

Code No: 4034

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July 2021
Subject: Strategic Management
Paper – MB – 401

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 State the strategic Vision and Mission
- 2 Write about Capability Building
- 3 Explain the strategies of Runner-up firms
- 4 What are the Drivers of Outsourcing
- 5 What is Strategic Entrepreneurship

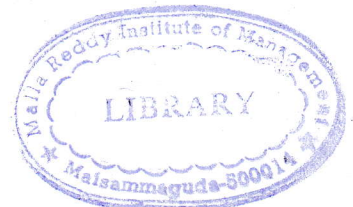
PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 What is Strategic Management? Explain the tasks of strategic management and factors shaping strategy.
- 7 Discuss the development of a strategic model and its positioning.
- 8 Explain a Specific Industry Analysis with the help of BCG Model.
- 9 Discuss the use of SWOT Analysis.
- 10 Discuss different stages of Industry Life Cycle.
- 11 Explain the Strategies adopted by Business Leaders.
- 12 Explain how Offensive and Defensive Strategies Create Value.
- 13 Discuss the benefits of Merger and Acquisition Strategies.
- 14 Discuss the need and significance of Social and Ethical Responsibilities of Corporate Organisations.
- 15 Explain how Re-designing Organisational Structure helps for better control.

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Code No: 4035

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021
Subject: Business Intelligence
Paper – MB – 402

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

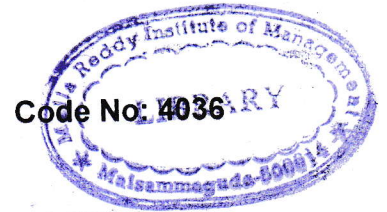
- 1 Define Business Intelligence
- 2 Data warehousing integration
- 3 Performance dash boards
- 4 GIS vs. GPS
- 5 Reality Mining

PART – B

Note: Answer any four questions.

(4 x 15 =60 Marks)

- 6 Explain benefits of Business Intelligence in detail.
- 7 Explain in detail about Business Intelligence Value Chain.
- 8 What are the sources and types of data for a Data Warehouse?
- 9 Describe characteristics and benefits of Data Mining.
- 10 Explain in detail about BPM Architecture.
- 11 Explain in detail about Business Performance Measurement (BPM) Process.
- 12 Define Business Analytics (BA). Discuss various tools and techniques of BA.
- 13 Define Data Visualization. Write about new direction in Data Visualization.
- 14 Explain about Managerial Issues related to BI Implementation.
- 15 Discuss impact and application of BI on Social networks, RFID, and collaborative decision making.



FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021
Subject: Supply Chain Management
Paper – MB - 403

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

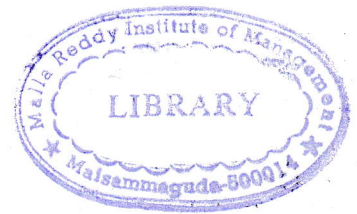
- 1 Value Chain
- 2 Reverse Logistics
- 3 Multi Modal Transportation
- 4 Bar Coding
- 5 Direct Shipping

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain in brief the objectives of Supply Chain Management.
- 7 Compare and contrast between the supply chains of a product sold through a retail outlet with that of a product sold online.
- 8 Logistics is an integral part of Supply Chain Management; explain the role and importance of Logistics Management in Supply Chains.
- 9 Describe in brief the various Inventory Management Techniques that aide in Supply Chain Management.
- 10 Using suitable examples of products, describe the appropriate type of warehouses that needs to be chosen for the products to be stored.
- 11 Describe Automated Material Handling and the equipment that is used for material handling.
- 12 What is the role and benefits of Information Technology in Supply Chain Management?
- 13 Briefly describe the latest trends in Packaging?
- 14 Explain in brief the concept of Distribution Network Design in Supply Chains.
- 15 Describe in brief the issues related to workforce management in Supply Chains.



Code No: 4037

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021
Subject: Investment Management
Paper – MB – 404 – I (F)
Discipline Specific (Elective – III) (Finance)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 What are the sources of Investment?
- 2 Define Systematic Risk and Unsystematic Risk?
- 3 What is the use of Bond Convexity?
- 4 Discuss the significance of Markowitz Theory?
- 5 What is Treynor's Index?

