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<b>R-22</b>
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**Code: 22CE043CT**

M.B.A. IV Semester Regular Examinations June 2024

**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 BL

**UNIT-I**

1. Compare and contrast the historical aspects of traditional marketing with digital marketing. 12M CO1 L2

**OR**

- 2. a) Define digital marketing and digital marketing strategy. 4M CO1 L1
- b) Highlight the significance of digital marketing in today's business landscape. 8M CO1 L1

**UNIT-II**

3. Explain the concept of Search Engine Optimization (SEO) and its significance in the world of digital marketing. 12M CO2 L1

**OR**

- 4. a) Trace the history of PPC and highlight the key milestones that have shaped its evolution. 6M CO2 L1
- b) Elaborate on the working mechanism of PPC advertising. 6M CO2 L2

**UNIT-III**

5. Elaborate on the significance of building an email list for email marketing campaigns and discuss the benefits of having a well-curated subscriber base. 12M CO2 L2

**OR**

6. Examine the effectiveness of SMS marketing as a promotional tool, discussing its advantages and limitations in reaching and engaging with the target audience. 12M CO2 L3

**UNIT-IV**

7. Outline the key components of a social media marketing plan and explain their significance in a digital marketing strategy. 12M CO3 L4

**OR**

8. Distinguish between Facebook advertising and Twitter advertising in terms of targeting and ad formats. 12M CO3 L2

**UNIT-V**

9. Analyze the importance of presentation in digital marketing analytics, explaining how well-structured reports and visualizations aid in conveying data-driven recommendations. 12M CO4 L4

**OR**

10. Explain the concept of attribution modeling and its role in determining the contribution of various marketing channels to conversions or sales. 12M CO4 L1

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

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<b>R-22</b>
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**Code: 22CE044BT**

M.B.A. IV Semester Regular Examinations June 2024

**Financial Deravatives**

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

**UNIT-I**

1. Examine the growth and development of derivative market in India. 12M

**OR**

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

**OR**

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 contract differ from forward contract? 12M

**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\*\*\**

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**R-22**

**Code: 22CE044AT**

M.B.A. IV Semester Regular Examinations June 2024

## **Organization Development**

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	BL
<b>UNIT-I</b>			
1. Briefly Explain the Survey Research and feedback and Action Research Stems of Organization Development?	12M	CO1	L2
<b>OR</b>			
2. Explain any Four Definitions of Organization Development?	12M	CO1	L2
<b>UNIT-II</b>			
3. Discuss the Warner Bruke Litwin Model of Change?	12M	CO2	L2
<b>OR</b>			
4. Discuss how Systems Approach helps for the maintenance of balance among sub-systems and the Organization?	12M	CO2	L2
<b>UNIT-III</b>			
5. Illustrate the following: a) What is "Action Research"? b) What are the Characteristics of Action Research?	6M 6M	CO3	L3
<b>OR</b>			
6. Explain the Action Research as a process with a suitable diagram	12M	CO3	L2
<b>UNIT-IV</b>			
7. Explain the following: a) Benefits of Organization Development Interventions b) Types of Inter-group Interventions	6M 6M	CO4	L2
<b>OR</b>			
8. Define the concept of "Team Interventions". Explain the process of Team Building with a suitable diagram	12M	CO4	L2
<b>UNIT-V</b>			
9. What are the major components and advantages of Behavior Modeling?	12M	CO5	L2
<b>OR</b>			
10. Explain what is Life and Career Planning and its different activities/ exercises?	12M	CO5	L2

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<b>R-22</b>
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**Code: 22CE041T**

M.B.A. IV Semester Regular Examinations June 2024

**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	BL
<b>UNIT-I</b>			
1. "The Mission and Vision are the key strategic Intentions." Elaborate the root of it and its role in subsequent strategy management processes.	12M	CO1	1
<b>OR</b>			
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	1
<b>UNIT-II</b>			
3. Strategic Management becomes increasingly critical in the present business environment. Discuss your perspective and compare with past business scenario.	12M	CO2	2
<b>OR</b>			
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	1
<b>UNIT-III</b>			
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	3
<b>OR</b>			
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	3
<b>UNIT-IV</b>			
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	4
<b>OR</b>			
8. Describe corporate strategies for entering into E Commerce business for TATA group. (Consider the present e-commerce business environment)	12M	CO4	6
<b>UNIT-V</b>			
9. Write about strategy implementation and strategy evaluation.	12M	CO5	2
<b>OR</b>			
10. Discuss the critical role of course correction under strategic control mechanisms, with examples from FMCG and Automobile industries.	12M	CO5	4

