FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, October 2020

Subject: Investment Management

Paper – MB – 401 – I (Finance)
Discipline Specific Elective – III – Finance

Time: 2 Hours   Max. Marks: 80

PART – A

Note: Answer any four questions.   (4x5=20 Marks)

1 Risk – return Trade-off
2 AYTM
3 Price – Earnings Multiplier Approach
4 Security Market Indices
5 Capital Market Theory

PART – B

Note: Answer any four questions.   (4x15=60 Marks)

6   What are ex-ante and ex-post returns? Explain citing an example.

7   What are the sources of Investment Information?

8   The lastest dividend paid on the equity share of firm is Rs. 2.34. These dividends expected to grow at 8% per year for the next four years and beyond that till infinity the growth rate in dividends would be 4% per year. If the required rate of returns is 9% find the intrinsic value of the equity share.

9   Determine Macaulay's Duration of a bond which has a face value of Rs.1000 and 8 per cent annual coupon rate and 4 years to go for maturity. The bonds YTM is 10 per cent.

10 What are the approaches to equity valuation? Explain.

11 Describe the computational procedure of Nifty.

12 What is Harry Markowitz's portfolio theory? Explain in detail highlighting its assumptions and limitations.

13 Following data related to two securities in the market, i and j.

Security	R_p	σ	P_{ij}
i	9	7.56	
j	8	3.75	-0.5

Find out the minimum risk portfolio and compute its risk and return.

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14 Rose Mutual fund annual returns along with the return on postal savings and NSE (Nifty) for the past eight years are given below:

Years	Percentage Returns		
	Rose M.F.	Post Office	Nifty-fifty
1	11	6	8
2	14	6	10
3	18	7	12
4	16	7	12
5	20	8	11
6	15	7	12
7	22	8	14
8	14	6	9

You are required to find the Jersen's alpha (α) and comment on the performance of Rose Mutual Fund.

15 Determine the Treynor's and Sharpe's measures of portfolio performance from the following information.

Average rate of return on market portfolio = 18%

Average rate of return on this portfolio = 19%

Average risk free return = 12%

Standard Deviation of this portfolio = 14%

Beta of portfolio, under consideration = 0.95.

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Code No. 12066

FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, Sept. / Oct. 2020

Subject: Supply Chain Management

Paper – MB – 403

Time : 2 hours   Max. Marks : 80

PART – A

Note: Answer any five questions.   (4x5=20 Marks)

1   Bull-Whip Effect
2   Reserve Logistics
3   Containerization
4   Recycling
5   Role of Human Resources in SCM

PART – B

Note: Answer any four questions.   (4x15=60 Marks)

6   What is Supply Chain Management? State its functions. In what way do supply chain flows affect the success or failure of a firm like Amazon? Support your answer with proper justification.

7   The primal focus of SCM is "Customer-Centric Demand Planning" – Comment.

8   What is Vendor Managed Inventory? Discuss the key things that need to be done to implement VMI in the organization.

9   What do you mean by Inbound and Outbound Logistics? Explain in detail.

10 Explain various modes of transportation. On what basis one should decide the best mode of transport?

11 Explain Warehousing Operations. Also discuss the advantages and limitations of Third Party Warehousing.

12 Discuss the role of IT in Supply Chain. What is the impact of e-Business in SC? Give an example to support of your answer.

13 "Successful IT implementation is the outgrowth of the participation of knowledge workers" – Comment.

14 Discuss the role of distributors in SC. Also explain the design options for a distribution network.

15 Discuss the issues in Workforce Management and Relationship Management with customers and employees.

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FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, October 2020

Subject: Banking and Insurance

Paper – MB – 405 – I (Finance)
(DSE – IV – Finance)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5=20 Marks)

1 What is Wholesale Banking?
2 What is Retail Banking?
3 What is Bank Assurance?
4 What are the types of Insurers?
5 What are physical, moral and morale hazards?

PART – B

Note: Answer any four questions.

(4x15=60 Marks)

6 Explain any three types of Banking in Indian Banking System.

7 What is the role of Commercial Banking and Economic Development?

8 What are the different types of loans and their features?

9 Explain the causes of NPA and recovery of NPAs.

10 Explain the major retail banking products and services.

11 Describe the payment and settlement systems in banks.

12 Explain the principles of Insurance.

13 What are the functions of Insurers? Explain types of Insurers.

14 Explain General Insurance Types.

15 Explain the life insurance products.

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Code No. 12065

FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, October 2020

Subject: Business Intelligence

Paper – MB – 402

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5=20 Marks)

1 Business Intelligence

2 Data Warehousing (DWH)

3 Business Performance

4 Data Visualization

5 Reality Mining

PART – B

Note: Answer any four questions.

