

No. of Printed Pages : 03

Roll No. ....

**18BB2001**

**M.B.A. EXAMINATION, Dec. 2019**

(Second Semester)

(C Scheme) (Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MBA102C

ORGANIZATIONAL BEHAVIOUR

*Time : 3 Hours]*

*[Maximum Marks : 75*

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Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit.

## Unit I

1. Define Attitude. What are different types of attitudes ? How and why the attitudes are measured in the organizations ? 15
2. Write detailed notes on the following :
  - (a) Concept of value and formation of values 7½
  - (b) Concept of Organisation behaviour and the various contributing disciplines of OB. 7½

## Unit II

3. Define Learning. Explain the various theories of learning in detail. 15
4. Write detailed notes on the following :
  - (a) Emotional Intelligence 5
  - (b) Personality and its determinants 5
  - (c) Affective event theory. 5

## Unit III

5. Define Conflict. What are the reasons of conflict in organizations ? How is the conflict managed ? 15
6. Define Politics. What are the sources of power and how the power is acquired ? Discuss. 15

## Unit IV

7. Define Organizational Culture. Discuss in detail the issue of creating, sustaining and changing culture. 15
8. Define Organizational Effectiveness. Discuss the approaches and factors influencing organizational effectiveness. 15

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**18BB2001**

**M.B.A. EXAMINATION, May 2019**

(Second Semester)

(C Scheme) (Main Only)

MASTER OF BUSINESS ADMINISTRATION

MBA102C

Organizational Behaviour

*Time : 3 Hours*]

[*Maximum Marks : 75*

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit.

(1-03/21) M-18BB2001

P.T.O.

## Unit I

1. What is the need of understanding organizational behaviour ? Discuss the process of evolution of concept of organizational behaviour. 15
2. Write detailed notes on the following :
  - (a) Foundation of Individual Behaviour 7½
  - (b) Challenges for organizational behaviour in organizations. 7½

## Unit II

3. What is perception ? What are the factors affecting perception ? Discuss the applications of the concept of perception in organizations. 15
4. Define Motivation. Explain in detail :
  - (a) Vroom's expectancy theory 7½
  - (b) X & Y theory of motivation. 7½

## Unit III

5. Discuss the various reasons of organizational politics. How is it managed ? 15
6. Define group and group dynamics. Explain the concept of Transactional Analysis in detail. 15

## Unit IV

7. Write detailed notes on the following :
  - (a) Organizational climate and its dimensions and determinants. 7½
  - (b) Organizational effectiveness and its approach. 7½
8. Define Change. How can you say that "change is constant" ? Also explain Lewin's three step model of change. 15

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**18BB2002**

**M.B.A. EXAMINATION, May 2019**

(Second Semester)

(C Scheme) (Main Only)

MBA

MBA104C

MANAGEMENT INFORMATION  
SYSTEM & E-COMMERCE

*Time : 3 Hours]*

*[Maximum Marks : 75*

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Section.

### Section I

1. Discuss the basic concept of information system. Also discuss the different types of information and their characteristics. 15
2. Discuss the information system for strategic advantage and also discuss the strategic role for information system. 15

### Section II

3. Discuss the different types of system development approaches and methodologies. 15
4. Discuss in detail the concepts of Financial and accounting information systems. 15

### Section III

5. Discuss the basic concepts and framework of e-Commerce. Also discuss the unique features e-Commerce. 15

6. Discuss the different types of e-Commerce business models. 15

### Section IV

7. Discuss the different types of online marketing technologies. Also discuss the ethical, social and political issues in e-Commerce. 15
8. Briefly discuss the following :
  - (a) e-Commerce portals and social networks and communities 8
  - (b) Online content and publishing. 7



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**18BB2003**

**M.B.A. EXAMINATION, May 2019**

(Second Semester)

(C Scheme) (Main Only)

(MBA)

MBA106C

**BUSINESS RESEARCH METHODS**

*Time : 3 Hours]*

*[Maximum Marks : 75*

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(3-46/7) M-18BB2003

P.T.O.

### Unit I

1. What do you mean by Business Research ? Explain its objectives and scope of in present scenario.
2. Write short notes on the following :
  - (a) Explain the step involved in research process
  - (b) Explain the precautions to the researcher in India.

### Unit II

3. What is the necessity of defining a research problem ? Explain with suitable example. Discuss its scope.
4. Describe various types of experimental research design with suitable example.

### Unit III

5. Define sample and explain the various technique of sampling methods used in business research.

6. What do you mean by data collection ? Explain various types of methods used in data collection.

### Unit IV

7. Write short notes on the following :
  - (a) Null and alternative Hypothesis
  - (b) Degree of Freedom
  - (c) Random and Systematic Error
  - (d) Coding of Data.
8. What do you mean by research report and define the various steps involved in drafting a good research report.



