

**Code: 7P1A41**

M.B.A. IV Semester Regular &amp; Supplementary Examinations September 2020

**Strategic Management**

Max. Marks: 60

Time: 3 Hours

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

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**UNIT-I**

1. a) What do you understand by Strategy and how is it different from Business Model? 6M  
 b) What are the strengths and weaknesses of formal strategic plan? 6M

**OR**

2. a) "The major goal of a company is to maximize the returns that shareholders get from holding shares in the company." Explain what the company managers and decision makers does to achieve maximum Return on Investments (ROI) for the shareholders. 6M  
 b) Explain your understanding of sustained competitive advantage a company enjoys in market place and how is it different from only competitive advantage. 6M

**UNIT-II**

3. Explain the various PESTEL factors and their effects on strategy formulation of a company with suitable examples 12M

**OR**

4. a) Explain the importance of the external context of a firm for strategy and its influence on firm's performance 6M  
 b) Conduct a SWOT Analysis of the MBA program offered in AITS - Rajampet 6M

**UNIT-III**

5. Explain the BCG Matrix and the characteristics of the business units categorized as Stars, Cash Cows, Dogs and Question Marks. 12M

**OR**

6. a) What are the advantages and disadvantages of a first-mover into the market? 6M  
 b) Differentiate between a strategic action or response and a tactical action or response. 6M

**UNIT-IV**

7. "Strategic offensives should, as a general rule, be grounded in a company's strategic assets and employ a company's strengths to attack rivals in the competitive areas where they are weakest." Explain your understanding of the following statement, with an example of a FMCG manufacturing company. 12M

**OR**

8. a) Differentiate between forward and backward vertical integration with examples 6M  
 b) Explain how vertical integration makes strategic sense for a company if it creates differentiation-based advantage or cost reduction. 6M

**UNIT-V**

9. a) How would you design a structure and control system to encourage entrepreneurship in a large established corporation? 6M  
 b) If a related company begins to buy unrelated businesses, in what ways should it change its structure or control mechanisms to manage the acquisitions? 6M

**OR**

10. a) When and why would a company decide to change from a functional to a multidivisional structure? 6M  
 b) Strong corporate cultures are conducive to good strategy execution are usually high-performing and adaptive in nature. Explain your understanding. 6M

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**R-17**

**Code: 7P1A42**

M.B.A. IV Semester Regular & Supplementary Examinations September 2020

**International Business**

Max. Marks: 60

Time: 3 Hours

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

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**UNIT-I**

1. Define International Business? Explain the Nature & Scope of International Business. 12M

**OR**

2. Explain the importance and challenges of the International business in India. 12M

**UNIT-II**

3. Compare and contrast various strategies of global entry in international business. 12M

**OR**

4. What is the difference between a franchise and a license? 12M

**UNIT-III**

5. Write a note on organizational structure of the World Trade Organization 12M

**OR**

6. Explain briefly about the impact of WTO on International Business 12M

**UNIT-IV**

7. What is the World Bank, and what role does it play? 12M

**OR**

8. What is the IMF, and what role does it play? What is its impact on Indian economy 12M

**UNIT-V**

9. What are the steps involved in establishment of a Special Economic Zone? 12M

**OR**

10. Define Economic zone? Discuss the various objectives of Economic zones. 12M

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**R-17**

**Code: 7P1A43C**

M.B.A. IV Semester Regular & Supplementary Examinations September 2020

## **Digital Marketing**

Max. Marks: 60

Time: 3 Hours

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

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### **UNIT-I**

1. Trace out the historical developments in the usage of Internet in traditional marketing mix. 12M

**OR**

2. Illustrate various steps involved in building effective websites. 12M

### **UNIT-II**

3. Distinguish between on-page and off-page search engine optimisation. 12M

**OR**

4. What do you think the relative importance of these Internet-based advertising techniques would be for an international chemical manufacturer?

- a) Display advertising 6M  
b) Paid search marketing 6M

### **UNIT-III**

5. State the advantages and disadvantages of e-mail marketing. 12M

**OR**

6. a) Briefly describe various mobile ad formats. 6M  
b) Assert the key tips for mobile advertising. 6M

### **UNIT-IV**

7. Compare and contrast the social media with traditional media. 12M

**OR**

8. Examine the relative advantages and disadvantages of advertising on Facebook and YouTube. 12M

### **UNIT-V**

9. Describe your understanding on predictive analytics and knowledge discovery tools. 12M

**OR**

10. Explain various formats for reporting the outcome of analytics. 12M

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**R-17**

**Code: 7P1A43A**

M.B.A. IV Semester Regular & Supplementary Examinations September 2020

**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 )

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**UNIT-I**

1. How effective are expatriates in transferring knowledge and competences?

**OR**

2. How does an international assignment assist in developing a 'cadre' of international operators? Why is it necessary to have such a 'cadre'?

