

**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2018**

**Subject: Strategic Management**

**Paper – MB – 401**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.**

**Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)**

**[Short Answer Type]**

- 1 What are the objectives of strategic management?
- 2 State the key drivers for a change
- 3 State the stages in industry life cycle
- 4 What are the benefits from outsourcing strategies?
- 5 Distinguish between social and ethical responsibilities.

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) Discuss the process and tasks of strategic management in a corporate entity.  
**OR**  
b) Explain the pre-requisites for developing a strategic model and its implementation.
- 7 a) Describe the external and internal environmental analysis for the creation of a good strategy.  
**OR**  
b) Discuss the essential elements in SWOT analysis and value chain analysis.
- 8 a) Explain the basic steps in strategy formulation.  
**OR**  
b) Describe a suitable strategy for business leaders and followers.
- 9 a) Explain the reasons for development of alternative strategies in a competitive business environment.  
**OR**  
b) Discuss the advantages and limitations in mergers and acquisitions.
- 10 a) State the vital issues in strategies evaluation and controls.  
**OR**  
b) Explain the policies for SMART governance.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2018**

**Subject: Business Intelligence**

**Paper – MB – 402**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Value Chain
- 2 Data Integration
- 3 Business Performance
- 4 GIS
- 5 Business Intelligence

**PART – B (5x12 = 60 Marks)  
[Essay Answer Type]**

- 6 a) Briefly explain the history and evolution of Business Intelligence.  
**OR**  
b) Explain the role of business intelligence in organizational development.
- 7 a) What is data warehousing? Briefly explain the frame work for data warehousing.  
**OR**  
b) Describe different tools and techniques of data mining.
- 8 a) Discuss the process of business performance measurement.  
**OR**  
b) Explain the various applications of business performance measurement.
- 9 a) Explain the benefits of Business Analytics.  
**OR**  
b) Compare and contrast between GIS and GPS.
- 10 a) Briefly explain the managerial issues related to business intelligence implementation.  
**OR**  
b) Explain the role of social networks in business intelligence.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2018**

**Subject: Supply Chain Management**

**Paper – MB – 403**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.**

**Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)**

**[Short Answer Type]**

- 1 Value Chain
- 2 Reverse Logistics
- 3 Third party warehouse
- 4 Bar Coding
- 5 Network design

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) What are the functions of supply chain management?  
**OR**  
b) Explain in detail the conceptual frame work for supply chain management.
- 7 a) What is integrated logistics management? What are its advantages?  
**OR**  
b) Explain the role of inventory management in customer service.
- 8 a) Explain the importance of transportation in supply chain management.  
**OR**  
b) Discuss the factors affecting the choice of a transport format.
- 9 a) Explain the role of IT in supply chain management.  
**OR**  
b) Explain the problems and prospects in retail SCM.
- 10 a) Explain the importance of distributors in supply chain management.  
**OR**  
b) Explain the issues involved in work force management in SCM.

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**FACULTY OF MANAGEMENT****M.B.A. IV – Semester (CBCS) Examination, May / June 2018****Subject: Investment Management****Paper – MB – 404 – I  
(Elective – III – Finance)****Time: 3 Hours****Max.Marks: 80****Note: Answer all the questions from Part-A and Part-B.****Each question carries 4 marks in Part-A and 12 marks in Part-B.****PART – A (5x4 = 20 Marks)****[Short Answer Type]**

- 1 State and investment decision process
- 2 What are features of debt instruments and state its types?
- 3 State the uses of Security Market Indexes.
- 4 How to determine portfolio return and risk?
- 5 State types of mutual funds.

**PART – B (5x12 = 60 Marks)****[Essay Answer Type]**

- 6 a) Discuss the factors influencing for investment decision for a rationale investor.  
**OR**  
b) Explain the elements in fundamental analysis.
- 7 a) The ex-ante returns on a fund are estimated as below.

%Returns	11.23	14.64	13.21	9.86	10.11	9.56
Probability	0.1	0.1	0.1	0.2	0.3	0.2

You are required to find the return and risk of the fund.

**OR**

- b) Consider a bond selling at a par value of Rs. 1,000 with 7 years to maturity and 8% coupon payment, If the yield to maturity is 9% find the duration of bond when the coupon are paid annually and semi-annually?
- 8 a) The latest dividend paid on an equity share is Rs.3.45 per share these dividends have been growing at a constant rate of 6.7% per annum and are likely to grow at this rate till long discount future. The required rate of return is 11.12%. You are required to find its intrinsic value today, after two years and after 5 years.

**OR**

- b) Mr. Ashok wants to purchase a stock and hold on it for 5 years. He estimates that Rs. 4 dividend would be paid by the company for the next five years. He hopes to sell the shares at Rs. 60 at the end of the fifth year. His required rate of return is 10%. What is the present price?

