

Hall Ticket Number :

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R-17

Code: 7P1A37C

M.B.A. III Semester Regular Examinations Nov/Dec 2018

Brand 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) Define the concept of Branding and explain the characteristics of brand. 6M
- b) What are store brands and explain the key features of store brands. 6M

OR

2. Discuss the various types of brands with suitable examples. 12M

UNIT-II

3. a) Describe Strategic Brand Management process. 6M
- b) Explain the elements of brand in detail. 6M

OR

4. How do you understand Brand Positioning and explain the steps of brand positioning process? 12M

UNIT-III

5. a) What are the strategies of on-line brand promotions? Explain. 6M
- b) How is a brand image built? 6M

OR

6. Enumerate the role of brand ambassadors and celebrities in Indian context. 12M

UNIT-IV

7. Describe Brand Adoption Practices in detail with reference to Indian market. 12M

OR

8. Explain in detail Re-branding and Re-launching?. 12M

UNIT-V

9. a) Describe the key features of brand audit? 6M
- b) How do you create and manage brand equity? 6M

OR

10. List out the strategies of global branding. 12M

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R-17

Code: 7P1A33

M.B.A. III Semester Regular Examinations Nov/Dec 2018

Cost and Management Accounting

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. "Costs may be classified in a variety of ways according to their nature and the information needs of management." Discuss this statement giving examples of classification required for different purpose. 12M

OR

2. Distinguish between allocation, apportionment and absorption of overhead. 12M

UNIT-II

3. What are the main features of job costing? Describe briefly the procedure of recording costs under job order costing. 12M

OR

4. From the following particulars prepare a Cost Sheet showing cost per unit and profit for the period

Opening stock of Raw materials	Rs.20,000
Purchase of Raw materials	Rs.1,00,000
Closing stock of Raw materials	Rs.10,000
Direct wages	Rs.60,000
Machine hours worked	10,000
Machine hour rate	Re.1.25

Office overhead 25% of works cost, selling overhead Rs.2.00 per unit

Units produced and sold 6,000

Rate of profit 20% on cost. 12M

UNIT-III

5. "Marginal costing is essentially a technique of cost analysis and cost presentation." Discuss the statement with reference to the applications of marginal costing. 12M

OR

6. What is marginal costing? Explain the factors considered and elements to be involved in cost estimation of Make or Buy Decision. 12M

UNIT-IV

7. What is meant by break-even analysis? Discuss the assumptions and limitations of this technique. 12M

OR

8. The following costs and sales of a manufacturing company for the first half and second half of 2015-16 are given:

	First half (Rs.)	Second half (Rs.)
Sales	24,00,000	30,00,000
Total costs	21,80,000	26,00,000

You are asked to determine:

- i. Contribution/sales ratio of the firm.
- ii. Annual fixed costs
- iii. Break-even point
- iv. Margin of safety as percentage of sales.

12M

UNIT-V

9. Explain the relationship between standard costing and budgetary control. How are the standards for material and labour cost determined?

12M

OR

10. A company expects to have Rs.25,000 in bank on 1st may 2015 and requires you to prepare an estimate of cash position during the three months-May, June and July 2015.

The following information is supplied:

Month	Sales	Purchases	Wages	Office expenses	Factory expenses	Selling expenses
March	50,000	30,000	6000	4000	5000	3000
April	56,000	32,000	6500	4000	5500	3000
May	60,000	35,000	7000	4000	6000	3500
June	80,000	40,000	9000	4000	7500	4500
July	90,000	40,000	9500	4000	8000	4500

Other information:

1. 20% of sales are in cash, remaining amount is collected in the month following that of sales.
2. Supplier supply goods at two months credit.
3. Wages and all other expenses are paid in the month following the one in which they are incurred.
4. The company pays dividend to shareholders, and bonus to workers of Rs.10,000 and Rs.15,000 respectively in the month of may.
5. Plant has been ordered and is expected to be received in June. It will cost Rs.80,000 to be paid in June.
6. Income tax Rs.25,000 is payable in July.

