

FACULTY OF MANAGEMENT
M.B.A (CBCS) IV Semester (New) Examination, August 2023
Subject: Financial Risk Management
Paper – 404: E-I-(F)
Elective - Finance

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Scope of risk
2. Explain CaR
3. Hedger
4. Swap Valuation
5. European Option

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Define Risk? Explain how corporate mitigate risk in their business.
(OR)
(b) Explain the causes of risk. Discuss the risk reporting process adopted by firms.
7. (a) Define VaR? How it helps in investment decision making. Explain.
(OR)
(b) Write a detailed note on RBI guidelines issued on Asset Liability Management.
8. (a) What do you mean by a forward contract? Explain the situations where it helps in business.
(OR)
(b) Define future contract? Explain the hedging techniques to mitigate risk in futures.
9. (a) Define swaps? Explain the pricing method of currency swaps.
(OR)
(b) Critically review all types of swaps in real life business situations with examples.
10. (a) What are option contracts? Explain the types and their applications in capital markets.
(OR)
(b) Explain the assumptions of Binomial option pricing model? Explain its applications.

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester (New) Examination, August 2023
Subject: Buyer Behaviour
Paper – 404: E-I-M
Elective - Marketing

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Write a short note on Consumer Behavior research process.
2. Define the Halo Error in Perception?
3. Explain the term Reference Groups.
4. Write a short note on Post Purchase behavior
5. Define Consumerism?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Define the term consumer behavior and explain the characteristics of consumer behavior in detail.

(OR)

(b) What do mean by Motivation? Explain how motivation is important in marketing.
7. (a) State the importance and limitations of Perception.

(OR)

(b) Explain the terms (i) Concepts of conditioning (ii) Information retention and (iii) Retrieval of information.
8. (a) Define Cross cultural marketing practices and different types of culture.

(OR)

(b) Explain the different stages of the family life cycle with suitable examples.
9. (a) Define Attitude? Explain the characteristics, types of attitude.

(OR)

(b) State the importance of evaluation of alternatives and explain the steps involved between evaluation of alternatives and purchase decision.
10. (a) Differentiate between Traditional and Contemporary Models of Consumer Behaviour.

(OR)

(b) Explain Engel – Kollat – Blackwell model in detail.

FACULTY OF MANAGEMENT
M.B.A (CBCS) IV-Semester (New) Examination, August 2023
Subject: Leadership and Change Management
Paper – 404: E-I-HRM
Elective - HRM

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What are the five significant leadership traits?
2. Explain LMX theory.
3. What are the five stages of planned change?
4. State the basics of Gestalt Theory.
5. Explain Johari Window.

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Write note on various leadership skills and explain the steps to improve leadership skills.
(OR)
(b) Discuss the character behaviours and components behaviour of a leader.
7. (a) Mention special techniques for leadership training.
(OR)
(b) Define leadership pipe line and discuss its levels.
8. (a) Describe the conceptualization of Noer's redundancy intervention model to understand organizational change.
(OR)
(b) Examine the source of individual and organizational resistance to change and suggest a few approaches to deal with resistance to change.
9. (a) Depict the causal diagram of Bechard's change formula and explain the effect of forces over resistance to change.
(OR)
(b) Describe the Buchanon and Mc Calman's models of perpetual transition management.
10. (a) Examine the assumptions and components of Nadler-Tushman Congruence Model?
(OR)
(b) What is proposed by Dunphy contingency model of change? Explain the four types of change according to Dunphy and Stace scale.

FACULTY OF MANAGEMENT
M.B.A (CBCS) IV-Semester Examination, August 2023
Subject: Data Visualization
Paper Code: MB 404 –S-I
Elective - Systems

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define Information visualization
2. Steps in Data Visualization
3. Define Dash Boards
4. Waterfall Charts
5. SQL

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) What is Data Visualization? Why we visualize data? Explain its importance.
(OR)
(b) Explain a brief history of data visualization and also present various types of data.
7. (a) What are the Multidimensional Data Visualization tools?
(OR)
(b) Explain various Hierarchical and Landscape Data Visualization tools.
8. (a) How do you organize data for dashboards and explain types of dash boards.
(OR)
(b) What is dash board design and explain the common pitfalls of Dashboard design?
9. (a) What is Power BI? Explain major building blocks of Power BI?
(OR)
(b) Write a note on different types of visualization.
10. (a) How do you create and interact with Dashboards? Explain
(OR)
(b) Explain about Power Query Editor for querying data and Report server for reports.

FACULTY OF MANAGEMENT
M.B.A. (CBCS) IV– Semester (Very Old) Examination, August 2023
Subject: Investment Management
Paper- MB – 404
Elective : III - Finance

Time: 3 Hours

Max. Marks: 80

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

1. What are ex-ante and ex-post returns?
2. Write about risk return trade off.
3. What is Single Index model?
4. Write about the minimum risk portfolio.
5. What is the role of SEBI?