- 9 a) Explain the assumptions and applicability capital asset pricing model in portfolio selection.

**OR**

- b) Assume your self as a portfolio manager and with the help of the following details, state the securities that are over priced or under priced in terms of the security market line.

Security	Expected Return	Beta	Standard Deviation
A	0.33	1.7	0.50
B	0.13	1.4	0.35
C	0.26	1.1	0.40
D	0.12	0.95	0.24
E	0.21	1.05	0.28
F	0.14	0.70	0.18
Nifty Index	0.13	1.00	0.20
T-Bills	0.09	0.00	0.00

- 10 a) Discuss the problems and prospects of Mutual Fund Investments in India.

**OR**

- b) With the following details evaluate the performance of the different funds by using Sharpe, Treynor and Jensen methods with  $R_f = 5\%$ .

Funds	Return	Standard Deviation	Beta
A	2	20	0.98
B	12	18	0.97
C	8	22	1.17
D	9	24	1.22
Market	10	20	1.00

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) (New Syllabus) Examination, May / June 2018**

**Subject: Consumer Behaviour**

**Paper – MB – 404 – 2 (Marketing)**

**Discipline Specific**

**(Elective – IV – Marketing)**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Abraham Maslow hierarchy of needs
- 2 Information Processing theory
- 3 Family life cycle stages
- 4 Post purchase behaviour
- 5 .Traditional Model of Buyer behaviour

**PART – B (5x12 = 60 Marks)  
[Essay Answer Type]**

- 6 a) Explain the various factors influencing consumer behaviour.  
**OR**  
b) Briefly explain the theories of personality.
- 7 a) Explain the various elements of consumer learning.  
**OR**  
b) Explain “how the split – brain theory influences in the consumer behaviour”.
- 8 a) What are the determinants of social class? How the consumer behaviour is influenced by social class.  
**OR**  
b) What are the four main value dimensions along which national cultures can vary?
- 9 a) Discuss the influence of reference group on consumer behaviour.  
**OR**  
b) Explain the factors influence the industrial buying decisions.
- 10 a) Briefly explain the black well and Rao-Lilien model of consumer behaviour.  
**OR**  
b) Elaborate the various factors that influence a customer decision to buy a car.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2018**

**Subject: Performance Management**

**Paper – MB – 404 (HRM)  
(Elective – III – HRM)**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Concept of performance management
- 2 Casual matrix
- 3 EFQM
- 4 Call back pay
- 5 CIPD

**PART – B (5x12 = 60 Marks)  
[Essay Answer Type]**

- 6 a) Discuss about steps in performance planning.  
**OR**  
b) Explain about behavioural approach to performance management.
- 7 a) Write a note on psychometric tests.  
**OR**  
b) State some measures to improve performance of employees.
- 8 a) Give an overview on process of bench marking.  
**OR**  
b) State the objectives of performance management pathway analysis.
- 9 a) Explain about framework of human capital.  
**OR**  
b) Discuss about competence related pay models.
- 10 a) Briefly explain about RCN models of performance management.  
**OR**  
b) Examine the Sears model for organizational performance.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2018**

**Subject: Database Management Systems**

**Paper – MB – 404 – 4**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.**

**Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)**

**[Short Answer Type]**

- 1 What do you mean by Client / Server Technology?
- 2 Discuss the Codd's' rules in RDBMS
- 3 What is database transaction processing?
- 4 Differentiate between Data Warehousing & Data Mining.
- 5 What are the triggers in PL SQL?

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) Explain ER diagram with its extended features.  
**OR**  
b) What is Data modeling and explain different types in brief?
- 7 a) Brief the functional dependencies in databases with rules.  
**OR**  
b) Define normalization and discuss its various forms.
- 8 a) Explain in detail about Deadlock Mechanism.  
**OR**  
b) Explain the need and importance of Database Recovery Systems.
- 9 a) Explain Query Processing in distributed database and query types.  
**OR**  
b) What is OLAP? Explain its characteristics.
- 10 a) Explain various SQL commands for Data Definition and Data Manipulation.  
**OR**  
b) Discuss the Form Design Process in PL SQL.

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**FACULTY OF MANAGEMENT****M.B.A. IV – Semester (CBCS) Examination, May / June 2018****Subject: Banking and Insurance****Paper – MB – 405 – I (Finance)  
(Elective – IV – Finance)****Time: 3 Hours****Max.Marks: 80****Note: Answer all the questions from Part-A and Part-B.****Each question carries 4 marks in Part-A and 12 marks in Part-B.****PART – A (5x4 = 20 Marks)****[Short Answer Type]**

- 1 State the functions of Commercial Banks.
- 2 Distinguish between fixed and floating rates
- 3 What is meant by Core Banking solution?
- 4 What are the principles of Insurance?
- 5 State the types of General Insurance Business.

