

CENTRE FOR DISTANCE EDUCATION (CDE)
BHARATHIDASAN UNIVERSITY (BDU)
MBA IV th SEMESTER CIA TEST QUESTIONS

CORE PAPER-16 INTERNATIONAL BUSINESS ENVIRONMENT

TIME 2 hours

Maximum Marks : 50

Answer all the questions

5 X 10=50

1. A) What is International business? What are the various modes of International business? Or
B) Explain various forces that influence International Business?
2. A) Explain role of foreign Investments in India? Or
B) Explain tools used in evaluating International Business Environment?
3. A) What are the merits and demerits of FDI for host country and Investment Country? Or
B) What are the various steps taken by host country to welcome or restrict FDI?
4. A) Evaluate FDI and FII? Advantages and Disadvantages? Or
B) Discuss various efforts taken by Indian Government to promote FDI?
5. A) Discuss Protectionism VS Liberalization in International Business Environment? Or
B) Discuss Tariff and Non Tariff Barriers to Liberalized Business Environment?

CORE PAPER-17 ENTREPRENEURIAL DEVELOPMENT

Answer all the questions

1. Enumerate the role of Entrepreneurs in economic development.
2. Discuss the merits and demerits of different forms of business organization available for Entrepreneurs.
3. Discuss the contents of a project report.
4. Explain the steps in starting a Small Scale Industry.

CORE PAPER-18 TOTAL QUALITY MANAGEMENT

Answer all the questions

- 1(a) Explain the dimensions of Quality. **(Or)**
(b) Enumerate the TQM Framework.
- 2(a) Explain the steps in implementing TQM. **(Or)**
2(b) Discuss the factors affecting TQC.
- 3(a) Explain in detail about the strategic tools of TQM. **(Or)**
3(b) What is Six Sigma? Explain its features.
- 4(a) Explain in detail about Quality Policy and Quality Objectives. **(Or)**
4(b) Enumerate the steps in Quality Planning.
- 5(a) Discuss the need for ISO 9000 **(Or)**
5(b) Describe the procedure for obtaining ISO Certification.

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ELECTIVE : MARKETTING PAPER-19 **Advertising and Sales Promotion**

TIME 2 hours

Maximum Marks : 50

Answer all the questions

1. Explain the role of advertising in marketing process with suitable business examples
2. Explain in detail DAGMAR Approach with relevant examples
3. How to design an advertising campaign in current market scenario
4. Define sales promotion and also explain different methods of sales promotion

ELECTIVE : MARKETTING PAPER- 20 **Marketing of Services**

TIME 2 hours

Maximum Marks : 50

Answer all the questions

1. Explain services marketing and also classification of services in detail
2. Explain in detail the positioning of services with relevant examples
3. How to modify the marketing mix elements to manage demand
4. Explain how to design an effective service delivery system with relevant examples

ELECTIVE : MARKETTING PAPER- 21 **Retail Management**

TIME 2 hours

Maximum Marks : 50

Answer all the questions

1. Explain the retail life cycle process? write in detail about retail planning and mix process
2. Explain cultural and social group influence on consumer purchase behaviour
3. Write in detail about retail location strategies with business examples
4. Explain the role of IT in retailing and supply chain management

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ELECTIVE: SYSTEMS PAPER- 19 SOFTWARE PROJECT MANAGEMENT

TIME 2 hours

Maximum Marks : 50

Answer all the questions

(5 X 10 = 50 MARKS)

1. a Briefly explain the steps involved in software development life cycle (or)
b. Describe the relationship between structured chart and data flow diagram in detail.
2. a Explain in detail about hardware selection and procurement concept. (or)
b. Describe in detail about different steps involved in implementing strategy.
3. a Elaborate the steps involved in the process of cost/benefit analysis. (or)
b. Write brief notes on project and resource planning in project development.
4. a Describe in detail about the technical platforms used in software project management. (or)
b. Outline the approaches adapted for changing technologies in SPM.
5. a Describe three different standards and organizations that govern quality standards in software project management. (or)
b. Discuss in detail about cost estimation in software project management.

ELECTIVE : SYSTEMS PAPER- 20 RELATIONAL DATA BASE MANAGEMENT - Answer all the questions

- 1 a. Elaborate Boyce Code Normal form (or)
b. What are the steps involved in altering the Structure of a table
- 2 a. Describe in detail about accessing remote data (or)
b. List out the similarities and differences between procedures and functions
3. a How to drawing on the screen in VB? Explain with an example (or)
b. Describe the process involved in building a clock in VB with an appropriate example
4. a Describe the tools available for drawing fonts (or)
b. Describe control tool box for controls and forms
5. a Write the difference steps involved in designing a project in VB (or)
b. Illustrate client/server architecture with a suitable example

ELECTIVE : SYSTEMS PAPER- 21 OBJECT ORIENTED PROGRAMMING AND C++ Answer all the questions

1. a Explain any two concepts of OOPS in detail. (or)
b. Explain the concept and types of inheritance.
2. a Discuss the tools and approaches involved in OO analysis and OO design. (or)
b. Compare objects oriented analysis with traditional methods of programming.
3. a Explain the term "Inheritance". (or)
b. Explain the term "Encapsulation".
4. a What are variables, constants and data types in C++? (or)
b. Differentiate between static and dynamic polymorphism.
5. a Explain the concept and properties of friend function. (or)
b. Discuss virtual inheritance in detail.

