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					D	igit	al N	\ark	etin	g									
		Marks: 60 er any five full qu	iastian	ns hi	vch	oosir			iastia	on fr	nm e		hu	nit (5~		1e: 3 H		
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1.		Compare and a	ontroc	ot th	o hic	toric				Irodit	iono	Lmo		otino		ith			
1.		Compare and c digital marketin		51 11		sione		speci	5 01 1	liaun	.1011a			eung	j vv	iuii	12M	CO1	L2
			•				O	R											
2.	a)	Define digital m	arketir	ng a	ind d	igita	l mar	ketin	g stra	ategy	y.						4M	CO1	L1
	b)	Highlight the sig	nifican	ice c	of dig	ital n	narke	eting i	n tod	ay's	busii	ness	s la	ndsc	ap	e.	8M	CO1	L1
							UNI	[—]]											
3.		Explain the co	•				-	-	•	miza	tion	(SE	ΞO	an	d	its	4014		
		significance in t	ne wo	oria (στ αιξ	gital	marк ОІ	•	•								12M	CO2	L1
4.	a)	Trace the histo	orv of	PP	C ar	nd h		-	ne ke	ev m	nilest	one	s t	hat	ha	ve			
	,	shaped its evolu	•				5 .	,		-)							6M	CO2	L1
	b)	Elaborate on the	e work	king	mec	hani	sm o	f PP	C adv	vertis	sing.						6M	CO2	L2
							UNIT												
5.		Elaborate on th																	
		campaigns and base.	aiscu	ISS 1	ine i	bene	nts o	rnav	ing a	a we	II-CU	rate	as	ubso	CHE	ber	12M	CO2	L2
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6.		Examine the ediscussing its a																	
		the target audie		aye	5 מוז	u iiri	man	115 11	riea	Criniț	y an	u ei	iya	iging	, vv		12M	CO2	L3
							UNIT	-IV											
7.		Outline the ke	y con	npo	nent				me	dia i	mark	etin	g	plan	а	nd			
		explain their sig	nificar	nce	in a	digita			ng st	rate	gy.						12M	CO3	L4
0		Distinguish bet	woon	Fa	cobo	ok i	O ovbc		a	<u>а т</u> ,	witto	r og	dvc	rticir	20	in			
8.		terms of targeting						11311	y an	ur	wille	i at	Jve	1131	iy		12M	CO3	L2
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9.		Analyze the im	nportai	nce	of p	orese	entat	ion ii	n dig	jital	marl	cetin	ng	anal	ytic	cs,			
		explaining how					•		and	l vis	suali	zatio	ons	s ai	d	in	12M	CO4	14
		conveying uala	unver		COIII		olation O l										12111	004	64
10.		Explain the con	cept o	of at	tribut	tion i	-		and i	ts ro	le in	dete	ern	ninin	g t	he			
		contribution of v	/arious	s ma	arket	•					sions	sor	sal	es.			12M	CO4	L1
						***	All th	e Bes	st***										

Hall Tic	cket Number :	
	R-2	2
Code: A	22CE044BT M.B.A. IV Semester Regular Examinations June 2024	
	Financial Deravatives	
	Time: 3 any five full questions by choosing one question from each unit (5x12 = 60 t ********	
		Marks
	UNIT-I	
1.	Examine the growth and development of derivative market in India. OR	12M
2.	Discuss various applications of derivatives with suitable examples.	12M
	UNIT–II	
3.	Explain the fundamental linkage between spot and derivative market?	12M
	OR	
4. a)	Write about uses and functions of financial derivatives	6M
b)	Describe market participants	6M
	UNIT–III	
5.	What is meant by Hedging? Discuss hedging strategies using futures.	12M
0	OR	4014
6.	Explain the mechanics of future markets.	12M
	UNIT-IV	
7.	Explain in brief the binomial model of option pricing with suitable examples	12M
	OR	
8.	Answer the following:	
	 a. Distinguish between Options and Futures. b. How does Future contact differ from forward contract? 	12M
		. 2.00
	UNIT–V	
9.	What are swaps? Describe the evolution of Swap market.	12M
	OR	
10.	"Swaps are risk-management instruments; yet they give rise to certain risk themselves" Explain with examples.	12M
	All the Best	

	Hall Ticket Number :			
	Code: 22CE044AT	R-22		
	M.B.A. IV Semester Regular Examinations June 2024			
	Organization Development			
	Tir Answer any five full questions by choosing one question from each unit (5x12 ********	me: 3 Ho = 60 Mar		
		Marilia	00	
	UNIT–I	Marks	CO	BL
1.	Briefly Explain the Survey Research and feedback and Action Research Stems of Organization Development?		CO1	L2
	OR			
2.	Explain any Four Definitions of Organization Development?	12M	CO1	L2
3.	UNIT–II Discuss the Warner Bruke Litwin Model of Change?	12M	CO2	12
0.	OR	12101	002	LZ
4.	Discuss how Systems Approach helps for the maintenance of balance among sub-systems and the Organization?		CO2	L2
5.	UNIT-III Illustrate the following:			
0.	a) What is "Action Research"?	6M		
	b) What are the Characteristics of Action Research?	6M	CO3	L3
	OR			
6.	Explain the Action Research as a process with a suitable diagram	12M	CO3	L2
_	UNIT-IV			
7.	Explain the following:			
	 a) Benefits of Organization Development Interventions b) Types of Inter-group Interventions 	6M 6M	CO4	12
	OR	Olvi	004	LZ
8.	Define the concept of "Team Interventions". Explain the process of Team			
	Building with a suitable diagram		CO4	L2
_	UNIT-V			
9.	What are the major components and advantages of Behavior Modeling?	12M	CO5	L2
10	OR Explain what is Life and Career Planning and its different activities/ exercises?	4014	005	10
10.	Explain what is Life and Career Planning and its different activities/ exercises?	I ∠IVI	CO5	L2

