D 536

Q.P. Code : [07 DMB-TH 25]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Tourism and Hotel Management

INTERNATIONAL HOSPITALITY LAW

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

$(5 \times 20 = 100)$

1. Explain the law of contracts related to hospitality industry.

2. What are the duties of hotel related to receiving guests? Explain.

3. Outline the hotel's rights to refuge guests.

4. Discuss the hotel's liability regarding guest's properties.

5. Describe the frauds committed against hotels.

6. Discuss the laws related to food service.

7. Explain the consumer protection laws affecting hotels.

8. Discuss the laws of torts and negligence.

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Reg. No. : ....

D 625   Q.P. Code : [10 DMB – TM 128]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Technology Management

PRODUCTION PLANNING AND CONTROL

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) Enumerate the advantages and limitations of PPC in Current Manufacturing Systems (CMS) with suitable examples.

   (b) Explain the various functions involved in PPC, how it helps the government and research developments for planning decisions.

2. (a) What are the factors that influence the designing process of Estimating?

   (b) Describe the role and importance of PPC

3. (a) What are the various process variables which control the Aggregate Planning (AP)?

   (b) Define Rough Cut Planning (RCP). Discuss the various factors that affect RCP.

4. (a) Discuss graphically the effect of Gantt Chart (GC). How it controls the feedback system?

   (b) What is the reason for implementation of PPC in a Continuous Flow System (CFS)?

5. (a) How will you determine the Line Balancing (LB)?

   (b) Explain the difference between Linear Programming Models (LPM) and Scheduling Algorithm (SA).

6. (a) Define Intermittent Production System (IPS).

   (b) Explain Flexible Manufacturing System (FMS).

7. (a) What are all the various functions of Group Technology (GT)?

   (b) Explain the factors which affecting the Cellular Planning (CP).

8. Develop the mission flow diagram for technology monitoring in Line Balancing (LB).

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D 626   **Q.P. Code : [10 DMB–TM 129]**

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Technology Management

TECHNOLOGY ACQUISITIONS AND DIFFUSION

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

$(5 \times 20 = 100)$

1. Discuss on the evolution and growth of technology.

2. Describe on the role of Government in technology development.

3. Identify any five scientific breakthrough marketable products and explain.

4. What is the need for technology forecasting? What are its types?

5. Explain the importance of technology acquisition.

6. Define innovation management in detail.

7. Describe the framework for formulation of technology strategy.

8. Elaborate on the impact of technology on society and business.

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Reg. No. : ....

D 627   Q.P. Code : [10 DMB-TM 130]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Technology Management

TECHNOLOGY FINANCE

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the key elements in technology finance? Explain.

2. Discuss how the financial sector sees technology as its saviour.

3. Explain the Accounting Standard issued by the Council of the Institute of Chartered Accountants of India on 'Accounting for Research and Development'.

4. Explain how the defect of traditional costing system is overcome by ABC?

5. What are the advantages and disadvantages of life cycle costing?

6. What are the various types of Venture-Capital Firms?

7. What is 'hire purchase'? What are the advantages and disadvantages of a hire purchase system?

8. How to overcome technology obsolescence? Explain the difference between functional and technical obsolescence?

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D 628   **Q.P. Code : [10 DMB-TM 131]**

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

GOAL PROGRAMMING IN MANAGEMENT

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

$(5 \times 20 = 100)$

1.   List out the applications of goal programming problem.

2.   Discuss the procedure in solving the problem with uncertainty in the goal programming problem with case study.

3.   Differentiate the micro manager with QSB with respect to the application.

4.   Solve :

Minimize $Z = 5Y_1 + 4Y_2$

Subject to

$12X_1 + 9X_2 + 15X_3 - \left(Y_1^+ - Y_1^-\right) = 125$

$5X_1 + 3X_2 + 4X_3 + Y_2^- = 40$;

$5X_1 + 7X_2 + 8X_3 - Y_3 = 55$

and $X_j \geq 0, Y_K^+ \geq 0; Y_K^- \geq 0$;

$(J = 1, 2, 3; K = 1, 2, 3)$.

5. Solve the goal programming problem by simplex method :

A company has two machines for manufacturing a product. Machine 1 make two units per hour, while machine 2 makes three units per hour. The company has an order of 80 units. Energy restrictions dictate that only one machine can operate at one time. The company has 40 hours of regular machining time, but over time is available. It costs $ 4.00 to run machine 1 for one hour, while machine 2 costs $ 5.00 per hour. The company has the following goals :

(a) Meet the demand of 80 units exactly

(b) Limit machine overtime to 10 hours

(c) Use the 40 hours of normal machining time

(d) Minimize costs.

6. Explain the functional areas of management using goal programming technique.

7. Illustrate the steps necessary to establish the standard or complete goal programming problem (formulation).

8. Briefly explain the procedure of solving the goal programming using the graphical method and illustrate how it will be different from linear programming problem.

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D 629   **Q.P. Code : [10 DMB–TM 132]**

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second year

Technology Management

TECHNOLOGY FORECASTING

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

$(5 \times 20 = 100)$

1. Describe the importance of technology forecasting in present scenario.

2. Elaborate the concept and techniques in Morphological methods of technological forecasting.

3. Differentiate qualitative technology forecasting with quantitative methods of technology forecasting.

4. Discuss the various activities of TIFAC.

5. Examine the role of forecasting technology in top, middle, lower level managerial decision making process.

6. Explain the applications of econometric models in Technology forecasting.

7. Describe the steps in practical technological forecasting with case studies.

8. Write detailed notes on $(4 \times 5 = 20)$

   (a) Curve fitting.

   (b) Futurology.

   (c) Delphi technique.

   (d) Simulation.

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Reg. No. : ....

D 630   Q.P. Code : [10 DMB-TM 133]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Technology Management

R & D MANAGEMENT

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the types of leadership towards R & D management.

2. Discuss the methodologies adopted in management of high value instrument test facilities and workshop.

3. Discuss in detail about design for maintenance and design for manufacturing.

4. Explain the two types of programming system adopted in CAD/CAM.

5. Elaborate the procedure in establish the material management policy.

6. Illustrate the concept and role of vendor development, discus the technology strategy in detail.

7. Briefly explain the various elements involved in the queuing model and discuss how it will vary for the goal programming model.

8. Describe the methodologies adopted towards R & D budget and project proposal.

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2   D 630

D 630   Q.P. Code : [10 DMB-TM 133]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Technology Management

R & D MANAGEMENT

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

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2. Discuss the methodologies adopted in management of high value instrument test facilities and workshop.

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