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ELECTIVE : OPERATIONS PAPER- 19 MATERIAL MANAGEMENT

TIME 2 hours

Maximum Marks : 50

Answer all the questions

1. Explain 8R'S of purchasing with examples.
2. Enumerate the different criteria of rating .
3. Explain spare parts management.
4. List out recent developments in material handling.

ELECTIVE : OPERATIONS PAPER- 20 LEAN MANAGEMENT

Answer all the questions

1. Evolution of lean thinking -Explain.
2. Describe lean principles in detailed manner.
3. How Lean leap tools are used in manufacturing industries.
4. Lean network-Enumerate.

ELECTIVE : OPERATIONS PAPER- 21 WORLD CLASS MANUFACTURING

Answer all the questions

1. Explain strategic decisions in Manufacturing management
2. Describe master production scheduling with revelant examples .
3. State the differences between job shop scheduling and batch production scheduling.
4. Explain total productive maintenance.

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ELECTIVE : FINANCE PAPER- 19 PROJECT MANAGEMENT

TIME 2 hours

Maximum Marks : 50

Answer all the questions

1. Explain the concept of project management and its types? (Or)

Explain the project life cycle and its various stages?

2. Describe the project formulation and Stages. (Or)

Explain the contents of Project report and how to preparation report.

3. Discuss the Project Appraisal methods and explain essentials of a project. (Or)

Explain the Socio economic appraisal methods.

4. Enumerate the Process or Planning and Components of good planning. (Or)

Discuss the Project contracting and types of contract pricing.

5. Briefly discuss on PERT, CPM and objectives. (Or)

What is Project coordination and Factors influencing effective project management

ELECTIVE : FINANCE PAPER- 20 GLOBAL FINANCIAL MANAGEMENT - Answer all the questions

1. Explain International Monetary System.

2. Enumerate the WTO objectives and rules of Global Trade.

3. Explain the Functions of International Financial Markets.

4. Enumerate the types of Currency risk and exposure

ELECTIVE : FINANCE PAPER- 21 MERCHANT BANKING - Answer all the questions

1. EXPLAIN THE ROLES AND RESPONSIBILITIES OF MERCHANT BANKER IN PROJECT APPRAISAL

2. WRITE THE LEGAL FRAME WORKS OF FEMA

3. EXPLAIN THE VARIOUS CREDIT RATING AGENCIES AND ITS RATING GRADES

4. DISCUSS ABOUT THE VARIOUS TYPES OF MUTUAL FUNDS.

5. EXPLAIN THE GROWTH OF INSURANCE INDUSTRY IN INDIA.

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ELECTIVE : HUMAN RESOURCE PAPER- 19 19 PUBLIC RELATIONS MANAGEMENT

TIME 2 hours

Maximum Marks : 50

Answer all the questions

1. a) Explain in detail the need and scope of public relation management OR
b) State the objectives of public relation management
 2. a) Explain the significance of public relations in an organization and brief the causes responsible for the Growth of PR. OR
b) i) Write down the applications of public relations
ii) Explain the procedure for the Mathematical Formulation of a LPP.
 3. a) Describe the factors to be kept in mind for planning a PR campaign? OR
b.) Explain the functions of PR with suitable examples.
 4. a). Write short note on: a) Corporate Reputation b) Content writing in PR c)Ethics in PR OR
b) What are the various media tools used by a PR Professional?
 5. a) Describe the skills required to be an effective PR professional. OR
b) What are the factors to be considered for organizing a successful Press Conference?
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ELECTIVE : HUMAN RESOURCE PAPER- 20 MANAGING INTERPERSONAL EFFECTIVENESS

Answer all the questions

1. Define Impression management. Explain techniques involved in it.
2. Enumerate the different forms of Non verbal communication.
3. Explain quality of work life.
4. Enumerate theories related to attitude and attitude change

ELECTIVE : HUMAN RESOURCE PAPER- 21 GROUP DYNAMICS Answer all the questions

1. Define group Dynamics. Why informal group comes into existence? What factors influence group cohesiveness? (OR)
How are group decisions made? How can this concept be introduced in an organization
2. What is the importance of person analysis? What is the significance of training need analysis? (OR)
Briefly summarize the components of good objective and the concept of writing down objectives in training design
3. Enumerate the Theory and model of interpersonal behaviour of C William Shutz (OR)
What is the nature and types of conflicts in organizations? Why do conflicts arise in organizations
4. " A group that knows its resources and manages them optimally performs best" - Comment (OR)
Explain the advantages of team work
5. Write a detailed essay on the Assertiveness and Aggression in conflict (OR)
Discuss the roles and responsibilities of training managers
