

Hall Ticket Number :

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R14

Code: 4P1301

M.B.A. III Semester Regular Examinations January/February 2016

Business and Corporate Laws

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. "An agreement enforceable at law is a contract." Explain. 12M

OR

2. Discuss the legal rules as to valid consideration. 12M

UNIT-II

3. Distinguish sale from an agreement to sell under the sale of goods act, 1930. 12M

OR

4. Explain rights, liabilities and duties of partners. 12M

UNIT-III

5. What is cheque. Why are cheque and Bill of Exchange treated as Negotiable Instruments? 12M

OR

6. Explain the liability of indorser. 12M

UNIT-IV

7. Describe the various stages involved in formation of a company. 12M

OR

8. Define Winding Up. Enumerate different modes of winding up of a company? 12M

UNIT-V

9. Explain the assessment procedure regarding determining the tax liability of an assessee. 12M

OR

10. What are the excisable goods under the Central Excise Act, 1944? 12M

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R14

Code: 4P1302

M.B.A. III Semester Regular Examinations January/February 2016

Entrepreneurship Development

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Elucidate the functions of Entrepreneurs.

OR

2. List out the qualities of entrepreneur.

UNIT-II

3. Discuss the advantages and disadvantages of Sole Trading.

OR

4. Example the role of the Government in the promotion of Entrepreneur.

UNIT-III

5. What are the sources of Capital for an Entrepreneur?

OR

6. Explain the Government Grants and Subsidies for an Enterprise.

UNIT-IV

7. List out the first mover advantages and disadvantages.

OR

8. Explain the Project Life Cycle.

UNIT-V

9. List out the barriers to International Trade.

OR

10. Distinguish between Domestic and International Entrepreneurship.

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R14

Code: 4P1303B

M.B.A. III Semester Regular Examinations January/February 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)

UNIT-I

1. What are the special measures introduced by the Government and RBI to revive and strengthen the co-operative banks in India

OR

2. Discuss the challenges faced by the Indian public sector banks after reforms.

UNIT-II

3. Explain the impact of Repo rate on commercial banks lending rate to different sectors.

OR

4. State the significance and measurement of LIBOR.

UNIT-III

5. Give a comparative analysis of the growth and structure of commercial banks before and after liberalization period in India.

OR

6. Discuss the effect of RBI policies on the operations of commercial Banks.

UNIT-IV

7. What are the different challenges and problems faced by the Investment banks?

OR

8. Discuss the underwriting of securities with suitable illustration.

UNIT-V

9. What are the major advantages of investment through mutual funds?

OR

10. Highlight the major reforms in the insurance sector in India during liberalization.

Code: 4P1304C*M.B.A. III Semester Regular Examinations January/February 2016***Services Marketing**

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. What do you mean by marketing of services? What are the reasons for the growth in the service market?

OR

2. Explain the nature, characteristics and strategies of service marketing.

UNIT-II

3. What are the basic steps in market segmentation? What specific Challenges exist for service organizations when it comes of segmentation?

OR

4. Briefly explain the significance of people based attributes of the service product.

UNIT-III

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

OR

6. What is planning and branding Service Marketing? Discuss the stages in new service development process.

UNIT-IV

7. Briefly explain the service gap model and the methods to measure the gaps of the services.

OR

8. Discuss the methods of pricing the services and trace the scope and challenges involved in pricing the services.

UNIT-V

9. How will you design communication mix for promoting services? Explain.

OR

10. What do you mean by Service Recovery? Discuss various services recovery strategies

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R14

Code: 4P1304B

M.B.A. III Semester Regular Examinations January/February 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)

UNIT-I

1. Define financial services. Explain the different regulations related to financial services in India? 12M

OR

2. What are the different types of money market instruments? Explain each one in detail. 12M

UNIT-II

3. What is new issue market? Explain its functions. 12M

OR

4. Write the differences between primary market and secondary market. 12M

UNIT-III

5. Explain different types of leasing with its advantages and disadvantages. 12M

OR

6. Define hire purchase. Explain its process. 12M

UNIT-IV

7. Write SEBI guidelines related to venture capital. 12M

OR

8. Write the differences between factoring and forfeiting. 12M

UNIT-V

9. Explain stock clearing and settlement procedure followed by NSE. 12M

OR

10. Write about different credit rating agencies in India and explain its rating procedure. 12M

Code: 4P1305B*M.B.A. III Semester Regular Examinations January/February 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)

UNIT-I

1. Define Investment. Write the features of Investment Avenues. 12M

OR

2. Define Portfolio Management. Explain Portfolio Management Process. 12M

UNIT-II

3. What is Fundamental Analysis? Explain macro-economic Analysis. 12M

OR

4. Briefly explain about company analysis. 12M

UNIT-III

5. Distinguish between fundamental Analysis and Technical Analysis. 12M

OR

6. Explain about DOW Theory. 12M

UNIT-IV

7. What is Risk? Write about elements of Risk. 12M

OR

8. The shares of hypothetical company limited has the following anticipated returns with associated probabilities.

Returns (%)	Probability
-20	0.05
-10	0.10
10	0.20
15	0.25
20	0.20
25	0.15
30	0.05

- Calculate expected Rate of Return and Risk 12M

UNIT-V

9. Explain about Morkowitz Model 12M

OR

10. Explain about Capital Asset Pricing Model. 12M

Code: 4P1306A*M.B.A. III Semester Regular Examinations January/February 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)

UNIT-I

1. Define performance management. Explain briefly the process of performance management. 12M

OR

2. What are the important points of consideration for implementing performance management? Discuss some of the paradoxical situations that managers face while pursuing the performance objectives? 12M

UNIT-II

3. Write about performance review. Explain the major principles to be followed while conducting performance review. 12M

OR

4. Discuss on monitoring performance and review meetings 12M

UNIT-III

5. Define counselling? Explain briefly various functions of counselling. 12M

OR

6. Elucidate the concept of coaching and its importance in performance improvement 12M

UNIT-IV

7. Define performance appraisal. How do organizations appraise the performance of employees? Explain modern methods of performance appraisal. 12M

OR

8. What is appraisal system? Explain the process of appraisal system design 12M

UNIT-V

9. Define fringe benefits. What are the objectives of fringe benefits and factors influencing fringe benefits? 12M

OR

10. Performance management frequently encounters with conflict. Discuss the nature of conflicts and how the conflicts can be resolved. 12M

Code: 4P1306C*M.B.A. III Semester Regular Examinations January/February 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)

UNIT-I

1. Describe the evolution of sales management. Explain the duties and responsibilities of sales manager

OR

2. Explain various theories of selling? So as to highlight their differences

UNIT-II

3. Define sales quota and explain its nature and scope. What are the major objectives of sales quota?

OR

4. Define sales territory. What are the objectives? How does it differ from "trade areas"?

UNIT-III

5. In what way sales and distribution function complement each other. Discuss the objectives of distribution management

OR

6. What is the importance of distribution channel? How channel members add value while distribution of different products to the end users?

UNIT-IV

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

OR

8. Discuss in detail organization of sales Departments.

UNIT-V

9. What do you mean by channel conflict? What are the strategies to overcome channel conflict

OR

10. What is supply chain management? Discuss the nature and scope of SCM