(4x15=60 Marks)

6 What is Real-Time Business Intelligence? Explain Business Intelligence Architecture.

7 Write the various Business Intelligence styles with suitable examples.

8 Explain the Data Warehousing Architectures Models.

9 What are the Data Mining Functions and Applications in Business?

10 What are the steps included in Business Performance Process?

11 Explain the Applications of Business Performance through Dash Boards.

12 Explain the Usage and Benefits of Web in Business Analytics.

13 What are the techniques of Advanced Business Analytics?

14 Explain the factors of Business Intelligence effecting Implementation Stage.

15 What are the emerging trends in Social Networks and Business Intelligence?

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FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, October 2020

Subject: Consumer Behaviour

Paper – MB – 2
Discipline Specific
(Elective – IV – Marketing)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.   (4x5=20 Marks)

1. Hygiene Factors
2. Observational Learning Process
3. Sub-Culture
4. Buyer Black Box
5. Nicosia Model

PART – B

Note: Answer any four questions.   (4x15=60 Marks)

6 Discuss in detail the contemporary dimensions of Consumer Behaviour.

7 Explain the concept of personality and discuss its relevance in the study of Consumer Behaviour.

8 Discuss the marketing implications of Classical Conditioning Theory.

9 Define Brand Loyalty. Discuss a model of Brand Loyalty.

10 Explain in detail the cultural dimensions of Indian Consumers.

11 What are lifestyle variable? Discuss AIO and VALS framework.

12 Define decision-making. Discuss the different views of consumer decision making.

13 Discuss the steps between evaluation of alternatives and purchase decision.

14 Critically examine the Howard-Sheth model of Consumer Decision Making.

15 Define Consumerism. Explain the concept of Consumerism in India.

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FACULTY OF MANAGEMENT

M.B.A. IV – Semester (NCBCS)(Old) Examination, October 2020
Subject : Entrepreneurial Development
Course No. : 4.3

Time: 2 Hours   **Max. Marks: 80**

PART – A

Note: Answer any five questions.   **(5x4=20 Marks)**

1 Distinction between an entrepreneur and a manager
2 Rural entrepreneurship
3 Entrepreneurial motivation
4 Small enterprise
5 Entrepreneurship competencies
6 Project Appraisal
7 NABARD
8 Industrial Estate
9 First Chicago method
10 Private equity

PART – B

Note: Answer any four questions.   **(4x15=60 Marks)**

11 Write the evolution of the concept of Entrepreneur and explain the characteristics of Entrepreneur.

12 Explain the growth of Entrepreneurship in India.

13 Explain about Entrepreneurial mobility.

14 Write about the need, objectives and phases of Entrepreneurship Development programme.

15 State the relationship between the small and the large industrial units.

16 Explain in detail about project identification and selection.

17 Write about the following financial institutions. (1) IDBI (2) IFCI (3) IRBI

18 Explain about microfinance institutions.

19 Discuss the need and development of venture capital funds.

20 Write the performance of TDICI and other venture capital firms in India.

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FACULTY OF MANAGEMENT

M.B.A. IV – Semester (NCBCS) Examination, October 2020

Subject : Financial Services and Systems

Paper: 4.4.1 (E)

Time : 2 hours   Max. Marks : 80

Section – A (5x4 = 20 Marks)
Note : Answer any five questions.

1) Financial Services
2) Define Financial Engineering
3) Leasing
4) Flat and effective interest rate in hire purchase
5) State the process of bill Discounting
6) CRISIL
7) Explain the First Chicago Method
8) Define Merchant Banking
9) Define Factoring
10) What is Credit Rating?

FACULTY OF MANAGEMENT

M.B.A. IV – Semester (NON-CBCS) (Old) Examination, October 2020

Subject : Financial Risk Management
Course No. : Elective – IV (Finance)

Time : 2 hours   Max. Marks : 80

Section – A

Note : Answer any five questions.   (5x4 = 20 Marks)

1) Capital market risk
2) Internal Risk reporting process
3) Cash flow at risk
4) Exchange rate risk
5) Arbitrageurs
6) Hedge ratio
7) Currency swaps
8) Interest rate swaps
9) Block & Scholes options
10) American option

Section – B

Note : Answer any four questions.   (4 X15 = 60 Marks)

11. Explain need and scope of risk in detail?

12. How do you view Risk in Financial institutions?

13. What are the Non-Insurance methods of Risk Management? Explain in detail.

14. How do you manage Risk when risk is measured by VaR and CaR?

15. What role does Derivative securities play to manage risk?

16. Distinguish between Forward contracts and Futures contract?

17. What is the difference between Interest rate swaps and currency swaps?

18. How do you price Interest rate swaps at origination and after origination?

19. Define options? Explain call option, put option, American option and European option.

20. How do you pricing of call and put options at expiration and before expiration.

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FACULTY OF MANAGEMENT

M.B.A. IV – Semester (NCBCS) Examination, October 2020

Subject : Labour Laws and Employee Relations
Course No. : 4.5.2 (HRM)

Time : 2 hours   Max. Marks : 80

PART – A

Note: Answer any five questions.   **(5x4=20 Marks)**

1 Labour Administration
2 Right to education and child labour
3 ILO
4 ESI Act
5 Minimum wage
6 Trade Union
7 Social security
8 Strike
9 Industrial relations
10 Bonus

