

Hall Ticket Number :										
----------------------	--	--	--	--	--	--	--	--	--	--

R-19

Code: 9P1A35B

M.B.A. III Semester Regular & Supplementary Examinations April 2023

Financial Markets and Services

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

Marks CO

UNIT-I

1. Explain –
- a. Growth of Financial services in India 6M CO1
 - b. Money Market Instruments 6M CO1

OR

2. Explain the various components of Indian Financial System. 12M CO1

UNIT-II

3. Explain the role & importance of SEBI in stock exchange. 12M CO2

OR

4. Explain the Functions of RBI. 12M CO1

UNIT-III

5. Explain the trends in venture capital in India. 12M CO3

OR

6. Explain the process and evaluation of Hire Purchase & Leasing. 12M CO3

UNIT-IV

7. What is credit rating? Briefly discuss the various credit rating agencies functioning in the Indian capital market. 12M CO2

OR

8. Explain the clearing and settlement procedure of NSE. 12M CO4

UNIT-V

9. Discuss the Need and importance of Micro Finance for rural upliftment in India. 12M CO5

OR

10. Write a note on -
- a. Infrastructure Financing 6M
 - b. Insurance Services 6M CO3

Hall Ticket Number :

--	--	--	--	--	--	--	--	--	--	--

R-19

Code: 9P1A36C

M.B.A. III Semester Regular & Supplementary Examinations April 2023

Green Marketing Management

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

Marks CO Blooms Level

UNIT-I

1. Why Green Marketing Managers require to concentrate on sustainable development 12M CO1 L1
- OR**
2. Write short notes on
- a. Ecological Marketing 6M CO1 L1
- b. Characteristics of Green Companies. 6M CO1 L1

UNIT-II

3. Explain the application of Green Marketing grid in Green companies. 12M CO2 L3
- OR**
4. Analyze the influence of purchase behavior on the consumer decision making process related to Green products. 12M CO2 L4

UNIT-III

5. Justify, how Green packaging and labeling place important role in Green Marketing. 12M CO3 L5
- OR**
6. Define Green Price and write about the pricing strategies suitable to Green Products. 12M CO3 L1

UNIT-IV

7. Assess the role of suitable logistics will be helpful in the green distribution. 12M CO4 L5
- OR**
8. Discuss about the different factors underlying in promotion of Green Products. 12M CO4 L2

UNIT-V

9. Write in detail about the Green Business Standards. 12M CO4 L1
- OR**
10. Economic, Environment and Social Values depends on sustainability reports – Evaluate. 12M CO4 L5

Hall Ticket Number :										
----------------------	--	--	--	--	--	--	--	--	--	--

R-19

Code: 9P1A31

M.B.A. III Semester Regular & Supplementary Examinations April 2023

Logistic and Supply Chain Management

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

		Marks	CO	BL
UNIT-I				
1.	Explain the Logistical Value Proposition of a supply chain with an example	12M	1	L2
OR				
2.	How a Supply Chain Synchronization can be achieved for a retail mart?	12M	1	L1
UNIT-II				
3.	a) What are the objectives of a supply chain?	6M	2	L1
	b) Discuss about importance of SC	6M	2	L2
OR				
4.	Judge on achieving Strategic Fit in a SC	12M	2	L5
UNIT-III				
5.	a) Elucidate the Transportation Operations in a SC?	6M	3	L3
	b) Explain about the Warehouse Operations of a retail SC	6M	3	L2
OR				
6.	a) Explain about Material handling process of a SC	6M	3	L2
	b) Write about International Sourcing process of a SC?	6M	3	L3
UNIT-IV				
7.	How do you design the Warehouse Requirements for Amazon?	12M	4	L2
OR				
8.	How do you create network integration in logistics and SCM?	12M	4	L4
UNIT-V				
9.	Explain about SC Drivers and Metrics	12M	5	L2
OR				
10.	What is the role of IT in a SC? And explain IT Applications in SCM?	12M	5	L5

END

Hall Ticket Number :

