

Session:2026-27		Max.Marks:30	
ProgramName:MasterofBusinessAdministration(MBA)			Semester:2nd
CourseCode:MBA 2.1		CourseName: Business Environment	
SECTION-A			2*6=12marks
Q.No.	Shortanswertypequestion(approx.200-300words)	Marks	
1	What are the features of business environment?	2	
2	What is the impact of government policy on business?	2	
3	Whatistheeffectof recessionon economy?	2	
4	What is PESTLE analysis?	2	
5	Differentiate between internal and external business environment.	2	
6	Discusstheroleoftechnologicalfactors inthebusinessenvironment.	2	
SECTION-B			6*3=18 Marks
Q.No.	Longanswertypequestion(approx.500-800words)	Marks	
7	Explain the components of macro environment.	6	
8	WriteanoteonLiberalization,PrivatizationandGlobalization(LPG)in India.	6	
9	Explain the influence of political and legal environment on business operations.	6	

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ProgramName:MasterofBusinessAdministration(MBA)			Semester:2nd
CourseCode:MBA 2.2		CourseName:Production&Operations Management	
SECTION-A			2*6=12marks
Q.No.	Shortanswertypequestion(approx.200-300words)	Marks	
1	Differentiate between production and operations management.	2	
2	What is the objective of production management?	2	
3	What is Economic Order Quantity (EOQ)?	2	
4	Explain “Delphi Technique”	2	
5	What is logistic management? What are the issues with logistic management?	2	
6	Explain the reasons for keeping inventories. Write short note on ABC analysis.	2	
SECTION-B			6*3=18 Marks
Q.No.	Longanswertypequestion(approx.500-800words)	Marks	
7	Differentiate between production management and operations management with examples.	6	
8	Explain the importance of forecasting in production planning and control.	6	
9	Discuss different types of Flexible Manufacturing System.	6	

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ProgramName:MasterofBusinessAdministration(MBA)			Semester:2nd
CourseCode:MBA 2.3		CourseName:HumanResource Management	
SECTION-A			2*6=12marks
Q.No.	Shortanswertypequestion(approx.200-300words)	Marks	
1	What are the objectives of HRM?	2	
2	Define job analysis.	2	
3	What is "on the job" & "off the job" Techniques of Executive Development.	2	
4	Give the objectives, meaning and definitions of job evaluation.	2	
5	What is employee welfare?	2	
6	What is development in HRM?	2	
SECTION-B			6*3=18 Marks
Q.No.	Longanswertypequestion(approx.500-800words)	Marks	
7	Describe the recruitment process and sources of recruitment.	6	
8	Explain the selection process in HRM.	6	
9	Discuss the methods of performance appraisal.	6	

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ProgramName:MasterofBusinessAdministration(MBA)			Semester:2nd
CourseCode:MBA2.4		CourseName:MarketingManagement	
SECTION-A			2*6=12marks
Q.No.	Shortanswertypequestion(approx.200-300 words)	Marks	
1	What are the objectives of marketing?	2	
2	What is product life cycle?	2	
3	Define product and give various types of products with examples?	2	
4	Listanyfourcharacteristicsofconsumerbuyingbehavior.	2	
5	What is branding? State the functions of a brand.	2	
6	What is digital marketing?	2	
SECTION-B			h6*3=18Marks
Q.No.	Longanswertypequestion(approx.500-800 words)	Marks	
7	Explain the concept and process of market segmentation.	6	
8	Explain the stages of the product life cycle with suitable examples.	6	
9	Discuss the elements of the marketing mix (4Ps) with suitable examples.	6	

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ProgramName:MasterofBusinessAdministration(MBA)			Semester:2nd
CourseCode:MBA 2.5		CourseName:Financial Management	
SECTION-A			2*6=12marks
Q.No.	Shortanswertypequestion(approx.200-300words)	Marks	
1	What is capital budgeting?	2	
2	What are the objectives of financial management?	2	
3	Define financial planning.	2	
4	Whatarethetwocriticalcomponentsofinvesting decisions?	2	
5	Explain"profitmaximization"and"wealthmaximization"goals.	2	
6	What is payback period?	2	
SECTION-B			6*3=18 Marks
Q.No.	Longanswertypequestion(approx.500-800words)	Marks	
7	Discuss the functions of financial management in an organization.	6	
8	Discuss the role of financial planning in achieving organizational objectives.	6	
9	Explain the concept and determinants of capital structure.	6	

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ProgramName:MasterofBusinessAdministration(MBA)			Semester:2nd
CourseCode:MBA 2.6		CourseName:ResearchMethodology	
SECTION-A			2*6=12marks
Q.No.	Shortanswertypequestion(approx.200-300words)	Marks	
1	What is a research problem?	2	
2	Define Hypothesis.	2	
3	Writeanote on sampling error.	2	
4	What is probability sampling?	2	
5	Whatis hypothesis? Explain the types of hypothesis.	2	
6	Writeanote on Chi-square test with a suitable example.	2	
SECTION-B			6*3=18 Marks
Q.No.	Longanswertypequestion(approx.500-800words)	Marks	
7	Discuss the methods of collecting primary and secondary data.	6	
8	Whatis interview? Explain the various types of interview methods with three merits and demerits.	6	
9	Explain the steps involved in data analysis and interpretation.	6	

