FACULTY OF MANAGEMENT

M.B.A (CBCS) III – Semester Examination, March / April 2023
Subject: International Finance
Paper – 306 (Elective – II) Finance

Time: 3 Hours   **Max. Marks: 80**

PART – A

Note: Answer all the questions.   **(5 x 4 = 20 Marks)**

1. Explain the importance of international financial system.

2. Explain the European monetary system.

3. What is mean by forward market?

4. What are the motives of FDI?

5. What do you understand by withholding of Tax?

PART – B

Note: Answer all the questions.   **(5 x 12 = 60 Marks)**

6. a) Explain the nature and scope of international finance.
   (OR)
   b) Give a brief account of International instruments.

7. a) Explain the features, types, major participants of foreign exchange markets.
   (OR)
   b) The following quotes are given for spot, 1 month, 3 months and 6 months SFr and Pound sterling. Convert these into outright rates, with corresponding spreads.

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

8. a) Discuss the parity theories.
   (OR)
   b) Some prices in international money market are as follows:
   Spot rate: $ 0.60 = DM 1
   1-year forward: $ 0.63 = DM 1
   Annualized interest rate on 1-year DM = 6.5 per cent
   Annualized interest rate on 1-year $ = 8.5 per cent per year
   Find out if there exists a possibility of arbitrage gain.

                                                                                                        ..2

9. a) Describe the theories of FDI.

                              (OR)

    b) Suresh Ventures, a Mumbai-based company, is considering a project to be set up in the US. The project will entail an initial outlay of $ 200 million and is expected to generate the following cash flow over its five year life:

Year	1	2	3	4	5
Cash flow (in million)	$ 50	$70	$90	$105	$80

    Suresh Venture's required rate return on a project of this kind is 18 percent. Calculate the NPV of the project.

10. a) Discuss the rules for taxation of foreign sources of income in India.
                              (OR)
    b) Write a note on the tax implications of Foreign Enterprises in India.

                              ****

FACULTY OF MANAGEMENT

MBA (CBCS) III - Semester Examination, March / April 2023
Subject: Advertising and Retail Management
Paper No. MB – 306 (Elective – II) Marketing

Time: 3 Hours   **Max. Marks: 80**

PART – A

Note: Answer all the questions.   **(5 x 4 = 20 Marks)**

1. DAGMAR
2. Media strategy
3. Objectives of retailing
4. Retailing in services sector
5. Visual merchandising

PART – B

Note: Answer all the questions.   **(5 x 12 = 60 Marks)**

6. (a) Explain the objectives of Advertising. Discuss the Creativity in Advertising.
   (OR)
   (b) Explain the types of ad appeals. Discuss the establishment and allocation of Ad Budget.

7. (a) What is Media Mix? Discuss about the internet and Interactive Media.
   (OR)
   (b) Discuss the process of measuring Ad Effectiveness.

8. (a) What is Organized Retailing? Discuss the types of Retail Formats.
   (OR)
   (b) Explain briefly Objectives and Functions of Retailing.

9. (a) Explain the Organized and Unorganized retailing with relevant examples.
   (OR)
   (b) Discuss the Cultural challenges in International Retail.

10. (a) Explain CRM in Retail. Discuss in brief Logistics Management.
    (OR)
    (b) Explain the developing Retail CRM Programmes.

* * *

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March / April 2023
Subject: Organisational Development
Paper No. MB – 306 (Elective-II) HR-II

Time: 3 Hours   **Max. Marks: 80**

PART – A

Note: Answer all the questions.   **(5 x 4 = 20 Marks)**

1. Definition of OD
2. Parallel Learning Structures
3. Six box model
4. Role Negotiation Technique
5. Downsizing

PART – B

Note: Answer all the questions.   **(5 x 12 = 60 Marks)**

6. (a) Explain the Characteristics of Organisational Development.
   (OR)
   (b) What are the Assumptions, Beliefs and values in Organisational Development?

7. (a) What is Planned Change? Explain the Burke Litwin's model of planned change.
   (OR)
   (b) Explain the Action Research Approach and its Process.

8. (a) Write the stages in Organizational Development Process.
   (OR)
   (b) Discuss the conditions for optimal success of OD.

9. (a) Explain the team interventions and write note on any two team interventions in detail.
   (OR)
   (b) What are the steps involved in OD grid?

10. (a) Explain the interventions to increase the Employee involvement.
    (OR)
    (b) Describe the Strategic interventions for Organizational transformation.

* * *

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, March / April 2023
Subject: Business Analytics
Paper No. MB – 306 (Elective – II) System

Time: 3 Hours   **Max. Marks: 80**

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

1. Define Business Analytics
2. Write about Data Visualization
3. Discuss cause Effect modeling in data mining
4. Linear Optimization
5. List out the R-functions

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

6. (a) Discuss the categories of Business Analytics methods.
   (OR)
   (b) What is meant by Big Data? Explain the overview of data mining.

7. (a) Explain about Data Dash Board using Advanced Ms-Excel.
   (OR)
   (b) Write a note on Cross Tabulation by using suitable example.

8. (a) Define Data Mining. Explain the approaches in Data Mining.
   (OR)
   (b) Explain the terms (i) Data Exploration and (ii) Data Reduction.

9. (a) What is decision analysis? Explain.
   (OR)
   (b) Explain the terms (i) Text Analytics and (ii) Web Analytics.

10. (a) Write about frames and subsets in R.
    (OR)
    (b) How do you manage and manipulate data in R.

* * *