**PART – B (5x12 = 60 Marks)****[Essay Answer Type]**

- 6 a) Describe the structure and significance of Indian Banking System.  
**OR**  
b) Explain the functions of Reserve Bank of India.
- 7 a) Discuss the procedure for assessment of credit worthiness of a prospective borrower.  
**OR**  
b) What is NPAs and state the causes and its implications in Banking Operations.
- 8 a) As the interest rates are expected to change, ABC Bank wants to charge floating rate of interest to its borrower. The present prime rate is 8% p.a. The bank wants to charge a premium of 350 basis points over the prime rate for this borrower. You are required to find the floating rate for the borrower as per prime plus and prime time-rate methods and which of the two methods would be beneficial to the bank. Further, if the prime rate increases to 9% and/or decreases to 7.5% what would be the floating rate for the borrower.  
**OR**  
b) A customer wants to borrow Rs.50 crs from XYZ Bank. The bank studied the risk associated with the borrower and found that the probability of repaying the principal and interest is 94% as per schedule. In case of difficulty the bank loan recover 81% of the principal and interest due. The minimum required rate for the bank is 14%. The cost of funds for the bank is 12% and the associated service cost is 0.25%. What rate should the bank quote to the borrower?
- 9 a) Discuss the significance of Insurance Business in Indian Economy.  
**OR**  
b) Explain the salient features of different Life Insurance products.
- 10 a) Describe the advantages of general Insurance Business activities.  
**OR**  
b) Discuss the role of marketing intermediaries in insurance business operations.

**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) (New Syllabus) Examination, May / June 2018**

**Subject: Services and Global Marketing (Marketing)**

**Paper – MB – 405 – 2  
Discipline Specific  
(Elective – IV – Marketing)**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Goods and services continuum
- 2 Basic Elements of Service Quality
- 3 Service marketing triangle
- 4 Cultural environment
- 5 .International product positioning

**PART – B (5x12 = 60 Marks)  
[Essay Answer Type]**

- 6 a) Define services. Explain its concepts and scope.  
**OR**  
b) Evaluate customer expectations and perceptions of services.
- 7 a) Evaluate 4Ps of services marketing.  
**OR**  
b) Discuss various methods of measuring Service Quality.
- 8 a) Briefly discuss about Services Marketing Strategies.  
**OR**  
b) Evaluate Internal Marketing and Interactive Marketing of services.
- 9 a) Define Global Marketing and explain its importance.  
**OR**  
b) Explain factors effecting to the Global Marketing Environment.
- 10 a) Explain global product planning and its objectives.  
**OR**  
b) Evaluate distinction between Global Marketing and Indian Marketing.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2018**

**Subject: Talent and Knowledge Management**

**Paper – MB – 405 – 3 (HR)  
(Elective – IV – HRM)**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Concept of knowledge management
- 2 TMIS
- 3 Knowledge intensive firm
- 4 Knowledge management products
- 5 Organizational performance

**PART – B (5x12 = 60 Marks)  
[Essay Answer Type]**

- 6 a) What is meant by talent reservoir? Explain about its designing.  
**OR**  
b) Describe how to create a talent management system.
- 7 a) Give an overview on various types of competencies.  
**OR**  
b) Briefly explain about valid competency model.
- 8 a) Discuss in detail about alternative views of knowledge.  
**OR**  
b) Briefly explain about key processes in knowledge intensive firms.
- 9 a) Write a note on knowledge management approaches.  
**OR**  
b) Elucidate the infrastructure of knowledge management.
- 10 a) Explain the nature and significance of knowledge discovery systems.  
**OR**  
b) Bring out the types of assessment of knowledge management.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2018**

**Subject: Software Project Management**

**Paper – MB – 405 – 4**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Define Software and its classification
- 2 Define cash flow forecasting
- 3 What is PERT and CPM?
- 4 What do you mean by project tracking?
- 5 What are the types of Communication Genres?

**PART – B (5x12 = 60 Marks)  
[Essay Answer Type]**

- 6 a) Discuss the overview of Project Planning.  
**OR**  
b) Explain how software project planning is different from other types of projects.
- 7 a) Explain the cost benefit evaluation technique in Software Project Management.  
**OR**  
b) What do you mean by Estimation in Software Project testing?
- 8 a) What is activity planning and explain its objectives?  
**OR**  
b) Discuss the different Network planning models.
- 9 a) Explain the Software Configuration Management and its tools.  
**OR**  
b) Explain the steps in Project Management and Control in Software Project Management.
- 10 a) Explain Oldham – Hackman job characteristic model of motivation.  
**OR**  
b) Explain the importance of Team Structures in Software Project Management.

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