C 32263 (Pages : 3) Name..............................

Reg. No..............................

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

BUS 1C 05—ENVIRONMENT AND BUSINESS

(2016 Admissions)

Time : Three Hours Maximum : 36 Weightage

Part A

Answer **all** *the questions.*
Each question carries 1 *weightage.*

1. Define environmental scanning.
2. What is fiscal policy ?
3. Expand TRAI and list out three objectives.
4. Define corporate governance.
5. What is liberalization ?
6. Define Trade Mark.

(6 × 1 = 6 weightage)

Part B

Answer any **four** *questions.*
Each question carries 3 *weightage.*

7. Explain the Economic reforms in India after independence.
8. What are the objective and functions of SEBI ? Explain.
9. Explain social groups in India social environment.
10. Write a detailed note on FEMA.
11. Write a short note on technological environment in India.
12. Discuss Intellectual property rights from the Indian context.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any **three** *questions.*
Each question carries 4 weightage.

13. Explain the micro and macro environment of business in detail.

14. "Corporate Social responsibility is best suit in theory but not practical". Discuss.

15. Discuss the present condition of small and micro enterprises in India.

16. Whether RBI play vital role in Indian Economy ? Explain.

17. Explain the impact of exchange rate fluctuations on Indian business with the suitable example.

(3 × 4 = 12 weightage)

Part D

CASE STUDY- COMPULSORY (6 weightage)

18. Coca-Cola was accused of causing water shortages in - among other areas - the community of Plachimada in Kerala, Southern India. In addition, Coca-Cola was accused of water pollution by discharging wastewater into fields and rivers surrounding Coca-Cola's plants in the same community. Groundwater and soil were polluted to an extent that Indian public health authorities saw the need to post signs around wells and hand pumps advising the community that the water was unfit for human consumption. In 2000, the company established its production operations in Plachimada. Local people claimed that they started experiencing water scarcity soon after the operations began. The State Government initiated proceedings against Coca-Cola in 2003, and soon after that the High Court of Kerala prohibited Coca-Cola from over-extracting groundwater. By 2004 the company had suspended its production operations, while it attempted to renew its license to operate. Coca-Cola argued that patterns of decreasing rainfall were the main cause of the draught conditions experienced in the area. After a long judicial procedure and ongoing demonstrations, the company succeeded in obtaining the license renewal to resume its operations. In 2006 Coca-Cola's successful re-establishment of operations was reversed when the government of Kerala banned the manufacture and sale of Coca-Cola products in Kerala on the ground that it was unsafe due to its high content of pesticides. However, the ban did not last for long and later that same year the High Court of India overturned Kerala's Court decision More recently, in March 2010, a State Government panel recommended fining Coca-Cola's Indian subsidiary a total of $47 million because of the damage caused to the water and soil in Kerala. Also, a special committee in charge of looking into claims by community members affected by the water pollution was set up. The long legal procedures against the Indian government that Coca-Cola had to face were not the only consequence of the conflict. The brand suffered a great loss of consumer trust and reputational

damage in India and abroad. In India there was an overall sales drop of 40% within two weeks after the release of the 2003 CSE report. The impact in annual sales was a decline of 15% in overall sales in 2003 in comparison to prior annual growth rates of 25-30%. This highly publicized conflict in India also caught the attention of consumers in the US. After a series of demonstrations by students who joined two activist groups in the US, ten American universities 43 temporarily stopped selling Coca-Cola products at their campus facilities.

Questions :

(a) Identify the environmental involvement in the above case and discuss in detail.

(b) Whether CSR practice can resolve the above Discussed issues ? Discuss.

(6 weightage)

C 32264 (Pages : 2) Name..

Reg. No.....................................

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

BUS 1C 06—MANAGERIAL ECONOMICS

(2016 Admissions)

Time : Three Hours Maximum : 36 Weightage

Part A

Answer **all** *the questions.*
Each question carries 1 *weightage.*

1. What are 'Giffen goods' ?
2. What is Market Demand ?
3. What are indifference maps ?
4. What is price elasticity ?
5. Define MRTS.
6. What causes inflation in an economy ?

