

Reg. No. : .....

**D 2537**

**Q.P. Code : [09 DMB 15]**

(For the candidates admitted from 2009 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Optional — INTERNATIONAL BUSINESS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Bring out the differences in international business. Explain why does the nature of international business change.
2. Discuss the impact of political systems on international business with valid examples.
3. Enumerate and explain the determinants of economic development.
4. Elucidate the significance of international trade theory.

5. Discuss the role of WTO in the development of world trade.
  6. Examine the implications of foreign direct investment in retail sector in India.
  7. Why does the domestic business go for global expansion? Discuss the reasons in detail.
  8. Suggest suitable measures to improving export performance of India.
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Reg. No. : .....

**D 2538**

**Q.P. Code : [09 DMB 16]**

(For the candidates admitted from 2009 onwards)

**M.B.A. DEGREE EXAMINATION, MAY 2014.**

**Second Year**

**Optional — BUSINESS ENVIRONMENT AND  
ETHICS**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. (a) List and explain the constituents of business environment.
- (b) Explain the need and importance of ethics in business.
2. (a) Discuss the prevailing political system in India and its influence on business.
- (b) Narrate the constitutional role on business in India.

3. (a) Illustrate the management of ethics across various cultures.  
(b) State and explain the factors influencing business ethics.
4. (a) What do you understand by Corporate Governance? How do you make reforms and compensation through corporate governance?  
(b) Do we have relationship with Corporate Governance and ethical leadership? Explain.
5. (a) Give a write up on global management issues.  
(b) Explain the governmental relationship and political issues with multi national corporations.
6. (a) Write your understandings on new fiscal policy of India.  
(b) Describe the developments happened in Service Tax.
7. (a) Write the salient features of MRTP.  
(b) List out the functions of SEBI.
8. (a) Discuss the prospects of Consumer Protection Act.  
(b) Bring out the need and importance of Competition Law.

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**D 2539**

**Q.P. Code : [09 DMB 17]**

(For the candidates admitted from 2009 onwards)

**M.B.A. DEGREE EXAMINATION, MAY 2014.**

**Second Year**

*Optional* — **RETAIL MANAGEMENT**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. Explain in detail the emerging trends in Indian retailing. What impact you expect it will have on traditional Kirana Stores?
2. Briefly explain environmental factors affecting consumer buying decisions.
3. Explain about retail planning and merchandise management for retail outlet.
4. What do you mean by store location? How store location problem can be solved in an effective way? Discuss with suitable examples.

5. (a) Explain the objectives of retail sales promotion programme. (10)
  - (b) Explain the techniques of trade sales promotion. (10)
  6. Describe the few criteria for "customer evaluation of service quality". (20)
  7. Explain the limitation of web and feature trends in retail industry. (20)
  8. Identify the benefits from an integrate IT solution supporting the retail business. (20)
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Reg. No. : .....

**D 2540**

**Q.P. Code : [09 DMB 18]**

(For the candidates admitted from 2009 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

*Optional* — MANAGING INTERPERSONAL  
EFFECTIVENESS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the importance of self-definition and its role in self-perception.
2. Describe the essential qualities and profile of a good speaker.
3. What are the different forms of non-verbal communication?
4. Explain the preparation for assertive business writing.

5. Discuss the types of transactions in transactional analysis
  6. How does one enhance individual assertiveness?
  7. Define counseling. Explain counseling as a helping strategy.
  8. Explain how counselors are trained.
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**D 2541**

**Q.P. Code : [09 DMB 19]**

(For the candidates admitted from 2009 onwards)

**M.B.A. DEGREE EXAMINATION, MAY 2014.**

**Second Year**

**Optional — QUALITY MANAGEMENT SYSTEMS**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. Explain the following with examples :
  - (a) Measures of central tendency (5)
  - (b) Measures of dispersion (5)
  - (c) Population (3)
  - (d) Sample (3)
  - (e) Normal curve (4)
  
2. (a) What is acceptance sampling? Explain acceptance sampling plans. (10)
- (b) Explain producer and consumer risk. (5)
- (c) Explain operating characteristic curve. (5)

3. Explain the following :
- (a) Design of experiments (10)
  - (b) Orthogonal array (5)
  - (c) Grand mean effect. (5)
4. What is the purpose of using ANOM and ANOVA and explain the techniques in detail?
5. (a) Explain the following :
- (i) Product life characteristic curve (5)
  - (ii) Reliability function (5)
  - (b) What is reliability engineering? Explain. (10)
6. (a) Explain Quality Assurance (5)
- (b) Explain Quality Circle (10)
  - (c) Explain Quality audit. (5)
7. Discuss ISO 14000 standards and its importance.
8. (a) Explain in detail six sigma and how it is used in Quality Management System. (10)
- (b) Explain in detail SERVQUAL. (10)

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**D 2542**

**Q.P. Code : [09 DMB 20]**

(For the candidates admitted from 2009 onwards)

**M.B.A. DEGREE EXAMINATION, MAY 2014.**

**Second Year**

**Optional — TOTAL QUALITY MANAGEMENT**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. Explain continuous improvement process in detail. What are the latest trends in continuous improvement process?
2. Differentiate between product quality and service quality. Explain how different the quality considerations for products and services are.
3. (a) Explain total quality policy and deployment guidelines. (10)  
(b) Explain the total quality approaches. (10)
4. Explain how TQM can influence an organization at its different leadership levels.

- 5.. (a) What is benchmarking? (5)  
(b) What are the total quality models? (10)  
(c) What are the enablers for total quality? (5)
6. (a) What is quality education and training for quality process? (10)  
(b) What is quality costs? (5)  
(c) What is quality planning? (5)
7. Explain how the companies should design process and products for Quality.
8. (a) Explain the ISO 9000 standards. (10)  
(b) Explain the leverage of productivity and quality. (10)
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**D 2543**

**Q.P. Code : [09 DMB 21]**

(For the candidates admitted from 2009 onwards)

**M.B.A. DEGREE EXAMINATION, MAY 2014.**

**Second Year**

**Optional — RISK MANAGEMENT AND INSURANCE**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. What are the steps in developing a risk management plan? Why is the order of the steps important? Which step is the most difficult to accomplish.
2. Explain the methods of selecting and implementing risk management techniques.
3. Explain the nature and characteristics of public liability insurance.
4. Is automobile insurance compulsory in India? What types of insurance covers are available for automobiles?

5. Explain the characteristic features of flood insurance policy.
  6. Enumerate the advantage of Life Insurance to individuals.
  7. Evaluate the performance of Life Insurance sector in the pre and post liberalisation period.
  8. Discuss the special features of IRDA Act.
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