12M

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Code: 7P1A36C

M.B.A. III Semester Regular Examinations Nov/Dec 2018

Consumer Behaviour

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 consumer behaviour? Explain the need and rationale behind the study of consumer behaviour. 12M

OR

2. Define market segmentation and justify the basis for market segmentation. 12M

UNIT-II

3. What are reference groups? Explain various types of reference groups with suitable examples. 12M

OR

4. Describe the role of family and the influence of life style of a family on buying behaviour of a consumer. 12M

UNIT-III

5. Explain briefly the various stages in personality. How do personality factors affect attitude formation? 12M

OR

6. How is perception measured in consumers? Explain any one method in detail. 12M

UNIT-IV

7. Illustrate various models of consumer behaviour and outline their limitations. 12M

OR

8. Discuss the characteristics and uses of Howard- Sheth model .Mention its limitations 12M

UNIT-V

9. What are the various provisions under the Consumer Protection Act of 1986? Write a note on the agencies involved in consumer grievance redressal. 12M

OR

10. E-Commerce necessitates new legislative measures for consumer protection". Elucidate 12M

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R-17

Code: 7P1A34B

M.B.A. III Semester Regular Examinations Nov/Dec 2018

Corporate Finance

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 problems of Industrial Finance in India

OR

2. Explain the Role of Exim bank and commercial banks.

UNIT-II

3. Do you recommend that a firm should finance in current assets entirely with short-term financing? Explain your answer.

OR

4. Explain the role of Commercial banks in working capital requirements.

UNIT-III

5. Explain the risk analysis in the context of DCF method.

OR

6. A company is considering new equipment. The net cash flows of equipment have been estimated as follows. The equipment's life is estimated to be two years.

	Year 1 Probability		Year 2 Probability	
NCF	10,000	0.4	8,000	0.5
			12,000	0.5
NCF	12,000	0.6	16,000	0.4
			20,000	0.6

The cost of equipment is Rs.20,000 and the company's cost of capital is 12 per cent. Use the decision tree approach to recommend whether the equipment should be bought or not.

UNIT-IV

7. Explain and illustrate a one-step binomial approach to value a European option.

OR

8. How to manage cash inadequacy and cash insolvency situation in business.

UNIT-V

9. Elucidate stakeholders and ethics followed in any corporate.

OR

10. Explain about Corporate Social Responsibility with illustrations.

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R-17

Code: 7P1A32

M.B.A. III Semester Regular Examinations Nov/Dec 2018

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. Define the term entrepreneur? Explain the main functions performed by the entrepreneurs? 12M

OR

2. Who is called an entrepreneur? Discuss the qualities of an entrepreneur? 12M

UNIT-II

3. What are the different forms of ownership to entrepreneurs? Discuss each form in brief? 12M

OR

4. How important is the role of Government in promotion of entrepreneurship. Support your answer with example. 12M

UNIT-III

5. Write a short note on the following: 12M
a. Debt Capital b. Venture Capital

OR

6. State and explain the factors determining the capital requirements of a business concern. Explain the sources of long term finance? 12M

UNIT-IV

7. What do you mean by Project Report? Explain briefly the contents of project report? 12M

OR

8. What are the advantages and dis-advantages of project planning? 12M

UNIT-V

9. What is Foreign Direct Investment and explain the types of FDI? 12M

OR

10. What do you mean by International Business? Briefly explain the barriers of International Trade? 12M

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R-17

Code: 7P1A37A

M.B.A. III Semester Regular Examinations Nov/Dec 2018

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. Explain the concept and significance of performance management.

OR

2. Distinguish performance management from Human Resource Management.

UNIT-II

3. What is meant by monitoring performance and explain the necessity of performance monitoring.

OR

4. Discuss the guidelines for conducting performance review meetings.

UNIT-III

5. Explain the different steps involved in counseling process.

OR

6. What is counseling and state the functions of counseling.

UNIT-IV

7. Discuss the different appraisal methods to analyse the performance.

OR

8. Explain the process of performance appraisal system

UNIT-V

9. Explain the concept of compensation and state its objectives.

OR

10. Discuss the following:

- a) Retirement benefits
- b) Statutory and tax aspects.

