

Hall Ticket Number :

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R-19

Code: 9P1A44B

M.B.A. IV Semester Regular & Supplementary Examinations September 2023

Financial Derivatives

Max. Marks: 60

Time: 3 Hours

Answer any five full questions by choosing one question from each unit (5x12 = 60 Marks)

	Marks	CO	Blooms Level
UNIT-I			
1. Market is said to be incomplete without derivative instruments. Elucidate	12M	CO1	L4
OR			
2. Explain the merits and demerits of financial derivatives	12M	CO1	L2
UNIT-II			
3. What is derivative market? Explain its functions	12M	CO2	L2
OR			
4. Critically evaluate financial derivative market	12M	CO2	L3
UNIT-III			
5. What is marking-to-market? Illustrate the mechanism	12M	CO3	L3
OR			
6. What is cash and carry arbitrage? How is it different from reverse cash and carry arbitrage?	12M	CO3	L4
UNIT-IV			
7. What are the options Greeks? Explain.	12M	CO4	L2
OR			
8. How do you value option contract under Black-Schole model? What are its assumptions?	12M	CO4	L1
UNIT-V			
9. What is financial swap? Explain its features, merits and demerits	12M	CO5	L2
OR			
10. What is financial swap? Describe the underlying motives and challenges	12M	CO5	L2

All the Best

Hall Ticket Number :

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R-19

Code: 9P1A43A

M.B.A. IV Semester Regular & Supplementary Examinations September 2023

International Human Resource Management

Max. Marks: 60

Time: 3 Hours

Answer any five full questions by choosing one question from each unit (5x12 = 60 Marks)

	Marks	CO	Blooms Level
UNIT-I			
1. Discuss Hofsteds' study and its implications on cross cultural management.	12M	CO1	L4
OR			
2. Define International Human Resource Management. Identify its managerial implications	12M	CO1	L1
UNIT-II			
3. Develop an outline of a training programme for overcoming cultural shock of expats.	12M	CO2	L6
OR			
4. Examine the various criteria to be followed for selection of personnel for international assignments	12M	CO2	L3
UNIT-III			
5. Explain the compensation practices followed by MNC's	12M	CO3	L2
OR			
6. What are the precautions to be followed to design a compensation programme for expats.	12M	CO3	L1
UNIT-IV			
7. Briefly explain the importance of cross cultural training for managers in MNC's	12M	CO4	L2
OR			
8. Discuss the cultural issues in appraising expats and performance management.	12M	CO4	L2
UNIT-V			
9. Examine the role of cultural issues in managing industrial disputes in MNC's	12M	CO5	L3
OR			
10. Discuss the grievance handling mechanism in the international context.	12M	CO5	L2

All the Best

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R-19

Code: 9P1A44A

M.B.A. IV Semester Regular & Supplementary Examinations September 2023

Organization Development

Max. Marks: 60

Time: 3 Hours

Answer any five full questions by choosing one question from each unit (5x12 = 60 Marks)

	Marks	CO	Blooms Level
UNIT-I			
1. Explain the specific assumptions and their implications for Organization Leaders?	12M	CO1	L2
OR			
2. Values provide the structure and stability for people and important for Organization Development- Discuss.	12M	CO1	L2
UNIT-II			
3. Define the concept of "Organization Transformation and explain its Characteristics?	12M	CO2	L2
OR			
4. What is "Third Wave Management"? Explain the best practices under it?	12M	CO2	L2
UNIT-III			
5. Illustrate the advantages and disadvantages of Action Research Approach?	12M	CO3	L3
OR			
6. Discuss the importance of Action Research as an approach to solve the Problems of an organization?	12M	CO3	L2
UNIT-IV			
7. Explain the different types of Team Building Interventions with a suitable diagram?	12M	CO4	L2
OR			
8. Illustrate the following			
a) Purposes of Team Building	6M		
b) Ingredients of Third Party Peace Making Interventions	6M	CO4	L3
UNIT-V			
9. Explain the following:			
a) Process of Behavior Modeling	6M		
b) Objectives of T-Group Training	6M	CO5	L2
OR			
10. Explain the Survey Feedback Approach of Comprehensive Intervention. What are its Limitations?	12M	CO5	L2

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Hall Ticket Number :										
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R-19

Code: 9P1A41

M.B.A. IV Semester Regular & Supplementary Examinations September 2023

Strategic 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. Discuss the role of Strategic Management in changing competitive landscape taking examples from media and food & beverage industries.	12M	1	1
OR			
2. Elaborate the purposes behind Vision & Mission of a Company. Why there has to be both a Vision and a Mission of the company?	12M	1	2
UNIT-II			
3. As a VP-Strategy, advice your firm, a known name in the healthcare industry on ways and means to gain sustainable competitive advantage.	12M	2	6
OR			
4. Take a stand, either in favor or against, and explain your stand: "Major opportunities and threats usually result from an interaction among key environmental trends rather than from a single external event or factor."	12M	2	1
UNIT-III			
5. Customers are bargaining high and there is intense competition. Your firm is at the cash cow stage in the current business situation. Offer a right Corporate Level Strategy for the firm with your realistic assumptions.	12M	3	2
OR			
6. Identify Porter's business level generic strategies of Focus, Cost Leadership and Differentiation for any of the two following Brands: Elaborate your assumption and logic behind your identified generic strategies. a) Maruti-Suzuki Cars b) Indigo Airlines c) Sony Color Television d) OYO Hotels	12M	3	4
UNIT-IV			
7. What do you mean by corporate level strategies? Explain with suitable examples?	12M	4	2
OR			
8. Describe the steps you would recommend a company which wants to build long-term cooperative relationships with its mutually beneficial suppliers.	12M	4	4
UNIT-V			
9. "Standard Operating Procedures (SOP)" Elaborate the purpose behind SOP in institutionalizing strategic control in a firm with examples from two different industries of your choice.	12M	5	1
OR			
10. Discuss your opinion on choosing the corporate strategy first and later creating structure to suit with your strategic choice. Support or confront with you opinion referring to real-time examples from the industries.	12M	5	5

