

Roll.No.

24PAFET3B03

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

M.Com. A&F - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - III

24PAFET3B03 - Business Foundations

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions (10 × 2 = 20 Marks)

1. What are the three components of the STP framework ?
2. Define market segmentation.
3. What are the three methods of segmenting a market?
4. What is the concept of cohort analysis in market segmentation ?
5. How can managers effectively motivate their employees?
6. What is Organizational architecture?
7. What are the significance in financial decision-making?
8. What is Little's Law, and how can it be applied to improve capacity planning in an organization?
9. Describe the role of variability in operations management.
10. Explain two techniques for process improvement in operations management.
11. How can a well-structured reward system impact employee motivation?
12. Explain the concept of job design.

Section C

Answer any **FOUR** questions (4 × 5 = 20 Marks)

13. Discuss the importance of branding in customer loyalty.
14. What are the key differences between customer centricity and traditional product-centric thinking?
15. Evaluate the impact of organizational culture on employee performance and motivation.
16. What leadership styles are most effective in fostering a positive work environment and driving organizational success?

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17. Explain the importance of capital budgeting in the decision-making process for long-term investments.
18. Explain the methods used in statistical analysis and how they contribute to continuous improvement in operations management.
