

Code No: 4041

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021

Subject: Banking and Insurance
Paper – MB – 405 – I (Finance)
(Elective – IV – Finance)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 State the objectives of Nationalisation of Indian Banks.
- 2 What are the different loans available in Banks?
- 3 What are the merits of NEFT?
- 4 State the Nature of Insurance.
- 5 Distinguish between Life and General Insurance.

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain the salient features of Banking System in India.
- 7 Discuss the role of Commercial Banks in Economic Development of the Nation.
- 8 Describe the procedure for the assessment of Credit Worthiness of a borrower.
- 9 State the reasons for NPAs and suggest remedial measures for controlling the non-performing Assets.
- 10 Explain the significance and applicability of Basel Accords in Banking System.
- 11 Discuss the issues in Core Banking Solution and suggest source measures for its effective functioning.
- 12 Examine the role and significance of Insurance Business in India.
- 13 Critically analyse the functioning of IRDA in recent times.
- 14 Explain the salient features of different Life Insurance Products.
- 15 Discuss the distribution Channels relating to General Insurance Business.

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Code No: 4042

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021

Subject: Service and Global Marketing
Paper – MB – 405 – 2 (Marketing)
(Elective – IV – Marketing)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Present the classification of Industrial Services
- 2 Explain in brief the Dimensions of Quality
- 3 External and Internal Marketing
- 4 Examine the impact of Government Environment on Global Marketing
- 5 How to ratify the Global Customers?

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain the following (i) 4'l's of Service (ii) Goods and Services Categorization.
- 7 What is 'Market Segmentation'? How to segment the markets in service sector? Explain with examples.
- 8 Distinguish between the Marketing Mix of Goods and Services. What is the justification for adopting additional elements in the Marketing Mix of Server?
- 9 Explain the concept of Quality Management. Discuss the issues in understanding Service Quality Management.
- 10 Discuss various strategies for customer retention under competitive environment with the help of examples.
- 11 Write a detailed note on Relationship Marketing and Interactive Marketing.
- 12 Explain the concept of 'Global Markets & Consumer Markets'. Also discuss the inter-relationship between them.
- 13 Examine the issues relating to the economic, technological and political environments in Global Marketing System.
- 14 Discuss in detail the methodology adopted for identification of Global Customer needs.
- 15 Elaborate the New Product Development Process in relation to Global Markets.

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FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021

Subject: Talent and Knowledge Management
Paper – MB – 405 – 3 (HR)
(Elective-IV-HRM)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Talent Reservoir
- 2 Talent Management Information System
- 3 Types of Knowledge
- 4 Gap Analysis
- 5 Knowledge Discovery Systems

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain the Talent Management Systems for Organizational excellence.
- 7 Explain the institutional strategies for dealing with Talent Management Issues?
- 8 Define competency mapping and state the benefits of it.
- 9 Explain the role of Leaders in Talent Management?
- 10 Define Knowledge Management. Explain the scope of Knowledge Management.
- 11 Explain the key processes in knowledge intensive firms.
- 12 Explain Hansen-Earl's seven schools of Knowledge Management.
- 13 What are the difficulties faced by Knowledge Management? Suggest measures to overcome the same.
- 14 What are the factors influencing Knowledge Management in an Organization.
- 15 Explain the role of Knowledge Management in service sector citing relevant example from the industry.

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021

Subject: Software Project Management
Paper – MB – 405 – 4 (System)
(Elective – IV – System)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Software Project
- 2 Risk Evaluation
- 3 Sequencing
- 4 Project Termination
- 5 Motivation

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 How do you categorize Software Products?
- 7 Explain step wise Project Planning.
- 8 Explain the basics of Software estimation.
- 9 Explain COCOMO II-a Parametric Productivity Model?
- 10 Explain Forward Pass and Backward Pass Techniques?
- 11 Explain CPM and PERT Techniques?
- 12 Explain Project Management and Contract Framework?
- 13 Discuss the need and importance of Cost Monitoring in Software Project Management?
- 14 Explain Communication Genres?
- 15 Explain the Best methods of Staff Selection?