

**SAMBHRAM ACADEMY OF MANAGEMENT STUDIES**  
**1<sup>ST</sup> INTERNAL TEST, MBA 3<sup>RD</sup> SEMESTER 2021**  
**LEARNING AND DEVELOPMENT**

**ANSWER ALL THREE QUESTIONS**

Total marks- 30

- Q1. Define training. State its objectives and benefits.  
Q2. Elaborate the process of training.  
Q3. Define Training Need Analysis. Explain the components of Need Analysis.

**SAMBHRAM ACADEMY OF MANAGEMENT STUDIES**  
**1<sup>ST</sup> INTERNAL TEST, MBA 3<sup>RD</sup> SEMESTER 2021**  
**PERFORMANCE MANAGEMENT AND COMPETENCY MAPPING**

**ANSWER ANY THREE QUESTIONS**

Total marks- 30

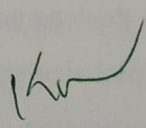
- Q1. Define Performance. What are the various drivers of performance?  
Q2. Discuss the need and importance of potential appraisal in Human Resource Management.  
Q3. Discuss performance management approaches based on team type.  
Q4. Explain the performance management prism with an example.

**SAMBHRAM ACADEMY OF MANAGEMENT STUDIES**  
**1<sup>ST</sup> INTERNAL TEST, MBA 3<sup>RD</sup> SEMESTER 2021**  
**TALENT MANAGEMENT & EMPLOYEE ENGAGEMENT**

**ANSWER ANY THREE QUESTIONS**

Total marks- 30

1. What is talent management? Explain the process of talent management.
2. Explain the building blocks of talent management.
3. What is talent planning? Explain the process of talent planning.
4. What is succession planning? Explain its objectives.

  
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**SAMBHRAM ACDEMY OF MANAGEMENT STUDIES**  
**MBA 2RD SEMESTER, 1ST INTERNAL TEST TIME-TABLE**  
**Batch (2020-2022)**

| Date      | 10.00 - 11.30 AM                   | 1.00 - 2.30 PM          |
|-----------|------------------------------------|-------------------------|
| 19/7/2021 | Entrepreneurship and Startup Mgmt. | Managing Human Resource |
| 20/7/2021 | Employability Skill-II             | Financial Mgmt.         |
| 22/7/2021 | Business Research                  | Business Analytics      |
| 23/7/2021 | Production & Operation Research    |                         |

Dr. K. C. Mishra  
Principal

**SAMBHRAM ACDEMY OF MANAGEMENT STUDIES**  
**M.Com 2RD SEMESTER, 1ST INTERNAL TEST TIME-TABLE**  
**Batch (2020-2022)**

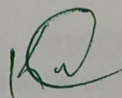
| Date      | 10.00 - 11.30 AM         | 1.00 - 2.30 PM                                   |
|-----------|--------------------------|--|
| 19/7/2021 | Business Research Method | Business Marketing                               |
| 20/7/2021 | Indian Banking           | Advance E-Commerce                               |
| 22/7/2021 | Micro Finance            | Operation Research and<br>Quantitative technique |
| 23/7/2021 | Risk Mgmt.               |  |

Dr. K. C. Mishra  
Principal

**SAMBHRAM ACDEMY OF MANAGEMENT STUDIES**  
**M.Com 4RD SEMESTER, 2ST INTERNAL TEST TIME-TABLE**  
**Batch (2020-2022)**

| Date      | 10.00 - 11.30 AM     | 1.00 - 2.30 PM          |
|-----------|----------------------|-------------------------|
| 30/7/2021 | Commodity Market     | Strategic Cost Mgmt. II |
| 31/7/2021 | Corporate Finance II | Direct Tax & Planning   |

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Sambhram Academy of Management Studies

1<sup>st</sup> Internal Exam – 2020

Sub: POR Class: MBA II SEM

TIME: 1&1/2 Hr

Total marks: 30

Answer all three

(10X1=10)

- I. Solve the problem of assignment for the given table to maximize the sales.

| Job/Machine | M1 | M2 | M3 | M4 | M5 |
|-------------|----|----|----|----|----|
| J1          | 30 | 37 | 40 | 28 | 40 |
| J2          | 40 | 24 | 27 | 21 | 36 |
| J3          | 40 | 32 | 33 | 30 | 35 |
| J4          | 25 | 38 | 40 | 36 | 36 |
| J5          | 29 | 62 | 41 | 34 | 39 |

(10X 1=10)

- II. Maximize for the following transportation problem as the figure inside relates to profit and not the cost of transportation.

| Factory       | Warehouse |    |    | Supply |
|---------------|-----------|----|----|--------|
|               | M1        | M2 | M3 |        |
| F1            | 7         | 5  | 5  | 100    |
| F2            | 7         | 11 | 9  | 80     |
| F3            | 10        | 9  | 9  | 60     |
| <b>Demand</b> | 110       | 70 | 40 |        |

(10X 1=10)

