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R-15

Code: 5P1A34B

M.B.A. III Semester Regular Examinations Nov/Dec 2017

Banking and Financial Institutions

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Explain the government initiatives to strengthen the cooperative banks in India. 12M

OR

2. How NPAs in Public Sector Banks can be reduced? 12M

UNIT-II

3. Distinguish between floating and fixed rate of interest. 12M

OR

4. Examine the emergence of REPO rate as the bench marks rate. 12M

UNIT-III

5. Give a detailed account of recent reforms in banking sector. 12M

OR

6. List out the emerging trends in banking like mobile banking, credit banking and e-banking. 12M

UNIT-IV

7. Elucidate functions of investment banking. 12M

OR

8. What are the challenges faced by investment bankers? 12M

UNIT-V

9. Discuss the structure and functioning of mutual funds. 12M

OR

10. What are the challenges of insurance sector? 12M

Hall Ticket Number :

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R-15

Code: 5P1A32

MBA III Semester Regular Examinations Nov/Dec 2017

Entrepreneurship Development

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. a) Increasingly, entrepreneurship is being practiced in countries throughout the world. Why do you think this is the case? 6M
- b) In what ways is an entrepreneur who just launched a restaurant different from someone who just took a job as the general manager of a restaurant owned by a major restaurant chain? 6M

OR

2. a) Are entrepreneurs born or made? Explain your reasons with examples. 6M
- b) Explain the characteristics you think an entrepreneur should possess to be successful in India? 6M

UNIT-II

3. a) Entrepreneurs get their ideas for business startups from various sources. What are these sources? 6M
- b) Analyze which sources of business ideas are the most reliable ones for the new business owner with respect to future success. 6M

OR

4. a) How a small business owner does differ from an entrepreneur? 6M
- b) Large businesses depend on small businesses. Explain with suitable examples 6M

UNIT-III

5. a) What are the various sources of debt and equity capital? 6M
- b) Describe the advantages and disadvantages of debt and equity capital. 6M

OR

6. a) What are some options for obtaining capital for a business that is brand new and therefore has no financial history? 6M
- b) What variables affect the choice of financing sources for the entrepreneur? 6M

UNIT-IV

7. a) Explain your understanding of Life-cycle financing with emphasis on early-stage financing and expansion or development financing. 6M
- b) An entrepreneur is in the process of starting a Food outlet for serving south Indian breakfast, lunches and dinner and she requires help to face evaluation of her business proposal by investors. What questions she can expect and what answers she should be prepared with? 6M

OR

8. a) Explain the "five Cs of credit" which investors consider before funding start-ups. 6M
- b) Why 5Cs of credit are important to potential lenders and investors reading business plans. 6M

UNIT-V

9. a) Explain the major challenges a start-up company faces when they expand beyond the borders of their country of origin. 6M
- b) Before entering into a foreign country, what research on the foreign market should an entrepreneurial firm conduct? 6M

OR

10. a) How do you think that quotas or quantitative barriers in foreign countries can create problems for entrepreneurial firms to enter those markets? 6M
- b) What are the characteristics of an entrepreneurial firm which ensures higher chances of success in foreign markets? 6M

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R-15

Code: 5P1A37A

M.B.A. III Semester Regular & Supplementary Examinations Nov/Dec 2017

Employee Performance Management

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Define Performance Management? and Explain the Performance Management Vs Performance appraisal?

OR

2. Explain the Characteristics of Performance Management?

UNIT-II

3. Discuss monitoring performance management? Guidelines for conducting meetings?

OR

4. Brief explain Problems in conducting meetings? Performance reviews?

UNIT-III

5. Describe which Tips for effective coaching Counseling?

OR

6. Define counseling? And explain Steps in Counseling Process?

UNIT-IV

7. Define annual stock talking? Explain annual stock talking process and approaches?

OR

8. Explain 360degree performance appraisal?

UNIT-V

9. What is a fringe benefit? Which Factors influencing fringe benefits?

OR

10. Brief explain Internal factors – External factors?

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R-15

Code: 5P1A35B

M B A III Semester Regular Examinations Nov/Dec 2017

Financial Markets and Services

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Explain the growth of financial services in India detailing the regulatory framework
- OR**
2. Explain the functions of Money market in India detailing the instruments, participants and dynamics

UNIT-II

3. Explain the need for and role of stock exchanges in the Indian capital markets context
- OR**
4. Explain the evolution of trading in stock exchanges from floor based outcry system to the digital online system

UNIT-III

5. What is leasing? What are different types of leases? Explain the process, rights of participants involved
- OR**
6. What is hire purchase? How is it different from leasing? Explain the legal framework.

