

No. of Printed Pages : 03

Roll No.

18DD2001

M.B.A. EXAMINATION, Dec. 2019

(Fourth Semester)

(C Scheme) (Re-appear)

(MBA)

MBA202C

ENTREPRENEURSHIP

Time : 3 Hours]

[Maximum Marks : 80

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.

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

(3-15/13)M-18DD2001

P.T.O.

Unit I

1. (a) Give an account of the emergence of entrepreneurial class and elaborate the various types of entrepreneurs.
(b) Spell out the importance of entrepreneurship to a nation ? What are the myths about entrepreneurship ?
2. Explain the characteristics of successful entrepreneurs ? Describe the competencies needed in a successful entrepreneur.

Unit II

3. "All ideas need not necessarily become sound business opportunities." In reference to this statement explain the steps in idea and opportunity assessment.
4. (a) Explain the different contents in a Business Plan. Explain the various reasons for the failure of business plan.
(b) As a potential entrepreneur, how would you construct a business plan to satisfy your banker ?

Unit III

5. Define Social Entrepreneurship. What are there fundamental differences in the people who go to work for a social versus not-for-profit startup ? State the importance of Social Entrepreneurship.
6. (a) State and explain the problem and prospect of women entrepreneurs in India.
(b) What are the major financial schemes available for the promotion of women entrepreneurship in India ?

Unit IV

7. Bring out the importance of government support that entrepreneurs in India get through different specialized agencies and institutions.
8. Write short notes on the following :
(a) Technology up-gradation scheme for MSME
(b) Marketing Assistance Scheme for MSME.

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Roll No.

18DD2002

M.B.A. EXAMINATION, May 2019

(Fourth Semester)

(C Scheme) (Main Only)

MASTER OF BUSINESS ADMINISTRATION

MBA204C

Indian Ethos, Business Ethics and Corporate
Governance

Time : 3 Hours]

[Maximum Marks : 75

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.

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

Unit I

1. What is Corporate Governance ? Discuss the principles of corporate Governance and its mechanism.
2. Discuss the various theories of corporate governance.

Unit II

3. Discuss the role of Auditors and Non-executive directors in corporate governance.
4. Explain CII code on corporate Governance.

Unit III

5. What is Business Ethics ? Discuss the arguments for and against business ethics.
6. Why do we need Business Ethics ? Explain role of ethics in ensuring corporate Governance.

Unit IV

7. Explain the role of ethics in advertising.
8. Write notes on the following :
 - (a) Whistle Blowing
 - (b) Glass Ceiling
 - (c) Work Place Safety.

No. of Printed Pages : 3

Roll No.

18DD2011

M.B.A. EXAMINATION, May 2019

(Fourth Semester)

(C Scheme) (Main Only)

(MBA)

MM09C

SALES & DISTRIBUTION MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 75

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.

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

(4-07/9) M-18DD2011

P.T.O.

Unit I

1. What do you mean by sales forecasting ? Discuss its important methods and their relative merits and demerits.
2. Why the firm should go for designing the sales territory ? List out the major difference between the buildup and break down method. Which one is best for designing ?

Unit II

3. Define the organizational structure of sales force. Also discuss the selection process of sales personnel in detail.
4. List out the various methods of compensation that a sales manager uses for compensate and motivate the sales force.

Unit III

5. Enumerate the various reasons that give rise to channel conflict also discuss the methods to manage that conflicts.

6. Define the various types of channel intermediaries in the distribution channel management.

Unit IV

7. Elaborate the concepts of logistics management with its scope, objectives and key functional area.
8. Write notes on the following :
 - (a) Vehicles routing and scheduling
 - (b) Factors affecting for transportation cost

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Roll No.

18DD2004

M.B.A. EXAMINATION, Dec. 2019

(Fourth Semester)

(C. Scheme) (Re-appear)

MASTER OF BUSINESS ADMINISTRATION

FM07C

Financial Derivatives

Time : 3 Hours]

[Maximum Marks : 75

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.

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

Unit I

1. What are the salient features of derivatives and what is the need for derivatives ?
2. Explain the evolution of derivatives in Indian Financial Market. What are the myths associated with derivatives in India ?

Unit II

3. What do you understand by financial future contracts ? Explain the types of financial future contracts.
4. Illustrate the mechanism of future market trading. Also elucidate various functions of future market.

Unit III

5. Explain the circumstances under which an option would be exercised. Distinguish between futures and option contracts.

6. Write notes on the following :
 - (a) American option
 - (b) OTC traded options
 - (c) Time value of the options.

Unit IV

7. Describe the factors affecting options pricing. Explain the Binominal option pricing model using illustration.
8. Explain the salient features of interest rate swaps. What are different kinds of interest rate swaps are available in Indian financial market ?

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18DD2014

M.B.A. EXAMINATION, Dec. 2019

(Fourth Semester)

(C Scheme) (Re-appear)

(MBA)

HRM07C

TRAINING AND DEVELOPMENT

Time : 3 Hours

[Maximum Marks : 75

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.

Note : The question paper comprises eight questions, *two* questions in each Unit. Attempt *four* questions selecting *one* question from each Unit. All questions carrying equal marks.

Unit I

1. Discuss the various tools and techniques used for training need assessment.
2. What are the trends in training ? Explain the aligning training with strategy and its importance.

Unit II

3. Explain the various factors to be considered in designing and conducting a training programme.
4. What is the role of trainer in making class-room training conducive for the learners ?

Unit III

5. Discuss the various training methods. Explain the role and applications of various audio-visual aids in training programme.
6. Discuss the role of trainers and line managers in the evaluation of training programme.

Unit IV

7. Critically analyze the cross cultural preparation for training programmes effectiveness.
8. What are the characteristics of managers ? Explain the possible source of knowledge for different levels of managers.'