FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, August 2023
Subject: Global Business Strategies
Paper No. MB - 304

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

PART – A

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

1. Adam Smith Theory
2. Multinational Companies
3. TRIPS
4. Joint Ventures
5. Cross Cultural Management

PART – B

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

6. (a) Discuss about International trade theories?
   (OR)
   (b) Briefly explain about Electronic Global Business?

7. (a) Critically discuss about impact of Global Business on National Economies?
   (OR)
   (b) Discuss regarding Government intervention in Global Business?

8. (a) What is the importance of UNCTAD?
   (OR)
   (b) Explain the structure and functions of SAFTA and ASEAN.

9. (a) Discuss Cost Benefits Analysis of entry strategies?
   (OR)
   (b) Explain briefly about Electronic Global Business approaches.

10. (a) Write about International Labour Relations?
    (OR)
    (b) Discuss the role of Culture in Human Resource Acquisition in Global Corporations

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FACULTY OF MANAGEMENT
M.B.A. (CBCS) III– Semester (Very Old) Examination, August 2023
Subject: Financial Risk Management
Paper- 304 – (F)
Elective : I - Finance

Time: 3 Hours   **Max. Marks: 80**
PART – A
Note: Answer all the questions.   **(5x4 = 20 Marks)**

1. Write about the concept and nature of risk.
2. What is Cash Flow at Risk?
3. Who are the participants in derivatives markets?
4. What are interest rate swaps?
5. What are European and American options?

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

6. (a) Explain Product market risk and capital market risk.
   (OR)
   (b) Describe the internal and external risk reporting process.

7. (a) Explain the concept and computation of VaR.
   (OR)
   (b) Explain the evolution and concept of ALM.

8. (a) Explain various types of derivatives.
   (OR)
   (b) ABC ltd., is trading at Rs.900. calculate its 1 year futures price if dividend paid is Rs.40 at the end of half year and year. If the risk free rate with continuous compounding is 10% per annum.

9. (a) Describe the types of swaps.
   (OR)
   (b) Present the Cash flows in the following swap:

   Counter parties:: A and B
   Maturity:: 5 years
   A pays to B : 6% fixed p.a.
   B pays to A : 6-month LIBOR (7.5%)
   Payment terms : semi-annual
   Notional Principal amount: USD 10 million

10. (a) Explain the types of Options.
   (OR)
   (b) Spot Rate = Rs.100
       Strike Price of European Option = Rs.95
       r= 10% per year
       T= 0.25 years (one quarter)
       σ= 0.50 (50% per year)
       Calculate the value of call option as per Black-Scholes model.

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FACULTY OF MANAGEMENT
M.B.A. (CBCS) III Semester (Very Old) Examination, August 2023
Subject: Product and Brand Management
Paper- MB – 304
Elective : I - Marketing

Time: 3 Hours   Max. Marks: 80

PART – A

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

1. Product Line
2. Diversification Strategies
3. Idea screening
4. Market Segmentation
5. Test marketing

PART – B

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

6. (a) What is Brand? Explain Brand positioning and repositioning strategies.
   (OR)
   (b) Explain the brand management practices in IT sector.

7. (a) Explain the theories of New Product Development.
   (OR)
   (b) Explain the phases of new product development with any example.

8. (a) How the new product ideas are generated? Explain the various tools for introduction phase.
   (OR)
   (b) How the new product selected and tested in the market?

9. (a) Explain the market structural analysis with Wind Robertson market model.
   (OR)
   (b) Explain the demand analysis for first and repeat purchase.

10. (a) What is product launching? Explain the principles of product launching.
    (OR)
    (b) Explain pre and post test marketing tools.

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FACULTY OF MANAGEMENT
M.B.A. (CBCS) III Semester (Very Old) Examination, August 2023
Subject: Compensation Management
Paper- MB-304-3
Elective : I - HRM

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

PART – A

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

1. Non-financial Compensation System
2. Seniority and Longevity pay
3. External Market Pay Rates
4. Planning Benefit Program
5. Expatriates and Repatriate

PART – B

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

6. (a) Explain the Role and Functions of Strategic Compensation Management
    (OR)
    (b) Narrate the new trends in Compensation Management in detail

7. (a) Explain the basis for traditional and modern Pay system
    (OR)
    (b) Explain the relationship between Compensation Strategy with HR Strategy and Business Strategy-Seniority

8. (a) Explain the process of designing effective compensation system with the help of suitable example.
    (OR)
    (b) List out the Pay Structures that recognize Individual Contributions with the help of suitable examples.

9. (a) Elucidate the Components of Discretionary Core Fringe Compensation in detail.
    (OR)
    (b) Explain the prospects of Totally Integrated Employee Benefit Program.

10. (a) Explain the role and responsibilities of Contemporary Strategic Compensation Challenges
    (OR)
    (b) Explain the Strategic Issues and Choices in Using Contingent and Flexible Workers.

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FACULTY OF MANAGEMENT
M.B.A. (CBCS) III– Semester (Very Old) Examination, August 2023
Subject: Decision Support Systems
Paper- MB-304-4
Elective : I - Systems

Time: 3 Hours   **Max. Marks: 80**
PART – A
Note: Answer all the questions.   **(5 x 4 = 20 Marks)**

1. Describe the Evolution of Decision support systems
2. What are the Different Approaches for the Development of DSS?
3. Describe the Problems with Group Decision Making
4. What is Artificial Intelligence and Describe the Benefits of A.I
5. Describe Online Transaction Processing Techniques

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

6. (a) Define Decision support systems DSS. Describe the Need and benefits of Decision support systems
(OR)
   (b) Describe the Framework for Decision support systems. How do you support DSS as Information System?

7. (a) What are different Development and Implementation Techniques of Decision Support Systems
(OR)
   (b) Describe Decision Support Systems Architecture in detail

8. (a) Define Executive Information Systems List its components.
(OR)
   (b) Explain Group Decision Making and discuss the problems associated with it.

9. (a) Differentiate between Artificial Intelligence vs. Natural Intelligence
(OR)
   (b) What is Expert System? Explain the Benefits of Expert System.

10. (a) Define Data Ware House. What are the uses of Data Warehouse?
(OR)
   (b) Explain Data mining, list the different Data Mining Techniques.

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