R-19

Code: 9P1A35A

M.B.A. III Semester Regular & Supplementary Examinations April 2023

Personnel Administration, Policy and Procedure

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

Marks CO BL

UNIT-I

1. Define Personnel management. Distinguish between Personnel Management and Human Resource Management. 12M CO1 L1

OR

2. Explain the significance of Personnel management and its nature and objectives. 12M CO1 L3

UNIT-II

3. What is personnel Audit? Explain its significance in a Personnel Department. 12M CO2 L1

OR

4. What are the contents in a Personal File of an employee? 12M CO2 L1

UNIT-III

5. How the personnel department send communication to an employee to attend an interview. Explain. 12M CO3 L6

OR

6. Write a note on:
(a) Appreciation Letter (b) Notices and circulars 12M CO3 L1

UNIT-IV

7. What are the objectives and principles of wage and salary Administration? 12M CO4 L1

OR

8. Write a note on:
(a) TDS (b) Professional Tax 12M CO4 L4

UNIT-V

9. What is Memo? What are the points to be observed in drafting of charge sheet? 12M CO5 L2

OR

10. Write a note on:
(a) Termination & Dismissal (b) Gratuity. 12M CO5 L1

END

Hall Ticket Number :										
----------------------	--	--	--	--	--	--	--	--	--	--

R-19

Code: 9P1A32

M.B.A. III Semester Regular & Supplementary Examinations April 2023

Retail Management

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

Marks CO BL

UNIT-I

1. Elaborate the social and economic significance of Retailing. 12M CO1 L3

OR

2. Describe about the opportunities in Retailing. Write about the various Retailing Theories. 12M CO1 L6

UNIT-II

3. Summarize the important considerations in selection of town locations, 12M CO2 L5

OR

4. Describe in detail about retailing strategy. Elevate the key aspects crafting of retailing strategy. 12M CO2 L6

UNIT-III

5. Assess the significance of retail pricing strategy. Elaborate the Price adjustments. 12M CO3 L5

OR

6. Elucidate the various elements in retail communication mix. 12M CO3 L3

UNIT-IV

7. Demystify the various techniques to motivate the store employees. 12M CO4 L3

OR

8. Elaborate the various store layouts. Write about the objectives of Good Store design 12M CO4 L3

UNIT-V

9. Enumerate the various steps in Implementation of CRM Programme. 12M CO5 L4

OR

10. Examine the various strategies for Meeting and exceeding the Service Standards. 12M CO5 L3

END

Hall Ticket Number :

R-19

Code: 9P1A36B

M.B.A. III Semester Regular & Supplementary Examinations April 2023

Security Analysis and Portfolio Management

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

Marks CO BL

UNIT-I

1. a) Define the term Investment. Is Investment different from speculation? Explain. 6M CO1 L1
b) What is portfolio management? Explain its Process. 6M CO1 L1

OR

2. a) What are the attributes of equity investment? 6M CO1 L1
b) What do you mean by investment? Explain objectives investment. 6M CO1 L1

UNIT-II

3. a) What do you mean by fundamental analysis? How does fundamental analysis differ from technical analysis? 6M CO2 L1
b) How Dow theory helps in investment decisions? Explain. 6M CO2 L1

OR

4. a) What is Porter's five forces model? How it is help to analyses the investment opportunity? 6M CO2 L1
b) What is the difference between RSI and moving average method? 6M CO2 L1

UNIT-III

5. The following table gives the rate of return on stock of Apple Computers and on the market portfolio for five years

Year	Return on the stock Apple Computers (%)	Return Market Portfolio (%)
1	-13	-3
2	5	2
3	15	8
4	27	12
5	10	7

What is the beta of the stock of Apple Computers? 12M CO3 L4

OR

6. a) What is the difference between over diversification and under diversification? 6M CO3 L3
- b) What is equities valuation? Explain dividend discount models of equity valuation. 6M CO3 L1

UNIT-IV

7. a) Define Risk and distinguish between Systematic and Unsystematic Risk. 6M CO4 L3
- b) What do you mean by returns? Explain various methods used for calculation of returns from a stock. 6M CO4 L3

OR

8. Stock A and B has the following returns over the past five years

Year	“A” Returns (%)	“B” Returns (%)
2018	5	10
2019	-10	-10
2020	15	14
2021	4	5
2022	6	8

Calculate

- a) Average returns of A & B
- b) Risk for A & B 12M CO4 L4

UNIT-V

9. a) What is difference between GDR ADR and IDR? 6M CO5 L3
- b) What is the conventional method of portfolio performance evaluation? 6M CO5 L1

OR

10. From the following information, find out expected risk and returns

Particulars	Risk (%)	Returns (%)	Portfolio
TCS	30	15	0.60
Wipro	25	10	0.40
Correlation between stock			-0.3

Investors invested 50% of his interment in TCS and 50% in Wipro.