**UNIT-II**

3. Why is it important for multinational firms to understand the compensation practices of other countries?

**OR**

4. Present an overview of the innovative management techniques adopted in Japanese Companies. Cite practical examples.

**UNIT-III**

5. Explain the process of cross cultural training.

**OR**

6. What is 'Social Dumping,' and why should unions be concerned about it?

**UNIT-IV**

7. a) What work practices can be standardized?  
b) How does a management contract allow a multinational to transfer its work practices into a foreign operation?

**OR**

8. Discuss the major factors associated with appraisal of expatriate managerial performance.

**UNIT-V**

9. What are the stages a firm typically goes through as it grows internationally and how does each stage affect the HR function?

**OR**

10. a) Define International HRM.  
b) What are the similarities and differences between domestic and international HRM?

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**R-17**

**Code: 7P1A44B**

M.B.A. IV Semester Regular & Supplementary Examinations September 2020

### **Financial Derivatives**

Max. Marks: 60

Time: 3 Hours

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

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#### **UNIT-I**

1. a) Explain different types of derivatives. 6M  
b) Write a brief note about the uses of 'financial derivatives'. 6M

**OR**

2. Explain the growth and development of derivatives market in India during the last two decades. 12M

#### **UNIT-II**

3. Explain the role of derivatives in the emerging markets. 12M

**OR**

4. a) Discuss the uses of derivatives. 6M  
b) What are the three ways in which derivatives can be misused? 6M

#### **UNIT-III**

5. Explain structure of forward markets and future markets. 12M

**OR**

6. a) What do you mean by 'cross hedging'? Explain with a suitable example. 6M  
b) XYZ mutual fund holds Rs.10 crore in stocks, with the portfolio configured to match ABC 100 index. The fund's money manager forecasts an increase in volatility in the market, which increases the probability of a major market decline. To reduce risk the money manager sells ABC 500 futures. But it does not match with ABC 100 price movement exactly. Which type of hedge the XYZ are using? Also show the position of XYZ in cash and futures market. 6M

#### **UNIT-IV**

7. Explain the factors influence the option pricing. Discuss pricing models in detail. 12M

**OR**

8. Using Binomial Option pricing model, find out the value of a call option price from the following data.  
Share price – Rs.225, Exercise price – Rs.250,  
U=1.15, D=0.85,  
r = 0.12 or 12%, T= 3 months 12M

#### **UNIT-V**

9. a) What do you mean by interest rate swaps? Explain the features of interest rate swaps. 6M  
b) Explain plain vanilla swap with suitable example. 6M

**OR**

10. Sun Pharma Ltd. wishes to borrow Rs.20 crore at a fixed rate for 5 years and has been offered either 11% fixed or 6-month LIBOR+1%. CIPLA Ltd. wishes to borrow Rs.20 crore at a floating rate for 5 years and has been offered either 6-month LIBOR+0.5% or 10% fixed. On the basis of above data:  
(i) How may they enter into swap arrangement in which each benefits equally?  
(ii) What risk may this arrangement generate? 12M

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**R-17**

**Code: 7P1A44A**

M.B.A. IV Semester Regular & Supplementary Examinations September 2020

## **Organization Development**

Max. Marks: 60

Time: 3 Hours

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

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Marks

### **UNIT-I**

1. Define organization development and write a short note on the value systems of an organization. 12M

**OR**

2. Discuss the evolution of organization development as a discipline and as a profession. 12M

### **UNIT-II**

3. Elaborate the different phases of organizational transformation. 12M

**OR**

4. Explain any three foundations of organizational development. 12M

### **UNIT-III**

5. Prove how diagnostic process can be used to determine performance gap and then to achieve organizational goals. 12M

**OR**

6. Discuss how action research model helps to achieve organizational development. 12M

### **UNIT-IV**

7. Explain the team intervention of organizational development and how is it different from inter-group intervention. 12M

**OR**

8. Write a short note on Third party peace making intervention. 12M

### **UNIT-V**

9. Detail the areas of concern in the implementation of organizational development programs. 12M

**OR**

10. Compare process consultation activities and coaching & counseling activities. 12M

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