  | 10 |  | 10 | 20 |
| CO5 |  |  |  | 20 |  |  | 20 |
| CO6 |  |  | 40 |  |  |  | 40 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3042** | **Duration** | **3hrs** |
| **Course Name** | **CROSS CULTURE 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 role of culture in an organization. Differentiate culture with cross-culture. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the important parameters of cultural variables in an organization. | CO1 | A | 10 |
|  | b. | Can culture affect behavior? How attitude and values are related with culture? | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the cross-cultural differences between an Indian and an American organization? Demonstrate with suitable examples. | CO2 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the effects of cross-cultural issues in various functional areas of management. | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | How does an organization go through the transition from reactive to proactive technology culture? | CO3 | An | 10 |
|  | b. | How culture applies in the workplace? Select at least one such area of application and illustrate the process of influence. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | What are the dimensions of cross-cultural communications? As a cross-cultural communicator, which dimension relates to your case, and why? | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. | a. | Explain the different aspects of International Human Resource Management. How International Human Resource Management differs from domestic Human Resource Management? | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Define cross-cultural team working. How can this be made effective? | CO5 | An | 10 |
|  | b. | Demonstrate how culture can mediate a complex decision-making process | CO6 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Sandeep has just joined the Bangalore office of a New York based MNC. As part of his training, he will be spending 3 months in the US, but has already been assigned to a team with members in New York, Tokyo and Bangalore. Sarah, the New York based project manager, has scheduled a teleconference meeting for Tuesday. Sandeep will be travelling to Delhi to get his US visa over the meeting time. Here is their conversation:  Sarah: Can we do the teleconference tomorrow, 7 pm for you, or should we wait until you get back?  Sandeep: Better if we can wait, but I can do it if you like if it is necessary.  Sarah: Do you want to postpone it? Tell me, yes, or no?   1. What cultural and personality trait are influencing the communication? 2. What is Sarah likely to be thinking to get reply from Sandeep? 3. Was Sarah harsh in her approach? | CO6 | E | 20 |

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

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Define participants stand to gain a substantial understanding of key contemporary issues such as cross-cultural conflict |
| CO2 | Equip with appropriate negotiation skills required to be a successful cross-cultural communicator. |
| CO3 | Develop and know the challenges on cross-cultural issues |
| CO4 | Analyze the global business scenario |
| CO5 | Apply strategy formulation & implementation from multicultural contexts in business |
| CO6 | Implement successful cultural change phase |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 30 |  |  |  | **30** |
| CO2 |  |  | 10 |  | 20 |  | **30** |
| CO3 |  |  |  | 30 |  |  | **30** |
| CO4 |  |  | 30 |  |  |  | **30** |
| CO5 |  |  |  | 10 | 20 |  | **30** |
| CO6 |  |  | 10 |  | 20 |  | **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. | a. | Explain the scope of Corporate social responsibility. | CO1 | A | 10 |
|  | b. | Analyze the history of corporate social responsibility. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the extensive advantages that arise from implementing corporate social responsibility in a business. | CO2 | A | 10 |
|  | b. | Write Carroll’s model of social responsibility with illustration. | CO2 | C | 10 |
|  |  |  |  |  |  |
| 3. | a. | Determine the steps in developing corporate social responsibility programs. | CO3 | A | 10 |
|  | b. | Evaluate different eco-friendly strategies that companies have implemented in order to fulfill their corporate social responsibility. | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the importance of corporate social responsibility in the market place. | CO4 | A | 10 |
|  | b. | Examine the significance of integrating corporate social responsibility within the working environment. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. |  | Evaluate the corporate social responsibility initiatives of HUL and ITC. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Determine the role of a social worker with illustrations. | CO6 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Categorize the recognitions given for corporate social responsibility initiatives in India. | CO6 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Evaluate the role of Human resource professionals in corporate social responsibility. | CO3 | E | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Benetton has been in business for the past 40 years, starting as a family business in Italy in 1965. Presently, it operates as a multinational corporation with 7000 shops worldwide. Since the establishment of the united colours of Benetton company in 1984, their advertising has consistently provoked ethical debates and concerns. These advertisements have managed to shock, anger, and delight audiences in equal measures, presenting thought-provoking issues in an unconventional and artistic manner. However, there have also been instances where certain governments have banned their campaigns. Some critics argue that they cynically exploit social issues solely to promote clothing sales.  1. Examine the ethical implications of Benetton's global marketing advertising strategy. | CO6 | A | 20 |
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**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 |

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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 |  | 30 |  | 40 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 |  |  |  |  | 20 |  | 20 |
| CO6 |  |  | 40 | 20 |  |  | 60 |
|  | | | | | | | **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. | Evaluate the impact of an emotional intelligence training program within a corporate setting. | CO1 | E | 10 |
|  | b. | David, a 28-year-old software developer, is gearing up for a critical project demo to his company's executive team. He has invested substantial effort in developing a cutting-edge software application for months, and the success of the presentation could significantly impact his career and the company's future. As the day of the demo approaches, David senses the mounting pressure. When he stands before the executives, his body starts reacting to the emotional stress of the situation. How do the physiological and psychological responses of individuals under emotional stress, such as David in this case, impact their performance and decision-making in high-stakes professional settings like important client presentations?" | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Develop a model for emotionally intelligent communication in a healthcare setting, considering the needs of patients and healthcare providers. | CO1 | C | 10 |
|  | b. | Evaluate the effectiveness of social skills in building and maintaining interpersonal relationships within an organization. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Design a comprehensive training program that aims to enhance self-awareness and self-regulation in a corporate setting. | CO2 | C | 10 |
|  | b. | Evaluate the ethical considerations involved in using social skills to influence others in a leadership role. | CO2 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Elaborate on how emotional intelligence is used to apply disciplinary measures effectively while preserving employee morale and respect. | CO3 | A | 10 |
|  | b. | Evaluate the effectiveness of using standardized tests to measure emotional intelligence. What are the potential limitations and biases in such assessments? | CO4 | E | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyze the components of Emotional Quotient (EQ) and how they interrelate to form a comprehensive view of emotional intelligence. | CO4 | An | 10 |
|  | b. | Design a practical training program to develop emotional intelligence in a corporate setting. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Establish a comprehensive workplace stress reduction program that precisely addresses the root causes of managerial stress and delivers practical solutions. | CO5 | C | 10 |
|  | b. | Compare and contrast the different types of occupational stressors, categorizing them into environmental, organizational, and personal stressors. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Sarah, a highly experienced and well-respected nurse in a busy hospital, is known for her dedication and composure when dealing with critical medical situations. However, recently, her colleagues and supervisors have noticed significant changes in her behavior, sparking concerns about her well-being. These changes appear to be related to the increasing stress she's facing in her role.In the last few months, Sarah's colleagues and supervisors have observed multiple verbal and non-verbal indicators of stress in her behavior. Decide how the observations made by Sarah's colleagues be evaluated as indicators of stress. What criteria or factors should be considered in this evaluation? | CO5 | E | 10 |
|  | b. | Assess the effectiveness of different leadership styles in both stressful and non-stressful situations and what criteria would you use to determine their impact on team dynamics and performance? | CO6 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Evaluate the influence of stress on an individual's health-related behaviors, and what standards would you employ to gauge the success of stress management methods? | CO6 | E | 10 |
|  | b. | Develop an all-encompassing stress management program for a corporate environment that tackles the root causes of stress among managers and provides feasible solutions. | CO6 | C | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Lucas, an experienced HR director in a thriving international company, has been entrusted with the responsibility of overseeing the relocation of several team members to a new branch. The moves are part of the company's strategic expansion plans, designed to enhance overall operational efficiency. However, the relocation announcement has stirred significant emotional turbulence among the affected employees.  The Situation:  As Lucas initiates discussions with the affected employees regarding their upcoming relocations, he promptly notices the emotional strain the news has triggered. Some team members express heightened anxiety about the move, while others exhibit frustration related to leaving behind their existing roles and close colleagues. These employees have vocalized concerns about adapting to the new work environment and, notably, fear missing out on potential promotions and rewards.   1. Design a comprehensive communication strategy that HR directors like Lucas can employ to effectively address the emotional turmoil surrounding employee relocations during organizational expansion. 2. Describe the emotional challenges faced by employees and the strategies employed by HR to manage these challenges effectively. | CO3 | C | 20 |

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|  | **COURSE OUTCOMES** |
| CO1 | 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 | 10 | 30 |
| CO2 |  |  |  | 10 | 10 | 10 | 30 |
| CO3 |  |  | 10 |  |  | 20 | 30 |
| CO4 |  |  | 10 | 10 | 10 |  | 30 |
| CO5 |  |  |  | 10 | 10 | 10 | 30 |
| CO6 |  |  |  |  | 20 | 10 | 30 |
|  | | | | | | | **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. | Write notes on :   1. Foreign exchange transactions 2. Balance of payments | CO1 | U | 10 |
|  | b. | Explain the Nostro, Vostro and Loro accounts. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Mitigation of Risk Management in FOREX Business is to be effectively monitored and administered. Elaborate. | CO2 | A | 20 |
| 3. | a. | Explain the Foreign Rates Mechanism including different types of rates quoted in the FOREX business and the present scenario of exchange rate in our country | CO3 | U | 10 |
|  | b. | “Rupee is being gaining as a exchange of currency for the commodities”. Describe. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe the RBI guidelines for Authorized dealers. | CO4 | R | 10 |
|  | b. | Write Notes on Foreign Exchange Derivatives. | CO4 | R | 10 |
|  |  |  |  |  |  |
| 5. | a. | 1. If direct rate quote is Rs. 45/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   iii. Bid – Ask prices : Rs. 40 - 40.50 /US $ . Find the bid - ask spread  iv. Find out the bid rate if ask rate is Rs. 40.50/ US $ and the bid ask spread is 1.23 % | CO5 | An | 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. | a. | 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 0.2% for the sale transaction.  1 m 0750/0850  2 m 1800/1900  3 m 2750/28500 | CO6 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Export finance deals with Pre-shipment finance and Post shipment Finance. Elucidate | CO5 | An | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Rajani books a sales forward contract for USD 10,000 delivery 2nd month Assuming USD are quoted in the local market as under 72.54/74.25.  One month forward premium 0.1100/0.1300.  Two months forward premium 0.2350/0.2550.  Three months forward premium 0.3650/0.3800.   1. 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%   b) b) 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 | 10 | 10 |  |  |  |  | 20 |
| CO2 |  |  | 20 |  |  |  | 20 |
| CO3 |  | 20 |  |  |  |  | 20 |
| CO4 | 20 |  | 20 |  |  |  | 40 |
| CO5 |  |  |  | 40 |  |  | 40 |
| 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. | 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 7S Model. | 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 |
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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 |  | 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. | Describe the role of foreign trade policy for the economy of India? | CO1 | U | 10 |
|  | b. | Articulate your thoughts on why import and export business is  regulated by the government. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Differentiate between bilateral and multilateral trade agreements  with suitable examples. | CO2 | An | 10 |
|  | b. | Write a short note on TEE and export promotion council. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | What is the role of Export Promotion Councils in India? Name five EPCs of India. | CO3 | R | 10 |
|  | b. | What are the difficulties faced by SEZ in the recent years? Suggest measures to overcome these difficulties. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | What is trade prohibition? Write a short note on export  prohibitions and restrictions. | CO3 | U | 10 |
|  | b. | What is EPCG scheme? Explain its features. | CO3 | R | 10 |
|  |  |  |  |  |  |
| 5. | a. | Define duty drawback scheme. Discuss the methods through which it is implemented? | CO4 | An | 10 |
|  | b. | Examine the various shipping documents used for export and import business. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain the different export incentive schemes available for an exporter. | CO4 | A | 10 |
|  | b. | What is NFE? Discuss the guidelines to import second hand Capital goods. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Critically examine the functions of EOUs. How far it supports India’s export? | CO5 | E | 10 |
|  | b. | Propose a step-by-step plan to start an export business of spices. | CO5 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Write a short note on deemed exports, EHTPs, STPs, and BTPs. | CO5 | A | 10 |
|  | b. | Summarize the role of ECGC to support the exporter and importer in terms of credit guarantee. | CO5 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | The union government has started to examine the issues related to problems faced by the job working units in Tirupur Knitwear Cluster to avail duty benefits tinder Export Promotion Capital Goods (EPCG) Scheme for machinery import. The problems for the government industry started subsequent to an amendment in the Foreign Trade Policy that came into effect from July 1 last year (2015), mandating the job working units in printing, dyeing, and knitting and other segments to establish a direct link between machinery imported and the finished goods exported.  In clusters such as Tirupur, vertical integration of production capacities was not much and the units were spread out across the cluster, doing job work. In his petition to the government, Mr. S. Dhananjayan, a consultant and chartered accountant had pointed out that the said amendment had mandated the EPCG license holder to show documents such as copy of agreement entered between the license holder and the ultimate exporter undertaking to export the goods manufactured. Proof of dispatching goods from the license holder’s factory to the exporter’s firm and lorry receipt to show logistical movement, among others, to get the zero duty benefits for machinery import.  “Earlier, the exporter only has to show the job working units EPCG license number in the export document to enable the job working unit to get the duty benefits. The new compliance can be followed but the wrong interpretation by the officials concerned is creating a confusion,” he said, T.R. Srikanth, president of Tirupur Export Knit Printers Association, pointed out that after the amendment came into effect, the duty benefits were denied to many of the costly machines imported in the cluster.   1. What is the real problem that exist in the above case study? 2. How the documentation aspects need to be handled in getting benefits? 3. What is your suggestion to the government to solve the above issue? | | CO6 | C | 20 |

