

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III – Semester Examination, August 2023**  
**Subject: Investment Management**  
**Paper – 305**  
**Elective – I : Finance**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. What are the objectives of investment?
2. What do you mean by Bond Convexity?
3. What are the features of common stock?
4. What is Capital Market Line?
5. Explain Reward to Volatility

**PART – B**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

6. a) Explain the process of investment with suitable examples.  
(OR)  
b) Explain the procedure of fundamental analysis.
7. a) Explain the variables that determine the present value of a debenture.  
(OR)  
b) A bond with six years left to maturity has a coupon rate of 9 per cent and a par value of Rs.1,000. How much is an investor willing to pay for the bond if he requires the rates of return of (a) 7 per cent (b) 10 per cent (c) 12 per cent?
8. a) Discuss the impact of growth on price, dividend yield, capital gain yield and price earnings ratio.  
(OR)  
b) Kakatiya Limited's earnings and dividends have been growing at a rate of 18 per cent per annum. This growth rate is expected to continue for 4 years. After that the growth rate will fall to 12 per cent for the next 3 years. Thereafter, the growth rate is expected to be 6 per cent forever. If the dividend during the last year per share was Rs.2.00 and the investors' required rate of return on Kakatiya limited equity is 15 per cent, what is the intrinsic value per share?

9. a) Explain the procedure developed by Mankowitz for choosing the optimal portfolio.

(OR)

- b) Assume  $R = 9\%$   $E(r_m) = 15\%$ . The expected returns and betas are given below for three stocks;

Stock	Expected Return	Expected Beta
A	14%	1.20
B	15%	0.75
C	20%	1.50

Which stocks (s) are undervalued? Overvalued?

10. a) Distinguish between Treynor and Sharpe indices of portfolio performance? Which do you recommend? Why?

(OR)

- b) The following three portfolios provide the particulars given below

Portfolio	Average Annual Return	Standard Deviation	Correlation Co-efficient
A	18	27	0.8
B	14	18	0.6
C	15	08	0.9
Market	13	12	-

- a) Risk free rate of interest is 9 per cent.  
 b) Rank these portfolios using Sharpe's and Treynor's methods. Compare both the indices.

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

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Economic Life Time Value
2. Perceptual Maps
3. Individual Response Model
4. Syntex Approach
5. Geo-Demographic Analysis

**PART – B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

6. (a) Explain key concepts of Marketing Engineering Model? Discuss the tools for Marketing Engineering?  
(OR)  
(b) Explain the concept of Business Value of Marketing Engineering? What are the approaches to Measure Customer Value?
7. (a) Briefly explain the importance of Positioning? State the difference between Targeting and Positioning with relevant examples?  
(OR)  
(b) Explain the concept of Product Life Cycle? Write about the Bass Model Bases Model?
8. (a) Write a brief note on Qualitative Response Models? Discuss the applications of Market Response Models?  
(OR)  
(b) Discuss shared Expenditure Models?
9. (a) Explain the steps in Ad Budgeting? Elaborate any two Models?  
(OR)  
(b) How to make Media decisions effective? What factors influence Media decisions?
10. (a) Explain in brief about Differential Pricing? Write about Gravity Model?  
(OR)  
(b) Explain the role of Promotion? Discuss about Promotional types and Targets?

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, August 2023**  
**Subject: Industrial Relations and Labour Laws**  
**Paper No. MB – 305**  
**Elective – I : HRM**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Explain Input – Output approach to IR
2. Define Adjudication
3. Functions of Trade Unions
4. What is Occupational safety?
5. Explain features of Minimum Wages Act 1948

**PART – B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

6. (a) Explain about the economic reforms and status of IR in India.  
(OR)  
(b) Write a note on Industrial Relations Code 2020?
7. (a) What are the causes for Industrial Disputes and methods of settling Industrial Disputes.  
(OR)  
(b) Briefly explain the alternate dispute resolution strategies.
8. (a) Discuss the role of Trade Unions in pre and post independence period.  
(OR)  
(b) Write about the Trade Union movement in India?
9. (a) Discuss the impact of ILO on Indian labour standards.  
(OR)  
(b) Write about the employee's liability towards labor welfare?
10. (a) What is Managerial Productivity theory?  
(OR)  
(b) Discuss the Exploitation theory, their assumptions and limitations?

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, August 2023**  
**Subject: Data Base Management Systems**  
**Paper No. MB – 305 S-I**  
**Elective – I : Systems**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Discuss Data Independence?
2. Write about Data Definition Language?
3. Discuss the basic form of SQL query?
4. Write the procedure to test Serializability?
5. List the aggregate functions supported by SQL?

**PART – B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

6. (a) Explain about Object Oriented Data Model?  
**(OR)**  
(b) Discuss additional features of the ER-Models.
7. (a) Explain about Relational algebra and Relational calculus.  
**(OR)**  
(b) Explain the features of MYSQL.
8. (a) Explain various operators used in relational algebra.  
**(OR)**  
(b) Discuss about Domain Relational calculus in detail?
9. (a) Explain ACID properties and illustrate them through examples?  
**(OR)**  
(b) Describe Timestamp based locking protocols?
10. (a) What is a Join? Discuss about various joins used in SQL.  
**(OR)**  
(b) Explain in brief about Sub queries and Correlated queries.