UNIT-IV

7. Explain growth and need for venture capital services in a developing country like India.
- OR**
8. What is factoring? Explain the advantages and disadvantages

UNIT-V

9. Write a note on the clearing and settlement procedure at NSE
- OR**
10. What is Credit Rating? Explain the process of Credit Rating?

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R-15

Code: 5P1A31

MBA III Semester Regular Examinations Nov/Dec 2017

International Business

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Explain the importance of technology transfer to Indian business organizations with suitable examples.

OR

2. Explain the impact of globalization on senior citizens of India

UNIT-II

3. Briefly discuss the different modes of entry into international business

OR

4. Discuss the pros and cons of FDI with alliance and without alliance in India

UNIT-III

5. Explain the role and functions of WTO

OR

6. Discuss the Uruguay round of ministerial conference objectives, outcomes and its significance in International business.

UNIT-IV

7. Explain the objectives of IMF and importance of SDR's to member Countries

OR

8. Discuss the challenges of globalization of international marketing and strategies to overcome that

UNIT-V

9. Discuss the implications of free trade zone and special economic zone In international business environment

OR

10. Explain the factors determining on foreign exchange and its impact on International business

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R-15

Code: 5P1A35A

M.B.A. III Semester Regular Examinations Nov/Dec 2017

Leadership

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Explain the concept of leadership. What are the components of Leadership? 12M

OR

2. Elucidate five-factor Personality Model. 12M

UNIT-II

3. Write about the following

- a) The Ohio State studies. 6M
b) University of Michigan Studies 6M

OR

4. Give a detailed account of Blake and Mouton's Managerial (leadership) Grid. 12M

UNIT-III

5. Explain in detail how Contingency Theory Works. 12M

OR

6. Discuss strengths, criticism and applications of Path-Goal Theory 12M

UNIT-IV

7. Explain how the Transformational Leadership works. 12M

OR

8. List out the characteristics of Service Leader and historical basis of servant leadership. 12M

UNIT-V

9. Write short notes on

- a) Culture and Leadership 6M
b) Ethical Theories 6M

OR

10. Explain how team leader works. 12M

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R-15

Code: 5P1A34C

M.B.A. III Semester Regular Examinations Nov/Dec 2017

Retail Marketing

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Define retailing and elaborate its importance as a key contributor to the Indian economy

OR

2. Explain the Functions of Retailer in detail suitable examples

UNIT-II

3. What is merchandise management ?explain the Factors Affecting the Merchandising Function in retail store

OR

4. How can a retail super market develop competitive strategic advantage? explain with special reference to "HRM" in the store

UNIT-III

5. What are the various types of store layouts and design in retailing? Also explain the factors influencing it?

OR

6. What is a strategy ?explain the strategies used in Retail Pricing

UNIT-IV

7. Elaborate the important factors influencing malls establishment.

OR

8. What is location strategy? Elaborate the Methods used in Evaluating a Trade Area

UNIT-V

9. Briefly explain the role of CRM in retailing

OR

10. Make a note on current scenario of retailing in India. Explain the factors influencing the Indian consumer buying decision while purchasing online.

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R-15

Code: 5P1A37C

M.B.A. III Semester Regular & Supplementary Examinations Nov/Dec 2017

Sales and Distribution Management

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. The trends in sales management are ever changing. Explain in detail along with the relation of sales and distribution management.

OR

2. What is sales management? How would you formulate sales strategy for a mobile phone company?

UNIT-II

3. What is the process involved in controlling sales force?

OR

4. A tractor dealer selling tractors in the state of Andhra Pradesh in South India, intends to set Sales Quotas for his sales persons. Each sales person is assigned a particular area to cover (normally a district). Explain the various methods that can be used by the dealer to set Sales Quotas for his sales persons.

UNIT-III

5. What do you understand by selective and intensive distribution? How do channels of distribution add value to consumer goods?

OR

6. Discuss the factors influencing the choice of channel of distribution. Give suitable examples

UNIT-IV

7. Explain the different types of sales organization structures.

OR

8. Why companies form a suitable Organisation for sales of their Products? How the Sales Organisation are different for Industrial Products and Consumer Products?

UNIT-V

9. Traditionally, logistics is considered as 'the other half of marketing'. Explain the statement and state the reasons as to why it has gained special importance in the trade.