**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 | 10 |  |  | 10 |  |  | 20 |
| CO3 | 20 | 10 |  | 10 |  |  | 40 |
| CO4 |  | 10 | 20 | 10 |  |  | 40 |
| CO5 |  |  | 10 |  | 20 | 10 | 40 |
| CO6 |  |  |  |  |  | 20 | 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. | Enumerate the benefits of Containerization. Describe Rack, Reefer, Standard and Integrated Unit Containers in brief. | CO1 | R | 10 |
|  | b. | Describe FCL and record the operations to be handled by Logistics Control Tower. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Enumerate the importance and functions of liners and how they improve the logistical efficiency. | CO1 | R | 10 |
|  | b. | State the merits and demerits of the services of Container Liners and mention the products where Container Liners play an important role. | CO1 | R | 10 |
| 3. |  | Explain the benefits and Types of Bonded ware housing and substantiate your opinion on e-SANCHIT Portal. | CO2 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Summarize the features of Containers. | CO3 | U | 5 |
|  | b. | Interpret the factors influencing Multimodal Transport. Distinguish between Multimodal Transport and Intermodal Transport. | CO3 | U | 15 |
|  |  |  |  |  |  |
| 5. | a. | Predict the reasons for failure of stowage planning. | CO4 | A | 10 |
|  | b. | Explain the differences between Container terminals of Air Transports and Marine Transports. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Write short note on Importers and Exporters obligation in FCA, FOB, FAS and CPT. | CO5 | A | 10 |
|  | b. | Explain in detail the structural features of Cube Containers. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. |  | Compare and contrast the International Convention for Safe Containers 1972 (CSC) with other conventions related to cargo safety. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Assess the potential benefits and challenges of Industry 4.0 implementation in the packaging and containerization industry. | CO6 | E | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Read the following case and answer the questions given at the end:**  ABC Logistics is a leading global logistics company that specializes in managing the transportation and movement of goods for various industries. The company has a diverse portfolio of clients, including manufacturers, retailers, and import/export businesses. ABC Logistics handles a wide range of cargo, including perishables, consumer electronics, and industrial equipment.  The company is experiencing challenges related to container management within its supply chain operations. The company's clients have diverse requirements, including time-sensitive deliveries, specialized handling, and secure transportation. This company needs to optimize its container management processes to meet these demands efficiently while maintaining profitability.  ABC Logistics operates a vast fleet of containers. However, tracking the exact location and status of containers in real time has been a challenge. This lack of visibility has led to delays, disruptions, and increased operational costs. The company faces difficulties in selecting the right type of container for specific cargo and handling it efficiently. Inadequate container selection can lead to damaged goods, increased handling times, and additional costs.  Environmental sustainability is a growing concern in the logistics industry. ABC Logistics aims to reduce its carbon footprint by optimizing container routing and ensuring containers are used efficiently. ABC Logistics is committed to ensuring the highest level of customer satisfaction. However, operational challenges related to container management have sometimes resulted in delays, negatively impacting the company's reputation.  **Questions:**   1. What strategies can ABC Logistics implement to enhance real-time container tracking and visibility? 2. Develop a plan to improve its container selection and handling processes to minimize cargo damage and optimize resource utilization by ABC Logistics. 3. Formulate sustainable practices and strategies can ABC Logistics adopt to reduce its environmental impact while maintaining operational efficiency. 4. Speculate the measures to be taken by ABC Logistics to prevent delays and disruptions. | 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 | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 40 |  |  |  |  |  | 40 |
| CO2 |  | 20 |  |  |  |  | 20 |
| CO3 |  | 20 |  |  |  |  | 20 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 |  |  | 10 | 30 |  |  | 40 |
| CO6 |  |  |  |  | 20 | 20 | 40 |
|  | 40 | 40 | 30 | 30 | 20 | 20 | **180** |



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| **Course Code** | **21MS3067** | **Duration** | **3hrs** |
| **Course Name** | **INTRODUCTION TO LOGISTICS** | **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. | How does logistics play a role in local businesses? Provide examples. | CO4 | U | 10 |
|  | b. | Provide an overview of the evolution of integrated logistics. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Evaluate the challenges faced by the logistics industry due to the integration of Industry 4.0 technologies. | CO1 | An | 12 |
|  | b. | Given a local business scenario, outline a logistics plan that includes transportation, warehousing, and packaging. | CO2 | A | 8 |
|  |  |  |  |  |  |
| 3. | a. | Evaluate the merits and demerits of logistics from a sustainability perspective. | CO1 | E | 8 |
|  | b. | List and briefly describe the types of logistics solutions, including 3PL, 4PL, and 5PL. | CO2 | R | 12 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | How are transportation, warehousing, and packaging related in logistics? | CO3 | U | 10 |
|  | b. | Compare and contrast the roles of transportation, warehousing, and packaging in logistics. | CO6 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Create a logistics positioning strategy for a company looking to expand its market reach. | CO3 | A | 10 |
|  | b. | Critically assess the role of logistics in local and international businesses, emphasizing its impact on profitability. | CO2 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | List and explain the merits and demerits of logistics. | CO3 | R | 10 |
|  | b. | Explain how logistics strategy is different from logistics planning. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Assess the effectiveness of different logistics strategies in improving business operations. | CO5 | An | 12 |
|  | b. | Develop a supply chain relationship strategy for a company involved in international business. | CO4 | A | 8 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Analyze the effectiveness of different logistics positioning strategies in gaining a competitive edge. | CO6 | E | 10 |
|  | b. | Describe the key concepts in logistics theories. | CO4 | R | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Design a comprehensive logistics plan for a multinational company expanding into new markets, incorporating transportation, warehousing, and packaging strategies. | CO3 | Cr | 10 |
|  | b. | Develop a cutting-edge logistics strategy utilizing Industry 4.0 technologies and provide a step-by-step implementation plan. | CO5 | Cr | 10 |

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

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|  | **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 the supply chain’s plan, delivery, and customer management functions. |
| CO6 | Synthesize decisions affecting the supply chain’s plan, source, and functions. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 |  |  | 12 | 8 |  | 30 |
| CO2 | 12 |  | 8 |  | 10 |  | 30 |
| CO3 | 10 |  | 10 |  |  | 10 | 30 |
| CO4 | 10 | 10 | 8 |  |  |  | 28 |
| CO5 |  | 10 |  | 12 |  | 10 | 32 |
| CO6 |  | 10 |  | 10 | 10 |  | 30 |
|  | | | | | | | **180** |



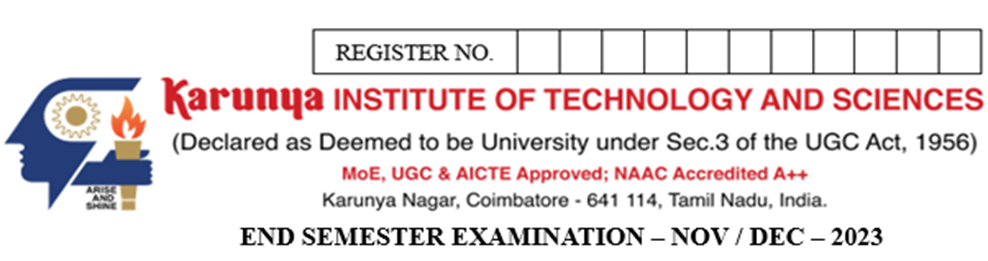
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| **Course Code** | **21MS3068** | **Duration** | **3hrs** |
| **Course Name** | **WAREHOUSING AND FACILITIES MANAGEMENT** | **Max. Marks** | **100** |