12M CO5 L4

END

Hall Ticket Number :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

R-19

Code: 9P1A37C

M.B.A. III Semester Regular & Supplementary Examinations April 2023

Brand Management

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

Marks CO BL

UNIT-I

- | | | | |
|--|----|-----|----|
| 1. a) Distinguish between a brand and a product. | 4M | CO1 | L2 |
| b) Trace out the historical evolution of brands. | 8M | CO1 | L2 |

OR

- | | | | |
|---|-----|-----|----|
| 2. Discuss the challenges and opportunities in building a strong brand. | 12M | CO1 | L2 |
|---|-----|-----|----|

UNIT-II

- | | | | |
|--|----|-----|----|
| 3. a) Identify the four components of brand positioning. | 6M | CO2 | L1 |
| b) Describe the guidelines in developing a good brand positioning. | 6M | CO2 | L1 |

OR

- | | | | |
|---|-----|-----|----|
| 4. Explain the brand mantra and how it should be developed. | 12M | CO2 | L2 |
|---|-----|-----|----|

UNIT-III

- | | | | |
|---|-----|-----|----|
| 5. Describe how the country of origin and celebrity endorsement can link secondary associations to the brand. | 12M | CO2 | L3 |
|---|-----|-----|----|

OR

- | | | | |
|--|-----|-----|----|
| 6. Choose a brand of your choice, identify its elements, and assess their ability to contribute to brand equity according to the choice criteria of (i) memorable, (ii) meaningful, (iii) likable, (iv) transferable, (v) adaptable, and (vi) protectable. | 12M | CO3 | L4 |
|--|-----|-----|----|

UNIT-IV

- | | | | |
|---|-----|-----|----|
| 7. Critically examine the steps in implementing a brand equity management system. | 12M | CO3 | L5 |
|---|-----|-----|----|

OR

- | | | | |
|---|-----|-----|----|
| 8. Define financial brand equity. Discuss the cost, market, and income approaches to determining a brand's value. | 12M | CO4 | L2 |
|---|-----|-----|----|

UNIT-V

- | | | | |
|--|-----|-----|----|
| 9. State the reasons for and discuss the steps in the process of building global brands. | 12M | CO4 | L2 |
|--|-----|-----|----|

OR

- | | | | |
|---|-----|-----|----|
| 10. Delineate the meaning, types, advantages, and disadvantages of brand extension. | 12M | CO4 | L4 |
|---|-----|-----|----|

END

Hall Ticket Number :

R-19

Code: 9P1A33

M.B.A. III Semester Regular & Supplementary Examinations April 2023

Cost and Management Accounting

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

Marks CO BL

UNIT-I

1. Write the differences between management accounting and cost accounting. 12M 1 1
- OR**
2. Describe the scope and significance of management accounting. How does it differ from other types of accounting? 12M 2 2

UNIT-II

3. What is the difference between normal and abnormal loss? How do you treat these losses in a process industry? Use an example to demonstrate. 12M 2 4
- OR**
4. What is a cost sheet? Describe the purposes it serves with a suitable illustration.. 12M 2 2

UNIT-III

5. Describe the following with appropriate examples:
a) Cost center and cost unit b) Profit center
c) Responsibility center d) Investment center 12M 2 2
- OR**
6. What is transfer pricing? When does transfer pricing become relevant? Discuss the major issues in transfer pricing and describe the methods of transfer pricing. 12M 3 3

UNIT-IV

7. Bharathi Cellular Ltd sells phones for ₹ 10000 per piece. The unit variable cost per phone is ₹ 5000 plus a selling commission of 10%. Fixed manufacturing costs total ₹ 1,2500 per month, while fixed selling and administrative costs total ₹ 25000.
a) What is the contribution margin per phone?
b) What is the breakeven point in phones?
c) How many phones must be sold to earn a targeted profit of ₹ 750000? 12M 5 5
- OR**
8. What is the cost-volume-profit (CVP) or break-even analysis? What management applications does break-even analysis have? 12M 1 1

UNIT-V

9. a) What is the budget?
b) What exactly is budget control?
c) What kinds of budgets exist and how do they aid in management? 12M 1 1
- OR**
10. Define the standard cost. Explain the standard costing process. Describe the advantages and disadvantages of it. 12M 2 2

END

Hall Ticket Number :										
----------------------	--	--	--	--	--	--	--	--	--	--