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III Semester (Very Old) 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) Write about ADRs and GDRs.
- 2) What are Direct quotes and Indirect quotes?
- 3) Write briefly about PPP and IRP.
- 4) What is OLI paradigm?
- 5) What are Tax Havens?

**PART - B**

**Note: Answer all the questions.**

(5 x 12 = 60 Marks)

6. (a) Explain the evolution of the international monetary system  
(OR)  
(b) Describe the types of international banking offices.
7. (a) Jane Jones is a foreign exchange dealer for a bank in New York. She has \$1,000,000 or its Swiss franc equivalent for a short term money market investment and wonders if she should invest in US dollars for three months or make a covered interest arbitrage investment in Swiss franc she faces the following rates:  
Spot exchange rate SF.6000/\$  
Three month forward rate SF1.5800/\$  
Three month US interest rate 8.00% p.a. (2.00% per quarter)  
Three month Swiss franc interest rate 6.00%p.a. (1.50% per quarter)  
Where do you recommend Ms. Jones should invest? Why?  
(OR)  
(b) Explain the distinctive features, types and participants of foreign exchange markets.
8. (a) Explain the types of foreign exchange risk.  
(OR)  
(b) "Risk can be managed by hedging". Comment.
9. (a) Describe the nature, scope and functions of International Finance Management.  
(OR)  
(b) Describe the motives for FDI.
10. (a) Describe the TP methods.  
(OR)  
(b) Explain the various types of tax in the international environment.

**FACULTY OF MANAGEMENT**  
**M.B.A. (CBCS) III Semester (Very Old) Examination, August 2023**  
**Subject: Promotion and Distribution Management**  
**Paper- MB-305-2**  
**Elective – II : Marketing**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all the questions.**

**(5x4 = 20 Marks)**

1. IMC
2. Media Planning
3. AIDA
4. Direct Marketing
5. Functions of Distribution

**PART – B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

6. (a) What is promotional budget? Explain how to establish objectives for a promotional programme.  
(OR)  
(b) What is Marketing Communication? Discuss the role of elements of promotional mix in an IMC program.
7. (a) What is an Advertising Appeal? Explain different emotional appeals with suitable examples.  
(OR)  
(b) Discuss various execution styles in advertising with examples.
8. (a) What is Personal Selling? Discuss its advantages and disadvantages.  
(OR)  
(b) Describe how Sales Force members are motivated with suitable examples.
9. (a) What is Sales Promotion? Discuss various Sales Promotion tools.  
(OR)  
(b) Discuss in brief about Publicity and Public Relations.
10. (a) Explain the steps involved in selecting the channel members.  
(OR)  
(b) Write in brief about (i) Distribution of Services  
(ii) Distribution Cost

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**FACULTY OF MANAGEMENT**  
**M.B.A. (CBCS) III Semester (Very Old) Examination, August 2023**  
**Subject: Organization Development**  
**Paper- MB-305-3**  
**Elective – II : HRM**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Parallel learning structures
2. Six-box Model
3. Team Building interventions
4. Responsibility Charting
5. Total Quality Management

**PART – B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

6. (a) Explain the history and evolution of Organization Development.  
(OR)  
(b) Elucidate the growth and relevance of Organization Development in detail.
7. (a) Explain theories of Planned Change Model.  
(OR)  
(b) Explain the 'normative-reductive' strategy of changing-Applied behavioral Science.
8. (a) Explain the six-box Model with the help of suitable example.  
(OR)  
(b) Explain the conditions for optimal success of Organization Development.
9. (a) Explain T-Groups-Process-consultation and Third party intervention in detail  
(OR)  
(b) List out and explain the Organizational process approaches in detail
10. (a) Explain the process of Restructuring organization  
(OR)  
(b) Explain the role and characteristics of Organizational Transformation

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**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester (Very Old) Examination, August 2023**  
**Subject: Business Analytics**  
**Paper – MB – 305 – 4**  
**Elective – II – System**

**Time 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

- 1 Explain Data Types
- 2 Explain Data Dash Board
- 3 Explain Data Mining
- 4 What is Uncertainty?
- 5 Explain Subsets

**PART – B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

- 6 (a) Describe any two Models of Business Analytics.  
**(OR)**  
(b) Explain the need and importance of Big Data in India.
- 7 (a) How Data can be Visualised? Discuss any two Techniques of Data Visualisation.  
**(OR)**  
(b) Explain the importance of SPSS and how SPSS is used for Data Analysis.
- 8 (a) Explain the Predictive Analytical methods of Data Analysis.  
**(OR)**  
(b) What are the steps involved in Data Exploration and Classification?
- 9 (a) Explain the Methods of Decision Analysis.  
**(OR)**  
(b) Explain Algorithm and other methods of Data Analysis.
- 10 (a) Explain the Realign and Writing Data in R.  
**(OR)**  
(b) Explain the function of R Programming.

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