

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, March 2022**

**Subject: Financial Risk Management (Finance)**  
**Paper No. MB – 304 (Discipline Specific Elective – I)**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all questions.**

**(5 x 4 = 20 Marks)**

1. Explain Elements in Capital Market Risk.
2. What is Capital Adequacy?
3. Explain Distinctions between Forward and futures correlations.
4. What is Currency Swaps?
5. Explain at the money vs out of the money in options.

**PART – B**

**Note: Answer any five questions.**

**(5 x 12 = 60 Marks)**

6. Discuss the Risk Management Process.
7. Explain the comprehensive approach of risk in Financial Institutions.
8. Describe the risk management by VaR and CaR.
9. Discuss the significance and applicability of ALM system.
10. Describe the salient features of different types of Derivatives.
11. What factors do you consider in valuation of Future Contracts?
12. Discuss the tools of Risk Management through SWAPS.
13. Discuss the pricing of currency swaps at origination and after origination.
14. Distinguish between call and put options and its pricing methods.
15. Determine the value of call option by using B/S option Pricing Model
  - (i) Standard deviation ( $\sigma$ ) 0.4
  - (ii) Risk free rate of return is (R) = 8%
  - (iii) Current price (S) 30
  - (iv) Exercise price (K) = 32
  - (v) Time = 0.3 years.

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, March 2022**

**Subject: Product and Brand Management (Marketing)**  
**Paper – MB – 304**  
**(Discipline Specific Elective – I)**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all questions.**

**(5 x 4 = 20 Marks)**

1. What is Product Policy?
2. What is Risk Return Analysis?
3. What is Prototype Product?
4. Explain DESIGNR.
5. What is Test Marketing?

**PART – B**

**Note: Answer any five questions.**

**(5 x 12 = 60 Marks)**

6. What is Brand Management? Write about Brand Management Practices.
7. Write about Product modification and deletion.
8. Write about the New Product Growth Strategies.
9. Discuss New Product Development Theories.
10. Describe Product Maps and Market Maps.
11. Narrate about Product Concept Selection and Concept Testing.
12. What is Market Structure Analysis? Discuss.
13. What is Cost Behavior? Write about Learning Curve Analysis.
14. Examine the Marketing Mix Allocations.
15. Write about MARMIX Model for redesigning marketing mix.

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**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, March 2022**

**Subject: Compensation Management (HRM)**  
**Paper No. MB – 304**  
**(Discipline Specific Elective – I)**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all questions.**

**(5 x 4 = 20 Marks)**

1. What is Non-Financial Compensation?
2. What are Market pay rates?
3. Define Core Fringe compensation.
4. Differentiate Seniority Pay Vs. Longevity Pay
5. What is Compensation Survey?

**PART – B**

**Note: Answer any five questions.**

**(5 x 12 = 60 Marks)**

6. Write a note on 3-P compensation concept.
7. Enumerate the recent trends in compensation management.
8. Explain how the modern pay system is different from traditional methods.
9. How does an organization align compensation strategy with its HR strategy and business strategy?
10. How does an external market pay rates influence the internal job structure?
11. Discuss about designing of pay structure for knowledge program.
12. Discuss the various employee benefits and employee services.
13. List out various funding benefits through VEBA.
14. What compensation packages should be given to Expatriate, Repatriate employees, executives and flexible workforce?
15. Briefly discuss the strategic issues and choices using contingent employees and flexible workers.

**FACULTY OF MANAGEMENT**  
**MBA III – Semester (CBCS) Examination, March 2021**

**Subject: D. Decision Support Systems**  
**Paper – MB – 304**  
**Discipline Specific Elective – I (Systems)**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all questions.**

**(5 x 4 = 20 Marks)**

1. Explain Need for DSS.
2. What is the Architecture of D.S.S?
3. Explain the Limitations of Data Mining
4. What is Artificial Intelligence?
5. What are Data Stores?

**PART – B**

**Note: Answer any five questions.**

**(5 x 12 = 60 Marks)**

6. What is DSS? Explain the evolution of DSS.
7. What are the types of DSS? Explain.
8. Explain the Hardware and Software tools for DSS.
9. Explain the development and implementation of DSS.
10. Discuss the problems involved in group decision making and suggest remedial measures.
11. What are the components of EIS? Explain.
12. Distinguish between Artificial Intelligence Vs Natural Intelligence.
13. Explain the structure and benefits of ES.
14. What is Data Ware House? Explain the characteristics of Data Ware House.
15. What is Data Mining? Explain the techniques Data Mining.