- III. Find the optimal solution for transporting the products at a minimum cost for the following transportation problem with cost structure as follows :

| Plant         | Warehouse |    |    | Supply |
|---------------|-----------|----|----|--------|
|               | W1        | W2 | W3 |        |
| P1            | 13        | 11 | 8  | 30     |
| P2            | 14        | 16 | 13 | 40     |
| P3            | 12        | 10 | 30 | 30     |
| <b>Demand</b> | 45        | 35 | 20 |        |

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3<sup>rd</sup> Semester MCom Internal Assessment Examination-I (IA-1): October 2019

SUBJECT: 3.3 AT- Accounting for Managerial Decision

Maximum Marks: 40

Duration: 90 minutes

Section A (15 marks each)

1. Titanic Limited seeks your advice on product mix in respect of three products Clever, Intelligent and Obedient. Data for standard cost is as follows.

| Particulars                                 | Clever   | Intelligent | Obedient |
|---|----------|-------------|----------|
| Direct Material                             | 320      | 240         | 160      |
| Variable Overhead                           | 16       | 40          | 24       |
| Direct Labour                               |          |             |          |
| Dept A= Rs.8 per hr                         | 6Hrs     | 10Hrs       | 5Hrs     |
| Dept B= Rs.16 per hr                        | 6Hrs     | 15hHrs      | 11Hrs    |
| For the current budget, you further details |          |             |          |
| Annual Production                           | 5000     | 6000        | 10000    |
| Selling price per unit                      | 624      | 800         | 480      |
| Estimated sales for coming year             | 6000     | 8000        | 12000    |
| Fixed Overhead                              | 1,60,000 |             |          |

There is constraint on supply of labour in Department Clever and manpower cannot be increased beyond its present level. Suggest the best production and sales mix and show the profitability statement.

2. Solve the following problem.

A manufacturer is thinking whether he should drop one item from his product line and replace it with another. Below are given his present cost and output data :

| Product     | Price (Rs.) | Variable Cost Per Unit (Rs.) | Percentage of Sales |
|-------------|-------------|------------------------------|---------------------|
| Bookshelves | 60          | 40                           | 30%                 |
| Tables      | 100         | 60                           | 20%                 |
| Beds        | 200         | 120                          | 50%                 |

Total fixed cost per year is Rs. 7,50,000 and sales last year were Rs. 25,00,000. The change under consideration consists in dropping the line of table in favour of cabinets. If this dropping and change is made the manufacturer forecasts the following cost output data :

| Product     | Price (Rs.) | Variable Cost Per Unit (Rs.) | Percentage of Sales |
|-------------|-------------|------------------------------|---------------------|
| Bookshelves | 60          | 40                           | 50%                 |
| Cabinets    | 160         | 60                           | 10%                 |
| Beds        | 200         | 120                          | 40%                 |

Total fixed cost per year is Rs. 7,50,000 and sales expected are Rs. 26,00,000. Should this proposal be accepted ? Comment.

Section C  
(10 marks)

3. What is relevant Cost? Explain Decision making Process.

Or

What is Responsibility Accounting? Explain various responsibility centers.

*Kedh*

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**SAMBHRAM ACADEMY OF MANAGEMENT STUDIES**  
**1<sup>ST</sup> INTERNAL OCT 2019**  
**III SEMESTER M.COM**  
**CyberSpace (Open Elective)**

Time: 1hr 30min

Max Marks: 30

**SECTION – A**

Answer any 2 questions

(5\*2=10)

1. What is E-Mail? What are the uses of E-Mail?
2. What is Social Media? Mention the types of social media sites? What are the Advantages of social media?
3. Explain the types of E-Commerce in detail?
4. Mention the advantages and disadvantages of E-Commerce?

**SECTION – B**

Answer any 2 question

(10\*2=20)

1. Write short notes on  
1) WWW 2) HTTP 3) HTML 4) DNS 5) URL 6) Browser
2. What is internet? Explain the uses of internet in brief?
3. Explain the framework of the E-Commerce in detail with a neat diagram?
4. Explain the Business and Seller transactions, Product type transactions in detail  
With an neat diagram?

*Keep*

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SAMBHRAM ACADEMY OF MANAGEMENT STUDIES

Department of MCA

MCA 3<sup>rd</sup> Semester I Internal Assessment Test, Nov-2019

Subject: MCA302T: OBJECT ORIENTED ANALYSIS AND DESIGN USING UML

Date: 11/11/2020

Time: 10.00 am– 12.00 noon

Time: 2 Hrs

Max. Marks: 30

**PART-A**

Answer any 2 questions

2x5=10

1. Describe Object state, properties, Behavior, Methods, Messages
2. Explain Object Oriented system development life cycle
3. Describe Rumbaugh OMT
4. Describe Booch methodology

**PART-B**

Answer any 2 questions

2x10=20

5. (a). What are the Benefits of OO Methodology?  
(b). What are the different types of diagram used to model for system by UML?
6. What is Use Case Diagrams and what are Building blocks of use case diagram
7. (a). Explain the Guide lines for use case diagram  
(b). Draw a use case diagram for stock Brokerage System with Combination of all the notations.
8. What is Activity Diagram, what are the various notations used in Activity Diagram?