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

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<b>R-22</b>
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**Code: 22CE043AT**

M.B.A. IV Semester Regular Examinations June 2024

**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 BL

**UNIT-I**

1. Identify the difference between domestic and international HRM. Explain how manager faces challenges at an international level? 12M 2 L2

**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 L2

**UNIT-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 L2

**OR**

4. Outline the main characteristics of the four approaches to International HRM? 12M 1 L2

**UNIT-III**

5. Explain balance sheet approach of compensation. 12M 2 L2

**OR**

6. Explain how different staffing approaches like PCN, HCN affects compensation practices? 12M 2 L3

**UNIT-IV**

7. Describe the knowledge management system in MNC and how this technique helps company build up a robust training culture? 12M 2 L3

**OR**

8. Apply common ideas to design a training program for 30 people who are hailed from different culture and working under a common project. You can create a fictitious company and plan the steps of training and happenings around it. 12M 2 L3

**UNIT-V**

9. What are the possible challenges a global manager may face when transferred from a high context to a low context cultural cluster? 12M 2 L2

**OR**

10. How can you increase your styles of resolving conflicts when negotiating across cultures? 12M 1 L2

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

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**R-22**

**Code: 22CE042T**

M.B.A. IV Semester Regular Examinations June 2024

## **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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### **UNIT-I**

- |   | Marks | CO | BL |
|---|-------|----|----|
| 1. a) Explain how business analytics is helpful in data driven decision making. | 6M    | 1  | L2 |
| b) What is the Scope of Business Analysis?                                      | 6M    | 1  | L1 |

**OR**

- |  |    |   |    |
|--|----|---|----|
| 2. a) Explain how analytics provides competitive advantages in business functions of IT and Sales & Marketing. | 6M | 1 | L2 |
| b) What is Business Analytics, and how has it evolved over time?   | 6M | 1 | L1 |

### **UNIT-II**

- |   |     |   |    |
|---|-----|---|----|
| 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 | L3 |
|---|-----|---|----|

**OR**

- |  |    |   |    |
|--|----|---|----|
| 4. a) What is the difference between a trend line and a regression line? | 6M | 2 | L1 |
| b) What are the forecasting techniques used in business analytics?       | 6M | 2 | L1 |

### **UNIT-III**

- |  |    |   |    |
|--|----|---|----|
| 5. a) What is a data dashboard? How do you create a data analytics dashboard?      | 6M | 3 | L1 |
| b) What do you mean by decision analysis? What are the steps of decision analysis? | 6M | 3 | L1 |

**OR**

- |   |    |   |    |
|---|----|---|----|
| 6. a) How data mining supported process improvement in a healthcare organization? | 6M | 3 | L1 |
| b) What is the difference between linear and integer optimization models?         | 6M | 3 | L1 |

### **UNIT-IV**

- |  |     |   |    |
|--|-----|---|----|
| 7. Explain in detail the scope of Business Analytics in the area of Finance, HR, and Marketing | 12M | 4 | L2 |
|--|-----|---|----|

**OR**

- |  |    |   |    |
|--|----|---|----|
| 8. a) What are the analysis techniques in business intelligence?                     | 6M | 4 | L1 |
| b) What is the difference between Business Analytics and Business Process Analytics? | 6M | 4 | L1 |

### **UNIT-V**

- |   |    |   |    |
|---|----|---|----|
| 9. a) What is an analytics ecosystem? What is an example of a data ecosystem? | 6M | 5 | L1 |
| b) What is the role of business analytics in decision-making?                 | 6M | 5 | L1 |

**OR**

- |   |    |   |    |
|---|----|---|----|
| 10. a) How could data analytics be used to improve the organizations performance? | 6M | 5 | L1 |
| b) How are business analytics and strategy linked together?                       | 6M | 5 | L1 |

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