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R-17

Code: 7P1A37B

M.B.A. III Semester Regular Examinations Nov/Dec 2018

Financial Engineering

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 financial engineering? Explain the tools of financial engineering.

OR

2. Discuss the process of financial engineering.

UNIT-II

3. Write a short notes on

i) Repo Vs Reverse Repo market ii) Warrants iii) Zero coupon bonds

OR

4. Explain the role of equity in corporate capital structure in detail.

UNIT-III

5. What is risk? Why and how do companies hedge risk using derivatives?

OR

6. Discuss how the Asset- Liability management is undertaken in the banking sector.

UNIT-IV

7. Define a merger and discuss the different forms of mergers in detail.

OR

8. What is a friendly takeover and write the advantages of a friendly takeover to the acquirer as well as to the outgoing promoters?

UNIT-V

9. Discuss the various international capital markets instruments with suitable examples.

OR

10. Explain how to protect financial products by using copy right, patent and trade mark.

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R-17

Code: 7P1A35B

M.B.A. III Semester Regular Examinations Nov/Dec 2018

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 regulatory framework of financial services.

OR

2. Discuss the growth of financial services in India.

UNIT-II

3. Narrate the various stock exchanges in India.

OR

4. Explain the pros and cons of capital markets.

UNIT-III

5. What is hire purchase? Discuss the functions of hire purchase.

OR

6. What are the differences between leasing and hire purchase?

UNIT-IV

7. Bring about the characteristics and growth of venture capital in India.

OR

8. Explain the nature and scope of factoring.

UNIT-V

9. Discuss the clearing and settlement procedure at NSE.

OR

10. Explain the various credit rating agencies in India.

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R-17

Code: 7P1A31

M.B.A. III Semester Regular Examinations Nov/Dec 2018

Logistics and Supply Chain 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 Logistical Operations and arrangements are to be made for a Manufacturing organization? 12M

OR

2. Describe how to achieve Supply Chain Synchronization? 12M

UNIT-II

3. a) Describe about evolution of SCM? 6M
b) Illustrate the outsourcing? 6M

OR

4. Explain about the importance and objectives of SCM? 12M

UNIT-III

5. Elucidate Transportation regulation and structure in LSCM operations? 12M

OR

6. Illustrate LSCM Information technologies? 12M

UNIT-IV

7. Explain about Logistics Design and operational planning? 12M

OR

8. Discuss about Logistics Reengineering and procedure? 12M

UNIT-V

9. Elucidate the concepts of IT and its applications in SCM? 12M

OR

10. Explain about balanced Score card for SCM? 12M

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R-17

Code: 7P1A35A

M.B.A. III Semester Regular Examinations Nov/Dec 2018

Personal Administration, Policy and Procedure

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 the nature of personal management and Explain the necessity of personnel management.

OR

2. What are the principles of modern personnel manager? Explain them in detail.

UNIT-II

3. Summarize the content of personnel file and personnel audit

OR

4. What are the elements of proper environment around factory? and Explain the importance of each element

UNIT-III

5. Draft an appointment order for a post of personnel manager

OR

6. Distinguish promotion and transfer letters with suitable formats

UNIT-IV

7. What are the general considerations should be taken into account to fix wage and salary?

OR

8. Write a short note on
 - a) Professional tax
 - b) ESI Returns

UNIT-V

9. Write a short note on
 - a) Suspension order
 - b) Show cause notice

OR

10. Explain in detail about letter of termination and dismissal

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R-17

Code: 7P1A34C

M.B.A. III Semester Regular Examinations Nov/Dec 2018

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 Retail Marketing. Distinguish between Traditional Retailing and Modern or organized Retail Marketing with examples 12M

OR

2. Describe the present status of Indian retail industry. State the factors affecting the retail industry with appropriate examples. 12M