_	Code: 22CE041T	R-22	
	M.B.A. IV Semester Regular Examinations June 2024		
	Strategic Management		
٨		ne: 3 Ho	ours
,	Answer any five full questions by choosing one question from each unit (5x12 =	= 60 Marl	ks)

		Marks	CO
1.	UNIT-I "The Mission and Vision are the key strategic Intentions." Elaborate the root of		
1.	it and its role in subsequent strategy management processes.	12M	CO1
	OR		
2.	"Having resources is just enough to attain sustainable competitive advantage"		
	Give your opinion on the statement with reasons and examples from		
	industries.	12M	CO1
	UNIT–II		
3.	Strategic Management becomes increasingly critical in the present business		
	environment. Discuss your perspective and compare with past business scenario.	12M	CO2
	OR	12101	002
4.	Discuss how the role of technology changes has impacted Banking and		
	Restaurant businesses. Elaborate how these Technology changes disrupted		
	the competitive landscape, industry and organizational form, with examples.	12M	CO2
	UNIT–III		
5.	Suppose a product has achieved a Star Position as per BCG Matrix. Offer		
	your advice to that firm on future growth/survival/competitive strategy.	12M	CO3
_	OR		
6.	In an Industry Life cycle, if a product attained a matured stage, offer your advice to that firm on future growth/survival/competitive strategy.	12M	CO3
		12101	000
7	UNIT-IV		
7.	Explain the logic behind choosing either related or unrelated diversification, with examples from big business conglomerates, like Reliance or Tata group		
	of companies.	12M	CO4
	OR		
8.	Describe corporate strategies for entering into E Commerce business for		
	TATA group. (Consider the present e-commerce business environment)	12M	CO4
	UNIT–V		
Э.	Write about strategy implementation and strategy evaluation.	12M	CO5
_	OR		
Э.	Discuss the critical role of course correction under strategic control mechanisms with examples from EMCC and Automobile industries	1014	COF
	mechanisms, with examples from FMCG and Automobile industries. *** All the Best ***	I ∠IVI	CO5

OR 2. Assess and compare manpower functions in several stages of corporate functions towards international operations. While writing, you think about how the handling of HR changes in alignment of company operations. 12M 3 LUNIT-II 3. Enumerate the criteria for expatriate's selection for overseas assignments and explain under what circumstances they are likely to face maximum challenges while in a foreign land? 12M 2 OR 4. Outline the main characteristics of the four approaches to International HRM? 12M 2 OR 4. Outline the main characteristics of the four approaches to International HRM? 12M 2 OR 5. Explain balance sheet approach of compensation. practices? 12M 2 OR OR 6. Explain how different staffing approaches like PCN, HCN affects compensation practices? 12M 2 OR	ſ	Hall Ticket Number :]			
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10. How can you increase your styles of resolving conflicts when negotiating across cultures? 12M 1	9.	•		•		a glo conto	obal ext c	mar	•		•	ace wher		2	L2
All the Best	10.	•	ase your	style		reso	olving	-	nflicts	s wh	en r	negotiating		1	L2

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	Co	ode: 22CE042T M.B.A. IV Semester Regular Examinations June 2024								
		Business Analytics								
	M	-	ne: 3 Ho	urs						
	Ar	nswer any five full questions by choosing one question from each unit (5x12 =	60 Mark	cs)						

			Marks	CO						
		UNIT–I								
1.	a)	Explain how business analytics is helpful in data driven decision making.	6M	1						
	b)	What is the Scope of Business Analysis?	6M	1						
_		OR								
2.	a)	Explain how analytics provides competitive advantages in business functions of IT and Sales & Marketing.	6M	1						
	b)	What is Business Analytics, and how has it evolved over time?	6M	1						
	5)		OW	•						
3.		"Predictive demand analytics allow maximizing revenue and controlling cost by								
	optimizing the accuracy of demand forecasts" Discuss the need of demand									
		planning in the light of this statement.	12M	2						
		OR								
4.	a)	What is the difference between a trend line and a regression line?	6M	2						
	b)	What are the forecasting techniques used in business analytics?	6M	2						
		UNIT–III								
5.	a)	What is a data dashboard? How do you create a data analytics dashboard?	6M	3						
	b)	What do you mean by decision analysis? What are the steps of decision analysis?	6M	3						
_		OR		-						
6.	a)	How data mining supported process improvement in a healthcare organization?	6M	3						
	b)	What is the difference between linear and integer optimization models?	6M	3						
-		UNIT-IV								
7.		Explain in detail the scope of Business Analytics in the area of Finance, HR, and Marketing	12M	4						
		OR								
8.	a)	What are the analysis techniques in business intelligence?	6M	4						
	b)	What is the difference between Business Analytics and Business Process Analytics?	6M	4						
	,	UNIT-V								
9.	a)	What is an analytics ecosystem? What is an example of a data ecosystem?	6M	5						
	b)	What is the role of business analytics in decision-making?	6M	5						
		OR								
0.	a)	How could data analytics be used to improve the organizations performance?	6M	5						
	b)	How are business analytics and strategy linked together?	6M	5						
	-	***All the Best***								