

# 18CC2001

## M.B.A. EXAMINATION, 2020

(Third Semester)

(C Scheme)

(Re-appear Only)

MASTER OF BUSINESS ADMINISTRATION

MBA201C

Quantitative Techniques

*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.

### Unit I

1. What do you mean by quantitative techniques ? Explain its scope and role of quantitative techniques in managerial decision-making.

2. Maximize  $Z = 3x_1 + 2x_2$

Subject to

$$-x_1 + 2x_2 \leq 4$$

$$3x_1 + 2x_2 \leq 14$$

$$x_1 - x_2 \leq 3$$

and

$$x_1, x_2 \geq 0$$

Solve the above problems by simplex methods.

## Unit II

3. Solve the following transportation schedule from the following in order to minimize transportation costs :

Plant	X	Y	Z	Supply (Unit)
A	5	2	8	150
B	4	3	5	150
C	2	4	3	200
D	6	3	4	250
Demand (Units)	250	200	300	750

4. A dairy plant has five milk tankers I, II, III, IV & V. These milk tankers are to be used on five delivery routes A, B, C, D and E. The distances (in kms) between dairy plant and the delivery routes are given in the following distance matrix :

	I	II	III	IV	V
A	160	130	175	190	200
B	135	120	130	160	175
C	140	110	155	170	185
D	50	50	80	80	110
E	55	35	70	80	105

How the milk tankers should be assigned to the chilling centers so as to minimize the distance travelled ?

## Unit III

5. A physician purchases a particular medicine on Monday of each week. The medicine must be used within the week following, otherwise it becomes worthless. The medicine cost Rs. 2 per dose and the physician charges Rs. 4 per dose. In the past 50 week, the records of uses are as follows :

Dose per week	:	20	25	40	60
No. of week	:	5	15	25	5

Calculate : (i) Expected monetary value (ii) Expected opportunity loss and (iii) Expected value of perfect information EVPI

6. A small project consisting of eight activities has the following characteristics :

Activity	Preceding Activity	Time – Estimates (in weeks)		
		Most Optimistic time (a)	Most Likely time (m)	Most Pessimistic time (b)
A	None	2	4	12
B	None	10	12	26
C	A	8	9	10
D	A	10	15	20
E	A	7	7.5	11
F	B,C	9	9	9
G	D	3	3.5	7
H	E,F,G	5	5	5

- (a) Draw the PERT network for the project.
- (b) Prepare the activity schedule for the project.
- (c) Determine the critical path.
- (d) If a 30-weeks deadline is imposed, what is the probability that the project will be finished within the time limit ?

#### Unit IV

7. Write short notes on the following :
  - (a) Explain the application of queuing theory in area of Business
  - (b) Explain the advantages of simulations.
8. What do you mean by game theory and explain its scope and importance.

## 18CC2002

### M.B.A. EXAMINATION, 2020

(Third Semester)

(C Scheme)

(Re-appear Only)

MASTER OF BUSINESS ADMINISTRATION

MBA203C

Corporate Strategy

*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. What are the elements of the strategic management process ? How are they interrelated ? 15
2. How strategic intent different from mission and vision ? Why should companies give importance to strategic intent ? 15

#### Unit II

3. (a) How do the five forces of competition in an industry affect its profit potential ? 10  
(b) Why is it important for a firm to study and undersand the external environment ? 5

4. What are the different levels of diversification firm can pursue by using different corporate-level strategies ? 15

### **Unit III**

5. What does it mean to say that strategy and structure have a reciprocal relationship ? 15
6. Why is an understanding of corporate culture important while implementing the strategy ? 15

### **Unit IV**

7. Why companies should evaluate their strategy ? What are the techniques can be used for strategic control ? 15
8. (a) Operational Control. 7  
(b) Role of organizational system in evaluation. 8

No. of Printed Pages : 03

Roll No. ....

**18CC2015**

**M.B.A. EXAMINATION, 2020**

(Third Semester)

(C Scheme) (Main & Re-appear)

(MBA)

HRM02C

COMPENSATION AND BENEFITS

MANAGEMENT

*Time : 2½ Hours]*

*[Maximum Marks : 75*

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**Note :** Attempt *Four* questions in all. All questions carry equal marks.

(3)M-18CC2015

1

1. What do you mean by term Compensation ?  
Also discuss components and objectives of compensation.
2. Explain in detail the economic and behavioral theories of compensation.
3. What is team based compensation ? How can organization design a perfect team based compensation plan ?
4. Write short notes on the following :
  - (a) Pay for performance plans.
  - (b) Types of incentive schemes.
5. What is competency based compensation ?  
Discuss in detail classification of employee benefits.
6. Explain in detail components of executive compensation package with their importance.