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

6. (a) Explain the factors to be considered in the investment decision process.
(OR)
 (b) Differentiate between Technical Analysis and Fundamental Analysis.
7. (a) Explain the features and types of debt instruments.
(OR)
 (b) Calculate the Macaulay's Duration of a three-year bond that has a par value of Rs. 1,000 with a coupon rate of 5% and a YTM of 6%. Also calculate the modified duration.
8. (a) Describe the approaches to common stock valuation.
(OR)
 (b) Renault Manufacturing Ltd. Forecasts returns on its shares with the following probability:

Returns (%)	Probability
-10	0.05
-8	0.05
-5	0.10
5	0.10
8	0.15
16	0.25
20	0.25
25	0.05

Calculate the expected return and risk for Renault.

9. (a) Stock A has an expected return of 15% and a standard deviation of 40%. Stock B has an expected return of 7% and a standard deviation of 30%. What is the portfolio return and risk when correlation between A and B is 0, + 0.1 and - 0.1?
(OR)
 (b) Explain the differences between CAPM and APT.

10. (a) Explain different types of mutual funds.

(OR)

(b) Calculate Sharpe ratio, Treynor ratio and Jensen alpha for each portfolio:

Portfolio	Rp(%)	σ_p	Bp
X	16	32	1.90
Y	15	27	1.25
Z	7.3	17	0.75
Market	11.3	22	1.00
Risk free	5.8	0	0

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FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester (Very Old) Examination, August 2023
Subject: Consumer Behaviour
Paper – MB – 404 – 2 (Marketing)
Discipline Specific
Elective – III - Marketing

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 Differentiate Id. Super Ego and Ego
- 2 What is Cognitive Learning?
- 3 What is a Nuclear Family?
- 4 What are Rituals?
- 5 Define Evoked Set

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) List and explain in brief the contemporary dimensions of consumer behaviour.
(OR)
(b) Briefly review the Abraham Maslow's hierarchy of needs theory. Illustrate examples of products that may appeal to any three stages.
- 7 (a) Which theory of learning best explains the following consumer behaviour buying a new car and explain your reasons for choosing the theory.
(OR)
(b) How do Consumers Store Information?
- 8 (a) Explain the family life cycle stages and explain in brief it's application as a useful marketing tools.
(OR)
(b) Social class is a composite measure of factors other than income; explain in brief the factors that comprise of social class.
- 9 (a) "Consumers when purchasing a product particularly during a trial purchase evaluate its performance in the light of their own expectations". What are the possible outcomes of these evaluations?
(OR)
(b) For the products listed below, explain the important product attributes that consumers use as criteria in evaluating the product brands.
- 10 (a) Explain in brief the three levels of decision making according to the Howard Sheth model of consumer behaviour.
(OR)
(b) What is meant by the term consumerism and why is it important for an organization to be responsive to consumers?

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester (Very Old) Examination, August 2023
Subject: Performance Management
Paper – MB – 404 – 3 (H)
Discipline Specific
Elective-III - HRM

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 Explain KPAs
- 2 Explain Attribution Theory
- 3 Explain PM Audit
- 4 What is Call back Pay?
- 5 Explain Gilbert's Performance Matrix

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Define Performance Management. Discuss the determinants of Job Performance.
(OR)
(b) Describe the approaches to measuring Performance.
- 7 (a) Write a note on Psychometric Tests.
(OR)
(b) Explain about the Performance review.
- 8 (a) What is Human Information Processing? Explain at length.
(OR)
(b) What is PM Pathway Analysis? Discuss with suitable example.
- 9 (a) Elucidate Mercer's Human Capital Wheel.
(OR)
(b) Explain the McBer Generic Managerial Competency Model.
- 10 (a) Narrate about the Performance Measures Pyramid.
(OR)
(b) What is Mager and Pipes trouble shooting Model.

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester (Very Old) Examination, August 2023
Subject: Database Management System
Paper – MB – 404 – 4
Elective – III – Systems

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 Define DBMS
- 2 What are Codd's Rules?
- 3 What is Deadlock?
- 4 Define Data Mining
- 5 What are SQL Menus?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) What is Relational Algebra Operators. Explain?
(OR)
(b) Explain the Design of E-R Schema, E-R Schema to tables.
- 7 (a) Explain embedded SQL, QBE, QUEL Languages.
(OR)
(b) Elaborate on Elementary Operations and Set Operations Performances in Relational Databases.
- 8 (a) What are Transaction Concepts? Explain in detail.
(OR)
(b) What is Log based Shadow Paing?
- 9 (a) Explain Data Analysis and Data Mining.
(OR)
(b) What is Distributed Data Storage and Distributed Query Processing?
- 10 (a) Explain Triggers and PL/SQL Commands.
(OR)
(b) Briefly discuss on SQL Report Writer and SQL Menus.

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