

Hall Ticket Number :

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**R-15**

**Code: 5P1A31**

*MBA III Semester Regular Examinations November 2016*

**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. Explain the importance and challenges of the International business in India

**OR**

2. Explain the impact of Indian economic policy on international Business

**UNIT-II**

3. Illustrate with suitable example the modes of entry into international Business

**OR**

4. Explain the impact of FDI on Indian business environment

**UNIT-III**

5. Describe the importance of Uruguay round and its impact on International Business

**OR**

6. Describe the organization structure of IBRD with its functions

**UNIT-IV**

7. Explain the stages of product life cycles and strategies in international Business

**OR**

8. Discuss the scope of foreign exchange market in financial stability of international business

**UNIT-V**

9. Describe the steps for establishing free trade zone in Indian scenario

**OR**

10. Discuss the importance of economic processing zone in Indian Economy

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Hall Ticket Number :

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**R15**

**Code: 5P1A32**

*M.B.A. III Semester Regular Examinations November 2016*

**Entrepreneurship Development**

Max. Marks: 60

Time: 3 Hours

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

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**UNIT-I**

1. What are the competencies of an Entrepreneur?

**OR**

2. Examine the Functions and Qualities of an Entrepreneur.

**UNIT-II**

3. Give a detailed account of Types of Ownership.

**OR**

4. Elucidate Corporate Entrepreneurship.

**UNIT-III**

5. Explain the different types of Investors.

**OR**

6. Discuss the concept of Venture Capital.

**UNIT-IV**

7. How do you prepare a Project Proposal? Give an illustration.

**OR**

8. What are the decisions under uncertainty?

**UNIT-V**

9. Explain the different types of Foreign Direct Investment.

**OR**

10 List out the stages of Economic Development.

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Hall Ticket Number :

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**R-15**

**Code: 5P1A33**

*M B A III Semester Regular Examinations Nov/Dec 2016*

## **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. Explain the Strategic Management Process with an illustration

**OR**

2. a) Define Vision and Mission  
b) Explain how vision and mission statements are prepared and integrated with the strategy formulation of an organization?

### **UNIT-II**

3. a) Define Business Environment  
b) Explain the different types of Business Environment and their impact on a business unit

**OR**

4. a) What is Environmental Scanning?  
b) Explain the Techniques you use to scan environment

### **UNIT-III**

5. a) Compare and Contrast between BCG Matrix and GE model of portfolio management.  
b) Which model would you suggest to FMCG company and why?

**OR**

6. a) Explain Porter's Five Force Model.  
b) How does it helps in enhancing the competitiveness for a business unit?

### **UNIT-IV**

7. Define and distinguish between Offensive and Defensive Strategy with a suitable example

**OR**

8. Define and distinguish between Vertical and Horizontal integration by taking an example of FMCG company

### **UNIT-V**

9. a) What is SBU?  
b) Explain the merits and demerits of making every product-line an SBU of a business firm

**OR**

10. Explain the following with a suitable corporate example:  
a) Strategic Leadership  
b) Strategic Vision

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Hall Ticket Number :

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**R15**

**Code: 5P1A34B**

*M.B.A. III Semester Regular Examinations November 2016*

**Banking and Financial Institutions**

Max. Marks: 60

Time: 3 Hours

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

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**UNIT-I**

1. Highlight the various reforms taken for the development of co-operative Banks in the period of liberalization in India.

**OR**

2. What is NPA? Discuss the causes and remedial measures to curb the NPAs in banks.

**UNIT-II**

3. Discuss the implications of Repo and Reverse Repo rates on priority Sector lending.

**OR**

4. Explain the main differences between MIBOR and MIBID.

**UNIT-III**

5. What are the various guidelines issued by RBI for the up gradation of Commercial banks regarding customer service?

**OR**

6. Explain the emerging challenges in electronic banking in India.

**UNIT-IV**

7. State the functions and activities of Investment banking.

**OR**

8. Explain the role of portfolio manager in investment banking.

**UNIT-V**

9. Define the different types of schemes floated by mutual funds in India.

**OR**

10. Analyze the investment pattern of LIC funds and how far has the investment policy of LIC helped policy holders.

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Hall Ticket Number :

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**R15**

**Code: 5P1A35B**

*M.B.A. III Semester Regular Examinations November 2016*

**Financial Markets and Services**

Max. Marks: 60

Time: 3 Hours

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

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**UNIT-I**

1. Explain nature and scope of financial services. 12M

**OR**

2. Write about characteristics and functions of financial markets in India. 12M

**UNIT-II**

3. Explain the trading procedure followed by BSE and NSE. 12M

**OR**

4. What are the different guidelines framed by SEBI for primary and secondary market? Explain it in detail. 12M

**UNIT-III**

5. Define leasing and differentiate it from hire purchase. 12M

**OR**

6. Write about legal frame work related to hire purchase. 12M

**UNIT-IV**

7. Define venture capital and explain different financing patterns available under venture capital. 12M

**OR**

8. What is factoring? Explain its advantages and disadvantages. 12M

**UNIT-V**

9. Explain the procedure for starting stock broking company and its registration process in detail. 12M

**OR**

10. Define credit rating and explain its process. 12M

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Hall Ticket Number :

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**R-15**

**Code: 5P1A35A**

*MBA III Semester Regular Examinations November 2016*

**Leadership**

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. Explain different ways of conceptualizing leadership. 12M