(6 × 1 = 6 weightage)

Part B

Answer any **four** *questions.*
Each question carries 3 *weightage.*

7. Discuss the 'Cobb-Douglas Cost and Production Functions'.
8. Explain 'Price Competition with Homogeneous Products'. Give examples.
9. Discuss in detail the models of economic development.
10. Explain perfect substitutes and perfect complements. Give suitable examples.
11. Explain why the industry supply curve is not the long run industry marginal cost curve.
12. Comment on the characteristics of different types of market structures.

(4 × 3 = 12 weightage)

Part C

Answer any **three** *questions.*
Each question carries 4 weightage.

13. The short run cost function of a company is given by the equation $TC = 200 + 55q$ where TC is the total cost and q is the total quantity of output, both measured in thousands. Answer the following question :

    (a) What is the company's fixed cost ?

    (b) If the company produced 100,000 units of goods, what would be its average variable cost ?

    (c) What would be its marginal cost of production ?

    (d) Suppose the company borrows money and expand its factory. Its fixed costs rises by INR 50,000 but its variable cost falls to INR 45,000 per 1000 units. The cost of interest (i) also enters into the equation. Each 1-point increase in the interest rate raises costs by INR 3000. Write the new cost equation.

14. Discuss the elasticities of demand for different types of goods. Give suitable examples.

15. Explain the production function with two variable inputs with appropriate examples.

16. Explain the difference between a shift in the supply curve and a movement along the supply curve.

17. The kinked demand curve describes price rigidity. Explain how the model works. What are its limitations?

($3 \times 4 = 12$ weightage)

Part D

Answer the **compulsory question.**
6 *weightage.*

18. The heat of oil prices was strongly felt as the oil prices reached $50 per barrel in early 2005 from $10 per barrel in 1998. The prices were driven by the surge in demand in countries that included US, India and China and also the supply factors that had failed to meet the rise in demand. Although people expected the high price of oil to be sustainable for a longer term, some analysts were skeptical about the further increase in oil price and estimated the prices to fall, as in any other business cycle.

    Questions :

    1. Discuss the demand and supply factors affecting the oil prices and the challenges faced by the oil industry.

    2. Enumerate on the idea of introducing price ceilings and price caps for oil in India for regulating the oil prices. What are its after effects ?

(6 weightage)

C 32265 (Pages : 3) Name..

Reg. No......................................

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

BUS 1C 07—QUANTITATIVE TECHNIQUES

(2016 Admissions)

Time : Three Hours Maximum : 36 Weightage

Part A

Answer **all** *the questions.*
Each question carries 1 *weightage.*

1. What is inferential analysis ?
2. What are non-parametric tests ?
3. Distinguish between correlation and regression.
4. Explain random variable and random experiment.
5. Explain one-tailed test and two-tailed test in testing hypothesis.
6. What is coefficient of determination ?

(6 × 1 = 6 weightage)

Part B

Answer any **four** *questions.*
Each question carries 3 *weightage.*

7. What is normal distribution ? Explain the properties of a normal distribution.
8. A company uses a 'selling aptitude test' in the selection of salesmen. Past experience has shown that only 70% of all persons applying for a sales position achieved a classification "dissatisfactory" in actual selling, whereas the remainder were classified as "satisfactory", 85% had scored a passing grade on the aptitude test. Only 25% of those classified unsatisfactory, had passed the test on the basis of this information. What is the probability, that a candidate would be a satisfactory salesman given that he passed the aptitude test ?
9. Explain with illustrations the concept of point estimation and interval estimation.
10. How to create a variable in SPSS ? Explain the procedure for entering data into SPSS.