PART – B

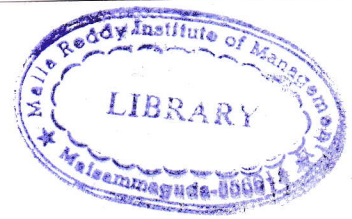
Note: Answer any four questions.

(4x15 =60 Marks)

- 6 What are the factors to be considered in Investment Decision Making?
- 7 Explain Efficient Market Hypothesis?
- 8 On the basis of expected Rate, Standard Deviation, Variance and Coefficient of Variation decide which of the following is best for investment:

Possible Outcomes	Probability	Expected Rate of Return	
		Co.G	Co.H
Bullish Trend	0.3	50%	25%
Normal Trend	0.4	20%	15%
Bearish Trend	0.3	-10%	15%

- 9 What is Yield Curve? What are its application?



Code No: 4037

-2-

- 10 Explain Capital Asset Pricing Model?
- 11 Explain Dividend Capitalization Models?
- 12 Calculate Portfolio Risk and Return with the following information:

Security	Expected Return	Proportion Invested	Standard Deviation
Eicher	10	20	0.2
Maruti	15	20	0.3
Tata	20	60	0.5

- 13 Explain the Capital Market Theory and distinguish between SML and CML in detail?
- 14 Explain the features, types and schemes of Mutual Funds in India.
- 15 Given the following information: Portfolios

	A	B	C	D
Beta	1.10	0.8	1.8	1.4
Return (%)	14.5	11.25	19.75	18.5
Std. Deviation (%)	20	17.5	26.3	24.5

Risk free rate of return = 6%

Market return = 12%

Calculate (i) Sharpe Ratio (ii) Treynor Ratio



Code No: 4038

FACULTY OF MANAGEMENT

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

Subject: Consumer Behaviour

Paper – MB – 404 – 2

Discipline Specific Elective – III (Marketing)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Super ego
- 2 Post purchase behaviour
- 3 Retention of information
- 4 Consumerism
- 5 Reference groups

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Briefly explain the consumer decision process.
- 7 Briefly explain the psychological factors that influence consumer behaviour.
- 8 Explain the memory process in consumer behaviour.
- 9 What are the factors that influence retrieval of information from memory.
- 10 Global brands practice cross-cultural marketing practices, quote a few brands that follow the same.
- 11 Evaluate the impact of family life cycle stages on consumption patterns.
- 12 Consumers evaluate all of their product and brand options on a scale of attributes, of buying a laptop what would be the attributes based on which you will evaluate the alternatives.
- 13 What are the two types of information search.
- 14 Explain in brief the Howard Sheth model of consumer behaviour.
- 15 Describe the traditional models of consumer behaviour.



Code No: 4039

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, July / August 2021
Subject: Performance Management
Paper – MB – 404 – 3 (HRM)
(Elective-III-HRM)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

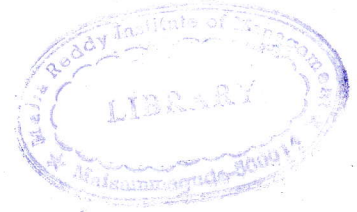
- 1 Performance measurement
- 2 Causal matrix
- 3 Performance benchmarking
- 4 Balanced Score Card
- 5 Behaviour Engineering Model

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain the determinants of job performance?
- 7 Describe and discuss the Process of Performance Planning.
- 8 Critically analyse how psychometric tests help in Performance Assessment.
- 9 Explain the features of a good Performance Management System.
- 10 Elaborate the Yerkes – Dodson's Law.
- 11 Explain the EFQM excellence model for performance bench marking.
- 12 Evaluate the relevance of Mc Ber Generic Managerial Competency Model.
- 13 Describe the CIPD Human Capital Framework.
- 14 Discuss the ATI performance improvement model.
- 15 Explain how performance management is conducted in private sector banks.



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.



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'I'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.



Code No: 4043

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.