**OR**

2. Elucidate Trait Vs. Process Leadership 12M

**UNIT-II**

3. **Write about the following**

- a) Skills Models 6M  
b) The University of Michigan Studies 6M

**OR**

4. Explain different leadership styles 12M

**UNIT-III**

5. Give a detailed account of contingency theory. 12M

**OR**

6. Elucidate strengths, criticisms and applications of Path-Goal theory. 12M

**UNIT-IV**

7. Explain how the transformation leadership works. 12M

**OR**

8. **Write short notes on**

- a) Servant leadership 6M  
b) Characteristics of servant leader 6M

**UNIT-V**

9. Give a detailed account of Team Leadership Model. 12M

**OR**

10. **Write short notes on**

- a) Women and Leadership 6M  
b) Leadership Ethics 6M

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Code: 5P1A35C

M.B.A. III Semester Regular Examinations November 2016

**Services Marketing**

Max. Marks: 60

Time: 3 Hours

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

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**UNIT-I**

1. Briefly describe the special characteristics features of service. How service are classifies? Elaborate

**OR**

2. "The need and variety of services would depend on economic and social factors". Illustrate this view point with examples.

**UNIT-II**

3. What are the levels and patterns of service market segmentation?

**OR**

4. What is service consumer behaviour? Elaborate on the facts and importance of consumer behaviour in services.

**UNIT-III**

5. Explain the following

- i) The service life cycle stages.
- ii) How the new services are identified and developed?

**OR**

6. What is service positioning? Discuss how the dimensions of service quality can be used for positioning strategies.

**UNIT-IV**

7. Discuss the difference between perceptions of services quality and customer satisfaction?

**OR**

8. What are the various customers oriented pricing methods in service marketing?

**UNIT-V**

9. Define interactive marketing. What are the components of integrated service management?

**OR**

10. What is word of mouth communication? Discuss the importance of word of mouth communication for health care services

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Code: 5P1A36B

M.B.A. III Semester Regular Examinations November 2016

**Security Analysis and Portfolio Management**

Max. Marks: 60

Time: 3 Hours

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

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**UNIT-I**

1. Define Investment. Explain different investment avenues. 12M

**OR**

2. Define Portfolio Management. Explain the steps are involved in the Portfolio management process. 12M

**UNIT-II**

3. Briefly explain about Industry Analysis. 12M

**OR**

4. Briefly explain about company analysis. 12M

**UNIT-III**

5. Explain about Fundamental analysis. 12M

**OR**

- 6 Explain about Technical Analysis. 12M

**UNIT-IV**

- 7 Define Risk. Explain different types of Risk. 12M

**OR**

- 8 Mr.John is considering stock A and stock B for Investment. The Probability returns of these two stocks are as follows.

Probability	% Return on	
	x	y
0.30	20	15
0.25	15	10
0.15	25	30
0.30	-10	-5

Calculate the following.

a) Expected rate of return of stock X and stock Y

b) Portfolio return if Mr. John invests 55% on stock X and 45% on stock Y. 12M

**UNIT-V**

9. Explain about Sharpe single Index model. 12M

**OR**

10. Explain about Capital Asset Pricing Model. 12M

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**Code: 5P1A37A***M.B.A. III Semester Regular Examinations November 2016***Employee Performance Management**

Max. Marks: 60

Time: 3 Hours

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

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**UNIT-I**

1. Define performance management. Explain various characteristics of performance management. 12M

**OR**

2. Elucidate how performance management is benefited to organizations, managers and employees 12M

**UNIT-II**

3. What is meant by review meeting? What are the various problems that occur in conducting review meetings? 12M

**OR**

4. Briefly explain the monitoring performance along with its advantages and disadvantages 12M

**UNIT-III**

5. Define coaching? Explain tips for conducting effective coaching 12M

**OR**

6. Define counselling? Explain various steps involved in counseling [process 12M

**UNIT-IV**

7. What is balance score card? Explain the advantages of balance score card method of appraisal over the other methods of appraisals 12M

**OR**

8. 'Inefficient performance appraisal system de-motivates the employees' - do you agree. Substantiate your argument with suitable examples. What are the steps to be taken for installing efficient performance appraisal system? 12M

**UNIT-V**

9. What is performance based pay? Discuss the various reward strategies for improving the performance of an employee. 12M

**OR**

10. Define compensation. Discuss the types of compensation? 12M

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**R15**

**Code: 5P1A37C**

*M.B.A. III Semester Regular Examinations November 2016*

**Sales and Distribution Management**

Max. Marks: 60

Time: 3 Hours

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

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**UNIT-I**

1. Discuss the nature and significance of sales management?

**OR**

2. What are the steps in sales management cycle? How would the market analysis help in designing of sales strategy

**UNIT-II**

3. What are the method of preparing Sales Expense section of a sales budget? What are the steps involved in preparing a sales budget?

**OR**

4. What do you understand by personal selling strategy? How is the size of sales force determined?

**UNIT-III**

5. What do you understand by distribution management? Discuss the objectives of distribution management.

**OR**

6. What is Channel format? Discuss various types of channel levels.

**UNIT-IV**

7. What do you understand by sales organization? Why different types of sales organizations are made by different organizations? Explain.

**OR**

8. Explain in detail organization of sales departments

**UNIT-V**

9. What is channel conflict? Enumerate the various methods used to resolve conflicts.

**OR**

10. Discuss structure and functions of channel design?

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