

Hall Ticket Number :

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**R-19**

**Code: 9P1A43A**

M.B.A. IV Semester Regular & Supplementary Examinations Aug/Sept 2022

**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 )

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	Marks	CO	Blooms Level
<b>UNIT-I</b>			
1. Show how cross-cultural management is the need of the hour	12M	CO1	L1
<b>OR</b>			
2. Differentiate between Domestic Human Resource Management and International Human Resource Management	12M	CO1	L2
<b>UNIT-II</b>			
3. Examine the concept and importance of Human Resource Planning in International Human Resource Management	12M	CO2	L3
<b>OR</b>			
4. Outline the various sources of recruitment for international assignments	12M	CO2	L4
<b>UNIT-III</b>			
5. Summarize the various approaches to international compensation. Justify which is best suited for fair & just compensation.	12M	CO3	L5
<b>OR</b>			
6. Differentiate PCN's and TCN's	12M	CO3	L2
<b>UNIT-IV</b>			
7. Develop an outline for a training programme for expatriates.	12M	CO4	L6
<b>OR</b>			
8. Assess the role of learning concepts in the effectiveness of training	12M	CO4	L5
<b>UNIT-V</b>			
9. What are quality circles? Identify its role in improving industrial relations.	12M	CO5	L1
<b>OR</b>			
10. Examine various methods of participative management mechanisms existing in various countries	12M	CO5	L3

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Hall Ticket Number :										
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<b>R-19</b>
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**Code: 9P1A41**

M.B.A. IV Semester Regular & Supplementary Examinations August/September 2022

### **Strategic Management**

Max. Marks: 60

Time: 3 Hours

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

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	Marks	CO	Blooms Level
<b>UNIT-I</b>			
1. Define strategic management and explain process of strategic management.	12M	1	2
<b>OR</b>			
2. Define Core Competency and Distinctive Competency. Why do companies require distinctive competency? List the merits of Distinctive Competency.	12M	1	2
<b>UNIT-II</b>			
3. Using the Environmental Threats and Opportunities Profile (ETOP) tool, assess a company's threats and opportunities, taking the present pandemic situation into consideration.	12M	2	3
<b>OR</b>			
4. 'SWOT is one of the most essential strategic analytic techniques that provide the foundation for strategic decision-making' – Discuss.	12M	2	3
<b>UNIT-III</b>			
5. What is the experience and learning curve? How will experience and learning curve impact a firm's business operation? Illustrate with a suitable example.	12M	3	4
<b>OR</b>			
6. What is a retrenchment strategy and a combination strategy? Explain how they are utilized in an organization to maximize profits with an appropriate illustration.	12M	3	4
<b>UNIT-IV</b>			
7. Explain some of the innovative strategies adopted by Patanjali FMCG company for the growth of its business.	12M	3	4
<b>OR</b>			
8. What is backward and forward integration? Elaborate how they can be used in a business of your choice.	12M	3	5
<b>UNIT-V</b>			
9. What is strategic control and operational control? Distinguish between strategic control and operational control.	12M	3	4
<b>OR</b>			
10. What is strategy evaluation? Explain the stages in the process of strategy evaluation.	12M	3	3

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**R-19**

**Code: 9P1A42**

M.B.A. IV Semester Regular & Supplementary Examinations Aug/Sept 2022

### **Business Analytics**

Max. Marks: 60

Time: 3 Hours

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

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Marks CO Blooms Level

#### **UNIT-I**

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|---|----|-----|----|
| 1. a) Describe the Evolution of Business Analytics.       | 6M | CO1 | L3 |
| b) What are Impacts and Challenges of Business Analytics? | 6M | CO1 | L2 |

**OR**

- |   |    |     |    |
|---|----|-----|----|
| 2. a) Describe Data for Business Analytics.   | 6M | CO1 | L3 |
| b) Explain Prescriptive Models with examples. | 6M | CO1 | L2 |

#### **UNIT-II**

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|---|-----|-----|----|
| 3. Describe different types of Descriptive Statistical Measures with suitable examples. | 12M | CO1 | L4 |
|---|-----|-----|----|

**OR**

- |   |    |     |    |
|---|----|-----|----|
| 4. a) Explain the purpose of regression analysis and provide examples in business.  | 6M | CO2 | L2 |
| b) List the assumptions of regression analysis and describe methods to verify them. | 6M | CO2 | L2 |

#### **UNIT-III**

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|--|-----|-----|----|
| 5. What are data dashboards and the principles for effective dashboards? Explain the applications of data dashboards with illustrations. | 12M | CO3 | L3 |
|--|-----|-----|----|

**OR**

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|---|----|-----|----|
| 6. a) Briefly Explain Classification Techniques?      | 6M | CO3 | L2 |
| b) Describe the Other Excel Data Visualization Tools? | 6M | CO3 | L4 |

