

Reg. No. :

D 2274

Q.P. Code : [07 DMB 08]

(For the candidates admitted from 2007 onwards)

**M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2009.**

Second/Fist Year

PRODUCTION AND OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

(5 × 20 = 100)

5. Write short notes on :

- (a) Safety stock
- (b) Service level
- (c) KANBAN.

6. Explain the ISO quality certifications and types.

7. A manufacturer has to supply his customer with 600 units of his product per year. Shortages are not allowed and storage cost amounts to 60 paise per unit per year. The set up cost is Rs. 80. Find :

- (a) EOQ
- (b) Minimum average yearly cost
- (c) Optimum number of order per day
- (d) Optimum period of supply per optimum order.

8. A PC manufacturer intent to buy a printed circuit Board Manufacturing unit which can produce 1,00,000 PCBs per year. The PCB manufacturing circuit is part of the PC manufacturing line. The system efficiency of the PC manufacturing line is 90%. Identify the required capacity. If the efficiency of the PC manufacturing line is 80%, what will be the required capacity?

- 1. What is operations management? List out the functions of operations management.
- 2. Discuss the steps in product design and process selection.
- 3. What is assembly line balancing? Discuss the merits and demerits of assembly line balancing.
- 4. Explain the problems in Materials Requirement Planning and Capacity Requirement Planning.

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M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2009.

Second/First Year

EXECUTIVE COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Briefly describe the process of communication.
2. What are the various functions of communication?
3. What are the characteristic features of a business letter?
4. Explain the various purpose and uses of business correspondence.
5. Discuss the different types of reports in detail.
6. Explain the meaning and nature of a report.

7. Briefly explain the various forms of non verbal communication.

8. How can formal speeches be made effective?

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M.B.A./Executive M.B.A. DEGREE EXAMINATION,
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First/Second Year

BUSINESS ENVIRONMENT AND ETHICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the significance of understanding the environment of business. Examine its impact on business.
2. Elaborately explain the directive principles of state policy enshrined in the Indian Constitution.
3. "A well designed programme of managing cultural diversity must consist of certain elements" – Explain.
4. What is corporate governance? Explain its need and importance in the Indian Context.

5. Discuss exporting as a strategy of globalisation. Under what conditions is this strategy appropriate?

6. Explain the reasons for the rapid growth of Multinational Corporations in the world.

7. Critically evaluate the positive and negative effects of fiscal deficit.

8. Elucidate the rights of a consumer under the Consumer Protection Act, 1986.

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M.B.A. (Executive M.B.A) DEGREE EXAMINATION,

DECEMBER 2009.

First/Second Year

STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 100 marks

FIVE out of Eight to be answered.

(5 × 20 = 100)

1. Why is Corporate Strategic planning important. What might happen to a company if it does not have a clear strategy?
2. Perform a SWOT analysis for the University you attend. Do you think university administrators consider these factors when devising their strategy?
3. Describe the different ways an organisation can pursue a growth strategy.
4. Write a detail note on strategic management for small organisations.

5. What other analytical tools would you like to use with display matrices? Illustrate this with respect to the balancing of portfolio.

6. How should a corporation attempt to achieve synergy among functions and business units?

7. How is Benchmarking used to evaluate performance?

8. What is your view on future of strategic management in India?

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DECEMBER 2009.

First/Second Year

INTERNATIONAL BUSINESS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Highlight the major business changes in global scenario.
2. Briefly explain the impact of culture on managerial behaviours - in an International Business Scenario.
3. A democratic political system in an essential condition for sustained economic progress. Discuss.

4. Briefly explain :

- (a) New Trade Theory
- (b) National competitive advantage : Porter's diamond.

5. Briefly explain WTO and its functions.

6. Write briefly on FDI. What do you mean by horizontal FDI and vertical FDI?

7. Briefly explain the functions of foreign exchange market.

8. Briefly explain counter trade. What are the various forms of counter trade?

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6. Write a note on Enterprises Resources Planning.

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7. Discuss the social challenges of Information Technology.

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8. What are centralised and decentralized information systems? Explain.

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DECEMBER 2009.

Second Year/ First Year

MANAGEMENT INFORMATION SYSTEM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What is a system? Explain the system concept with an example.
2. Discuss the various types of information system.
3. Explain how will you process operations and take decisions using information system.
4. Describe the models of Decision support system.
5. What are neural networks? Explain.