

18/11/2020

Code No. 12052

**FACULTY OF MANAGEMENT**

**M.B.A. III – Semester (CBCS) Examination, November 2020**

**Subject: E-Business**

**Paper – MB – 302**

**Time: 2 Hours**

**Max.Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 E-Business
- 2 Domain Names
- 3 E-Commerce Vs M-Commerce
- 4 Mobile Communication Standards
- 5 M-Banking

**PART – B**

**Note: Answer any four questions.**

**(4x15 = 60 Marks)**

6. "E-Business has impacted the Global Economy and Business". Comment discussing concept of E-Business, its advantages and disadvantages in light of Global Economy.
7. "Infrastructure in place determines the success of the E-Business". Comment, discussing the key infrastructure requirements E-Business infrastructure.
8. "Legal, ethical and taxation the major issues to be taken into consideration for E-Business". Comment, discussing these issues. Also discuss the Intellectual Property Rights (IPR) in E-Business.
9. "Marketing is no longer the same, it has been revolutionized by technology". Comment, discussing the concept, scope and strategies involved in e-Marketing.
10. "Mobile commerce is all set to make a great change in the traditional commerce". Comment, giving the concept and role of Mobile Commerce, also discuss the scope, benefits, varied issues and challenges of M-Commerce.
11. "Service Sector is moving towards a new phase, with the M-Commerce Services". Comment, discussing the varied types of M-Commerce Services and applications.
12. "The advent of Wireless, Mobile and Satellite Communication technologies has brought in a big revolution in Mobile Communication" comment, discussing these communication technologies and their relative merits and demerits.
13. "Mobile communication standards and mobile access technology has evolved through 1G to 5G systems" Comment, giving the concept involved, role played by these, discussing the salient features of these systems.

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14. "Mobile Commerce Applications made the life of consumers easy' comment, discussing some of the mobile commerce applications like M-Banking, M-Ticketing etc.
15. "Mobile Commerce can be successful, if only the Mobile Payment Systems are robust" comment, discussing the characteristics and models of Mobile Payment Systems. Also discuss the privacy and security issues involved.

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20/11/2020

Code No. 12056

**FACULTY OF MANAGEMENT**

**M.B.A. III – Semester (CBCS) Examination, November 2020**

**Subject: Compensation Management**

**Paper – MB – 304 – 3**

**Time: 2 Hours**

**Max.Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 Fringe Benefits
- 2 Team Based Pay
- 3 Employee Stock Option Plan
- 4 Pay Structure
- 5 Flexible Work Schedules

**PART – B**

**Note: Answer any four questions.**

**(4x15 = 60 Marks)**

6. Describe the word 'Compensation'. Explain its objectives and uses.
7. Explain in detail the internal and external factors that should be considered while deciding compensation.
8. Discuss the different types of incentives with examples.
9. Write note on:
  - i) Seniority Pay Vs Longevity Pay
  - ii) Person Focused Pay
10. Explain how internal equity can be created through Job Analysis and Job Evaluation.
11. What is Compensation Survey? Write a note on Pay-for-Performance Model.
12. Discuss the legally required benefits in Public Sector Organizations in India.
13. Write a note on funding benefits through VEBA in U.S.
14. What do you mean by key employees? What are the components of executive compensation package? Give reasons for high executive compensation.
15. How is compensating internal staff (expatriates) different from host country employees? Explain any one approach used in compensating international staff.

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20/11/2020

Code No. 12054

**FACULTY OF MANAGEMENT**

**M.B.A. III – Semester (CBCS) Examination, November 2020**

**Subject: A. Financial Risk Management**

**Paper – MB – 304    Discipline Specific Elective – I (Finance)**

**Time: 2 Hours**

**Max.Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 Capital Market Risk
- 2 American Option
- 3 Distinguish between arbitration and hedging
- 4 Plain vanilla interest rate swap
- 5 Option Premium

**PART – B**

**Note: Answer any four questions.**

**(4x15 = 60 Marks)**

6. Explain the Asset-Liability Management (ALM) evolution and concepts?
7. Explain the risk reporting process of both internal and external?
8. Briefly explain the intrinsic value and time value of options?
9. Explain the process of VaR and CaR to make investment decisions?
10. Discuss the nature of currency swaps and explain the different types of currency Swaps?
11. What are the features of future contract? Explain the differences between forward and future contracts?
12. Suppose that a March Call option to buy a share for \$ 50 costs \$ 2.50 and is held until March. Under what circumstances will the holder of the option make a profit? Under what circumstances will the option are exercised?
13. Explain the concept of derivatives. Explain various types of Derivatives?
14. Determine the value of the call options with black and scholes (B/S) model:  
 $\sigma$  = Standard Deviation = 0.27  
Risk free rate = 8%  
S = Current Price Rs. 32; K = Strike Price Rs. 35;  
Time = 0.3 years.
15. Explain the binomial option pricing model (BOPM)?