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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 types of warehouses with their relative advantages and disadvantages. | CO1 | R | 10 |
|  | b. | Examine Soft Measures and Balanced Score Card in Warehousing Performance Measure. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the Fluid Flow Models of Materials flow with suitable Illustration. | CO2 | U | 10 |
|  | b. | A warehouse receives 40 vehicles per day, 30 pallets per load with a pallet size of 1.2 metres by 1.0 metres and it takes 30 minutes per load to unload and 15 minutes per load to check and it operates an eight-hour shift. Estimate the required Pallet Floor space in Sq. meter. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. |  | “Pareto Analysis is based on 80-20 rule”- Discuss the statement. Explain the steps involved in Pareto Chart using sample data. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Predict the impact of Online Sales on Customer Service with suitable examples. | CO3 | A | 10 |
|  | b. | Examine the impact of Online sales on cost with industry examples. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Explain Sourcing in relation to Supply Chain Management. | CO4 | An | 10 |
|  | b. | Estimate the key sourcing-related processes with suitable illustration. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | The warehouse is the right platform for launching Internet of Things projects and validating the opportunities of the technology. Categorize the most prominent technologies used for smart warehousing. | CO6 | An | 10 |
|  | b. | Critically examine the benefits of implementation of IoT in warehouses with suitable examples. | CO6 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Summarize the working principle of IIoT with benefits. Compare IIoT with IoT. | CO6 | E | 10 |
|  | b. | Voice-directed warehousing is a proven process for increasing efficiency and accuracy of pickers in warehouses or distribution centers. - Defend the statement with working principle and benefits of voice picking. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Interpret various technologies coming under Automatic Identification (Auto-ID) Technology with industry examples. | CO5 | U | 20 |
| **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 Cambridge has become a trademark of gents clothing. Initially, the company started marketing quality shirts for the common man at an affordable price. The concept of the company was “offer better products at a cheaper price”. The strategy clicked. There was a boom in sales and Cambridge shirts became a rage with the general public.  But, over the years, the Company wanted to increase its market segment. It, therefore, began offering clothing for both, the middle as well as the higher-level income groups of gents customers. Buoyant with their success, Cambridge expanded their product range to include pants, trousers, shirts and other accessories.  The basic philosophy of the company is outsourcing. The cloth, thread and other materials are supplied by Cambridge to the garment factories. The labour required is also outsourced.  But outsourcing brought in various problems. Cambridge did appoint its own quality control personnel to ensure the requisite quality of the finished products offered to the customers. But, the expertise and the experience of the quality control inspectors were questionable. The company heavily depended upon them to ensure the quality.  The products required by the customers are produced in standard, acceptable sizes. They were produced in bulk to economy of scale in production. But whether all the goods produced in such large scale would be sold with definitely was in doubt. It was a risk, since customers tastes change rapidly. What is of value today for a customer, maybe absolutely useless tomorrow.  In all, there are about 20 company-owned outlets spread over the city and suburbs of Mumbai. The stocks at these outlets are replenished by the central stores of the company as per the demand and the forecasts made by these outlets. Sometimes, delays in the delivery of supplies occur due to unforeseen inadequacy of stocks. The company has its own fleet of tempos to deliver the finished products. In fact, these tempos are used for both, inbound as well as outbound activities. Presently, the tempos are handling more than 50 stock keeping units.  SKUs of various gents attire enjoy a strong brand image which the company has built. But fierce competition is making it extremely difficult to maintain the sales. But Cambridge believes that their strength lies in their quality. This, they believe, will ward off the threat from its competitors.  **Questions:**   1. Anticipate the various factors that have contributed to the growth of Cambridge 2. Express various reasons which have enabled the company to keep its prices low. 3. In the context of future looming threats, propose the strategies which the company must adopt to stay in the market 4. Speculate whether the company should replace their tempos with trucks having a larger capacity. | CO6 | E | 20 |

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

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

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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 |  | 20 | 20 |  |  |  | 40 |
| CO4 |  |  |  | 20 |  |  | 20 |
| CO5 |  | 20 |  |  | 10 |  | 30 |
| CO6 |  |  |  | 20 | 10 | 20 | 50 |
|  |  |  |  |  |  |  | **180** |



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| **Course Code** | **21MS3069** | **Duration** | **3hrs** |
| **Course Name** | **FREIGHT TRANSPORT OPERATIONS MANAGEMENT** | **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. | 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. | Critically assess the challenges faced by freight transport operations in handling cross-border shipments, considering customs regulations, documentation requirements, and geopolitical factors. | CO1 | Ev | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | How can the implementation of 5S principles, Six Sigma concepts, and adherence to ISO standards improve the efficiency and quality of logistics operations within a distribution center? | CO2 | A | 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. | Critically assess the challenges faced in implementing iterative design for large-scale projects, considering factors like coordination, communication, and resource allocation. | CO3 | Ev | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the 7 basic tools of quality management and how these tools are used to enhance the freight transport operations management. | CO4 | U | 10 |
|  | b. | List the key benefits of using Time and Motion Studies in logistics operations. How can these studies help organizations improve their processes in logistics? | CO4 | R | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyze a case study where the implementation of multimodal transport reduced transportation costs and improved delivery reliability. Identify the key factors contributing to the success. | 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. | Apply the principles of green fleet management to optimize vehicle maintenance schedules and reduce environmental pollution. | CO5 | A | 10 |
|  | b. | Explain how Industry 4.0 technologies facilitate interoperability between different components of freight operations, such as vehicles, warehouses, and tracking systems. | CO5 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | 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 |
|  | b. | Describe how GPS technology enhances cargo and vehicle security by providing real-time tracking and geofencing capabilities. | CO6 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain 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 |
| **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.  **Question:**  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 | 20 |

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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 |  | 10 |  |  | 10 |  | 20 |
| CO2 |  | 10 | 10 |  |  |  | 20 |
| CO3 |  |  |  | 10 | 10 |  | 20 |
| CO4 | 10 | 10 |  |  |  |  | 20 |
| CO5 |  | 20 | 20 |  |  |  | 40 |
| CO6 |  | 20 | 20 | 20 |  |  | 60 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3072** | **Duration** | **3hrs** |
| **Course Name** | **SUPPLY CHAIN 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. | If a company operates in multiple geographic regions, what logistics strategies could it employ to enhance its supply chain? | CO1 | A | 10 |
|  | b. | Analyze the potential risks associated with global sourcing in procurement and how these risks can be mitigated? | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Evaluate the effectiveness of supplier consolidation in reducing procurement costs, considering both advantages and potential drawbacks. | CO1 | E | 10 |
|  | b. | Why is it essential to address external failure costs in supply chain management? | CO1 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Define aggregate planning and explain the primary goal of aggregate planning in supply chain management. | CO2 | U | 10 |
|  | b. | Describe the difference between leading and lagging capacity planning strategies. | CO2 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe the influence of demand forecasting to improve the operational efficiency in supply chain management. | CO2 | U | 10 |
|  | b. | Analyze a real-life scenario and make a "Make or Buy" decision based on cost considerations. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Assess the impact of supplier location on supply chain efficiency, considering both advantages and disadvantages. | CO3 | E | 10 |
|  | b. | Develop a set of criteria for supplier evaluation and selection that aligns with a company's commitment to sustainability and social responsibility. | CO3 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Can you explain how suppliers influence the overall supply chain performance? | CO3 | A | 10 |
|  | b. | Explain the importance of building strong relationships with suppliers for business success. | CO3 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain the Key Performance Indicators (KPIs) utilized in QS Surveys within the context of Supply Chain Management. | CO4 | R | 10 |
|  | b. | Discuss the integrated nature of ERP systems and their impact on organizational processes. | CO4 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Describe the structure and components of a cause and effect diagram and provide examples of where it can be applied. | CO5 | U | 10 |
|  | b. | Examine the opportunities and competitive advantages offered by smart factories. | CO5 | R | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Safe Express Logistics is a mid-sized logistics company specializing in the transportation and distribution of consumer goods. The company operates in a competitive market where efficiency and cost-effectiveness are critical for success.  Challenge:  Safe Express Logistics is facing challenges in optimizing its supply chain operations. The company has experienced delays, increased costs, and occasional stockouts. The management team is concerned about the impact on customer satisfaction and the overall competitiveness of the company.  Enhance supply chain efficiency to reduce lead times and transportation costs.  Minimize stockouts and improve overall inventory management.  Streamline communication and collaboration with suppliers to ensure timely deliveries.  Questions:   1. What steps can Safe Express Logistics take to enhance the efficiency of its supply chain operations? 2. Identify and discuss two key performance indicators (KPIs) that Safe Express Logistics should monitor to measure the effectiveness of its supply chain improvements. 3. Suggest strategies for Safe Express Logistics to minimize stockouts and better manage its inventory. 4. How can implementing just-in-time (JIT) principles benefit Safe Express Logistics in terms of inventory control? 5. Discuss the importance of collaboration with suppliers in optimizing the supply chain. | CO6 | C | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | 1. Describe the basics of logistics management for the efficiency in performance. |
| CO2 | 2. Restate the exploring global logistics market. |
| CO3 | 3. Classify the fundamental supply chain management concepts. |
| CO4 | 4. Examine and manage an effective supply chain. |
| CO5 | 5. Justify the management of a supply chain with corporate goals and strategies. |
| CO6 | 6. Plan and improve supply chain processes. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 | 10 |  | E |  | 40 |
| CO2 | 10 | 20 |  | 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** | **21MS3074** | **Duration** | **3hrs** |
| **Course Name** | **PURCHASING AND STRATEGIC SOURCING** | **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 basic purchasing process in detail. | CO1 | U | 10 |
|  | b. | Discuss the types of purchases in detail. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Write the difference between supply chain and value chain. | CO1 | C | 10 |
|  | b. | Discuss the four enablers of purchasing and supply chain management. | CO1 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | Analyze the key criteria and the process that organizations should consider when selecting suppliers. | CO2 | An | 10 |
|  | b. | Describe in detail about the advantages and disadvantages of global sourcing. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 4. | a. | Analyze the concept of value as it relates to value analysis. Provide examples of how an organization can increase value to itself or to its customers. | CO2 | An | 10 |
|  | b. | Illustrate some of the difference between TQM and Six Sigma quality assurance approaches. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Devise the role of Demings 14 points in managing supplier quality. | CO3 | C | 10 |
|  | b. | Write down the process of negotiation and sketch the merits and demerits of negotiation. | CO3 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Identify the various types of unethical purchasing behavior of a professional buyer. | CO3 | R | 10 |
|  | b. | Assess how organizations can effectively use cost management strategies to achieve cost savings and improve their financial performance? | CO3 | C | 10 |
|  |  |  |  |  |  |
| 7. | a. | Write the meaning of a lean supply chain? Explain the primary elements of a lean supply chain. | CO4 | C | 10 |
|  | b. | Discuss the major emerging e sourcing tools and the impact they will have on the supply management function in the future. | CO4 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Analyze and write down some of the primary skills that is required for a purchasing and supply manager in this today’s market scenario. | CO5 | An | 10 |
|  | b. | Write down the list of major documents that are covered in a suit of e procurement software tools | CO4 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | **The Body Shop® – Social and Environmental concerns, the only way to do business**  The Body Shop International plc® is a global manufacturer and retailer of naturally inspired, ethically produced beauty and cosmetics products. It was founded in the UK in 1976 by Dame Anita Roddick, having now over 2,400 stores in 61 countries, with a range of over 1,200 products. Several companies, including The Body Shop® are purchasing lighter weight or reduced packaging to contain their products, which significantly reduces product packaging volume, saves money, and reduces impacts on solid waste disposal systems. As other manufacturers focus efforts on avoiding or reducing smaller sets of specific chemicals, The Body Shop®, avoids the use of polyvinyl chloride (PVC), a common plastic resin, out of concern for the dioxins produced as part of the manufacturing process and for the potential adverse health effects from chemicals routinely added to the plastic to improve performance.   As part of its social and environmental objectives, The Body Shop® attempts to avoid the use of animal‐derived ingredients and petroleum‐based and synthetic chemicals whenever possible. Every product, however, must meet stringent performance requirements, which sometimes requires the use of chemicals it would otherwise avoid. For example, The Body Shop® uses synthetic musk and whale oils because it believes the synthetic alternatives are more environmentally preferable than the natural alternatives, which would involve destroying the animals from which the oils would be collected.   The Body Shop® also compared the environmental impacts associated with biodegradable and recyclable product packaging. While biodegradable packaging sounded environmentally preferable, the company determined that most biodegradable products will only degrade in very specific conditions and that those conditions are not likely to occur in modern landfills. Other biodegradable products degrade into potentially hazardous constituents. After examining the available biodegradable packaging alternatives, the company decided not to use biodegradable packaging but to continue providing its products in refillable and recyclable containers. The Body Shop®’s Ethical Audit and Environmental Departments developed a ratings system to evaluate existing and potential suppliers. Suppliers are evaluated on a number of environmental and social justice criteria and rated on a scale from one to five stars. Vendors with higher ratings receive a larger percentage of The Body Shop’s business.   While doing all of this, The Body Shop® also strives to protect the planet and the people who depend on it — not because it's fashionable, but based on the belief that it's the only way to do business. | CO6 |  |  |
| 9 | b. | Case study Questions   1. From the above-mentioned case study write some of challenges or criticisms that The Body Shop faces due to its supply chain and purchase management practices. 2. The Body Shop avoids using certain chemicals oils. Justify these choices, considering its environmental and ethical goals. | CO6 | C | 10  10 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Describe the purchasing operations and its structure |
| CO2 | Explain the possibilities of effective strategic outsourcing analysis; and |
| CO3 | Classify the quality of strategic outsourcing and its process |
| CO4 | Identify requests for proposals, quotations and tenders, including e-procurement. |
| CO5 | Prioritize a wide variety of strategic sourcing and procurement tools and techniques. |
| CO6 | Synthesize risk analysis and evaluate submissions |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 20 | 10 |  |  |  | 10 | 40 |
| CO2 |  | 10 |  | 20 |  |  | 30 |
| CO3 | 10 |  |  | 10 |  | 30 | 50 |
| CO4 |  | 10 |  |  | 10 | 10 | 30 |
| CO5 |  |  |  | 10 |  |  | 10 |
| CO6 |  |  |  |  |  | 20 | 20 |
|  | | | | | | | **180** |