*****All the Best*****

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R-19

Code: 9P1A42

M.B.A. IV Semester Regular & Supplementary Examinations September 2023

Business Analytics

Max. Marks: 60

Time: 3 Hours

Answer any five full questions by choosing one question from each unit (5x12 = 60 Marks)

	Marks	CO	BL
UNIT-I			
1. a) Define Business Analytics. Explain different models of business analytics?	6M	1	1L
b) Explain in detail the use of analytics in healthcare	6M	1	L3
OR			
2. a) Explain various needs of business analytics in today's scenario. Also discuss in brief various components of business analytics	6M	1	L3
b) What Are The different Types of Data in Business Analytics?	6M	1	L1
UNIT-II			
3. What is Descriptive Statistics? How many types of measures are there? Explain measures of Central Tendency (Measures of Location) with example.	12M	2	L1
OR			
4. a) A total no of 1890 women were interviewed for an interview in a chemical company. Out of total applicants, 450 from textiles areas and rest from non-textile areas. Amongst the married women who belong to the textile area, 310 are experienced and 60 inexperienced, while for non-textile areas the corresponding figures were 250 and 320. The total no of inexperienced women was 1250, out of which, 80 reside in textile areas. Out of total no of women, 950 were unmarried, and of these the no of experienced women in the textile and non-textile areas was 60 and 20 respectively. Tabulate the given data.	6M	2	L4
b) What is risk analysis in business analytics? Why is risk analysis important in business analytics?	6M	2	L1
UNIT-III			
5. a) What is the advantage of graphics representation? What are the types of graph? Draw one Histogram.	6M	3	L1
b) What is Data Mining? List 2 applications of Data Mining in an online retail business environment.	6M	3	L1
OR			
6. a) What is the significance of recruitment analytics in Human Resource Management?	6M	3	L1
b) How does Prescriptive analytics differ from Predictive analytics? Explain any two points of difference.	6M	3	L1
UNIT-IV			
7. a) What is Customer Analytics and Why is it important?	6M	4	L1
b) What is Process Intelligence? How Process Intelligence Helps Businesses?	6M	4	L1
OR			
8. a) What is financial analytics with example? Why is it Useful for Businesses?	6M	4	L1
b) What is the history of business intelligence?	6M	4	L1
UNIT-V			
9. a) Explain the role of business analytics in today's business scenario.	6M	5	L2
b) How are business analytics and strategy linked together?	6M	5	L1
OR			
10. Discuss the emergence of business analytics as a competitive strategy for businesses in current scenario. Give 5 distinct points to justify the need and relevance of business analytics	12M	5	L4

*****All the Best*****

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R-19

Code: 9P1A43C

M.B.A. IV Semester Regular & Supplementary Examinations September 2023

Digital Marketing

Max. Marks: 60

Time: 3 Hours

Answer any five full questions by choosing one question from each unit (5x12 = 60 Marks)

Marks CO BL

UNIT-I

- 1. a) Trace the history of the internet and its evolution as a global communication network. 6M CO1 L1
- b) Discuss how the internet has transformed the way businesses approach marketing in the digital era. 6M CO1 L1

OR

- 2. Outline the essential steps involved in building an effective website that aligns with a business's marketing goals. 12M CO1 L4

UNIT-II

- 3. Explain the advantages and disadvantages of PPC advertising as an essential component of digital marketing strategies. 12M CO2 L1

OR

- 4. Discuss the different types of display campaigns and the methods advertisers can employ to reach their target audience effectively. 12M CO2 L1

UNIT-III

- 5. Describe the historical development of email marketing and identify its major milestones and key influencers in the industry. 12M CO2 L2

OR

- 6. Summarize the key features of various mobile ad formats and how they cater to different marketing objectives. 12M CO2 L2

UNIT-IV

- 7. Differentiate between traditional media and social media as marketing channels, and evaluate their respective strengths and weaknesses. 12M CO3 L2

OR

- 8. Analyze the effectiveness of YouTube advertising in promoting brand awareness and driving engagement, using real-life case studies to support your analysis. 12M CO3 L4

UNIT-V

- 9. Define analytics in the context of digital marketing and explain its role in gaining valuable insights for business growth. 12M CO4 L1

OR

- 10. Explore the different tools and technologies commonly used in digital marketing analytics, highlighting their respective features and benefits. 12M CO4 L3

*****All the Best*****