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**BB904**

**M.B.A. EXAMINATION, Dec. 2019**

(Second Semester)

(B Scheme) (Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MBA108B

Financial Management

*Time : 3 Hours]*

*[Maximum Marks : 75*

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

### Unit I

1. Outline the factors behind Indian companies according greater importance to the goal of shareholders wealth maximization than profit maximization. 15
2. "The role of finance manager has become more multifaceted in present context of business." Critically examine this statement. 15

### Unit II

3. What do you understand by "Cash Flow" and "Discounted Cash Flow" ? Explain any *two* techniques of capital budgeting by using discounted cash flow facet with their relevance. 15
4. Explain the various sources of risk in investment decision. Can we measure risk in numerical term ? Explain any *one* risk evaluation technique with example. 15

### Unit III

5. Explain the relevance of Traditional approach of capital structure in financing decision making in present context of business environment ? Explain with numerical example and also show the impact of financing decision on the value of firm and overall cost of capital. 15
6. Explain the following :  $7\frac{1}{2} + 7\frac{1}{2} = 15$ 
  - (a) EBIT-EPS relationship
  - (b) CAPM of cost of equity.

### Unit IV

7. Explain the factors affecting dividend decision in infrastructure sector in India with examples. 15
8. What do you understand by permanent and temporary working capital ? Describe the factors affecting working capital requirement in capital goods sector. 15

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**18BB2005**

**M.B.A. EXAMINATION, Dec. 2019**

(Second Semester)

(C Scheme) (Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MBA110C

Marketing Management

*Time : 3 Hours]*

*[Maximum Marks : 75*

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit.

## Unit I

1. How would a business with a strong customer focus differ from one with a weak market orientation ? 15
2. How would marketing knowledge influence market-based management and the use of marketing performance metrics such as customer satisfaction, customer retention, and the customer loyalty ? 15

## Unit II

3. What happens when a business is able to segment a market on the basis of needs but unable to demographically or behaviourally identify the segments ? 15
4. Why would a brand name such as Sony, Coca-Cola and Amazon create customer value and provide a basis for product positioning and differentiation ? 15

## Unit III

5. How would the cost-based pricing lead to a price higher than target customers are willing to pay ? How does this impact the profit of a business ? 15
6. What are the advantages of a product strategy involving a strong core brand with flanker brands ? Under what conditions would this product line strategy fail ? 15

## Unit IV

7. How does e-Marketing help business reach customers, lower cost and improve customer service ? 15
8. Why type of marketing communication would be most effective in motivating individuals to donate to a social cause ? 15

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**18BB2005**

**M.B.A. EXAMINATION, May 2019**

(Second Semester)

(C. Scheme) (Main Only)

(MBA)

MBA110C

**MARKETING MANAGEMENT**

*Time : 3 Hours]*

*[Maximum Marks : 75*

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(4-05/5) M-18BB2005

**P.T.O.**



### Unit I

1. Why is implementation as important as marketing plan development in achieving marketing success ? 15
2. Why is relative market share a better measure of competitive position than market share ? 15

### Unit II

3. Many consumer goods companies have recently been experimenting with the possibilities of a customized target marketing strategy. What are the advantages and limitations ? 15
4. What are the difference between organizational buying behaviour and consumer buying behaviour ? 15

### Unit III

5. Outline the main stages in the new product development process, indentifying the potential sources of failure at each stage. 15

6. Accountants are always interested in profit margins, sales managers want low prices to help push sales and marketing managers are interested in high prices to establish premium positions in the market place. To what extent do you agree with the statement in relation to the setting of prices ? 15

### Unit IV

7. Describe situations that can lead to conflict between channel members. What can be done to avoid and resolve conflict ? 15
8. Discuss the impact of the growth of online retailing on other retail formats. 15

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**18BB2006**

**M. B. A. EXAMINATION, May 2019**

(Second Semester)

(C. Scheme) (Main Only)

MBA

MBA112C

**HUMAN RESOURCE MANAGEMENT**

*Time : 3 Hours]*

*[Maximum Marks : 75*

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Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit.

(4-16/1) M-18BB2006

P.T.O.



### Unit I

1. Explain what HR management is and how it relates to the management process. 15
2. Compare the authority of line and staff managers. Give examples of each. 15

### Unit II

3. Explain how you would conduct a job analysis ? 15
4. What do you understand by Human Resource Planning ? Discuss the process of HRP. 15

### Unit III

5. What are some typical on the job training techniques ? What do you think are some of the main drawbacks of relying on informal on the job training for breaking new employees into their jobs ? 15
6. Define career planning. Discuss the process of career planning. 15

### Unit IV

7. Discuss the pros and cons of different performance appraisal tools. 15
8. What is the relationship between compensable factors and job specifications ? 15

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**18BB2007**

**M.B.A. EXAMINATION, Dec. 2019**

(Second Semester)

(C Scheme) (Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MBA114C .

International Business

*Time : 3 Hours]*

*[Maximum Marks : 75*

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Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(3-14/11)M-18BB2007

P.T.O.

### Unit I

1. Define the term 'International Business'. Compare and contrast International business with Domestic business.
2. What do you mean by trade barriers ? Is there need to remove these barriers to accelerate country's economy ?

### Unit II

3. Explain the concept of organizational structure in relation to international business. Bring out the factors that affect international organizational structure.
4. Discuss the Prahlad and Doz's model of international business competitive strategy. How is it different from Porter's strategy model ?

### Unit III

5. How do the theories of absolute advantage and comparative advantage differ from each other ?

6. What are the causes of an adverse Balance of Payment ? Give suggestions to remove unfavorable Balance of Payment.

### Unit IV

7. Explain the objectives of the International Monetary Fund. Discuss how far it has been successful in achieving these objectives.
8. What are the various intellectual property rights ? Discuss the role of TRIPS in protecting IPRs.