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| **Course Code** | **21MS3075** | **Duration** | **3hrs** |
| **Course Name** | **ENTERPRISE RESOURCE PLANNING** | **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 steps involved in the ERP implementation process. Why is it important to follow a structured approach? | CO1 | An | 10 |
|  | b. | What are the advantages and disadvantages of implementing an ERP system in an organization? | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | How can ERP systems support supply chain management, and what benefits does this integration bring to a company? | CO2 | An | 10 |
|  | b. | Discuss the role of ERP in financial management and accounting. How does it enhance financial reporting? | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Describe the different types of ERP deployment options, such as on-premises, cloud-based, and hybrid, and outline the advantages and disadvantages of each. | CO3 | U | 10 |
|  | b. | How can ERP systems facilitate better inventory management in a manufacturing company, and what impact does this have on overall efficiency? | CO2 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Discuss the importance of data analytics in ERP systems and how businesses can leverage ERP data to make informed decisions. | CO5 | An | 10 |
|  | b. | How can ERP systems enhance customer relationship management (CRM) and help organizations provide better customer service and support? | CO5 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Describe the concept of data migration in the context of ERP implementation. What are the key steps to ensure a successful data migration process? | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | How can ERP systems contribute to sustainability and environmentally friendly practices in a business? Provide examples of how ERP supports sustainability initiatives. | CO6 | A | 20 |
|  |  |  |  |  |  |
| 7. | a. | Discuss the significance of business process reengineering (BPR) in ERP projects. Provide examples of how BPR can drive operational improvements. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explore the impact of mobile ERP on businesses. How can mobile ERP applications improve productivity and accessibility for users? | CO6 | E | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | You are a project manager tasked with implementing an ERP system for a large multinational corporation. The organization has multiple subsidiaries in different countries. Analyse and explore the challenges and strategies involved in rolling out a global ERP solution across diverse locations. | CO3 | E | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Describe the ERP models and information flows underlying the ERP software. |
| CO2 | Discuss how integration works in an enterprise system, and the linkages with organizational processes. |
| CO3 | Examine the basic principles and issues behind the ERP system design and configuration. |
| CO4 | Identify the issues involved in ERP implementation. |
| CO5 | Assess the benefits, risks and people behind ERP product. |
| CO6 | Construct the integration of various business modules in ERP. |

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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 | - | - | 30 |
| CO3 | - | 10 | - | - | 20 | - | 30 |
| CO4 | - | - | - | 20 | - | - | 20 |
| CO5 | - | - | 30 | 10 | - | - | 40 |
| CO6 | - | - | 20 | - | 20 | - | 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. |  | How does digital marketing differ from traditional marketing? Discuss the dimensions that facilitate digital transformation in post Covid era. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Discuss merits and demerits of search engine marketing for a startup company by listing out implications. | CO2 | A | 20 |
|  |  |  |  |  |  |
| 3. |  | 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. | CO3 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | “Social media marketing has transformed the way businesses are able to influence consumer behavior - from promoting content that drives engagement to extracting personal data that makes messaging resonate with users.” Justify the statement below and elucidate how SMM can enhance brand exposure and reach through proper planning and implementation. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 5. |  | Exemplify the means through which social media communication mix can be used to the advantage of a Service offering company. | CO6 | U  A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Comment on Customer engagement strategies being deployed in social media with pertinent examples from current scenario. | CO1 | U | 20 |
|  |  |  |  |  |  |
| 7. |  | Enumerate various Social media metrics available to an Entertainment company engaged in Social media promotions. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | How do Search Engines work? Discuss the major factors that decide the success of search engines optimization. | CO4 | An | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | A digital strategy forms an integral part of the overall business’ strategy. A good digital strategy should be well informed, targeted, focused and realistic. Keeping this in mind prepare an effective Digital Marketing Plan for an International Business School. | CO6 | E  C | 20 |

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|  | **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 | 0 | 20 | - | 20 | - | - | 40 |
| CO2 | - | - | 20 | - | - | - | 20 |
| CO3 | - | - | - | - | 20 | - | 20 |
| CO4 | - | - | - | 40 | - | - | 40 |
| CO5 | - | - | - | 20 | - | - | 20 |
| CO6 | - | 10 | 10 | - | 10 | 10 | 40 |
|  | | | | | | | **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. | Explain the Key elements of a strong product concept adopted in the market. | CO1 | U | 10 |
|  | b. | Discuss the different levels of Product. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Mrs. Sabeetha started a new venture of manufacturing wireless flexible keyboard. Suggest her list of factors that Contribute to the Success of her New Product. | CO1 | A | 10 |
|  | b. | Analyze the different dimensions of a product that is mandatory to market it. | CO1 | An | 10 |
|  |  |  |  |  |  |
| 3. |  | What is Focus group? Explain the main pillars of a focus group. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Guru steels a newly started company needs to have focus group to discuss and review the company sales. Suggest them the methods to conduct a focus group. | CO2 | Cr | 20 |
|  |  |  |  |  |  |
| 5. |  | Explain various essential elements of product management strategy. | CO3 | An | 20 |
|  |  | (OR) |  |  |  |
| 6. |  | Launching a product needs a plan for its success. Evaluate the key parts to a product launch. | CO3 | E | 20 |
|  |  |  |  |  |  |
| 7. | a. | Explain the steps to build a successful brand. | CO4 | An | 10 |
|  | b. | Discuss the various factors Affecting Brand Value. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Analyze the different ways to measure the brand equity. | CO5 | An | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | RKG Ghee was one of the leading marketer of Ghee in Tamilnadu. It lost its brand due to family issue. Mr. Naveen is the new CEO of this company and they wants to develop their business by producing other dairy related products. Since RKG brand lost its name Mr. Naveen like to have new branding for the proposed business. Kindly suggest him various strategies of branding a product. | CO6 | An | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Examine strategies on product assortment decisions |
| CO2 | Understand the New Product development process |
| CO3 | Analyse the crux of Concept testing procedures |
| CO4 | Apply strategic courses available before a brand manager |
| CO5 | Develop the premises for Brand building leading to Brand Equity |
| CO6 | Create bases for Global Branding framework |

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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 |  |  |  | 20 |  | 20 | 40 |
| CO3 |  |  |  | 20 | 20 |  | 40 |
| CO4 |  |  |  | 20 |  |  | 20 |
| CO5 |  |  |  | 20 |  |  | 20 |
| 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. | Explain the significance of consumer behavior in marketing. | CO1 | A | 10 |
|  | b. | Explain the principles of consumer behavior in detail. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Write down the various phases of consumer behavior. | CO2 | C | 10 |
|  | b. | Explain the consumer decision-making pre-purchase process by providing relevant instances. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Examine the pros and cons of consumer purchasing in the field of electronic commerce. | CO3 | A | 10 |
|  | b. | Analyze the factors influencing consumer store selection. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Determine the role of opinion leaders and their impact on consumer decision-making. | CO4 | A | 10 |
|  | b. | Generalize the family life cycle with illustrations. | CO4 | C | 10 |
|  |  |  |  |  |  |
| 5. |  | Explain the responsibilities of consumers and differentiate between a consumer and a customer. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Facilitate the consumption patterns of people from different cultures and nationalities. | CO6 | C | 20 |
|  |  |  |  |  |  |
| 7. |  | Evaluate how consumer’s purchasing decisions are influenced by their self-image. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Examine the influence of gender on family decision-making. | CO4 | A | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Giorgio Beverly Hills has built a highly successful business around their signature scent, Giorgio perfume, which is the best-selling fragrance in the United States. In order to target a slightly older demographic (ages 25 to 54), the company developed a new, milder fragrance brand called Red. The brand was given its name because the packaging featured a prominent red color, but it also incorporated hints of purple and gold to give it a festive, elegant, and high-end feel. Consumer response to Red was overwhelmingly positive, with sales reaching an impressive 90 million in its first year. As a result, Red quickly rose to the number one fragrance position, while Giorgio continued to be a top seller as well.  1. Determine the extent to which brand and self-image issues play a central role in the success of Red. | CO5 | A | 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 |  |  | 20 |  |  |  | 20 |
| CO2 |  |  | 10 |  |  | 10 | 20 |
| CO3 |  |  | 10 | 10 |  |  | 20 |
| CO4 |  |  | 30 |  |  | 10 | 40 |
| CO5 |  |  | 40 |  | 20 |  | 60 |
| CO6 |  |  |  |  |  | 20 | 20 |
|  | | | | | | | **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** | | **Course Outcome** | **Bloom’s Level** | **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 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 the 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, prepare a market research report that 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 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. | Describe the significance of market segmentation in sales and marketing. Provide an example of how market segmentation can be effectively utilized by a sales team to target specific customer groups and enhance sales performance. | CO6 | U | 10 |
|  | b. | Explain the types of conflict arise in the distribution channels and their causes. Suggest what can be done to resolve conflict situation. | CO6 | R | 10 |
| **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.   * It introduced recycling programme to do away the objection of the environment conscious consumers. * It increased its promotion and advertising programme and emphasized that its cameras were capable of taking quality pictures. * 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. * 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. * 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** | **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 framework for analyzing how promotion fits into an organization’s marketing program through Marketing and Promotions Process Model. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | State 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? | CO2 | U | 20 |
|  |  |  |  |  |  |
| 3. | a. | Evaluate the DAGMAR model developed by Russell Colley's and state its implications for determining the goals of an advertising campaign and gauging its effectiveness. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Discuss the benefits and challenges of using a comparative advertising message. Why do you think more high-profile companies or brands such as Mercedes Benz, and Jaguar are choosing to use comparative ads? | CO2 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Some advertising creatives argue that the distinction between rational and emotional advertising is irrelevant since nearly all advertising includes aspects of both. Evaluate this argument. | CO2 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | A certain target audience may not have been adequately reached by traditional media, such as TV, newspaper, radio, etc., to act upon their messages. Which media might have access to them? Explain with examples. | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. | a. | Explain what is meant by BDI and CDI. How do advertisers use these indices in their media planning? | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Discourse the role of ethics in advertising and promotion. How do ethical considerations differ from legal considerations in developing an integrated marketing communications program? | CO6 | An | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Develop an Integrated Marketing Communication plan for a product of your choice and explain in detail the strategies to implement it effectively. | CO3 | C | 20 |