*Ku*

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SAMBHRAM ACADEMY OF MANAGEMENT STUDIES, Bangalore-97

Department of MCA

MCA 5<sup>th</sup> Semester I Internal Assessment Test-Sep-2019

5MCA1 : Artificial Intelligence

Duration: 1 ½ Hrs

Max Marks: 35

PART-A

I. Answer any five questions

(5x 5=25)

1. Discuss Artificial Intelligence and its applications. 5
2. Explain Depth First search and breadth first search with examples. 5
3. Explain Means and Ends Analysis with example 5
4. Explain how predicate logic is used to represent knowledge give examples 5
5. Explain Script and Frame representation with examples 5
6. What is heuristic search and explain generate and test technique? 5

PART-B

I. Answer any one question

(1x10=10)

1. What is OR graph and explain A\* algorithm with example? 10
2. What is AND-OR graph and explain AO\* algorithm with example? 10

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**SAMBHRAM ACADEMY OF MANAGEMENT STUDIES**

**MS PALYA, BANGALORE-97**

**Integrated Marketing Communication**

**5th Semester BBA, Internal Assessment**

**Time – 60 Minutes**

**Max. Marks-20**

**I Answer any 2 of the following questions.**

**2\*2=4**

1. What do you mean by IMC?
2. What is Event sponsorship?
3. What is Standard Learning Hierarchy?

**II Answer any 1 of the following questions.**

**1\*6=6**

1. Explain various factors of marketing communication process?
2. Write a note on tools of IMC?

**III Answer any 1 of the following questions.**

**1\*10=10**

1. Explain in detail various communication response hierarchy models?
2. Explain the role and importance of IMC in Marketing?



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SAMBHRAM ACADEMY OF MANAGEMENT STUDIES  
MS PALYA, BANGALORE-97  
Retail Management  
II Semester BBA Internal Test.

Time – 90 Minutes

Max. Marks-30

I. Answer any 2 of the following questions.

2\*2=4

1. Define retailing.
2. What is franchising?
3. What is consumer behaviour?.

II. Answer any 2 of the following questions.

2\*6=12

1. Explain the types of retailing in detail with examples.
2. Explain the factors influencing the retail business in India .
3. Explain types of consumer buying behaviour.

III. Answer any 1 of the following questions.

1\*14=14

1. Explain briefly the present scenario of retail business in India.
2. Explain the stages in buying decision process in detail.



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SAMBHRAM ACADEMY OF MANAGEMENT STUDIES  
1<sup>ST</sup> Internal Assessment January 2021

Course & Sem :- 5<sup>th</sup> SEM  
Time : 1 Hour

Subject: CRM  
Marks : 20 Marks

Answer any two of the following. Each carries two marks. (2X2=4)

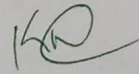
1. a) Explain Cognitive Skill
- b) Explain Behavioral Markers
- c) Explain CRM?

Answer any one of the following. Each question carries 6 marks. (1X6=6)

2. a) Factors affecting individual performance?
- b) Explain CRM training methods?

Answer any one of the following. Each question carries 10 marks. (1X10=10)

3. a) Explain JAA CRM ?CRM objective and training ?
- b) Explain Interpersonal Skills?



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SAMBHRAM ACADEMY OF MANAGEMENT STUDIES

Morden Marketing  
2<sup>nd</sup> Semester Exam, Internal Test.

Time – 60 Minutes

Max. Marks-20

I. Answer any 2 of the following questions.

2\*2=4

1. Define marketing.
2. What is market environment?
3. Differentiate between marketing and selling.

II. Answer any 2 of the following questions.

1\*6=6

1. Discuss various functions of marketing.
2. Explain about macro environment.

III. Answer any 1 of the following questions.

1\*10=10

1. Explain different the approaches to marketing.
2. Explain briefly the recent trends in marketing.



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SAMBHRAM ACADEMY OF MANAGEMENT STUDIES

Department of BCA

BCA 2<sup>nd</sup> Semester Internal Assessment Test, Nov-2019

Subject: BCA-204T: Database Management systems

Time: 1 1/2 Hrs

Max. Marks: 30

PART A

Answer any five questions

5 x 1 = 5

1. What is heap file?
2. What is blocking factor?
3. What is double buffering?
4. What is SQL how it differs from PL/ SQL?
5. What is collision how to overcome this problem?

PART B

Answer any three questions

3 x 5 = 15

6. Explain Memory hierarchy & storage devices
7. Explain Seek time, rotational delay, transfer time
8. What do you mean by anomalies in database?
9. Explain functional and transitive dependency with examples
10. Explain the design guidelines for relational schema

PART C

1x 10 = 10

Answer any three questions

11. Explain Hashing Technique and their types?
12. Explain all the normal forms with examples
13. Define the terms: primary key, candidate key, super key, foreign key, relational key, composite key

*KOL*

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