7. Write short notes on the following :
  - (a) Legal framework of compensation
  - (b) Retirement plans.
  
8. Discuss in detail the tax implications of compensation. Also explain Compensation and Income Tax Act.



No. of Printed Pages : 03

Roll No. ....

**18CC2018**

**M.B.A. EXAMINATION, 2020**

(Third Semester)

(C Scheme) (Main & Re-appear)

(MBA)

HRM05C

STRATEGIC HUMAN RESOURCE  
MANAGEMENT

*Time : 2½ Hours]*

*[Maximum Marks : 75*

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**Note** : Attempt *Four* questions in all. All questions carry equal marks.

(3)M-18CC2018

1

1. Define the objectives and different components of SHRM. Explain the barriers to strategic HR.
2. What is investment perspective of SHRM ? Explain the importance and the factors influencing investment perspectives in HRM.
3. Define Human Resource Planning, its significance and the process of Human Resource Planning.
4. Explain the rationale of HR evaluation and the distinctive HR practices with the linkages between HRM and the Firm performance.
5. Define the concept of training and development its purpose and the various forms of training and development.
6. Explain the typology of performance types and the different methods of recruitment.

7. Explain the pay for performance approach in details with its pros and cons.
8. What is employee separation ? Explain the various types and the reasons for employee separation from them job. Discuss the impact of separation on the organization.

No. of Printed Pages : 03

Roll No. ....

**18CC2009**

**M.B.A. EXAMINATION, 2020**

(Third Semester)

(C Scheme) (Main & Re-appear)

(MBA)

MM01C

SERVICES MARKETING

*Time : 2½ Hours]*

*[Maximum Marks : 75*

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**Note :** Attempt *Four* questions in all. All questions carry equal marks.

1. Define services. Compare goods and services with the help of relevant examples.

(5)M-18CC2009

1

2. Explain, why 4Ps marketing mix framework becomes inadequate in marketing services ?
3. Discuss the various types of pricing approaches. What is the relationship between cost, price and value ?
4. What are the promotional challenges faced by a marketer of service ? List challenges and suggest solutions.
5. Why people are important in services ? Differentiate between high-contact and low-contact services. How does the role of people differ in the services ?
6. What is GAPS model of services quality ? Discuss the various gaps and suggest strategies for bridging those gaps.
7. How do customers feel when they have to wait for their turn ? Can a marketer ignore the waiting psychology of customers ?

8. Explain the relationship building. What are the levels of relationship building ? Also, discuss the relationship tools and strategies.

No. of Printed Pages : 03

Roll No. ....

**18CC2011**

**M.B.A. EXAMINATION, 2020**

(Third Semester)

(C Scheme) (Main & Re-appear)

(MBA)

MM03C

RETAIL MANAGEMENT

*Time : 2½ Hours]*

*[Maximum Marks : 75*

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**Note :** Attempt *Four* questions in all. All questions carry equal marks.

**(5)M-18CC2011**

**1**

1. What is organised retailing ? Explain the factors affecting the growth of retail sector in India with examples.
2. Explain the features of Discount store, Supermarket, Hypermarket as retail store format in Indian retail sector.
3. What do you understand by shopper behaviour process ? Explain the factors affecting the retail shopper behaviour with examples.
4. Elucidate the steps for the selection of retail store location with the help of example.
5. What is the criteria for the selection of suppliers for retail merchandise ? Do you think that a same criterion is appropriate in various format of retail store ? Give your views to support your answer.
6. Explain the importance and process of category management for Hypermarket format of retail store with examples.



7. Discuss any *two* models of service quality and relevance of each in the context of retail stores in India.
8. Enlighten the role of retail store image for customer loyalty. Can retail store image increase by the enhancement in service quality ? Give the answer in your support.

No. of Printed Pages : 03

Roll No. ....

**18CC2005**

**M.B.A. EXAMINATION, 2020**

(Third Semester)

(C Scheme) (Main & Re-appear)

(MBA)

FM02C

MANAGING BANKS AND FINANCIAL  
INSTITUTIONS

*Time : 2½ Hours]*

*[Maximum Marks : 75*

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**Note :** Attempt *Four* questions in all. All questions carry equal marks.