#### **UNIT-IV**

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|--|-----|-----|----|
| 7. What is business analytics? How business intelligence forms an important part of business analytics framework? Explain. | 12M | CO4 | L3 |
|--|-----|-----|----|

**OR**

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|---|----|-----|----|
| 8. a) Explain Business Intelligence for Analytics with examples?    | 6M | CO4 | L2 |
| b) Design Frame work for Business Analytics and explain it clearly? | 6M | CO4 | L3 |

#### **UNIT-VI**

- |   |     |     |    |
|---|-----|-----|----|
| 9. Classify the Link Between strategy and Business Analytics Deployment with example. | 12M | CO5 | L5 |
|---|-----|-----|----|

**OR**

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|---|-----|-----|----|
| 10. Describe the four scenarios that illustrate the integration of organizational strategy with business analytics. | 12M | CO5 | L3 |
|---|-----|-----|----|

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**R-19**

**Code: 9P1A43C**

M.B.A. IV Semester Regular & Supplementary Examinations Aug/Sept 2022

## **Digital Marketing**

Max. Marks: 60

Time: 3 Hours

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

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Marks CO Blooms Level

### **UNIT-I**

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|-------|--|----|-----|----|
| 1. a) | Discuss the internet business in modern economy.             | 6M | CO1 | L2 |
| b)    | Explain the steps involved in building an effective website. | 6M | CO1 | L3 |

**OR**

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|-------|---|----|-----|----|
| 2. a) | Discuss in detail the online marketing mix                          | 6M | CO1 | L2 |
| b)    | What are the differences between traditional and digital marketing? | 6M | CO1 | L2 |

### **UNIT-II**

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|-------|---|----|-----|----|
| 3. a) | Explain the benefits and challenges involved in SEO | 6M | CO2 | L1 |
| b)    | Explain the process of on page optimization.        | 6M | CO2 | L3 |

**OR**

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|-------|--|----|-----|----|
| 4. a) | Analyze the trends and benefits of Display advertising | 6M | CO2 | L2 |
| b)    | How PPC works?   | 6M | CO2 | L2 |

### **UNIT-III**

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|----|---|-----|-----|----|
| 5. | What are the features of mobile marketing and how the mobile marketing is important for any organization? | 12M | CO3 | L4 |
|----|---|-----|-----|----|

**OR**

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|-------|--|----|-----|----|
| 6. a) | Explain various text - voice based tools available in mobile marketing         | 6M | CO3 | L2 |
| b)    | What are the various ways email list is captured for email marketing campaign? | 6M | CO3 | L3 |

### **UNIT-IV**

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|-------|---|----|-----|----|
| 7. a) | Write a note on you tube advertising?                     | 6M | CO4 | L3 |
| b)    | Differentiate between traditional media and social media? | 6M | CO4 | L3 |

**OR**

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|----|---|-----|-----|----|
| 8. | Write about various types of social media campaign, its goals and the respective target groups? | 12M | CO4 | L3 |
|----|---|-----|-----|----|

### **UNIT-V**

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|----|--|-----|-----|----|
| 9. | Explain different types of web analytical tools available? Differentiate between their features? | 12M | CO5 | L3 |
|----|--|-----|-----|----|

**OR**

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|--------|--|----|-----|----|
| 10. a) | What are server-based and tag-based analytics? | 6M | CO5 | L2 |
| b)     | Explain Web analytics and SEO analytics        | 6M | CO5 | L2 |

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**R-19**

**Code: 9P1A44B**

M.B.A. IV Semester Regular & Supplementary Examinations Aug/Sept 2022

### **Financial Derivatives**

Max. Marks: 60

Time: 3 Hours

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

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	Marks	CO	Blooms Level
<b>UNIT-I</b>			
1. What is derivative market? Describe its role in the growth of Indian stock market	12M	CO1	L1
<b>OR</b>			
2. What are financial derivatives? Explain various objectives of financial derivatives	12M	CO1	L2
<b>UNIT-II</b>			
3. Differentiate between spot and derivative market. Describe the fundamental linkage between them.	12M	CO2	L4
<b>OR</b>			
4. Explain different types of financial derivatives currently available	12M	CO2	L2
<b>UNIT-III</b>			
5. What is forward contract? How is it different from futures contract?	12M	CO3	L4
<b>OR</b>			
6. What is cost of carry model? What are its assumptions?	12M	CO3	L1
<b>UNIT-IV</b>			
7. What is option contract? Describe various factors affecting valuation of option contract	12M	CO4	L2
<b>OR</b>			
8. Define option contract. How do you value option contract under Binomial model? What are its assumptions?	12M	CO4	L3
<b>UNIT-V</b>			
9. What is financial swap? Explain various types of financial swaps	12M	CO5	L2
<b>OR</b>			
10. Define financial swap. Explain the mechanism of financial swap with illustration.	12M	CO5	L2

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