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

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Understand and evaluate the role of marketing communications within the overall marketing strategy of an organization. |
| CO2 | Analyze target audiences and develop effective marketing messages for specific market segments. |
| CO3 | Design integrated marketing communications plans that align with organizational objectives and target audience preferences. |
| CO4 | Evaluate and select appropriate media platforms for delivering marketing messages. |
| CO5 | Measure and analyze the effectiveness of marketing communications campaigns using relevant metrics and tools. |
| CO6 | Demonstrate ethical considerations and cultural sensitivity in marketing communications practices. |

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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 | 20 | - | 60 |
| CO3 | - | - | - | - | - | 20 | 20 |
| CO4 | - | - | 20 | - | - | - | 20 |
| CO5 | - | 20 | - | - | 20 | - | 40 |
| CO6 | - | - | - | 20 | - | - | 20 |
|  | | | | | | | **180** |



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| --- | --- | --- | --- |
| **Course Code** | **22MS3006** | **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. | | a. | Discuss the role of micro finance as a tool for alleviating poverty. | CO1 | U | 10 |
|  | | b. | Analyse the causes for failure of poverty alleviation programmes in India. | CO1 | An | 10 |
|  | |  | **(OR)** |  |  |  |
| 2. | | a. | Explain the objectives of NABARD in alleviating rural poverty. | CO2 | An | 10 |
|  | | b. | Illustrate the role of cooperative banks in agricultural credit in India. | CO2 | A | 10 |
|  | |  |  |  |  |  |
| 3. | | a. | “Micro finance Institutions emerging as important sector of rural development”- Explain in detail. | CO3 | An | 10 |
|  | | b. | Summarize the role of SHG in entrepreneurship development. Analyse its impact on rural development. | CO3 | An | 10 |
|  | |  | **(OR)** |  |  |  |
| 4. | | a. | Summarize various challenges and risks faced by micro finance institutions. | CO4 | E | 10 |
|  | | b. | “Micro insurance plans are ideal for people who earn a low annual income and have minimal savings” - Justify this statement. | CO4 | E | 10 |
|  | |  |  |  |  |  |
| 5. | | a. | Explain the key aspects of securitization? Evaluate its need in India. | CO4 | E | 10 |
|  | | b. | Explain the importance of CRISIL in relevance to Securitisation. | CO4 | An | 10 |
|  | |  | **(OR)** |  |  |  |
| 6. | | a. | Analyze the role of e-governance in rural development and explain the challenges in implementing E Governance in rural areas. | CO5 | An | 10 |
|  | | b. | Explain CRISIL’s criteria for evaluation of MFI rating. | CO5 | An | 10 |
|  | |  |  |  |  |  |
| 7. | | a. | Assess the main factors that affects the microfinance performance. Analyse the impact on rural development. | CO3 | An | 10 |
|  | | b. | Illustrate how microfinance support entrepreneurship and small businesses. | CO3 | A | 10 |
|  | |  | **(OR)** |  |  |  |
| 8. | | a. | Categorize the government initiatives for rural development. | CO1 | An | 10 |
|  | | b. | Summarize the applications of discriminant analysis in credit assessment of MFIs. | CO4 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | | |
| 9. | a. | | A large international air carrier has collected data on employees in three different job classifications: 1) customer service personnel, 2) mechanics and 3) dispatchers. The director of Human Resources wants to know if these three job classifications appeal to different personality types. Each employee is administered a battery of psychological test which include measures of interest in outdoor activity, sociability and conservativeness. The data used 244 observations on four variables. The variables include three continuous, numeric variables (outdoor, social and conservative) and one categorical variable (job) with three levels: 1) customer service, 2) mechanic and 3) dispatcher.   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Eigen Values** | | | | | | Function | Eigen value | % of Variance | Cumulative % | Canonical Correlation | | 1 | 1.081 | 77.1 | 77.1 | .721 | | 2 | .321 | 22.9 | 100 | .493 |  |  |  |  |  | | --- | --- | --- | --- | | **Functions at Group Centroids** | | | | | Job | 1 | 2 | Difference | | Customer Service | -1.219 | -0.389 | -0.83 | | Mechanic | 0.107 | 0.715 | -0.608 | | Dispatch | 1.42 | -0.506 | 1.926 |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Wilks' Lambda** | | | | | | Function(s) | Wilks' Lambda | Chi-square | df | Sig. | | 1 | .364 | 242.55 | 6 | .000 | | 2 | .757 | 66.72 | 2 | .000 |   Using the above information evaluate the following to discriminate the observations:   1. Group Centroids for each job separately and also on the total observations 2. Opine on the reflection from Wilk’ Lambda 3. Taking the Eigen value and the Canonical Correlation into consideration, explain in detail the significance of the values in the 244 observations in %. | CO6 | E | 20 | |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Classify the promotional microfinance activities. |
| CO2 | Remember the history of problems and issues pertaining to microfinance. |
| CO3 | Apply knowledge in utilizing the micro credit services. |
| CO4 | Analyze the SHG growth and development. |
| CO5 | Evaluate existing rural and urban credit structures. |
| CO6 | Appraise the micro finance institution performance. |

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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 |  |  | 10 | 10 |  |  | 20 |
| CO3 |  |  | 10 | 30 |  |  | 40 |
| CO4 |  |  |  | 10 | 40 |  | 50 |
| CO5 |  |  |  | 20 |  |  | 20 |
| CO6 |  |  |  |  | 10 |  | 20 |
|  | | | | | | | **180** |



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| --- | --- | --- | --- |
| **Course Code** | **22MS3007** | **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 | U | 10 |
|  | b. | Elucidate the features and constituents of Indian Financial System. | CO1 | R | 10 |
|  |  | (**OR)** |  |  |  |
| 2. | a. | Explain Treasury Bill market in our country. | CO3 | A | 8 |
|  | b. | RBI had called quotes for Rs. 20000 crores 91 days treasury bill . Following banks quoted as follows:  FB 500 crores @ 6.11 %  BOI 400 crores @ 6.23 %  SBI 1000 crores @ 5.58 %  PNB 300 crores @ 5.99 %  UBI 200 crores @ 6.10 %  SIB 500 crores @ 6.25 %  RBI declared the cut off rate as 6.10 %. Which of the above banks will get the Treasury Bills and the reason therefor. | CO3 | An | 12 |
| 3. | a. | Explain in detail the digital transformation of our Payment and Settlement System. | CO5 | U | 10 |
|  | b. | Our Automated Payment and Settlement System is very effective and is functioning well. Elaborate the mode of operation of RTGS including its technological system and fund settlement. | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Explain:   1. Small finance banks 2. Private Sector banks 3. Payment Banks 4. Foreign Banks | CO4 | R | 20 |
| 5. | a. | What do you mean by the term credit rating? Which are the leading credit Rating Agencies of our country approved by RBI? Also discuss the Rating Symbols. | CO6 | A | 10 |
|  | b. | Joseph Stiglitg, when he was the chief economist for the World Bank, stated:  “Improvements in secondary markets do not necessarily enhance the ability of the economy either to mobilize savings or to allocate capital”. Elucidate. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Stock exchanges provide the linkages between the savings in the house hold sector and the investment in corporate sector. Explain | CO2 | U | 10 |
|  | b | Write notes on:   1. Bonus shares 2. Private Placement 3. Convertible debentures | CO2 | A | 10 |
| 7. | a. | Explain the functions and objectives of Money Market | CO3 | R | 10 |
|  | b. | List out the various types of instruments available in our Money Market with suitable examples | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Discuss the importance and growth of Factoring business in our country. How does it differ from Forfaiting | CO6 | A | 8 |
|  | b. | A firm furnishes you the following details:  Sales Rs. 200,00,000  Credit Sales 75 %  Average collection Perio 60 days  Estimated bad debts 1 % of credit sales.  Current spending on cash administration Rs. 200,000  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 20 % advise the firm whether to go for the factoring option or not.  Set up year calculations assuring 360 days a year. | CO6 | An | 12 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | **BUSINESS ETHICS**    Amitab reported to USB branch as a Probationary officer (2020 batch) for his General Banking training. He had joined the bank in 2020 as an Assistant Manager after completing his B Tech graduation. His dream of becoming an officer in Bank in India finally came true when he cleared the Probationary Officer exam and interview in 2019.  XYX branch was a semi urban branch headed by a Chief Manager, approximately 800 kilometres away from his home town and Amitab knew that he could visit his home and parents, probably only once in a month.  The Chief Manager once advised him – “ Amitab, you are an officer, why are you getting so close and friendly with the award staff? Can’t you keep your dignity?” It was quite surprising for Amitab as he always wanted to be a team member and work as a team.  One day the Chief Manager called Amitab to his cabin and asked him to be seated. He informed Amitab 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 Amitab 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.  Amitab 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.” Amitab was shocked and he wondered if this was the way banking is to be done- What about our banking ethics?  Amitab 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, Amitab was in his seat transferring funds through RTGS for a customer, when he heard someone shouting at one of the Single Window Operators (SWO). A few minutes later, the SWO brought the shouting customer to Rajesh 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. He was furious and wanted to know how money could be debited from his account without informing him. The other customers in the banking hall were looking at them and Amitab was feeling embarrassed. He requested the customer to be seated in the chair in front of him and assured him that he will sort it out. The customer slowly calmed down and sat in front of him.  Amitab 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.” Amitab 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.” Amitab 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.  Amitab pondered “Are we not cheating the Bank?”  “Are we not cheating ourselves, all in the name of numbers?”   1. 1. Discuss the role of the Chief Manager in the above case study in guiding and mentoring the Probationary Officer. 2. 2. The Probationary Officer was afraid to go to the Chief Manager. Discuss the working environment in the branch and how it could be made better?   As an employee of bank, the employees are to be transparent in all dealings with the customer. Discuss this in the background of the above case study. | CO4 | An | 20 |

CO – COURSE OUTCOME BL – BLOOM’S LEVEL

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|  | COURSE OUTCOMES |
| CO1 | Remember the Financial system and the economic development of our country |
| CO2 | Explain the roles of Financial markets, financial institutions and financial intermediaries. |
| CO3 | Apply the relevance of Financial Instruments |
| CO4 | Analyse the Digital transformation in our Financial Sector. |
| CO5 | Evaluate Financial Institutions and Financial services for the economic development of our country. |
| CO6 | Remember the Financial system and the economic development of our country |

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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 |  | 8 | 22 |  |  | 40 |
| CO4 | 20 |  | 10 | 20 |  |  | 50 |
| CO5 |  | 10 | 10 |  |  |  | 20 |
| CO6 |  |  | 18 | 12 |  |  | 30 |
|  | 50 | 30 | 46 | 54 |  |  | **180** |