UNIT-II

3. What is the difference between Competitive Advantage and Sustainable Competitive Advantage? Explain with a suitable example. 12M

OR

4. What factors do you consider to develop Sustainable Competitive Advantage for Lalithaa Jewellery showroom in your town? 12M

UNIT-III

5. What is pricing strategy? Discuss any FOUR pricing strategies followed by any organized retail outlet. 12M

OR

6. What is promotion-mix in Retail Marketing? Briefly explain about the elements of promotion-mix related to Retail Marketing. 12M

UNIT-IV

7. Define store design. Explain the general requirements of a good stores design 12M

OR

8. What is motivation? How do you motivate employees of a retail outlet to sell more? Explain different methods of motivation. 12M

UNIT-V

9. What is CRM? Explain the importance of CRM in modern Indian retailing. 12M

OR

10. Describe the various stages in CRM process with respect to Flipkart company 12M

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R-17

Code: 7P1A36B

M.B.A. III Semester Regular Examinations Nov/Dec 2018

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. "Every speculation is investment but every investment is not speculation" – Explain. 12M

OR

2. a) Explain the steps in portfolio management process. 6M
 b) Discuss 'Constant Rupee' and 'Constant Ratio' plans of portfolio management. 6M

UNIT-II

3. "Knowing the current status of economy is useful in analyzing stock market movements" – Do you agree? If yes, explain. 12M

OR

4. What do you mean by Intrinsic Value? How is it calculated? 12M

UNIT-III

5. What do you mean by 'technical analysis? How does it differ from fundamental analysis? 12M

OR

6. What do you mean by Relative Strength Index (RSI)? How it will generate buying and selling signals? Explain with suitable example. 12M

UNIT-IV

7. a) What do you mean by return? State the components in it. 4M
 b) How do you calculate Ex-post and Ex-ante return of an investment? 8M

OR

8. An investor has a choice of four stocks for investment. Their rates of return and probabilities are given below.

Stock-A		Stock-B		Stock-C		Stock-D	
(r)	(p)	(r)	(p)	(r)	(p)	(r)	(p)
-30	0.20	-20	0.15	-20	0.20	-10	0.10
0	0.40	0	0.35	10	0.40	0	0.25
30	0.30	20	0.45	40	0.30	10	0.40
70	0.10	40	0.05	80	0.10	20	0.25

- a. Calculate the Expected Rate of Return and risk of each security.
 b. Are all these stocks attractive investments? Give reasons.
 c. Of those that are attractive, how should the investor choose one to buy? 12M

UNIT-V

9. Explain Markowitz's Portfolio theory and state its assumptions and limitations. 12M

OR

10. Calculate Sharpe, Jenson, Treynor Ratios:

Portfolio	Avg. Return (%)	Std. Deviation (%)	Beta
A Ltd.	14	18	1.60
B Ltd.	12	32	0.80
C Ltd.	11	16	1.25
D Ltd.	12	24	0.75

Market Return: 12% and Risk free Return: 6% 12M

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R-17

Code: 7P1A35C

M.B.A. III Semester Regular Examinations Nov/Dec 2018

Services 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. Explain the 'heterogeneity' and 'perishability' characteristics of services. Discuss their marketing implications for a hotel.

OR

2. What is physical evidence? Explain its role in services.

UNIT-II

3. Explain the factors influencing consumer behavior in services.

OR

4. Why do customers switch service providers? Can you do anything as a marketer to prevent the customers from switching? Discuss.

UNIT-III

5. Explain the importance of branding of financial services, giving suitable examples.

OR

6. Identify and explain the product support services which automobile manufacturers can offer to its customers.

UNIT-IV

7. How quality can be ensured to customers through service processes? Explain with an example of health care services.

OR

8. Briefly explain the 'Gaps Model of Service Quality'. Which of the four service provider gaps do you believe is the most difficult to close and why?

UNIT-V

9. Explain the guidelines for handling customer's complaints.

OR

10. What are the benefits of service recovery? How can you provide effective service recovery?
