

Code: 7P1A41

M.B.A. IV Semester Regular Examinations April 2019

Strategic Management

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. a) Why a management student require to study strategic management? 6M
 b) What is the difference between business-level and corporate level strategy? 6M

OR

2. a) What is the relationship between formulation of corporate strategy and implementation of the strategy? 6M
 b) Briefly explain the key components of strategic management process. 6M

UNIT-II

3. a) Explain those factors which constitutes the external context of strategy for a manufacturing company 6M
 b) Briefly explain the five forces affecting industry structure? 6M

OR

4. a) Explain your understanding of resources of a company and the differences among types of resources. 6M
 b) Explain the roles of a manager in a company to link resources and capabilities to strategy and competitive advantage. 6M

UNIT-III

5. Conduct a Porter's Five Force Analysis of the Healthcare Industry 12M

OR

6. Explain how organizational learning and experience curve helps in creating competitive advantage for companies from both manufacturing as well as service sectors. 12M

UNIT-IV

7. a) Explain the conditions in which horizontal integration be inconsistent with the goal of maximizing profitability. 6M
 b) Explain the various value creation activities which a company can outsource to independent suppliers and the risks involved in outsourcing these activities. 6M

OR

8. Explain how factors like poor commercialization, poor positioning strategy, uncertainty and slow cycle time contributes to high failure rates of new-product introduction 12M

UNIT-V

9. a) What is the relationship among organizational structure, control and culture? 6M
 b) Explain how a company cannot always satisfy the claims of all stakeholders taking specific examples of different stakeholders. 6M

OR

10. a) What are the problems associated with implementing a strategy of related diversification through acquisitions? 6M
 b) How might a company configure its strategy-making processes to reduce the probability that managers will pursue their own self-interest at the expense of stakeholders? 6M

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R-17

Code: 7P1A44C

M.B.A. IV Semester Regular Examinations April 2019

Advertising and Sales Promotion

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. "The importance of advertising in marketing mix is increasing". Comment.

OR

2. Define advertising. How advertising is differ for consumer, industries and institutions? Explain briefly by taking two examples for each one in Indian context.

UNIT-II

3. What are the objectives and functions of advertising? Describe the duties of advertising manager.

OR

4. Your organization has come up with a new brand of toothpaste. As the marketing manager, how would you assign different roles to the various promotional mix elements keeping into consideration the 'Hierarchy of Effect' model?

UNIT-III

5. A sound knowledge of media options and characteristics of each of them is essential to undertake the task of planning the media. Discuss the above statement in relation to the role of a media planner in an advertising firm.

OR

6. Why is media selection process considered as a crucial task? Elaborate.

UNIT-IV

7. Define advertising effectiveness? How can we measure advertising effectiveness? What are the different methods used while measuring advertising effectiveness?

OR

8. What is a visual layout? Write a detailed note on the effective use of words in advertisement.

UNIT-V

9. Explain the various methods for controlling and disseminating companies' publicity.

OR

10. a) What are the types of sales promotion?
b) Discuss in detail the techniques of retail merchandising.

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R-17

Code: 7P1A43C

M.B.A. IV Semester Regular Examinations April 2019

Digital Marketing

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Explain the relevance of different types of digital platforms and digital media to marketing 12M

OR

2. Discuss the frequency with which a digital marketing strategy should be updated for a company to remain competitive. 12M

UNIT-II

3. a) Outline the different types and formats of display advertising. 6M
b) Explain how the effectiveness of display campaigns are measured. 6M

OR

4. Examine various approaches used to improve the results from SEO covering different search engine ranking factors. 12M

UNIT-III

5. Outline the do's and don'ts of e-mail marketing. 12M

OR

6. a) Describe your understanding on proximity marketing. 6M
b) Examine the pros and cons of SMS marketing. 6M

UNIT-IV

7. Trace out the historical growth of social media marketing. 12M

OR

8. Highlight the advantages and disadvantages of using YouTube for advertising. 12M

UNIT-V

9. Identify and analyse the tools used for data analytics. 12M

OR

10. What do you mean by attribution digital marketing? Explain how attribution model can be changed in Google Analytics. 12M

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R-17

Code: 7P1A44B

M.B.A. IV Semester Regular Examinations April 2019

Financial Derivatives

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. What are the various types of financial derivatives? What are its different features? Discuss.