OR

10. What do you understand by selective and intensive distribution? How do channels of distribution add value to consumer goods?

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 = 60 Marks)

UNIT-I

1. Explain the following:
 - a) Objectives of investment
 - b) Sources of investment
 - c) Systematic risk Vs. Unsystematic risk

OR

2. Define Portfolio Management. Describe the different phases in Portfolio Management

UNIT-II

3. What do you understand by Fundamental Analysis? Discuss various economy-wide factors considered by a fundamental analyst.

OR

4. Discuss the concept of Industry Life Cycle? Explain in detail the financial ratios used in fundamental analysis.

UNIT-III

5. a) What are the differences between fundamental analysis and technical analysis?
b) Explain the price movements identified under Dow Theory.

OR

6. "The price chart is the basic tool used by the technical analyst to study the share price movement". Elucidate.

UNIT-IV

7. The possible returns and associated probabilities of securities X and Y are given below. Calculate the expected return from the companies and standard deviation as a risk measure of companies. Which one is better for Return and Risk estimates?

Outcome	Security X		Security Y	
	Expected Return	Probability	Expected Return	Probability
1	6	0.05	5	0.10
2	10	0.15	8	0.20
3	15	0.40	12	0.30
4	18	0.25	15	0.25
5	20	0.10	18	0.10
6	24	0.05	20	0.05

OR

8. a) The current market price of a share is Rs.261.25, and is expected to increase at the end of the year at Rs.305.50. If the dividend paid at the end of the year is Rs.4, Calculate the rate of return.
b) Two securities, A and B have weights of 0.6 and 0.4. Find out return and risk of such portfolio assuming the coefficient of correlation as i) -0.60 ii) +0.60. What are your observations?

Security	Mean return %	Standard deviation %
A	16	5
B	12	8

UNIT-V

9. Briefly explain the Markowitz Portfolio theory.

OR

10. a) The return and risk figures of two mutual funds and the stock market index are given in the following table:

Fund	Return %	Standard deviation %	Beta
A	12	18	0.7
Z	19	25	1.3
M (Market index)	15	20	1.0

If the risk free rate of return is 7%, Calculate Sharpe and Treynor ratios. Interpret the results.

- b) What is a Capital Asset Pricing Model? If risk free rate is 6% and market risk premium is 12%, b of the security is 1.5. What is the expected return of the security under CAPM?

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R-15

Code: 5P1A33

M.B.A. III Semester Regular Examinations Nov/Dec 2017

Strategic Management

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. a) What is Core Competency?
b) Explain how the focus on core competency helps in Crafting an effective Strategy for Competitive Advantage of an organization?

OR

2. a) Distinguish between Mission and Objectives.
b) What factors determine the formulation of an effective Strategy for a company?

UNIT-II

3. a) What is SWOT analysis?
b) How does it helps in achieving competitive advantage for a business unit?

OR

4. a) Explain the Concept of Environment
b) Differentiate between Internal and External business environment with suitable examples

UNIT-III

5. a) What is 7s frame work model?
b) How does it different from Porter's 5 force model

OR

6. Explain the importance of Industry and Competitive Analysis for a business organization with a suitable example.

UNIT-IV

7. a) Explain the concept of Diversification
b) Distinguish between Concentric and Conglomerate Diversification with an illustration.

OR

8. Explain and illustrate with merits and demerits:
a) Backward Integration
b) Forward Integration

UNIT-V

9. a) Explain the levels of Strategy
b) Explain the values that support successful strategic planning

OR

10. a) What are the generic competitive strategies?
b) Discuss the various issues in strategy implementation

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R-15

Code: 5P1A36A

M.B.A. III Semester Regular Examinations Nov/Dec 2017

Wage and Compensation Management

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Elucidate the various methods of wage payment. 12M
- OR**
2. Discuss the objectives and functions of wage incentives. 12M

UNIT-II

3. Narrate the significance of equity theory of motivation. 12M
- OR**
4. Explain the functions of wage and salary administration. 12M

UNIT-III

5. Enumerate the regulations of statutory wage fixation. 12M
- OR**
6. Explain the provisions of the Payment of Bonus Act, 1965. 12M

UNIT-IV

7. Describe the functions of individual and group incentives. 12M
- OR**
8. How do you understand the economic theory related to compensation management? Explain. 12M

UNIT-V

9. Describe the role of Golden handshake schemes in reward system. 12M
- OR**
10. Bring out the importance of executive compensation. 12M
