

Code No: E-2129

FACULTY OF MANAGEMENT
M.B.A (CBCS) IV-Semester Examination, August 2023
Subject: Business Policy Strategy
Paper: 401

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Write a short note on Strategic Planning
2. Explain Concept of Environmental Scanning.
3. What is Situational Analysis?
4. What are the Strategy Choices?
5. Explain steps to evaluate strategy.

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Define Business. Explain its objectives and characteristics.
(OR)
(b) Explain the process of strategic management.
7. (a) How external environment scanning is significant for the business? Write a note on various components of external environment.
(OR)
(b) Discuss Porter's Five Forces model and explain its utility in strategic management.
8. (a) Explain functional level strategy. What factors should be considered while formulating functional level strategy?
(OR)
(b) Explain the basic types of offensive strategies.
9. (a) What is diversification? Explain various types of diversification strategies.
(OR)
(b) What are the issues in implementing 'merger strategy' successfully? Cite the latest Indian examples relevant to the merger strategy.
10. (a) What is Strategic control? Explain its various types.
(OR)
(b) Define '7 – S' model. How it helps in reducing the difficulties in strategy implementation? Explain.

Code No: E-2130/N

FACULTY OF MANAGEMENT
M.B.A (CBCS) IV-Semester (New) Examination, August 2023
Subject: Business Intelligence
Paper: MB 402

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define Business Intelligence.
2. Brief the characteristics of Data Warehousing.
3. What do you mean by Business Performance Management?
4. GIS Vs GPS
5. What are the steps to integrate business intelligence?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the style of Business Intelligence.
(OR)
(b) Briefly explain the importance of Business Intelligence in organizations.
7. (a) Discuss the types of Business Intelligence Architectures.
(OR)
(b) Describe the tools and techniques of Data Mining.
8. (a) Explain the steps involved in Business Performance Measurement.
(OR)
(b) Describe the architecture of Business Performance Measurement.
9. (a) Explain the benefit and success of Business Analytics.
(OR)
(b) Describe the need and importance of Data Visualization in the present context.
10. (a) Discuss the issues related to implementation of Business Intelligence.
(OR)
(b) What is RFID? Explain the role of RFID in business intelligence.

Code No: E-2130/N

FACULTY OF MANAGEMENT
M.B.A (CBCS) IV-Semester (New) Examination, August 2023
Subject: Business Intelligence
Paper: MB 402

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Max. Marks: 80

PART – A

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(5 x 4 = 20 Marks)

1. Define Business Intelligence.
2. Brief the characteristics of Data Warehousing.
3. What do you mean by Business Performance Management?
4. GIS Vs GPS
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PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

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Code No: E-2131/N

FACULTY OF MANAGEMENT
M.B.A (CBCS) IV-Semester (New) Examination, August 2023
Subject: Supply Chain Management
Paper: 403

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. State any four participants in Supply chain.
2. What do you mean by Out-bond Logistics.
3. Write a short note on Multi-Model Transport.
4. Define Barcoding and its importance.
5. Write a short note on Network design.

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Define the term 'Bullwhip Effect' & explain the importance of Value chain and Value delivery systems.
(OR)
(b) What are the functions of supply chain management? Explain in detail.
7. (a) What is Integrated logistics management? What are its advantages?
(OR)
(b) Define Reverse logistics? How to improve the effectiveness of Inventory Management.
8. (a) Explain the importance of Transportation in Supply Chain and define the factors influencing it.
(OR)
(B) Write a brief note on Warehouse Management Systems. Define the term Third Party Warehousing.
9. (a) Role of Information Technology in SCM.
(OR)
(b) Explain RFID. Write a note on the Importance of Packing in SCM.
10. (a) Role of Human Resources in SCM. Explain in detail.
(OR)
(b) Define Workforce Management and Relationship Management and its issues with suppliers.

Code No: E-2132

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.

Code No: E-2133

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.

Code No: E-2134

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.

Code No: E-2135

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.

