

FACULTY OF MANAGEMENT
M.B.A III – Semester (CBCS) Examination, March 2022

Subject: International Finance
Paper-MB-305-1
Discipline Specific Elective - II (Finance)

Time: 3 Hours

Max. Marks: 80

PART – A**Note: Answer any five questions.****(5 x 4 = 20 Marks)**

1. What is sterilized and unsterilized intervention?
2. Who are the participants in Foreign exchange markets?
3. What is Purchasing Power Parity?
4. Write about OLI paradigm.
5. What are re-invoicing centres?

PART – B**Note: Answer any five questions.****(5 x 12 = 60 Marks)**

6. Explain the evolution of the international monetary system.
7. Describe the types of Banking offices in international banking.
8. Explain the types and features of foreign exchange markets.
9. The following quotes are given for Spot, 1 month, 3 months and 6 months. Convert these into outright rates and also calculate corresponding Spreads.

	Spot	1-mth	3-mth	6-mth
\$/£	2.0015/30	19/17	26/22	42/35
\$/SFr	0.6965/70	7/9	11/16	24/38

10. Explain the types of foreign exchange risk.
11. The following details are given:
 Spot Rate: \$0.60 = DM 1
 1-year forward: \$0.63 = DM 1
 Annualised interest rate on 1-year DM = 6.5 per cent.
 Annualised interest rate on 1-year \$ = 8.5 per cent
 Find out if there exists a possibility of arbitrage gain.
12. Explain the FDI theories.
13. A project costing ₹50 million is expected to generate after-tax cash flows of ₹.10 million a year forever. Risk free rate is 3%, asset beta is 1.5, required return on market is 12%, cost of debt is 8%, annual interest costs related to project are ₹.2 million and tax rate is 40%. Calculate the adjusted present value of the project.
14. Explain the various types of tax in the international environment.
15. Explain the concept and methods of Transfer Pricing.

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

Subject: Promotion and Distribution Management (Marketing)
Paper No. MB – 305 (Marketing)
(Discipline Specific Elective – II)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Explain the Nature of Marketing Communication.
2. What is Creative Strategy?
3. What is IMC Programme?
4. What is Sales Promotion?
5. Define Supply Chain Management.

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Explain the model of Marketing Communication.
7. How to establish objectives for the promotional programmes?
8. What is the process for execution of creative strategy?
9. Explain the media plans and strategies for developing marketing communication.
10. Explain the personal selling Process with approaches.
11. How to evaluate and motivate sales force in personal selling?
12. Explain the objectives of sales promotion for consumers and trade.
13. Explain the sales promotion tools with suitable examples.
14. Explain about channel design and selection of channels for distribution of FMCG products.
15. Describe the role of distribution channels in services.

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

Subject: Organization Development (HRM)
Paper No. MB – 305 (HR)
(Discipline Specific Elective – II)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Write the Characteristics of OD.
2. What are Parallel learning structures?
3. Define OD interventions.
4. What is Third Party Peace Making Intervention?
5. What is Organization Confrontation?

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Define OD. Discuss the relevance of OD in the present scenario with the help of examples.
7. Explain the Values and Beliefs in OD.
8. What is Planned Change? Discuss any two theories of planned change of your choice.
9. Clarify the meaning of Action Research with the help of a model.
10. What do you mean by OD Intervention? Explain any four types of OD Interventions.
11. Write a detailed note on Programme Management Component of OD.
12. What do you mean by Team Interventions? Discuss the techniques and exercises used in team interventions.
13. Explain the Grid OD.
14. Discuss Techno-Structural Approach to OD.
15. Explain the following:
 - (i) Organizational Transformation
 - (ii) Self-designing Organizations.

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

Subject: Business Analytics
Paper No. MB – 305 (Systems)
(Discipline Specific Elective – II)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Explain Trend Lines.
2. What is Cross Tabulations?
3. Explain Regression Analysis.
4. Explain Linear Optimization.
5. Explain Forecasting Techniques.

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Discuss the scope of Business Analytics in detail?
7. Explain the Visualization Techniques in Business Analytics?
8. Explain briefly Statistical Methods for Summarizing Data?
9. Discuss about using tools for sampling and estimation in Business Decisions?
10. Explain Data Mining Exploration and Reduction in Analysis?
11. What are Classification Methods? Explain any one classification technique?
12. Discuss about Decision Strategies with Outcome Probabilities in detail?
13. Explain risk and uncertainty methods in decision analysis?
14. Explain in detail about R Packages and functions?
15. Explain how business analysis is managing and manipulating data in R?

* * *