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| **Course Code** | **22MS3010** | **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. | Discuss the key issues in strategic Human Resource Management and state the difference between Domestic Human Resource Management and International Human resource management. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss the Ripple effects of globalization. | CO1 | A | 10 |
|  | b. | Elaborate in detail the impact of globalization on child labour. Why is this predominant in the emerging economies? | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Discuss Geert Hofstede’s cultural dimensions that enable an understanding of cultures across countries. | CO2 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Discuss briefly the four cultural predispositions MNCs tend to have towards managing things in a global context. | CO3 | E | 20 |
|  |  |  |  |  |  |
| 5. | a. | Discuss some of the basic selection criteria for international staffing used by most organizations. | CO3 | An | 10 |
|  | b. | As an International HR manager list out in detail the various issues in the context of staffing global businesses. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Write in detail about Resource based theory and Equity theory in the context of international compensation system. | CO4 | E | 20 |
|  |  |  |  |  |  |
| 7. | a. | Briefly discuss your understanding on the concept International Compensation and explain the major objectives of International Compensation system. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Write in detail about the role of HR in managing the new culture during cross-cultural mergers | CO5 | A | 10 |
|  | b. | Elaborate the advantages and disadvantages of using e-learning in training for international requirements. | CO6 | An | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Brunt Hotels, PLC owns more than 60 hotels throughout the United Kingdom. They decided that half of the new hotels in France would be rebranded as Brunt Hotels Group. They follow strategic objectives to grow the organization slowly and on budget. Brunt’s hotels are functional, clean, professional and reasonably priced. These Hotels are situated at special and tourist places. They send their experienced manager to France to manage new Hotels. If they become successful in overseas countries than their target is to build new hotels across the Europe. Their plan is to own 150 hotels in every five years.  The problems faced by the organization in building hotels outside UK are as follows:  None of their existing managers speak French fluently  They expect to recruit a large number of staff for the new French hotels, because more than 70 percent of the employees from the acquired organization left.  Assumptions are as follows:  Organization must need some experience people who know about the tradition and culture of France  It needs at least two persons who know both English and French it will help them to communicate properly.  It must choose a tourist’s places or a main market to target big number of customers.  Their employees and managers must learn France’s people communication and greeting system  Answer the following based on the case:   1. Create a training program for their employees and managers to train them and teach them French language and also their greeting systems. 2. List down the recruitment process with the man power planning to achieve the requirement 3. Create a cross culture program for French and English employees. | CO6 | E | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Remember the approaches of International HRM |
| CO2 | Describe the Socio-cultural context and related issues |
| CO3 | Apply the Legal issues in Global workforce management |
| CO4 | Analyse 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 |  |  | 30 |  |  |  | 30 |
| CO2 |  |  | 20 | 10 |  |  | 30 |
| CO3 |  |  |  | 10 | 20 |  | 30 |
| CO4 |  |  |  | 10 | 20 |  | 30 |
| CO5 |  |  | 30 |  |  |  | 30 |
| CO6 |  |  |  | 10 | 20 |  | 30 |
|  | | | | | | | **180** |



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| **Course Code** | **22MS3011** | **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. | Define Learning Curve and Plateaus of Learning. Describe various Learning Styles. | CO1 | R | 10 |
|  | b. | Discuss Organization’s Vision, Mission and Values and their impact on Training. | CO2 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Describe ADDIE Model of Training Design and Process. | CO2 | R | 10 |
|  | b. | Discuss various Learning Theories and explain the way it supports in Learning process. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Define Learning and Characteristics of Learning. | CO1 | R | 10 |
|  | b. | Discuss the way Motivation influences Learning with examples. | CO2 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe various models of organization Training Department. | CO1 | R | 10 |
|  | b. | Summarize the types of training and their suitability to Organization needs. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | Explain the concept of Mager and Pipe Model of Performance Gap Analysis. | CO3 | A | 10 |
|  | b. | Devise various methods of Management Development Programmes suitable for a Manufacturing Organisation. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain the usage of Bloom’s Taxonomy in Learning. | CO3 | A | 10 |
|  | b. | Evaluate the importance of Kirkpatrick’s Model of Learning Analysis. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain the concept of Gagne’s Instructional Design. | CO3 | A | 10 |
|  | b. | Analyse the various approaches to Employee Development Programmes | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Recommend a Competency Modelling Technique for a Healthcare Organisation. | CO5 | E | 10 |
|  | b. | Design two Training Programmes using Motivation Theories for Executives. | CO6 | C | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | “ABC” a Textile manufacturing unit located in the city of Coimbatore.  The Organization is specialized in shirting and suiting particularly the supplies that are done in Tamilnadu only. The Organization is run by the CEO who is commonly known for well educated, experienced businessman with a humane approach. Mr.Antony CEO “ABC” 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.Antony one day decided to hand over the charge to his son Mr.George. One day Mr.George 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 “ABC” joined with the competitors with a better package.  **Question:**  How did you judge the actions taken by Mr.George to reduce the cost of labour was really a successful one? | CO6 | C | 20 |

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

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Recognise the importance of learning theories and the need for Training and Development for Employees. |
| C02 | Summarise different types of training and its suitability and training process. |
| C03 | Identify the training needs of the employees. |
| C04 | Design and develop the training programs for employees. |
| C05 | Illustrate the implementation and evaluation of the training imparted to the employees. |
| C06 | Appraise the learner’s 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** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 30 |  |  |  |  |  | 30 |
| CO2 | 10 | 40 |  |  |  |  | 50 |
| CO3 |  |  | 30 |  |  |  | 30 |
| CO4 |  |  |  | 30 |  |  | 30 |
| CO5 |  |  |  |  | 10 |  | 10 |
| CO6 |  |  |  |  |  | 30 | 30 |
|  | 40 | 40 | 30 | 30 | 10 | 30 | 180 |



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| **Course Code** | **22MS3013** | **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. | a. | Explain the various stages of Evolution of Digital Marketing. | CO1 | A | 10 |
|  | b. | Describe about the Bricks-and Clicks model with Example. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Summarize the important concepts of Marketing 2.0 and Marketing 3.0 | CO1 | E | 10 |
|  | b. | Differentiate between traditional marketing and digital marketing. | CO1 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Analyze some of the reasons for the growth of social media in terms of digital marketing. | CO2 | An | 10 |
|  | b. | Summarize the Consumer Funnel Stages as explained through the REAN Marketing Engagement Framework? | CO2 | E | 10 |
|  |  |  |  |  |  |
| 4. | a. | Illustrate the core elements of digital media planning in detail | CO2 | A | 10 |
|  | b. | Explain the process of conversion rates with reference to PPC method in digital marketing | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyze any three forms of advertising using google Ad words | CO3 | A | 10 |
|  | b. | Describe the important steps involved in setting a Blog using platforms such as word press or any other platforms of your choice. | CO3 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Assess the various steps involved in planning and setting up a search advertising campaign | CO3 | E | 10 |
|  | b. | Differentiate On-page and Off-page optimization in the context of SEO | CO3 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Summarize some of the reports generated for web traffic in google Analytics | CO4 | E | 10 |
|  | b. | You as a Digital Marketer, justify the importance of Facebook Metrics in digital Marketing | CO4 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Differentiate between paid search and organic search. | CO5 | A | 10 |
|  | b. | As a Digital Marketer, how will you create a Google Analytics account. Justify the importance of google analytics as a digital marketer. | CO4 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Zando is a South African online fashion store that sells a wide range of clothes, shoes and accessories around the country. In an effort to increase their database of customers, Zando considered running an email-based marketing campaign. Zando approached Digital Fire, a digital marketing agency, to assist them with their email campaign. Zando wanted to create brand awareness, target new customers, grow their existing email database with quality leads, and increase traffic to their website in an effort to boost sales. Ideal new customers who fitted into their target market would need to be high-earning female South African urbanites. To meet these business objectives, Digital Fire created an email campaign with an enticing Call to Action at its core. Readers were offered the chance for them and a friend to “win a new pair of shoes every month for a year The campaign profiled and tracked user actions, and allowed readers to pass the email on to their friends easily. The Call to Action ‘click here to enter’ prompted readers to fill in their own details, and those of a friend, for the Zando database. An impressive 29% of people who received the first email opened it, with 11 800 people entering the competition with their personal details and signing up to the Zando email newsletter. This is a great result considering that traditionally direct mail has a response rate of around 0.1%. The follow-up email was sent to competition entrants, thanking them for entering the competition and encouraging them to have a look at the Zando website. An astonishing 78% of these recipients clicked though, which resulted in more than 5 000 new visits to the Zando.  Case study Questions.   1. Illustrate some the key factors that contributed for the success of email marketing campaign of Zando. 2. As a marketing manager, suggest some of the merits and demerits of digital advertisement . | CO6 | A | 10  10 |
|  |  | Case study Questions.   1. Illustrate some the key factors that contributed for the success of email marketing campaign of Zando. 2. As a marketing managers suggest some of the merits and demerits of digital advertisement . | CO6 | A | 10  10 |

**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** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 |  | 20 |  | 10 |  | 40 |
| CO2 |  |  | 10 | 10 | 10 |  | 30 |
| CO3 |  |  | 30 |  | 10 | 10 | 50 |
| CO4 |  |  |  |  | 20 | 10 | 30 |
| CO5 |  |  | 10 |  |  |  | 10 |
| CO6 |  |  | 20 |  |  |  | 20 |
|  | | | | | | | **180** |



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| **Course Code** | **23MS3001** | **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. | Financial accountingis a way for businesses to keep track of their operations, but also to provide a snapshot of their financial health. Discuss | CO1 | U | 10 |
|  | b. | List out the distinction between Financial, Management and Cost Accounting | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Prepare a Trial balance from the figures of M/s. Indus Electronics Limited.  Capital Rs. 200000  wages Rs. 5000  Opening stock Rs. 37500  purchase Rs. 210000  Interest paid Rs. 10000  Furniture Rs. 175000  Cash in hand Rs. 36500.  Plant and machinery Rs. 20000  Commission received Rs. 17000  Salaries Rs. 8000  rent and rates Rs. 20000  Postage and telegram Rs. 12500  Creditors Rs.37500  Debtors Rs. 60000  Sales Rs. 345000  Discount paid Rs. 8000  Discount recedRs. 9000  Commission paidRs. 6000 | CO2 | An | 12 |
|  | b | **Answer the following:**   1. The book value of a machinery is Rs. 20000. Two years later the book value comes to Rs. 10000. The straight line percentage of depreciation percentage is ......................... 2. A company came out with a public issue of 200000 shares and received applications for 300000 shares. Shares were allotted pro rata basis What will be no. Of shares allotted to a person who has applied for 18000 shares      1. A firm earned profits of Rs.30000, Rs. 22000, Rs. 36000 and Rs. 32000 during the last 4 years. What will be amount of goodwill computed for 3 years purchase of average profits of 4 years. 2. The assets are Rs. 59200 and liabilities are Rs.39800. The total of liabilities side in the Balance sheet is ................................ | CO2 | A | 8 |
| 3. | a. | Define the following with 2 examples for each of the following   1. Current Assets 2. Intangible assets 3. Equity 4. Current Liabilities 5. Long term liabilities | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Differentiate:   1. Revenue and Capital expenditure 2. Assets and Liabilities 3. Debtors and Creditors 4. Shares and bonds | CO5 | U | 10 |
|  | b. | India, like many countries moved to converge (adapt rather than fully adopt) to IFRS and the modified standards are called **IND AS**. Discuss | CO5 | A | 10 |
| 5. | a. | Discuss the objectives of Marginal Costing. Explain its advantages and disadvantages. | CO4 | U | 10 |
|  | b. | Explain   1. P/V ratio 2. BEP 3. Contribution 4. Margin of safety | CO4 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | From the following information: | CO4 | An | 20 |
|  |  | |  |  |  | | --- | --- | --- | | Particulars | Sales | Profit | | I year | 50,00,000 | 5,00,000 | | II year | 70,00,000 | 9,00,000 |   Assuming the cost structure and Selling prices remain the same in the two years , Calculate:   1. Profit Volume Ratio 2. Breakeven point (in sales) 3. The sales required to earn a profit of Rs 8,00,000 4. Profit when sales are Rs. 40,00,000 |  |  |  |
|  |  |  |  |  |  |
| 7. | a. | Financial statement analysis is largely a study of relationship among the various financial factors in a business. Discuss. | CO3 | R | 10 |
|  | b. | Explain Liquidity ratios, Solvency Ratios and Profitability ratios with suitable examples. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | |  |  |  |  | | --- | --- | --- | --- | | LIABILITES |  | ASSETS | Rs. in lacs | | Capital | 560 | Net Fixed Assets | 900 | | Reserves | 40 | Inventories | 300 | | Term Loan | 600 | Cash | 200 | | Bank C/C | 400 | Receivables | 300 | | Trade Creditors | 100 | Goodwill | 100 | | Provisions | 100 |  |  | |  | **1800** |  | **1800** |   Calculate  a) Tangible Net Worth  b. Debt equity Ratio  c) Total Current Liabilities  d) Net Working Capital  e) Current Ratio  f) Quick Ratio | CO6 | An | 20 |
|  |  |  |  |  |  |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | On 31st March, 2023, the following Trial balance was extracted from the books of M/s. Hind Limited .  Amount Amount  Share Capital 500000  Debentures 100000  Building 180000  Investments(Tradeable) 18000  Furniture 45000  Motor Car 150000  Loan from Bank 50000  Reserve 40000  Discount 5400  Purchases and Sales 450000 600000  Opening stock 150000  Administrative expenses 90000  Salaries 12000  Insurance 6000  Commission 5000  Profit and Loss Account 10000  Debtors and Creditors 168600 90000  Cash 20000  Bank balance 100000  ----------- ----------  1395000 1395000  ======= =======  Adjustments:   1. Closing stock was valued as on 31.03.23 Rs. 190000 2. Outstanding salaries amounted to Rs. 1000 3. Depreciate Motor car at 5 %   Prepare Revenue account and Balance sheet as on 31.03.23. | CO1 | An | 20 |