(5)M-18CC205

1

1. What do you mean by financial system ? Discuss the different components of Indian financial system with suitable examples.
2. Write short notes on the following as financial market regulators :
  - (a) Reserve Bank of India (RBI)
  - (b) Insurance Regulatory and Development Authority (IRDA).
3. What do you understand by Regional Rural Banks (RRBs) ? Distinguish between RRBs and commercial banks.
4. Briefly explain the following :
  - (a) Cooperative banks and their importance.
  - (b) Role of banking sector in economic development.
5. What is CAMELS approach ? Also discuss disclosure requirements for banks financial health.
6. Write short notes on the following :
  - (a) State the role of CIBIL for banks.
  - (b) Comment on the sources of liquidity risks.

7. What do you mean by Non-Banking Financial Companies (NBFCs) ? Comment on the guidelines on fair practices code for NBFCs.
8. Write short notes on the following :
  - (a) Give your views about depositories.
  - (b) Regulatory framework related with credit rating agencies.

No. of Printed Pages : 03

Roll No. ....

**18CC2006**

**M.B.A. EXAMINATION, 2020**

(Third Semester)

(C Scheme) (Main & Re-appear)

(MBA)

FM03C

FINANCIAL MARKETS AND SERVICES

*Time : 2½ Hours]*

*[Maximum Marks : 75*

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**Note :** Attempt *Four* questions in all. All questions carry equal marks.

(5)M-18CC2006

1

1. Explain the following :
  - (a) Role of capital market in capital formation
  - (b) Role of SEBI as a protector of investor.
2. Explain the functions of various participants of Indian financial system with their relevance.
3. Explain the following with their functions :
  - (a) Merchant Banker
  - (b) Underwriters.
4. Enlighten the features of secondary market. Also explain the steps of trading and settlement mechanism of cash market with example.
5. “Investment in mutual funds is subject to market risk”, what do you understand by market risk behind the investment in mutual fund ? Can you decrease the risk while making investment in mutual funds ? Justify your answer with relevant points.

6. List out the types of general insurance. Discuss the factors affecting the growth of general insurance in India.
7. In the present scenario of Indian economy, what should be the major considerations of giving credit rating to banking sector ? Explain with examples.
8. Discuss the factors affecting lease decision for office space requirement for IT Sector Company. Also list out the tax benefits available for above company behind lease decision.

No. of Printed Pages : 03

Roll No. ....

**18CC2019**

**M.B.A. EXAMINATION, 2020**

(Third Semester)

(C Scheme) (Main & Re-appear)

(MBA)

IB01C

FOREIGN EXCHANGE MANAGEMENT

*Time : 2½ Hours]*

*[Maximum Marks : 75*

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**Note** : Attempt *Four* questions in all. All questions carry equal marks.

(3)M-18CC2019

1



1. What are the major determinants of exchange rate ? Examine the impact of interest rate and inflation rate movement on exchange rate determination with example.
2. Explain the following :
  - (a) Arbitration in Forex Market
  - (b) Bid-Ask spread and Forward premium.
3. What is interest rate parity ? How does it work ? How does it differ from expectation theory ? Give an example to illustrate your answer.
4. Explain the following :
  - (a) International Fisher Effect
  - (b) Recent reforms in Forex Market in India.
5. (a) A bank finds that its assets are not matched with its liabilities. It is taking floating rate deposits and making Fixed-rate loans. How can swaps be used to offset the risk ?

- (b) Differentiate between forward and future contracts with suitable examples.
6. “Options provide right and not obligation to the buyer of an option whereas the writer is always under Obligation, if buyer desire so.”, explain the statement in the light of feature of option contract.
  7. Explain the difference between transaction exposure and translation exposure with reference to international financial management.
  8. What are the various alternative available to a firm to finance its international trade and investment ? Explain *two* major methods of financing international operations.

No. of Printed Pages : 03

Roll No. ....

**18CC2022**

**M.B.A. EXAMINATION, 2020**

(Third Semester)

(C Scheme) (Main & Re-appear)

(MBA)

IB04C

INTERNATIONAL BUSINESS

ENVIRONMENT

*Time : 2½ 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 *Four* questions in all. All questions carry equal marks.

(3)M-18CC2022

1

1. “International business is only an extension of and a variation on domestic business.” Critically evaluate the statement.
2. Discuss the important elements of culture and their impact on a firm’s international business operation.
3. Enumerate the features of different types of trading blocks. Explain the rationale for trading blocks coming into existence.
4. What is economic environment ? How is the economic environment of host country important for an international manager ?
5. What is political risk ? How do MNC’s manage political risk ? Give suitable examples.
6. What is international legal environment ? What are the major types of legal systems and implications of these legal systems on international business decisions ?

7. Write short notes on the following :
- (a) The recent trends and current issues in technology transfer.
  - (b) Levels of transfer of technology. Give suitable illustrations.
8. (a) Discuss the concept of transfer of technology.
- (b) Explain the role of transfer of technology in international trade.