PART – B

Note: Answer any four questions.   **(4x15=60 Marks)**

11 Discuss the labour administration machinery of the Government.

12 What are the recommendations of the second national commissioner on labour – 2002?

13 Discuss about the workmen's compensation act – 1923?

14 Explain about the payment of gratuity act – 1972.

15 Discuss the payment of wages act 1936.

16 What are the main components of wage structure towards a wage policy.

17 What are the problems and issues involved in collective bargaining? Discuss in detail?

18 Discuss the Industrial Employment Act – 1946.

19 What are the recent trends in Industrial Relations in India?

20 Explain the machinery available for settlement of industrial disputes.

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FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, October 2020

Subject: Performance Management

Paper – MB – 404 – 3 (HRM)

Time: 2 Hours   Max. Marks: 80

PART – A

Note: Answer any four questions.   (4x5=20 Marks)

1   Key Performance Areas

2   Casual Matrix

3   Corporate Performance Management

4   Competencies and Resources

5   Sears' Model for Organizational Performance Improvement

PART – B

Note: Answer any four questions.   (4x15=60 Marks)

6   Define Performance Management System. How can we develop PMS? How PMS is linked with organizational strategies.

7   Discuss various approaches for measuring the performance of employees.

8   Explain various methods of Performance Appraisal.

9   What is Performance Analysis? How it can be done? Also explain how to improve the performance of employees.

10 Describe the Performance Shaping Factors. How to use them effectively to improve the employee performance?

11 Discuss the impact of performance management on line managers and employees. Give examples.

12 "Competency is linked to performance planning" – Comment.

13 Explain the following:
    i)   McBer Generic Managerial Competency Model, and
    ii) Competency Causal Flow Model.

14 Write a detailed note on Performance Measurement Pyramid.

15 Elaborate Mager and Pipes Trouble Shooting Model. Discuss its importance in performance management.

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FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, October 2020

Subject: Services and Global Marketing (Marketing)

Paper – MB – 405 – 2
Discipline Specific
(Elective – IV – Marketing)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5=20 Marks)

1 Good Services Continuum
2 Elements of Service Quality
3 Relationship Marketing
4 Interactive Marketing
5 Global Marketing Vs Indian Marketing

PART – B

Note: Answer any four questions.

(4x15=60 Marks)

6 Explain the 4I's of service marketing with suitable example.

7 Define market segmentation. Discuss the bases for service market segmentation.

8 Discuss the issues relating to people and physical evidences in Services Marketing.

9 Explain quality management with respect to services.

10 Discuss the problem faced by marketers due to special characteristics of services.

11 Write notes on External and Internal Marketing.

12 Explain in detail the various components of International Marketing Environment.

13 Describe the role of Demographic Environment in global marketing.

14 Discuss the process of identifying Global Consumer Needs under Covid-19 regime.

15 Discuss the problems of new product development in global marketing system.

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FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, September / October 2020

Subject: Strategic Management

Paper – MB – 401

Time : 2 Hours

Max. Marks : 80

PART – A

Note: Answer any four questions.   (4x5=20 Marks)

1   Define Strategic Management

2   Value Chain Analysis

3   Strategy Formulation

4   Diversification Strategy

5   SMART Governance

PART – B

Note: Answer any four questions.   (4x15=60 Marks)

6   Discuss the need any four importance of strategic management.

7   Explain the various elements of strategic management process.

8   What are the various environmental factors that affect a business? Explain them in detail.

9   Discuss the methods of identifying the opportunities and thetas of a business in this pandemic situation.

10   Discuss the relevance of long term objectives in strategy formulation.

11   Discuss the strategies suitable for runner-up firms.

12   Discuss various methods creating value through intense growth strategies.

13   List out different outsourcing strategies and also explain the drivers of outsourcing.

14   Discuss different types and techniques used for strategic control.

15   Explain the social and ethical responsibilities of corporate organizations.

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FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, October 2020

Subject: Talent and Knowledge Management

Paper – MB – 405 – 3 (HRM)
DSE – IV – HRM

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.   (4x5=20 Marks)

1 Difference between knowledge and skills .
2 What is competency?
3 Types of knowledge
4 Knowledge Management Infrastructure
5 Impact of knowledge Management on performance

PART – B

Note: Answer any four questions.   (4x15=60 Marks)

6 How to design and build talent reservoir?

7 Explain the components of Talent Management Grid in detail.

8 What is TMIS? How to develop TMIS in any upcoming organization?

9 Explain steps involved in building a Competency Model.

10 Write the features of Knowledge Intensive Firm.

11 Explain the processes involved in knowledge development in any intensive firms.

12 What is the framework of Seven Schools of Knowledge Management.

13 Explain knowledge management mechanisms and solutions.

14 What factors influence the knowledge management and how can knowledge management be assessed?

15 What are the various types of Assessment Tools of Knowledge Management in any organization?

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