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

|  |  |
| --- | --- |
|  | **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** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 | 20 | 20 |  |  | 60 |
| CO2 |  |  | 8 | 12 |  |  | 20 |
| CO3 | 10 | 10 |  |  |  |  | 20 |
| CO4 |  |  | 20 | 20 |  |  | 40 |
| CO5 |  | 10 | 10 |  |  |  | 20 |
| CO6 |  |  |  | 20 |  |  | 20 |
|  | 20 | 30 | 58 | 72 |  |  | **180** |



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| **Course Code** | **23MS3003** | **Duration** | **3hrs** |
| **Course Name** | **APPLIED LAW 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. | | Businesses created by written or spoken agreements to be legally binding need to fulfill legal requirements. Examine the essentials of a valid contract with examples. | CO1 | An | 15 | |
|  | | c. | | While shopping at a self-service store, a customer was delighted to come across a sticker on a detergent box, indicating a price of Rs 400, which was a reduction from the regular price of Rs 500. The customer promptly added the item to his cart. However, upon reaching the checkout counter, the store attendant informed him that there had been an error by the store staff in labeling the price, and the correct price of the box is indeed Rs 500. The customer insists on his right to purchase the box at the marked price of Rs 400. Does the customers claim hold legal validity? Determine the appropriateness of his claim based on the relevant legal principle. | CO1 | A | 5 | |
|  | |  | | **(OR)** |  |  |  | |
| 2. | | a. | | Identify the remedies available to aggrieved parties for breach of a contract under the Indian Contract Act, 1872. | CO1 | An | 10 | |
|  | | b. | | Imagine you are an entrepreneur planning to start a professional services firm with partners. Explain how choosing a Limited Liability Partnership (LLP) as your business structure would benefit your venture, including the key advantages it offers compared to other business entities. | CO2 | A | 10 | |
|  | |  | |  |  |  |  | |
| 3. | | a. | | Define the legal concept of agency, and can you provide an overview of the different ways in which individuals or entities can create agency relationships under the law. | CO2 | U | 10 | |
|  | | b. | | Banks frequently provide locker facilities to their customers, which are accessible only with two keys: one held by the customer and the other retained by the bank. At the customer's request, a bank representative delivers the key to the locker room, granting access to the customer for opening the locker. Importantly, the bank does not assume responsibility for the contents stored within. Unfortunately, the locker room was subject to a theft, leading the customer to assert that the bank had been negligent in safeguarding the stored goods. Conversely, the bank contends that it does not serve as a bailee for the goods and, therefore, disclaims liability. The question at hand is to determine which party should bear the loss for the contents of the locker and ascertain if a bailment contract exists in this particular case. | CO2 | A | 5 | |
|  | | c. | | 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. | CO2 | A | 5 | |
|  | |  | | **(OR)** |  |  |  | |
| 4. | | a. | | Explain the differences between breaching conditions and warranties in a contract of sale but also provide real-world examples to illustrate these differences and then analyze the practical consequences for both buyers and sellers. | CO2 | An | 10 | |
|  | | b. | | Examine the common reasons that result in cheque bouncing, and outline the standard procedures and actions a bank typically takes when a cheque is dishonored. | CO3 | U | 10 | |
|  | |  | |  |  |  |  | |
| 5. | | a. | | Imagine you are an accountant advising a small business owner who wants to register for GST. Provide a detailed, step-by-step guide on how the business owner should proceed with GST registration, including the necessary documentation, the application process, and any follow-up or compliance requirements. | CO3 | A | 10 | |
|  | | b. | | You are planning to establish a One person Company (OPC) for your software development business. Describe the step-by-step procedure you need to follow to register your company in compliance with the Company Act 2013. | CO3 | A | 10 | |
|  | |  | | **(OR)** |  |  |  | |
| 6. | | a. | | As the owner of a newly established retail shop in India, outline the specific steps you would take to ensure compliance with the Shop and Establishment Act's regulations with a focus on working hours, holidays, and employee conditions. | CO3 | A | 10 | |
|  | | b. | | XYZ Pharma Inc. is a multinational pharmaceutical company with a strong presence in the healthcare industry. One day, an internal quality control manager at XYZ Pharma, Emily, stumbled upon some disturbing information during her routine checks. She discovered that a batch of medications, essential for patients with a life-threatening illness, had not met the required quality standards. In your opinion provide a justification for the importance of Ethics in Business. | CO4 | A | 10 | |
|  | |  | |  |  |  |  | |
| 7. | | a. | | You have recently encountered a situation where you believe your consumer rights have been violated. Prepare a step-by-step procedure, including the required documents and forms, for filing a consumer complaint under The Consumer Protection Act 2019. | CO4 | A | 15 | |
|  | | b. | | After completing his studies, Steve aspired to become a management consultant and established 'Steve Consultants Private Limited.' The company made a purchase of a laptop, which was primarily used by Steve himself. Unfortunately, the laptop was found to be defective and did not meet the expected quality standards. In light of these circumstances, can Steve pursue a legal remedy against the laptop seller through a Consumer forum? Determine the appropriate principle that applies in this scenario. | CO4 | A | 5 | |
|  | |  | | **(OR)** |  |  |  | |
| 8. | | a. | | Summarize the Environmental Protection Acts core principles and regulatory measures for environmental conservation and public health. | CO6 | U | 10 | |
|  | | b. | | As a concerned citizen eager to hold the government accountable and curb corruption, outline the practical steps and procedure you would follow to seek information under the Right to Information Act. Provide specific details on the application process, required documentation, and any potential challenges you might encounter along the way | CO6 | A | 10 | |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | | | | |
| 9. | | a. | | Suppose you are a compliance officer at a large e-commerce platform like Amazon or Flipkart. Develop a comprehensive strategy to ensure that the platform complies with evolving e-commerce regulations, balancing regulatory obedience with the need for efficient and competitive operations. | CO5 | C | 10 | |
|  | | b. | | Imagine a scenario where a tissue manufacturing company introduces tissue boxes under the trade name 'Maruthi,' which is well-known in the automobile industry. Discuss the potential legal issues surrounding this situation, specifically addressing whether it constitutes infringement of the automobile trade name 'Maruthi.' If infringement is established, outline the legal remedies available to the owner of the automobile trade name to prevent the use of 'Maruthi' by the tissue paper manufacturer | CO5 | A | 5 | |
|  | | c. | | Sony Corporation has been selling products under the trademark SONY in India since the year 1983. The registration of the mark SONY exists in 193 countries of the world. Sony Corporation has a wholly owned Indian subsidiary by the name Sony India Limited which uses SONY on all its products. Sony Corporation learned about Aashish Electronic's activities of using the mark SONNY on electrical goods. Inspite of due notice from Sony Corporation, Aashish Electronic failed to stop using the mark SONY. What legal action can Sony Corporation take to protect its trademark 'SONY' in India, and why is it significant for them to do so, especially in the context of Aashish Electronics' use of the similar mark 'SONNY' on electrical goods. | CO5 | A | 5 | |
|  | | **COURSE OUTCOMES** | | | | |
| CO1 | | Infer the principles of contract law to enforce the agreement between parties. | | | | |
| CO2 | | Analyse and apply principles of law to generate solutions for problems faced in contractual dealings of sale, bailment, pledge, agency and bank transactions. | | | | |
| CO3 | | Relate the regulations of Companies Law and Commercial establish to start entrepreneurship. | | | | |
| CO4 | | Apply the knowledge and techniques learnt to protect rights of consumers, business innovations, and entrepreneurship to develop leaders. | | | | |
| CO5 | | Manage the rights of the consumers in business, and gain knowledge of protection of intellectual property. | | | | |
| CO6 | | Learn to access information useful for business, regulations on information technology, and discuss the latest trends in business. | | | | |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 5 | 25 |  |  | 30 |
| CO2 |  | 10 | 20 | 10 |  |  | 40 |
| CO3 |  | 10 | 30 |  |  |  | 40 |
| CO4 |  |  | 30 |  |  |  | 30 |
| CO5 |  |  | 10 |  |  | 10 | 20 |
| CO6 |  | 10 | 10 |  |  |  | 20 |
|  | | | | | | | **180** |