Code No: E-2136/N

FACULTY OF MANAGEMENT
M.B.A (CBCS) IV-Semester (New) Examination, August 2023
Subject: Banking and Insurance
Paper – 405: Elective – II (Finance)

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Scheduled Commercial Banks
2. Loan Pricing
3. Economic Model
4. Insurable risk
5. Group Insurance

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the structure and components of Indian commercial banks.
(OR)
(b) List out and explain the various types of services provided by bank.
7. (a) What do you mean by 'Bank Credit'? Explain the various types of accounts in detail.
(OR)
(b) Define the term NPA. Explain the implications and recovery of NPAs.
8. (a) Define the term 'Retail Banking'. Explain the Retail banking product and services.
(OR)
(b) Explain the concept of payment and settlement systems in Banks.
9. (a) Elucidate the history and development of Insurance in detail.
(OR)
(b) Explain the functions and types of Insurance in detail.
10. (a) List and explain the traditional and market related life insurance products.
(OR)
(b) Explain the types of General insurance and their role in the Insurance.

Code No: E-2137/N

FACULTY OF MANAGEMENT
M.B.A (CBCS) IV-Semester (New) Examination, August 2023

Subject: Services and Digital Marketing
Paper – 405: Elective – II Marketing - II

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Internal services
2. Zone of Tolerance
3. Service Recovery
4. Google Adwords
5. Social Media

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the Services Marketing Triangle and its significance
(OR)
(b) What are the differences between Goods and Services?
7. (a) What factors influences customer satisfaction? Explain in detail with suitable examples.
(OR)
(b) What is the role of Marketing Research in customer perception towards services?
8. (a) What is the employee role and importance in service designing ?
(OR)
(b) Explain the role of Physical Evidence in Services Marketing.
9. (a) What is Digital Marketing? How it is different from traditional marketing
(OR)
(b) Explain the trends in digital marketing in future services marketing
10. (a) What is the role of Social Networking in Promoting and Marketing?
(OR)
(b) Explain the importance of Audience, Content and Traffic Reports.

Code No: E-2138/N

FACULTY OF MANAGEMENT
M.B.A (CBCS) IV-Semester (New) Examination, August 2023
Subject: Performance Management
Paper – 405: Elective – II – HRM

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What are KPAs?
2. Describe Critical Incident Worksheet.
3. Depict Performance Loop.
4. What is Cafeteria Benefits Plan?
5. How do you create a Performance Matrix?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the steps in performance management process.
(OR)
(b) Compare and contrast the trait, behaviour and result approaches to measuring performance.
7. (a) Explain attribution theory and discuss how it does affect performance.
(OR)
(b) How diagnostic strategies help reach training objectives through performance improvement?
8. (a) The Yerkes-Dodson Law suggests *that "performance increases with mental arousal (stress) but only up to a point"* . Explain.
(OR)
(b) Define PM audit. Discuss the standards and benefits of PM audit.
9. (a) Prove competency mapping as one of the best performance management tools.
(OR)
(b) What are the four components of balance score card? Illustrate how it could be implemented?
10. (a) Illustrate troubleshooting behaviour interventions as a systematic process for finding and eliminating problems in a classroom.
(OR)
(b) What is the importance of employee attitude and behaviour in improving the organizational performance?

Code No: E-2139/N

FACULTY OF MANAGEMENT
M.B.A (CBCS) IV-Semester (New) Examination, August 2023

Subject: Data Mining for Business
Paper – MB 405 –Elective-II- Systems

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define Data Mining
2. Data Summarization
3. Clustering
4. Web Mining
5. Social Media Marketing

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) What is data mining? Discuss various challenges associated with it.
(OR)
(b) Explain about Data Mining and Knowledge Discovery.
7. (a) Write a note on (a) Data Cleaning (b) Data reduction.
(OR)
(b) Write a note on (a) Feature Extraction (b) Feature Transformation
8. (a) Define Basket Analysis. Explain about software for association rule mining.
(OR)
(b) What is clustering? What are various partitioning methods?
9. (a) Write a note on a) Web Content Mining and b) Web usage Mining.
(OR)
(b) Explain about Spatial Data Mining and Text Mining.
10. (a) How to use Data Mining applications in Tourism Industry?
(OR)
(b) Explain about Data Mining, application in banking and insurance.