Turn over

11. Calculate Karl Pearson's co-efficient of correlation from the following data and interpret its value :

Roll No. of students	:	1	2	3	4	5
Marks in accountancy	:	48	35	17	23	47
Marks in Statistics	:	45	20	40	25	45

12. On the basis of following information compute :

(a) $r_{23.1}$.　　(b) $r_{13.2}$.

(c) $r_{12.3}$.

$r_{12} = 0.70$; $r_{13} = 0.61$; $r_{23} = 0.4$.

(4 × 3 = 12 weightage)

Part C

Answer any **three** *questions.*
Each question carries 4 *weightage.*

13. What is SPSS ? How does it help the researchers in carrying out the analysis ?

14. Distinguish between Binomial, Poisson and Normal distributions.

15. The following data relate to the scores obtained by 9 salesmen of a company in an intelligence test and their weekly sales in thousand rupees :

Sales intelligence	:	A	B	C	D	E	F	G	H	I
Total scores	:	50	60	50	60	80	50	80	40	70
Weekly sales	:	30	60	40	50	60	30	70	50	60

(a) Obtain the regression equation of sales on intelligence test scores of the salesman.

(b) If the intelligence test score of a salesman is 65, what would be his expected weekly sales.

16. Hinton Press hypothesizes that the average life of its largest web press is 14,500 hours. They know that the standard deviation of press life is 2100 hours. From a sample of 25 presses, the company finds a sample mean of 13,000 hours. At a 0.01 significance level, should the company conclude that the average life of the presses is less than the hypothesized 14,500 hours ?

17. A brand manager is concerned that her brand's share may be unevenly distributed throughout the country. In a survey in which the country was divided into four geographical regions, a random sampling of 100 consumers in each region was surveyed, with the following results :

	Region				Total
	NE	NW	SE	SW	
Purchase the brand	40	55	45	50	190
Do not purchase	60	45	55	50	210
Total	100	100	100	100	400

(a) Develop a table of observed and expected frequencies for this problem.

(b) Calculate the sample χ^2 Value.

(c) State the null and alternative hypotheses.

(d) At $\alpha = 0.05$, test whether brand share is the same across the four regions.

(3 × 4 = 12 weightage)

Part D

Answer the **compulsory** *question.*
6 *weightage.*

18. A tea company appoints four sales men A, B, C and D and observes their sales in three seasons-summer, winter and monsoon. The figures (in lakhs) are given in the following table :

Season	Salesmen				Season's
	A	B	C	D	Total
Summer	36	36	21	35	128
Winter	28	29	31	32	120
Monsoon	26	28	29	29	112
Salesmen's Totals	90	93	81	96	360

(a) Do the salesmen significantly differ in the performance ?

(b) Is there significant difference between the seasons ?

(6 weightage)

C 32784

Name..

Reg. No....................................

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

BUS 3C 20—SUPPLY CHAIN MANAGEMENT

(2016 Admissions)

Time : One Hour and a Half | Maximum : 18 Weightage

Part A

Answer the following.
Each question carries 1 weightage.

1. Explain Bull Whip Effect.
2. What is Inventory Carrying Cost ?
3. What are the economic benefits of Warehousing ?
4. List a few principles of Material Handling.
5. What is Supply Chain Strategy ?

(5 × 1 = 5 weightage)

Part B

Answer any **two** *of the following.*
Each question carries 2 weightage.

6. Discuss the metrics of Supply Chain Performance.
7. Explain the role of IT in successful operation of a Supply Chain.
8. Explain the role of Collaboration and Cooperation in the Supply Chain.

(2 × 2 = 4 weightage)

Part C

Answer any **one** *of the following.*
Each question carries 3 weightage.

9. List and explain the issues of inventory management in a supply chain.
10. Explain the procedure of Transport and Carrier Selection. What are its major characteristics ?

(1 × 3 = 3 weightage)

Part D

Compulsory Question (6 weightage)
Case Study.

11. Your successful Indian company has aphenomenal reach in rural markets. Explain its supply chain management and outbound logistics operation in a detailed manner.

(1 × 6 = 6 weightage)