

FACULTY OF MANAGEMENT
M.B.A (CBCS) III – Semester Examination, August 2023
Subject: International Finance
Paper: 305 Elective –II-Finance

Time: 3 Hours

Max. Marks: 80

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

1. Explain the concept of globalization.
2. Discuss the Bretton Woods Monetary System.
3. What do you understand by foreign exchange exposure?
4. Cost of capital of multinational firm.
5. What is Tax avoidance?

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

6. a) Discuss in details the evolution and growth of international financial system.
(OR)
b) Explain in detail different types of International Banking Office.
7. a) Discuss the structure of Foreign exchange market in India.
(OR)
b) Convert the following rates into outright rates and indicate their spreads:

	Spot	1-month	3-months	6-months
Rs/\$	35.6300/25	20/25	25/35	30/40
Rs/£	55.2200/35	40/30	50/35	55/42
Rs/DM	23.9000/30	30/25	40/60	45/65

8. a) Explain the types of foreign exchange risk. Explain various factors affecting the foreign exchange risk in International Business.
(OR)
b) (i) If the interest rate in India is expected as 9.5% against the interest rate of 4% in the USA, what would be the dollar-rupee exchange rate after one year, given that the current exchange rate is 1 US \$ = Rs.42.
(ii) The inflation rates in India and the USA over the year are expected to be 6.5% and 3%, respectively. The current dollar-rupee exchange rate is Rs.42.50/US \$. The interest is likely to be 4% in the USA. What would be the expected nominal interest rate at the year end?

9. a) Briefly discuss the global trends in FDI in recent years and comment on them.

(OR)

b) Bharati International, an India-based multinational company, is evaluating over seas investment proposal. Bharati International's exports of generic drugs have increased to such an extent that it is considering a project to build a plant in the UK. The project will entail an initial outlay of £50 million and is expected to generate the following cash flows over its four year life.

Year	Cash flow (in million)
1	£ 20
2	£ 30
3	£ 20
4	£ 10

Bharati International's required rate return on a project of this kind of 20 per cent. What is the NPV of the project?

10. a) Explain different approaches to the tax environment.

(OR)

b) Discuss in detail the rules for Transfer Pricing in India.

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, August 2023
Subject: Advertising and Retail Management
Paper No. MB – 305
Elective – II : Marketing

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Objectives of advertising
2. Copy testing
3. Trends in retail
4. Retailing in rural India
5. Store management

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Define Advertising? Explain the role of Advertising in Promotion mix.
(OR)
(b) Explain the implementation and evaluation of Creative Strategy and Process.
7. (a) What is media planning? Explain the objectives of deciding Media.
(OR)
(b) Discuss the role of Technology in Media Planning.
8. (a) What is Organized retailing? Discuss the various trends in Retail.
(OR)
(b) Explain the behavior of organized Retail markets.
9. (a) Explain the geographical spread of Indian Retail sector.
(OR)
(b) Discuss the retailing in services sector.
10. (a) Explain in brief about the Retail Pricing Strategies.
(OR)
(b) Explain the legal and ethical concerns in organized Retail.

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, August 2023
Subject: Organisational Development
Paper No. MB – 305
Elective – II : Marketing

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. OD Values
2. Participation and Empowerment
3. The program Management component
4. Role Analysis Technique
5. Quality Circles

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the Evolution and History of Organisational Development.
(OR)
(b) Explain the importance and characteristics of Organisational Development.
7. (a) Describe the various stages in Kurt Lewin's model of Planned Change.
(OR)
(b) What are the stages involved in general model and Parallel Learning Structures of planned change.
8. (a) Present an overview of OD interventions.
(OR)
(b) Explain the conditions for optimal success of Organisational Development.
9. (a) Explain the techniques and exercises of Team Interventions.
(OR)
(b) Describe Inter-group relations interventions.
10. (a) Describe the Techno Structural Intervention for Restructuring an Organisation.
(OR)
(b) Explain organizational transformation and organizational learning as strategic interventions.

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester Examination, August 2023
Subject: Business Analytics
Paper No. MB – 305
Elective – II : Systems

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What is meant by Big Data?
2. Write note on Data Dash Board.
3. Define Data Mining and Business Intelligence.
4. Non Linear Programming.
5. Write about frames and subsets in R.

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain Business Analytics and its origin.
(OR)
(b) What are the main usages of Business Analytics in practice?
7. (a) Explain descriptive statistics.
(OR)
(b) Write a note on Data Visualization and Techniques.
8. (a) What are the uses of Regression Analysis.
(OR)
(b) Discuss about Predictive Modeling.
9. (a) Describe overview of Linear optimization.
(OR)
(b) Write about Risk and Uncertainty methods.
10. (a) Explain the R-environment and R-packages.
(OR)
(b) Discuss the control statements with examples in R.

FACULTY OF MANAGEMENT
MBA (CBCS) III - Semester (Very Old) Examination, August 2023
Subject: Management Theory and Practice
Paper No. MB – 306 ID Paper
(Only for Dept. of Business Management)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Discuss the Contingency Approach to Management.
2. What are the functions of Directing?
3. Distinguish between Centralization and Decentralization.
4. Explain briefly the Alderfer's ERG theory of Motivation.
5. What is the significance of Interpersonal Communication in organizations.

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Write an essay on evolution and advancements in Management Theory.
(OR)
(b) Discuss in detail the contemporary approaches to Management.
7. (a) What are various steps involves in the Management Process?
(OR)
(b) What are the various barriers to effective Decision-Making Process?
8. (a) Discuss the concepts of Authority, Responsibility and Accountability with suitable examples.
(OR)
(b) What do you mean by Span of Management? In your opinion, what is ideal span of management and why?
9. (a) Define Organizational Behaviour. Discuss the disciplines that contribute to the field of Organizational Behaviour.
(OR)
(b) Explain in detail any two theories of Leadership.
10. (a) What are the various forms of communication? Discuss the process of Communication.
(OR)
(b) What do you mean by Group Cohesiveness? Explain the role of Groups in Organizations?

Code No: E-2233/BL/VO

FACULTY OF MANAGEMENT
M.B.A (CBCS) III Semester (Very Old) Examination, August 2023
Subject: Innovation Management
Paper: MB 306 (ID Paper)
For All Affiliated & constituent colleges

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Explain the Classification of R&D.
2. What is R&D Budgeting?
3. Discuss the concept of Scientific Freedom.
4. Describe different Types of Innovations.
5. What is the Role of Technology in Innovations?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Elaborate on the process of Integration of R&D in Large Organizations.
(OR)
(b) Explain how technology exerts strategic pressures on R&D in different organizations.
7. (a) Discuss about various forms of External R&D.
(OR)
(b) Elaborate on the Levels of Income and Expenditures for R&D Projects.
8. (a) Describe the Evaluation Criteria used to measure R&D Progress.
(OR)
(b) Enumerate on the Product Innovation Process in R&D Management, with relevant examples.
9. (a) Compare Successful and Unsuccessful Innovations, with suitable illustrations.
(OR)
(b) Analyze the statement "Innovation is a Management Process" using a case study to support your argument.
10. (a) Elaborate on the Role of Individuals in driving Innovation within R&D.
(OR)
(b) Describe the Key Characteristics that facilitate Organizational Innovation.
