

Hall Ticket Number :

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R-14

Code: 4P1401

M.B.A. IV Semester Regular Examinations May 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)

UNIT-I

1. What is Social & Cultural Environment? Analyze the impact of Social & Cultural factors on global business?

OR

2. What are the various strategies for entry and operation in interational business? Give suitable examples in brief for every strategy.

UNIT-II

3. Discuss the recent trends in India's Foreign Direct Investment

OR

4. Why is it said that licensing is an easier way to expand globally

UNIT-III

5. Discuss the structure, functions and areas of operations of the WTO

OR

6. How is WTO different from GATT?

UNIT-IV

7. Explain Raymond vernons product life cycle therry in international trade. Illustrate how will it help developing countries.

OR

8. What is the World Bank, and what role does it play?

UNIT-V

9. Are SEZ's promoting Indian Economy? Discuss.

OR

10. Discuss the need of economic zones to develop their economy of What is an FTZ? What are its benefits? In spite of the advantages of free trade zones, most companies have so far failed to utilize them effectively. What are the reasons?

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R-14

Code: 4P1402

M.B.A. IV Semester Regular Examinations May 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)

UNIT-I

1. What is Strategic Management? Discuss its benefits and limitations keeping in view the dynamic character of modern business?

OR

2. Explain strategic management process?

UNIT-II

3. Explain the process of environmental scanning?

OR

4. What is SWOT analysis? How does it help in strategy formulation?

UNIT-III

5. Explain BCG Matrix? What is the logic of this model? What are the model's limitations?

OR

6. Critically examine porter's five forces model for studying competitive environment of an industry?

UNIT-IV

7. What do you mean by business level strategies? Why are these formulated?

OR

8. Why and under what circumstances do executives prefer to adopt the strategy of
 - a) horizontal diversification and
 - b) vertical integration?

UNIT-V

9. Decisions bearing an allocation of resources have vital significance in the process of strategy implementation? Elucidate?

OR

10. What do you mean by corporate social responsibility? Discuss the factors which led to the recognition of corporate social responsibility?

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R-14

Code: 4P1403B

M.B.A. IV Semester Regular Examinations May 2016

International Financial 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. What do you know about gold standard? And why did it fail?

OR

2. What is international liquidity? And what constitutes international reserves?

UNIT-II

3. What is Foreign Exchange Market? And explain its functions and features.

OR

4. A US based MNC has sold its product (invoiced in the US dollar) to a firm in the United Kingdom. The invoice amount is USD 10 million. The payment is due three months from today. The current spot rate is USD/GBP 0.5252. It is expected that the US dollar will depreciate by 5 per cent over the three months period. The three month forward rate as quoted is USD/GBP 0.54. What is the expected loss to the British firm, and how it can be hedged?

UNIT-III

5. Explain the two basic approaches to project appraisal. When will the NPV of a project not be the same under both the approaches?

OR

6. Explain the concept of blocked funds. How are blocked funds treated in project appraisal?

UNIT-IV

7. What is Global cost of capital? And mention its components

OR

8. What are the factors that influence the capital structure of an MNC?

UNIT-V

9. Describe the need of IBRD

OR

10. Explain the functions, advantages and disadvantages of IDA

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R-14

Code: 4P1403A

M.B.A. IV Semester Regular Examinations May 2016

International Human Resource 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 cross culture and discuss cross cultural differences?

OR

2. What is Hofstede's Hermes study? Explain in detail.

UNIT-II

3. Explain the human resource planning process.

OR

4. What are the methods of recruitment and selection for international assignments?

UNIT-III

5. Define PCN'S and TCN'S and differentiate them.

OR

6. What are the objectives and approaches for international compensation? Explain in brief

UNIT-IV

7. Define training, explain the role of cross cultural training to achieve expertise.

OR

8. Explain in detail about the performance appraisal methods of international employees

UNIT-V

9. Discuss the functions of international trade unions with examples

OR

10. What do you mean by quality circle? What are the outcomes of quality circle?

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R-14

Code: 4P1404C

M.B.A. IV Semester Regular Examinations May 2016

Advertising and Sales Promotions

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 Advertising. Discuss the role of Advertisement in Marketing Mix

OR

2. Explain different types of advertisements with suitable examples

UNIT-II

3. Discuss Client-Agency Relationship

OR

4. Explain various skills & services of Advertising agency

UNIT-III

5. Define Media Selection & Discuss the factors to be considered in selecting a media with a suitable example

OR

6. Discuss about:

(a) Media Research

(b) Media Scheduling

UNIT-IV

7. Explain about:

(a) IMC & its Principles

(b) Significance of Production traffic copy

OR

8 Explain the methods used for measuring the Advertising Effectiveness

UNIT-V

9 Elucidate the difference between Public Relations and Publicity with suitable examples

OR

10 Define Sales Promotion, its role & types.

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Code: 4P1404B

M.B.A. IV Semester Regular Examinations May 2016

Financial Derivatives

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. What is derivative? What are the differences between forward contracts and future contracts? Explain.

OR

2. Explain in detail, the economic importance of commodities derivative market.

UNIT-II

3. What are the three important groups that play a dominant role in derivatives market? Explain each of them in detail.

OR

4. What are the different uses and misuses of derivatives? Discuss.

UNIT-III

5. How do you evaluate the forward contract? Also explain the advantages and disadvantages of forward contracts.

OR

6. Explain in brief, the futures trading and the settlement of future contracts.

UNIT-IV

7. What are the various factors that determine the option price? Explain.

OR

8. What is Black Scholes derivative pricing theory? What are the advantages and disadvantages associated with it? Discuss.

UNIT-V

9. What is meant by swap? What are its various types? Explain.

OR

10. Swaps are treated as long term contracts. Discuss the statement with suitable examples.
