

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, September 2022
Subject: Banking and Insurance
Paper – MB – 405 – 1 (Finance)
(Elective – IV – Finance)

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 What is Private Banking?
- 2 What is Priority Sector Lending?
- 3 Explain Banc assurance?
- 4 Explain IRDA
- 5 What are Pension Plans?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) What are the types of Banking? Explain?
(OR)
(b) What is the role of Commercial Banking and Economic Development?
- 7 (a) What are the features of Bank Credit explain?
(OR)
(b) Explain the concept of Gross and Net NPAs?
- 8 (a) Write about Electronic Funds transfer?
(OR)
(b) Explain Retail Banking Products.
- 9 (a) Explain the functions of Insurers in detail?
(OR)
(b) Explain the definition and nature of Insurance?
- 10 (a) Explain the concept of Life Insurance along with its products?
(OR)
(b) Explain the types of Insurance.

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Code No: D-16242

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, September 2022
Subject: Services and Global Marketing
Paper – MB – 405 – 2 (Marketing)
(Elective – IV – Marketing)

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 Explain 4I's of Services Marketing
- 2 Elaborate SERVQUAL
- 3 Analyse the retention strategies of Service Marketing.
- 4 Explain the meaning and characteristics of Consumer Markets
- 5 How to identify the needs of Global Customers?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Explain the following: (i) Scope of Services (ii) Goods – Services continuum.
(OR)
(b) Explain the customer expectations and perceptions of services with the help of examples.
- 7 (a) Discuss briefly the elements of Services Marketing.
(OR)
(b) Define 'Service Quality'. Elaborate the techniques of measuring Service Quality.
- 8 (a) What is Market Segmentation? Discuss the advantages in building customer relations through market segmentation in the case of Services Marketing.
(OR)
(b) Explain in detail about the Services Marketing Triangle and its relevance in the present day scenario.
- 9 (a) Define 'Global Market'. Discuss its importance. Also explain the impact of demographic environment on Global Markets.
(OR)
(b) List out the environment factors that influence the Global Markets. Also discuss the impact of cultural and environments on Global Markets.
- 10 (a) Discuss in detail the importance of coordinating marketing activities in Global Marketing System. What are the challenges faced by the entrepreneurs in this regard.
(OR)
(b) Distinguish between Global Marketing and Indian Marketing.

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FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, September 2022

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

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 What is Talent Management Grid?
- 2 Discuss the role of Leaders in Talent Management.
- 3 Differentiate between Talent Workers and Knowledge Workers.
- 4 Explain the Knowledge Management Solutions.
- 5 Describe the Knowledge Discovery System.

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) What is "Talent Reservoir"? Explain the segmentation of Talent Reservoir.
(OR)
(b) How to create a Talent Management System? Discuss in detail.
- 7 (a) Enumerate the steps involved in developing a Valid Competency Model.
(OR)
(b) What is "Talent Management Information System"? Explain its merits and demerits.
- 8 (a) Define 'Knowledge Management'. Explain different types of knowledge with the help of examples.
(OR)
(b) Enumerate the key process in Knowledge Intensive Firms.
- 9 (a) Write a note on the Knowledge Management Framework of Hansen-Earl's seven schools of KM.
(OR)
(b) Explain the meaning and different types of Knowledge Management Infrastructure.
- 10 (a) Examine the factors that influence Knowledge Management.
(OR)
(b) Bring out different types of Knowledge Management Assessment of an Organisation.

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, September 2022

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

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 What is Step wise Project Planning?
- 2 Define Cost Benefit Analysis
- 3 What is PERT Technique?
- 4 How do you manage contacts?
- 5 Define Virtual teams

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Explain in detail the importance of Software Project Management.
(OR)
(b) What are the activities covered by Software Project Management?
- 7 (a) What are Cost Benefit Evaluation Techniques?
(OR)
(b) What are COSMIC full function points?
- 8 (a) Explain Monte Carlo Simulation.
(OR)
(b) Explain Forward Pass and Backward Pass Techniques.
- 9 (a) Elaborate on Earned Value Analysis.
(OR)
(b) Explain Contract Management in detail.
- 10 (a) Explain the Best Methods of Staff Selection.
(OR)
(b) Discuss the Oldham – Hackman Job characteristic Model.

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