OR

2. Write a brief note on the development and growth of derivatives market.

UNIT-II

3. What is a spot market? What are its features? Explain.

OR

4. How do you evaluate the risk content in financial derivatives? Discuss with suitable examples.

UNIT-III

5. What is a forward contract? What are its advantages and limitations? Explain.

OR

6. What is Hedging? What are its objectives? Explain with suitable examples.

UNIT-IV

7. What are the major differences between options and futures? Explain them in detail.

OR

8. What is meant by option pricing? What are its various components? Explain.

UNIT-V

9. What is swap? What are its various types? Explain each of them in detail along with suitable examples.

OR

10. Define currency swap. How is it different from equity swap? Discuss

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R-17

Code: 7P1A42

M.B.A. IV Semester Regular Examinations April 2019

International Business

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. What are the various strategies for entry and operation in interational business? Explain with suitable examples in brief.

OR

2. There is no essential difference between domestic and International Trade in a globalized Environment. Explain this statement critically.

UNIT-II

3. Compare and contrast various strategies of global entry in international business.

OR

4. What is the difference between a franchise and a license?

UNIT-III

5. Explain the role of WTO in international business.

OR

6. Describe the role of Dispute Settlement Body of WTO and state how disputes are settled

UNIT-IV

7. What is the World Bank, and what role does it play?

OR

8. What is the IMF, and what role does it play? What is its impact on Indian economy

UNIT-V

9. Much has been heard about 'Special Economic Zones' in India in the recent past. Throw light on the issues as to their role in promoting international business in India.

OR

10. Special Economic Zones is the Penances for the ill's of India's Export Performance? Comment

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M.B.A. IV Semester Regular Examinations April 2019

International Financial Management

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. What are the features of International Monetary System?

OR

2. What is meant by Exchange Rate? Discuss about different types of Exchange Rates.

UNIT-II

3. What do you understand by Forex Market? Outline the major participants in Forex Market?

OR

4. Briefly write about various types of transactions and settlements.

UNIT-III

5. Examine the role of Corporate Strategy and Foreign Direct Investment.

OR

6. How do you adjust risk in Foreign Investment? Explain with examples.

UNIT-IV

7. What are the methods of raising capital by MNCs?

OR

8. Write a brief note on Capital Structure of MNCs.

UNIT-V

9. Examine the role of IMF in International Financing Decisions.

OR

10. Critically examine the functioning of IBRD.

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Code: 7P1A43A

M.B.A. IV Semester Regular Examinations April 2019

International Human Resource Management

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Explain different Cultural Research Methodologies in the International Human Resource Management context

OR

2. Describe different cross cultural differences with suitable examples

UNIT-II

3. Explain the nature, sources and different policies of international staffing

OR

4. Describe different training methods in the context of expatriation and repatriation

UNIT-III

5. Describe the challenges in designing international compensation packages

OR

6. Explain different international compensation packages differentiating PCN's and TCN's

UNIT-IV

7. Explain the role of cultural issues in international training and development

OR

8. Explain the need for cross cultural training and learning

UNIT-V

9. What are International Trade Unions? How do they impact International Human Resource Management

OR

10. Explain the role of Participative Management in International Human Resource Management

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Code: 7P1A44A

M.B.A. IV Semester Regular Examinations April 2019

Organizational Development

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Define organisation development. Explain the primary distinguishing characteristics of O.D. 12M

OR

2. Explain about values in transition and important ethical issues in organization 12M

UNIT-II

3. Explain Burke-Litwin Model of organizational change with example. 12M

OR

4. What is meant by systems outlook in an organization? Explain its contribution for OD. 12M

UNIT-III

5. Define organizational diagnostic and explain various diagnostic models. 12M

OR

6. Explain Action Research Model and discuss its application in Organizational Development. 12M

UNIT-IV

7. What are the purposes of team building? Explain the features of an effective team 12M

OR

8. What is meant by third party peacemaking interventions? Explain its advantages and disadvantages 12M

UNIT-V

9. Discuss the characteristics of selected structural interventions and the applicability of organisation development. 12M

OR

10. Write a short note on the following: 12M
- a) T-groups
 - b) Life and career planning