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21/11/2020  
Code No. 12058

**FACULTY OF MANAGEMENT**

**M.B.A. III – Semester (CBCS) Examination, November 2020**

**Subject: International Finance**

**Paper – MB – 305 – I    Discipline Specific    Elective – II (Finance)**

**Time: 2 Hours**

**Max.Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 Floating Exchange Rate
- 2 Nominal Effective Exchange Rate
- 3 Purchasing Power Parity
- 4 Foreign Direct Investment
- 5 Tobin Tax

**PART – B**

**Note: Answer any four questions.**

**(4x15 = 60 Marks)**

6. Explain the evolution of International Financial System?
7. Discuss the International Financial Instruments?
8. Briefly explain BOP and its trends in India?
9. What is triangular arbitrage? Does an opportunity for triangular arbitrage exist in the following conditions? Rs. 43.30 / USD, Roubles 32 / USD, Rs. 02779 / Rouble.
10. An Indian resident wants to deposit 1,00,000 euros in an account with an Indian Bank. The deposit matures in two months. The current Rs/euro spot rate is T. 58.072 / euro. The depositor books a forward contract at a forward rate of 59/- Euro. Find his potential gain if the spot rate two months later is a) 58.7 / Euro (b) 58.4 / Euro. Ignore transaction costs.
11. Explain the types of foreign exchange risk. What are the methods of hedging risk?
12. Explain the concept of FDI and its theories?
13. Briefly discuss why is the APV format more suitable for evaluating foreign projects than the conventional NPV format?
14. Explain the types of taxation?
15. Describe TP methods and rules in India?

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21/11/2020

Code No. 12060

**FACULTY OF MANAGEMENT**

**M.B.A. III – Semester (CBCS) Examination, November 2020**

**Subject: C. Organization Development**

**Paper – MB – 305 (Discipline Specific Elective – II (HRM))**

**Time: 2 Hours**

**Max.Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 Role Analysis Technique
- 2 Organizational transformation
- 3 Lewin's Change Model
- 4 Types of OD values
- 5 Process Interventions.

**PART – B**

**Note: Answer any four questions.**

**(4x15 = 60 Marks)**

- 6 Briefly discuss the importance of values and assumptions in organizational development.
- 7 What is Organization Development? Identify and explain five stages of Organization Development in a manufacturing industry.
- 8 Write a note on 'Action Research' and its importance.
- 9 Describe in brief:
  - i) Burke-Litwin Model of change
  - ii) Normative – Reductive Theory.
- 10 Explain any two models used for diagnosis by the OD consultant.
- 11 Write note on evaluating and institutionalizing OD interventions.
- 12 What are the techniques and exercises used in team building?
- 13 Explain the concept of Beckherd's Confrontation meeting. Discuss when such meetings are appropriate.
- 14 Write note on:
  - i) Re-Engineering
  - ii) Organizational Learning.
- 15 You are an HR manager in an pharmaceutical company that is planning some major changes. Your CEO has asked you, if it would be better to hire an external OD practitioner or appoint somebody from within the organization. What would be your reply? Justify your response.

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17/11/2020

**FACULTY OF MANAGEMENT**

Code No. 12051

**M.B.A. III – Semester (CBCS) Examination, November 2020**

**Subject: Operations Management**

**Paper – MB – 301**

**Time: 2 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 Factors affecting Process Design
- 2 Preventive Maintenance
- 3 Quality Control
- 4 Vendor Rating
- 5 Bin Card

**PART – B**

**Note: Answer any four questions.**

**(4x15 = 60 Marks)**

6. Explain the transformation process model of operations management. Discuss the various types of production systems. Give examples?
7. Find use Job sequencing X and total elapsed time, Idle Times for the following data

	J <sub>1</sub>	J <sub>2</sub>	J <sub>3</sub>	J <sub>4</sub>	J <sub>5</sub>	J <sub>6</sub>	J <sub>7</sub>
M1	9	12	5	15	23	33	40
M2	10	6	11	20	7	25	53

8. What is Facility Location? What are the factors affecting location?
9. Define Maintenance Management. What is the difference between Preventive Maintenance and Breakdown Maintenance?
10. Describe in brief the nature of services and its implications on Operations Management?
11. Define Work Study, its benefits and techniques?
12. What is the need and importance of Materials Management?
13. Explain the concept of Value Analysis and its role in cost reduction?
14. Explain in brief regarding the types of Inventory Control Models?
15. Discuss the classification, codification, simplification and standardization of Materials?

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19/11/2020.

