

Enrollment No.....

Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Corporate Governance & Global Business Environment [MBA401C]
Time: 3:00 **Max Marks 80**

Note : Attempt any five questions. All question carry equal marks.

- Q.1 What are the basic principles of WTO? What is the dispute settlement system under WTO?
- Q.2 What do you mean by business ethics? Discuss various issues in international business ethics.
- Q.3 What do you mean by foreign exchange market? Also explain its structure and functioning.
- Q.4 Define corporate governance? Why is it significant for a developing country like India?
- Q.5 Explain the concept of e-business. Describe unique factors of e-business?
- Q.6 Explain how technological environment has an effect on international markets.
- Q.7 What do you mean by economic integration? Give advantages and disadvantages of economic integration.

Enrollment No.....

Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Strategic Management [MBA402C]
Time: 3:00 **Max Marks 80**

Note: Attempt any five questions. All question carry equal marks.

- Q.1 What do you mean by strategic implementation? How does strategy implemented in international setting?
- Q.2 Discuss BCG product portfolio matrix and its applications in developing strategy alternatives.
- Q.3 What do you understand by strategic management? Briefly explain different types of strategic decision-making processes.
- Q.4 What is the importance of analytical tools in strategic management?
- Q.5 Explain the process of strategy formulation. Illustrate your answers with the help of examples.
- Q.6 What is value chain analysis? Discuss its importance for business and functions level strategies and explain how it is different.
- Q.7 Explain the terms: vision, mission, objectives, goals and strategy. How do organizations formulate their mission?

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Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
International Strategic Finance [MBA403F]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

- Q.1 Explain comparison of four translation methods with suitable example.
- Q.2 What do you mean by foreign exchange risk? Explain foreign exchange exposure and types of exposure.
- Q.3 Define international financial management. How is it different from domestic financial management?
- Q.4 What do you understand by the term 'Multinational Cash Management'? Briefly discuss its objectives.

- Q.5** What is the international bond market? Enumerate the important features to this market.
- Q.6** “Each company has its own preferred optimal capital structure which depends on macroeconomic, industry specific, firm specific and manager specific factors.” Do you agree? Elucidate.
- Q.7** Describe the various methods of capital budgeting that are normally adopted by MNCs.

Enrollment No.....

Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Compensation Management [MBA403H]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

- Q.1** How will you design compensation for chief executive and senior managers?
- Q.2** Define job evaluation and wage and salary survey.
- Q.3** Employee benefit plays an important role in relating employees in an organization. Discuss.
- Q.4** Write a brief note on current trends in compensation management.
- Q.5** Design a compensation plan for a business organization having knowledge workers, senior managers and chief executives.
- Q.6** Define the dynamics of wage and salary administration prevalent in Indian business.
- Q.7** Discuss the role of financial and non- financial incentives in measuring cost to company for an organization.

Enrollment No.....

Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
UNIX and LINUX Operating System [MBA403I]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

- Q.1** What is an operating system? Explain its functions.
- Q.2** What do you understand by file systems and explain its structure?
- Q.3** Discuss shell and shell programming, the Bourne shell.
- Q.4** What do you understand by combining commands and pattern matching?
- Q.5** Explain system administration and floppy disc management.
- Q.6** Write short note on process control and process scheduling.
- Q.7** Explain bulletin board and two way communication.

Enrollment No.....

**Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
International Marketing [MBA403M]**

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

- Q.1** Explain theories of international trade and discuss multinational global market.
- Q.2** Explain how economic environment plays a vital role in global marketing decision.
- Q.3** Differentiate among domestic, international, multinational and global markets with examples.

- Q.4** Explain the various regional agreements in international trade.
- Q.5** What is the EPRG model? Explain in detail.
- Q.6** How can advertisers overcome the problems of low literacy in their markets?
- Q.7** What is international trade? Discuss its importance.

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Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Production Planning & Control [MBA403P]

Time: 3:00

Max Marks 80

Note: Attempt any five questions. All question carry equal marks.

- Q.1** Distinguish between mass production, batch production and unit production.
- Q.2** Explain briefly the inventory control management for single product as well as for multiple products with examples.
- Q.3** Write a note on material requirement planning.
- Q.4** What is production planning and control? What are its main element and functions?
- Q.5** Explain in detail:- Job sequences. What are the various factors influencing process planning.
- Q.6** Explain the term production planning and control and highlight its functions separately for a manufacturing organization and a service organization.
- Q.7** Explain MRP (Manufacturing Resource Planning) in detail. Explain various factors influencing scheduling.

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Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Financial Engineering & Risk Management [MBA404F]

Time: 3:00

Max Marks 80

Note : Attempt any five questions.

All question carry equal marks.

- Q.1** Discuss the various option strategies. Explain strategies for call option & put option.
- Q.2** Explain convergence of futures and spot price in futures market.
- Q.3** How future & forward contracts are helpful in minimizing the risk? Discuss
- Q.4** Write short notes on:-
(i) Black schoes model.
(ii) Over the counter exchanges
- Q.5** Discuss the variations of theta of a European call option with the stock price and time to maturity.
- Q.6** What is future contract? Explain why a future contract can be used either speculation or hedging.
- Q.7** What do you understand by intrinsic value and time value of option contract?

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Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Business Process Transformation [MBA404H]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

- Q.1 "Conflict management is the process of generating new ideas. Discuss the statement in the light theories of conflict.
- Q.2 How are ISO 9000 standards different from ISO 14000?
- Q.3 Why do employers resist change in organization? What role does a HR manager play in overcoming such resistance?
- Q.4 What are the different tools and techniques of TQM?
- Q.5 Mention difference between training and development and discuss latest methods of training.
- Q.6 Discuss the various techniques of innovation and creativity as essential tool for success of an organization.
- Q.7 Write a brief note on "Resistance to Innovation".

