

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester (Very Old) Examination, August 2023
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 are Foreign Banks?
- 2 What is Wholesale Banking?
- 3 What is Plastic Money?
- 4 What are Retail Banking Products?
- 5 Explain Health and Accident Insurance?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Explain the role of Commercial Banking?
(OR)
(b) What are the various services offered by banks?
- 7 (a) What are the features of Bank Credit?
(OR)
(b) Explain the Pricing of Fixed and Floating Rate Loans?
- 8 (a) Explain Basel Accords I, II and III briefly?
(OR)
(b) Write a note on Banking Innovations.
- 9 (a) Explain the role and importance of Insurance.
(OR)
(b) Explain the legal aspects of Insurance Contract.
- 10 (a) What are Life Insurance Products explain?
(OR)
(b) Explain any four General Insurance types?

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FACULTY OF MANAGEMENT
MBA (CBCS) IV Semester (Very Old) Examination, August 2023
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 Define Positioning
- 2 What are the Dimensions of Quality?
- 3 Define Service Marketing
- 4 What are Consumer Markets?
- 5 What is Indian Marketing?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) What is Goods and Services Continuum? Explain Industrial Services with suitable examples.
(OR)
(b) Explain Customer Expectations and Perceptions towards Services Marketing.
- 7 (a) Describe the 7P's of Marketing Mix in Services Marketing.
(OR)
(b) What is Service Quality? How to measure Service Quality?
- 8 (a) Describe the strategies for Customer Relationship through Segmentation Retention.
(OR)
(b) Explain various strategies for dealing with Intangibility, Inconsistency and Inseparability.
- 9 (a) Explain various factors of Global Marketing Environment.
(OR)
(b) What is Global Marketing? Explain the need and importance of Global Markets.
- 10 (a) What is the need of Global Brands and products in Services Marketing?
(OR)
(b) How to satisfy Global Customers in New Product Marketing?

Code No: E-2243/BL/VO

FACULTY OF MANAGEMENT
MBA (CBCS) IV Semester (Very Old) Examination, August 2023
Subject: Talent Knowledge Management
Paper – MB – 405 – 3 (HR)
Elective – IV – HRM

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 Explain the concept and importance of Talent Management.
- 2 Discuss the characteristics of Competency
- 3 Explain briefly various types of Knowledge
- 4 Write a brief note on Knowledge Management Infrastructure
- 5 Analyze the impact of Knowledge Management on Organizational Performance

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Write a note on the following:-
 - (i) Designing and Building a Talent Reservoir
 - (ii) Talent Management Grid

(OR)

(b) Define 'Talent Management'. Examine the Institutional strategies of dealing with Talent Management.
- 7 (a) What is Competency? Explain various types of Competencies.

(OR)

(b) How to develop Talent Management Information Strategy? Also discuss the role of Leaders in Talent Management?
- 8 (a) Explain the nature of Knowledge Management. Also discuss the alternative views of Knowledge.

(OR)

(b) Explain the following:-
 - (i) Location of Knowledge
 - (ii) Risk of the Knowledge
- 9 (a) Write a detailed note as the Alvesson and Karreman's Knowledge Management Approaches.

(OR)

(b) Explain in detail the Knowledge Management Mechanisms and Systems.
- 10 (a) Examine the Impact of Knowledge Management on people, products and processes with the help of examples.

(OR)

(b) Discuss in detail the factors influencing Knowledge Management.

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FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester (Old) Examination, August 2023
Subject: Software Project Management
Paper No. MB – 405 (Elective – IV Systems)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What are the activities involved in Software Project Management?
2. Discuss the techniques used for Cost Estimation.
3. Describe the process of Identifying Risks.
4. Explain the concept of Software Configuration Management?
5. Which methods are considered the best for staff selection process?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) What is Project? Briefly explain Software Project versus other types.
(OR)
(b) What is software management? Discuss various categories of software products.
7. (a) Explain various Software Estimation and cost Estimation Technics.
(OR)
(b) Briefly discuss COCOMO II-a Parametric Productivity Model.
8. (a) Explain Risk Identification, PERT Technique in detail.
(OR)
(b) What is Sequencing and Scheduling? Discuss Monte Carlo Simulation briefly.
9. (a) Explain (i) Visualizing Process (ii) Critical Path CRM Method.
(OR)
(b) Discuss in detail about process of Contract Management.
10. (a) What are the key features of Hackman Job Characteristics Model?
(OR)
(b) Discuss in organizational behavior concepts in detail.