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| **Course Code** | **23MS3005** | **Duration** | **3hrs** |
| **Course Name** | **INFORMATION TECHNOLOGY 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. | Define MIS. Examine the basic concepts and framework of MIS with suitable diagram. | CO1 | R | 10 |
|  | b. | Describe the Information Systems’ impact on Organizations and Business Firms. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Examine different types of Organizational structure and its activities with suitable diagrams. | CO2 | R | 20 |
|  |  |  |  |  |  |
| 3. | a. | “Using a step-by-step decision-making process can help managers make more deliberate, thoughtful decisions”. Explain the steps involved in decision making process. | CO2 | U | 10 |
|  | b. | A data warehouse and its data mart subsets hold data that have been extracted from various operational databases for business. Discuss the statement supported by its components with suitable diagram. | CO2 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe Data Flow Diagram. Draw a Data Flow Diagram for Payroll accounting and illustrate it. | CO3 | U | 10 |
|  | b. | Explain the concept of data mining and interpret how it is useful to managers in an organization. | CO3 | U | 10 |
|  |  |  |  |  |  |
| 5. | a. | Interpret System Development Life Cycle (SDLC). Explain the different stages of SDLC with suitable diagram. | CO4 | A | 10 |
|  | b. | Examine the roles in the Decision Support System (DSS) in environment. Predict the cost and benefits of DSS. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Describe the characteristics of Management Information Systems (MIS) and explain how MIS differ from Transaction Processing System (TPS) and from Decision Support System (DSS). | CO4 | A | 10 |
|  | b. | Analyze the advantages of Expert System. Explain the criteria for not using the expert system. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain the importance of software piracy and theft on intellectual property. | CO5 | An | 10 |
|  | b. | Illustrate the important challenges that arise from the use of information technologies in business. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Access the importance of E-commerce in business and evaluate the major categories of E-commerce 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**.  Based in Ankara, Turkey, Aselsan is the largest military electronics manufacturer in Turkey. The company is divided into four divisions: Communications (HC), Radar, Electronic Warfare and Intelligence Systems (REHIS), Défense Systems Technologies (SST), and Microelectronics, Guidance & Electro-Optics Division (MGEO).  Historically, Aselsan has been a production-focused business. It received orders from customers for particular electronics components and filled them. Recently, the company has taken on more responsibility. Aselsan customers are increasingly requiring Aselsan to provide project management services. The company now needs to extend its expertise into areas of design, system engineering, and the coordination of exchanges among third-party subcontractors.  Aselsan’s information systems were not originally designed to support project management activities. The company needed an ERP that could provide integrated views of finance and budgeting, supply planning and scheduling, and coordinate production centered on specific projects. “The information needed for effective project management is getting more and more complex, and we needed an integrated solution to support that,” explained Fatih Bilgi, IT director at Aselsan.  Aselsan evaluated ERP products from a number of vendors and identified the product and company that presented the best fit for its needs. The systems engineers had an additional challenge: The project needed to be completed within 18 months, before Turkey adopted a new currency. Aselsan’s old systems could not accommodate the new currency, so if the new system wasn’t in place, Aselsan would be out of business.  As in many ERP installations, Aselsan had to overcome many obstacles along the way. Systems engineers had to adapt to changes within the business while designing the core business systems. For example, over the 18-month installment, Aselsan’s revenue doubled—so the problem changed while the solution was being developed. Aselsan also formed a new subsidiary, Aselsan Net, that the new system needed to accommodate.  The new financial systems were installed and running in enough time for the currency switch. In the months that followed, the company implemented a new planning and optimization component and a data warehousing component.  Aselsan introduced parts of the new system over time. During the year after the initial installation, the user base grew from 1,300 to 2,150 across seven locations and continues to grow. Dramatic improvements in the way Aselsan does business are occurring gradually and steadily.  The new integrated system has provided many benefits to Aselsan. The system has eliminated data redundancy in the organization, lowering administrative overhead. Many time-consuming operations such as preparation of annual plans and month-end closure operations have been cut in half. Product design change approval time has been reduced by 40 percent. Data warehousing systems allow employees across the organization to access information and reports with a mouse click. Managers can compare and balance project budgets for optimum return on investment.  In Aselsan’s so-called Advanced Planning & Optimization system, suppliers can collaborate with Aselsan engineers on projects. The system provides a Web interface that allows all involved in a project to communicate and share documents and information.  Aselsan is working hard to become a leading global player in the defense industry. Expanding into project management backed by a strong ERP system will give the company the organizational fuel to achieve its goals.  **Questions:**   1. Justify the need to make the huge investment in an ERP system by Aselsan. 2. Validate the challenges did Aselsan face while developing its ERP system 3. Anticipate how does the quality of an ERP system contribute to a business’s ability to compete in the global market. 4. Speculate how do information systems support collaboration among companies involved in a project. | CO6 | C | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | 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 / P** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 20 |  |  |  |  |  | 20 |
| CO2 | 20 | 20 |  |  |  |  | 40 |
| CO3 |  | 20 |  |  |  |  | 20 |
| CO4 |  |  | 30 | 10 |  |  | 40 |
| CO5 |  |  |  | 20 | 20 |  | 40 |
| CO6 |  |  |  |  |  | 20 | 20 |
|  | 40 | 40 | 30 | 30 | 20 | 20 | **180** |



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| **Course Code** | **23MS3006** | **Duration** | **3hrs** |
| **Course Name** | **PRODUCTION AND 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. | Discuss the recent trends and developments in Operation Management. | CO1 | E | 10 |
|  | b. | Explain different types of operation strategies. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Differentiate between services and goods with suitable examples. | CO2 | U | 10 |
|  | b. | Write a brief note on: “Make or Buy Decision”. | CO2 | AN | 10 |
|  |  |  |  |  |  |
| 3. | a. | What are the factors and issues that affect the Product design? | CO3 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Critically evaluate the stages of the new Product development process and strategy. | CO3 | AN | 20 |
|  |  |  |  |  |  |
| 5. | a. | Explain the steps involved in capacity planning and also discuss the advantages and disadvantages of various aggregate planning methods. | CO4 | U | 10 |
|  | b. | Enumerate the factors that you will consider for selecting a location for an Automobile assembly plant. | CO4 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | What are the different types of facility Layout? Explain with neat diagrams. | CO5 | R | 20 |
|  |  |  |  |  |  |
| 7. | a. | Discuss the different control techniques in Inventory management. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain the concept and methods of material requirement planning in a manufacturing industry. | CO6 | U | 10 |
|  | b. | Explain the concept of  (a) TQM concept (b) Lean Manufacturing | CO6 | AN | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Workers and management at Whirlpool Appliance’s Benton Harbor plant in Michigan have set an example of how to achieve productivity gains, which has benefited not only the company and its stockholders, but also Whirlpool customers, and the workers themselves. Things weren’t always rosy at the plant. Productivity and quality weren’t good. Neither were labor-management relations, Workers hid defective parts so management wouldn’t find them, and when machines broke down, workers would simply sit down until sooner or later someone came to fix it, All that changed in the late 1980s. Faced with the possibility that the plant would be shut down, management and Labor worked together to find a way to keep the plant open. The way was to increase productivity producing more without using more resources. Interestingly, the improvement in productivity didn’t conic by spending money on fancy machines. Rather, it was accomplished by placing more emphasis on quality. That was a shift from the old way. Which emphasized volume, often at the expense of quality? To motivate workers, the company agreed to gain sharing, a plan that rewarded workers by increasing their pay for productivity increases. The company overhauled the manufacturing process and taught its workers how to improve quality. As quality improved. Productivity went up because more of the output was good and costs went down because of fewer defective parts that had to be scrapped or reworked Costs of inventory also decreased because fewer spare parts were needed to replace defective output both at the factory and for warranty repairs. And workers have been able to see the connection between their efforts to improve quality and productivity. Not only was Whirlpool able to use the productivity gains to increase workers’ pay. it was also able to hold that Lid on price increases and funnel some of the savings into research.  **Questions:**  (a) What were the two key things that Whirlpool management did to  achieve productivity gains?  (b) Who has benefited from the productivity gains?  (c) How are productivity and quality related? | CO6 | AN | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Describe the basic concepts and theories of production and operations management. |
| CO2 | Discuss the principles underlying the 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 the manufacturing process of operations management. |
| CO6 | Examine the production tools to achieve high standards in operations |

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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 |  | 10 |  | 30 |  |  | 40 |
|  | | | | | | | **180** |



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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **Marks** |
| 1. | a. | Risk is the probability that the return of an investment will be different to that expected. Explain the Risk- return concept in Investment. | CO1 | A | 10 |
|  | b. | Explain the following:   1. Hedging 2. Arbitrage 3. Speculation | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | From the following data of possible rate of return and probability Find out Expected rate of return 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 | CO2 | An | 10 |
|  | b | The following figures are extracted from the books of M/s. IBN Bank limited  (Amt in crores)  Demand loans 2500 10.0%  Working capital Adv 2400 9.5 %  Term Loan 2100 9 %  Fixed deposit 3000 9 %  Savings Bank 2400 5 %  Current account 1100 Nil  Calculate NII. | CO2 | An | 10 |
| 3. | a. | Explain the Basel Committee on Banking Supervision and Capital- To-Risk-Weighted Asset Ratio | CO5 | R | 10 |
|  | b. | List out the strategies which can be adapted by Asset Liability Committee to manage Liquidity risk and Interest rate risk.  Explain the three pillars of Basel guidelines. | CO5 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Calculate forward rate Bid and Ask for one to six months.  Pound =$ 1.7284/1.7291  Forward discount  One month 0.0017/0.0015  Two months 0.0034/0.0032  Three months 0.0053/0.0050  Six months 0.0098/0.0091 | CO2 | A | 10 |
|  | b | Spot rate of August 2023 US$ /INR = 81.90 / 82.30 and the Forward premium are:   |  |  |  | | --- | --- | --- | | Month | Bid | Ask | | Sep 2023 | 0.25 | 0.28 | | Oct 2023 | 0.46 | 0.49 | | Nov 2023 | 0.58 | 0.61 |   Calculate the Forward rate of Sep, Oct, and Nov ,23 | CO2 | A | 10 |
| 5. | a. | Explain Foreign exchange rates and Interest rates. Discuss the Foreign exchange market and factors affecting the international financial Market | CO2 | U | 10 |
|  | b. | Differentiate :   1. spot rate and Forward rate 2. Direct and Indirect rate 3. Bid and Ask rate | CO2 | A | 10 |
|  |  | (OR) |  |  |  |
| 6. | a. | Rate sensitive assets and Rate sensitive liabilities of M/s. KGB Bank is as follows:   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Period  Rs. In crore | Assets | Liabilities | GAP | Cumulative Gap | | 1 day | 400 | 450 |  |  | | >1day to 7 d | 600 | 700 | ­ |  | | >7 d to 14 d | 800 | 980 |  |  | | >14 d to 28 d | 1000 | 1090 |  |  | | >28 d to 3 m | 1300 | 1100 |  |  | | > 3 m to 6 m | 1500 | 1150 |  |  | | > 6 m to 1 year. | 1700 | 1300 |  |  |  1. Calculate the Negative, Positive Gap and cumulative Gap. 2. Discuss the impact on RSL & RSA, if there is an increase of 10 % in assets. | CO3 | An | 20 |
|  |  |  |  |  |  |
| 7. | 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. | CO4 | 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. | CO4 | R | 10 |
|  |  | (OR) |  |  |  |
| 8. | a. | M/s.Bharat Bank Ltd has Rs. 20000 crores to invest or lend. As a financial analyst which of the following option do you recommend   1. a) Invested 100 % in Govt. securities with yield of 8 % 2. b) Invested 40 % in AAA rated companies with yield of 9% and balance in Govt. Securities. 3. c) Invested 40 % in AAA rated companies with yield of 9%, 30 % in AA rated companies with yield of 10 % and balance in Govt. Securities. 4. Invested 20 % in AAA rated companies with yield of 9 %, 30 % in AA rated companies with yield of 10%, 20 % in BBB rated companies with yield of 11% and balance in Govt. Securities.   Calculate:   1. Amount of Yield , Risk Weighted Assets, Capital Required and Capital Conservation Buffer on the different options of investment by the bank. | CO5 | An | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Mr. Gupta request Alxis bank to book a sale forward exchange contract for USD 5,00,000 with delivery @ 3rd month.  Assuming USD in quoted @ USD/INR = 72.60/74.10  One month forward premium 0.0850/0.0900  Two months forward premium 0.2650/0.2700  Three months forward premium 0.5300/0.5350   1. Find out the rate the alxis bank quote to the customer if the exchange profit is 0.20% 2. What will be the bank’s profit /Loss? 3. If the transaction is forward buying with delivery @ 2 months. What will be rate and Profit? | CO6 | An | 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 | Create risk mitigation measures in banks and Insurance |

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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 | 20 |  |  | 60 |
| CO3 |  |  |  | 20 |  |  | 20 |
| CO4 | 20 |  |  |  |  |  | 20 |
| CO5 | 20 |  |  | 20 |  |  | 40 |
| CO6 |  |  |  | 20 |  |  | 20 |
|  | 40 | 20 | 40 | 80 |  |  | 180 |