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Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Visual Basic Programming [MBA404I]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

- Q.1 Explain user defined data type and collections understanding projects.
- Q.2 What do you understand by visual basics and enhance its features?
- Q.3 Write short notes on command buttons, list box, combo box and scroll bars.
- Q.4 Explain data base management with reference to MS access and oracle 8i.
- Q.5 How will you introduce client server environment connecting to oracle with data control?

Q.6 Explain menu control array & multiple document interface (MDI).

Q.7 Define file controls and explain drive list box, directory list box, and file list box.

Enrollment No.....

Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Service & Retail Marketing [MBA404M]

Time: 3:00

Max Marks 80

Note : Attempt any five questions.

All question carry equal marks.

Q.1 Write a note on developing promotion mix for relating.

Q.2 What is retail and what is its role in marketing? Write a detailed note on "Retail Layout".

Q.3 Explain application of service marketing in marketing of educational and professional services.

Q.4 What are the various product strategies available to a service firm? What are the implications of each strategy?

Q.5 Explain various determinants of service quality.

Q.6 What is market segmentation? Describe how market segmentation may be used for service.

Q.7 Write a detailed note on 7 P's of service marketing.

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Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Total Quality Management [MBA404P]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

Q.1 "Quality and financial performance are intimately related." Elaborate.

Q.2 Write the DMAIC process for six -sigma implementation.

Q.3 What are goals of six-sigma? Is six sigma implementation is able to achieve quality improvement.

Q.4 What do you understand by Kaizen? Explain various techniques of implementation of Kaizen.

Q.5 Define briefly ISO 9000 service standards and explain different clauses in ISO model.

Q.6 What is house of quality in QFD approach? Outline the process of building the house of quality

Q.7 Discuss the reasons for benchmarking stating their advantages and limitations.

Enrollment No.....

Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Investment Analysis & Portfolio Management [MBA405F]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

Q.1 Discuss macro economic analysis in detail for securities valuation with suitable example.

Q.2 Evaluate performance of following portfolio and market using the following data and comment in the same:-

Portfolio	Standard Deviation (%)	Beta	Expected Average Return (%)
A	25	1.50	40
B	17	1.20	34
C	26	1.45	42
Market	16	1.00	15

Risk free interest rate us 9%

Q.3 Define investment. What are the various types of investment? Briefly describe

any five characteristics of investment.

Q.4 Briefly explain the concept of risk and return. How are Risk and return related?

Q.5 Write short notes on: (i) Concept of beta (ii) Capital assets pricing model.

Q.6 Discuss efficient market hypothesis in all its forms. What would happen if markets were truly efficient?

Q.7 Write short notes on:
 (i) Bond portfolio management strategies.
 (ii) Equity portfolio management strategies.

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**Master of Business Administration
 Fourth Semester Examination, Aug-Sep 2020
 Organizational Development [MBA405H]**

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

Q.1 What is action research? How does it contribute in the process of organizational development?

Q.2 Describe team intervention and depth of intervention.

Q.3 What are the foundations of organization development? Discuss any three in detail.

Q.4 What are the implications of power and politics for the practice of OD in an organization?

- Q.5** Discuss emerging trends on organizational development. What kind of role it would play in future organizations?
- Q.6** Write a note on organizational culture and its impact on organizational development.
- Q.7** Discuss consultant client relationships & system ramifications.

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Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Computer Networks [MBA405I]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

- Q.1** What do you understand by switching techniques- circuit, packet and message?
- Q.2** Write short notes on sliding window protocols, HDLC, SLIP and PPP.
- Q.3** Explain protocol hierarchies and network architecture.
- Q.4** Write a detailed note on digital and network transmission.
- Q.5** What do you mean by routers? Explain LAN, MAN and WAN topologies.
- Q.6** What do you mean by congestion control algorithms and pre allocation of buffers?
- Q.7** What is transport layer? Describe services of transport layer. Explain transport protocols and connection management.

Enrollment No.....

Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Consumer Behavior & Rural Marketing [MBA405M]

Time: 3:00

Max Marks 80

Note : Attempt any five questions. All question carry equal marks.

- Q.1** Discuss the influence of personal factors on consumer buying behavior.
- Q.2** What demographical characteristics should be taken into consideration for developing strategy in consumer market?
- Q.3** What is consumer behavior? Discuss its nature.
- Q.4** Discuss the influence of cultural factors on consumer buying behavior.
- Q.5** Discuss the various types of distribution channels in rural India.
- Q.6** Define the term warehousing. What are the advantages of warehousing?
- Q.7** Enumerate difference between rural and urban marketing. Give suitable examples.

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Master of Business Administration
Fourth Semester Main Examination, Aug-Sep 2020
Business Process Reengineering [MBA405P]

Time: 3:00

Max Marks 80

Note : Attempt any five questions.
All question carry equal marks.

- Q.1** Explain the involvement of top management for effective BPR system.
- Q.2** Define BPR and explain the importance of BPR in the areas of business functions.
- Q.3** What is cycle time and explain the cycle time analysis?

- Q.4** Write briefly about business process maturity model.
- Q.5** Discuss the inter- relationship between re engineering and other functional areas in an organization.
- Q.6** What is re-engineering? Explain history of re- engineering.
- Q.7** Examine the role of top management and consultants in the process of BPR.