Code No. 12053

**FACULTY OF MANAGEMENT**

**M.B.A. III – Semester (CBCS) Examination, November 2020**

**Subject: Operations Research**

**Paper – MB – 303**

**Time: 2 Hours**

**Max.Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 Define Operations Research
- 2 Sensitivity Analysis
- 3 Unbalanced Transportation Problem
- 4 Merge Event
- 5 Balking

**PART – B**

**Note: Answer any four questions.**

**(4x15 = 60 Marks)**

6. Explain the role of Operations Research in Management.

7. Solve the following graphically:

$$\text{Max } Z = 6x_1 + 14x_2$$

$$\text{Subject to Constraints: } 5x_1 + 4x_2 \geq 60$$

$$3x_1 + 7x_2 \leq 84$$

$$x_1 + x_2 \geq 18$$

$$x_1, x_2 \geq 0$$

8. Explain the following terms:

- i) Objective Function
- ii) Artificial Variables

9. Solve the following using simplex method:

$$\text{Max } Z = 50x_1 + 600x_2 + 1200x_3$$

$$\text{Subject fo Constraints: } 2x_1 + 4x_2 + 6x_3 \leq 160$$

$$3x_1 + 2x_2 + 4x_3 \leq 120$$

$$x_1, x_2, x_3 \geq 0$$

10. Describe the assignment problem giving a suitable example. Give two areas of its applications.



11. Solve the following by Vogel's Approximation Method and test its optimality:

		Destination			Total
		W <sub>1</sub>	W <sub>2</sub>	W <sub>3</sub>	
Source	J <sub>1</sub>	4	8	8	56
	J <sub>2</sub>	16	24	13	82
	J <sub>3</sub>	8	16	24	77
	Total	72	102	41	

12. Differentiate between CPM and PERT.

13. The time estimates for PERT Network are given below:

Activity	t <sub>o</sub>	t <sub>m</sub>	t <sub>p</sub>
1-2	1	1	7
1-3	1	4	7
1-4	2	2	8
2-5	1	1	1
3-5	2	5	14
4-6	2	5	8
5-6	3	6	15

- 1) Find the expected project length.
  - 2) Calculate the Standard Deviation and variance of the project.
  - 3) If the project is due in 19 weeks. What is the probability of completing the project within 19 weeks.
14. Explain the general structure of a queuing system. Briefly explain the applications of queuing theory.

15. Solve the following Game using graphical method:

Player	Player Y				
	X	6	3	-1	0
	3	2	-4	2	-1

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20/11/2020.  
Code No. 12055

**FACULTY OF MANAGEMENT**

**M.B.A. III – Semester (CBCS) Examination, November 2020**

**Subject: Product and Brand Management**

**Paper – MB – 304 – 2**

**Time: 2 Hours**

**Max.Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 Product Levels
- 2 Industry Attractiveness
- 3 Joint Space Map
- 4 Preference Segment
- 5 Parallel Entry

**PART – B**

**Note: Answer any four questions.**

**(4x15 = 60 Marks)**

6. How can a company build and manage its product mix and product lines?
7. What are the branding strategies available to a marketer?
8. Write a note on G.C / Mckinseys approach to product portfolio analysis.
9. Discuss the Shell International Model. How this model useful to the Indian Marketing Managers?
10. What is Idea Generation and how does it differ from Idea Management?
11. Explain the concepts of Product map, Market map and Joint space maps with suitable examples.
12. Discuss the Preference Segmentation and Perceptual mapping with suitable examples.
13. What are the similarities and dissimilarities of DESIGNR and PREFMAPS – Flow charts?
14. Explain the uses of limitation of PLANOPT Model in Indian Marketing context.
15. Examine the different decision areas of test marketing relate your answer with test marketing activity you have known in the Indian context.

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21/11/2020

Code No. 12059

**FACULTY OF MANAGEMENT**

**M.B.A. III – Semester (CBCS) Examination, November 2020**

**Subject: Promotion and Distribution Management**

**Paper – MB – 305 Elective – II (Marketing)**

**Time: 2 Hours**

**Max.Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 Point of Purchase Promotion
- 2 Ad. Copy
- 3 Sales Quota
- 4 Yellow Pages
- 5 Zero Level channel

**PART – B**

**Note: Answer any four questions.**

**(4x15 = 60 Marks)**

6. What are the elements of communication process?
7. Explain the strategies and tactics for implementing the integrated marketing concept and write its importance in the modern marketing scenario.
8. What is DAGMAR? How is DAGMAR an improvement over the previous approaches for measuring advertising?
9. "Without creativity advertisement is wastage" Comment, how the effective creativity done in the advertisements.
10. Define the sales promotion. Explain the objectives of sales promotions and give the reasons for increasing demand for sales promotion.
11. Describe the sources of sales force recruits with suitable examples.
12. Explain the importance of trade promotional tools with appropriate examples.
13. Briefly discuss the different types of consumer promotion tools.
14. Describe the importance of vertical and horizontal Marketing Channels.
15. How do companies select, motivate Channel Members? Explain.

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