

## M.B.A.-I SEM-II

### Question bank

### Sub-Marketing Management

#### Long Answer Questions

- 1) Define Marketing. Give nature, scope & core concepts of marketing.
- 2) Give in brief about micro & macro marketing environment
- 3) What is marketing planning? Explain in detail marketing planning process.
- 4) Give in detail about market segmentation.
- 5) Define consumer behavior & give consumer buying decision process.
- 6) Give factors influencing consumer behavior.
- 7) Give in brief about meaning, scope & importance of marketing mix.
- 8) Explain process of new product development.
- 9) Give features & functions of Packaging.
- 10) Explain price determination policies.
- 11) Give factors influencing pricing.
- 12) Explain types of distribution channel & give factors influencing selection of channels.
- 13) Define advertising & give importance, limitations, types & 5 M's of advertising.

#### Short Notes-

- 1) Sales Vs Marketing
- 2) Services Marketing
- 3) Product Positioning
- 4) Marketing Targeting
- 5) Product Life Cycle
- 6) Advantages of Branding & Packaging
- 7) Disadvantages of Branding & Packaging
- 8) Pricing Methods
- 9) Product Diversification
- 10) Supply Chain Management
- 11) Advertising Vs Publicity

## Sub- Financial Management

### Long Answer Questions

- Q.1 Explain Meaning & Objective of Financial Management.
- Q.2 Explain Scope of financial management.
- Q.3 Explain function of financial management.
- Q.4 Which steps used in financial planning?
- Q.5 Which components are used of Financial planning Models?
- Q.6 Explain future value & Present value of single amount.
- Q.7 Explain Future value & Present value of Annuity.
- Q.8 Explain concept of Gross & Net working capital.
- Q.9 Uses & Importance's of working capital.
- Q.10 Which factors are influenced on working capital?
- Q.11 Explain Fund flow & cash flow Statement, & it's sources and application.
- Q.12 Explain the significances of cost of capital.
- Q.13 Determine of components of cost of capital.
- Q.14 Explain the relevance & irrelevance of capital structure.

### Short notes

- 1 Structure of Financial management
- 2 Term Loan
- 3 Multi period compounding
- 4 Working capital cycle
- 5 Cost of capital
- 6 Cost of Debt
- 7 Cost of Preferences & Equity capital
- 8 Capital Asset Pricing Model (CAPM)
- 9 Weight average cost of capital

## **Sub- Human Resource Management**

### **Long Answer Questions**

1. Define HRM. Explain Scope, Objective & Importance of HRM.
2. Differentiate between HRM & Personnel Management.
3. Define HRD. What are the objective & Significance of HRD?
4. Define Recruitment. Explain Factor affecting Recruitment.
5. What are the various sources of Recruitment?
6. Define Selection. Explain the process of Selection.
7. Explain meaning of Performance Appraisal. What are the need & problems of Performance Appraisal?
8. What is the difference between training & development? Explain in detail.
9. What is mean by wage & salary administration? What are various factors affecting wage & salary administration?
10. Define Job Analysis. Explain the process of Job analysis.

### **Short Answer Questions**

1. HRD Culture
2. HRD Climate
3. HRD Subsystem
4. HRD Process
5. Placement
6. Types of training
7. Job Description
8. Job specification
9. Employee Benefits / Fringe Benefits
10. HRP

## Sub-Operations Management

### Long Answer Questions

- 1) Define Operations Management. Give in detail about significance of operations management in manufacturing & service environment.
- 2) What is productivity? Give factors affecting productivity & types of productivity.
- 3) Give in detail various types of manufacturing system.
- 4) Write in brief about plant layout & materials handling.
- 5) What is production planning & control? Give objectives & functions of PPC.
- 6) Explain types of productions with their respective planning process.
- 7) Give in brief procedures for inventory management.
- 8) Explain quality concept with quality dimensions.
- 9) Give in detail about quality assurance & quality control.

### Short-Notes-

- 1) Operations Functions
- 2) Operations objectives
- 3) Automation
- 4) Flexible Automation
- 5) PERT
- 6) CPM
- 7) Supply Chain Management
- 8) Quality Circle
- 9) TQM
- 10) ISO Certifications

## **Sub-Management Information System**

### **UNIT NO.-1**

- Q.1.What is Information? Explain need of Information at different management level.  
Q.2. What is System? Describe characteristics of system.

#### **Short Notes**

1. SDLC
2. System design
3. Types of decision
4. Phases in decision making

### **UNIT NO.-2**

- Q.1.What is Information System? Explain different types of Information System.  
Q.2.What do you mean by MIS? Describe Benefits and limitations of MIS.

#### **Short Notes**

1. TPS
2. KWS and OAS
3. Applications of MIS

### **UNIT NO.-3**

- Q. 1. What do you mean by DSS? Explain different components of DSS.  
Q.2. What do you mean by GDSS? Explain Characteristics and Significance of GDSS.

#### **Short Notes**

1. ESS

### **UNIT NO.-4**

- Q.1.What do you mean by ERP? Explain Advantages and Disadvantages of ERP in detail.

#### **Short Notes**

1. ERP Models

2. Carriers in SAP
3. ERP Implementation

## **Sub- Research Methodology**

### **UNIT NO.-1**

Q.1.What do you mean by research? Distinguish between management problem and Managerial problem.

Q.2.What do you mean by Research? Explain different types of research.

#### **Short Notes**

1. Research Process
- 2.Motivations in Research

### **UNIT NO.-2**

Q.1.What do you mean by Research Design? Explain Features of good Research Design.

Q.2. What is sampling design? Explain different types of sampling design.

Q.3. Define Hypothesis. Explain Features of Good Hypothesis.

#### **Short Notes**

1. Random sampling Method
2. Errors in Measurement
3. Scaling Techniques
4. Hypothesis

### **UNIT NO.-3**

Q. 1. Enumerate the different methods of collection of data with its merits and demerits.

Q.2. Describe the important parametric test used in the context of testing hypothesis.

Q.3. Define hypothesis. Explain in brief the procedure for testing of hypothesis testing.

#### **Short Notes**

1. Chi square test
2. Sources of Secondary data
3. Descriptive analysis

### **UNIT NO.-4**

Q.1.What do you mean by Research Report? Describe Layout of project report.

#### **Short Notes**

1. Interpretation of Data
2. Techniques of Interpretation