R-19

Code: 9P1A34C

M.B.A. III Semester Regular & Supplementary Examinations April 2023

Consumer Behaviour

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

	Marks	CO	Blooms Level
UNIT-I			
1. "Understanding Consumer and Market segments is of vital and pervasive importance to be successful in this competitive era" – Evaluate the statement	12M	CO1	L5
OR			
2. What are the basic objectives of Marketing and discuss its impact on consumers	12M	CO1	L2
UNIT-II			
3. Explain the impact of Social Class on buying behavior of customers	12M	CO2	L2
OR			
4. What is Culture? Illustrate the impact of different cultural elements on buying behavior	12M	CO2	L3
UNIT-III			
5. "Individual traits plays a critical role in motivating a consumer" – Justify the statement	12M	CO3	L5
OR			
6. Analyse the critical stages in processing of information before arriving at purchase decision	12M	CO3	L4
UNIT-IV			
7. Explain Webster and Wind model of Consumer Decision making	12M	CO4	L2
OR			
8. Describe the stages in Howard-Sheth model	12M	CO4	L2
UNIT-V			
9. List out the features of Consumer Protection Act -1986	12M	CO5	L1
OR			
10. "Three tier Quazi Judiciary mechanism provided by Consumer Protection Act has given impetus to the growing consumerism in India"-Evaluate the statement	12M	CO5	L5

Hall Ticket Number :

R-19

Code: 9P1A34B

M.B.A. III Semester Regular & Supplementary Examinations April 2023

Corporate Finance

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

Marks CO Blooms Level

UNIT-I

1. Discuss the role of EXIM Bank in promoting exports. 12M CO1 L3

OR

2. Describe the cost of various sources of Finance. 12M CO1 L2

UNIT-II

3. a) Define Working Capital? 3M CO2 L1

b) Discuss about estimating Working capital requirements. 9M CO2 L2

OR

4. a) What are public deposits? 6M CO2 L1

b) What are the advantages and disadvantages of Public Deposits? 6M CO2 L1

UNIT-III

5. a) What makes risk important in the selection of projects? 6M CO3 L1

b) Explain briefly the various methods of evaluating risky projects? 6M CO3 L2

OR

6. A firm is considering is considering a proposal to buy a machine for Rs.30,000. The expected cash flows after taxes from the machine for a period of 3 consecutive years are Rs.20,000/-. After the expiry of the useful life of the machine, the seller has guaranteed its repurchase at Rs.2,000. The firms cost of capital is 10% and the risk-adjusted discount rate is 18%. Should the company accept the proposal of purchasing the machine? 12M CO3 L5

UNIT-IV

7. Discuss about the simulation and financing decision. 12M CO4 L2

OR

8. Discuss about determining the probability of cash insolvency of a firm. 12M CO4 L4

UNIT-V

9. Discuss about the corporate social responsibility 12M CO5 L2

OR

10. a) What is Corporate Governance? 4M CO5 L1

b) Describe the corporate governance of stakeholders and ethics. 8M CO5 L2

END

Hall Ticket Number :

--	--	--	--	--	--	--	--	--	--	--

R-19

Code: 9P1A37A

M.B.A. III Semester Regular & Supplementary Examinations April 2023

Employee Performance Management

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

Marks CO BL

UNIT-I

1. Describe the challenges of introducing performance management system in organizations. Suggest measures for effective implementation of performance management system. 12M CO1 L3

OR

2. What broader business advantages does performance management provide? Briefly explain. 12M CO1 L1

UNIT-II

3. What are the objectives and purpose of performance review meetings? 12M CO2 L1

OR

4. List out the Do's and Don'ts of conducting a performance review meeting. 12M CO2 L2

UNIT-III

5. Describe the steps in counseling process. Explain the features of performance counseling. 12M CO3 L3

OR

6. Explain under what situations the employees must be counselled. Suggest the effective methods of counseling under situations. 12M CO3 L3

UNIT-IV

7. What are the four perspectives of a balanced scorecard? Explain the strategic importance of balanced scorecard method in HRM. 12M CO4 L1

OR

8. Explain the role of assessment centre's in performance appraisal process. 12M CO4 L3

UNIT-V

9. Discuss the internal and external factors influencing the compensation of an employee. 12M CO5 L3

OR

10. Explain the equity in compensation system. List out the types of equity compensation. 12M CO5 L3

END