

18BB2001

M.B.A. EXAMINATION, 2020

(Second Semester)

(C Scheme)

(Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MBA102C

Organizational Behaviour

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 Organizational Behaviour ? Also explain evolution and models of OB. 15
2. What is meant by Value ? Discuss in detail the types and formation of values. 15

Unit II

3. What do you mean by Learning ? Explain theories of learning with suitable examples. 15

4. Write short notes on the following : 7.5+7.5
- (a) Types of Emotions
 - (b) Process of Perception.

Unit III

5. Define the term Team. Also discuss the types of team and difference between groups and teams. 15
6. Discuss the concept of Conflict Management. Also discuss sources of Conflict with suitable examples. 15

Unit IV

7. Write short notes on the following : 7.5+7.5
- (a) Determinants of Organizational Climate
 - (b) Lewin's Three-step model of change.
8. What is Organizational Change ? Also discuss resistance to change and strategies for managing the change. 15

18BB2003

M.B.A. EXAMINATION, 2020

(Second Semester)

(C Scheme) (Main & Re-appear)

(MASTER OF BUSINESS ADMINISTRATION)

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.

Unit I

1. How would you define Business Research ? What are the major components of a good research study and describe the precautions to the researcher in India.
2. What is of more value to the corporate/business world—basic, fundamental, or applied research ? Justify your answer.

Unit II

3. What do you mean by Research Design ? What are the distinguishing features of each ? Differentiate by giving appropriate examples.

4. Write short notes on the following :
- (a) Explain the importance of dependent and independent variables in research
 - (b) Explain the importance of Qualitative and Quantitative Research.

Unit III

5. What do you mean by sample design and enumerate the different methods of collecting data. Explain its merits and demerits.
6. State the reasons why sampling is used in the context of research studies ?

Unit IV

7. Write short notes on the following :
- (a) Role of data analysis and data coding
 - (b) Explain the process of testing of hypothesis
 - (c) Explain the various types of charts and diagrams used in research.
8. What do you mean by Research Report ? “Report writing is more an art that hinges upon practice and experience.” Discuss.

18BB2004

M.B.A. EXAMINATION, 2020

(Second Semester)

(C Scheme)

(Main & Re-appear)

MBA

MBA108C

CORPORATE FINANCE

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. Explain the functions of Financial Management in the globalized senario of business. Examples should be the part of your answer. **15**
2. Distinguish Capital Market and Money Market. Explain the various instruments of each market. **15**

Unit II

3. Describe the various types of risk associated in investment decision. Explain the certainty equivalent coefficient method and its relevance in capital budgeting decision. **5+10**

4. XYZ firm is considering two projects A and B, the details of which are : **5+5+5**

	Year	Project-A	Project-B
Investment (Rs.)	0	2,50,000	2,80,000
Cost of capital (%)		12	13
Tax Rate (%)		30	30
Depreciation Rate (%)		25	25
Cash Flows (Rs.)	1	45,000	70,000
	2	60,000	85,000
	3	75,000	95,000
	4	90,000	60,000
	5	76,000	50,000
	6	50,000	45,000
	7	40,000	50,000

Compute the Pay Back period, NPV and PI and suggest that which project is suitable for investment and why ?

Unit III

5. Explain the following : **7½×2=15**
 (a) Earning yield and Dividend yield method of cost of equity (k_e)
 (b) Numerical example of EBIT-EPS analysis.
6. Explain NI and NOI approach of capital structure with numerical example. Also describe the relevance of these two approaches in the present scenario of financing decision. **10+5**

Unit IV

7. Explain the following with numerical example : **7½×2=15**
 (a) EOQ technique
 (b) Walter's model.
8. Differentiate permanent working capital and temporary working capital. What would be the sources of finance of permanent working capital and temporary working capital ? Explain the factors affecting the requirement of working capital in manufacturing Sector Company. **4+4+7=15**

18BB2005

M.B.A. EXAMINATION, 2020

(Second Semester)

(C. Scheme) (Main & Re-appear)

MARKETING MANAGEMENT

MBA110C

Master of Business Administration

Time : 3 Hours]

[Maximum Marks : 75

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

Unit I

1. How is a strategic market plan different from a strategic market planning process ? **15**
2. What factors help accelerate market growth ? How can a business affect these factors to accelerate market growth ? **15**

Unit II

3. How does a business such as Domino's, Pizza Hut and FedEx develop a positioning strategy around some aspect of service differentiation ? **15**
4. When would a business pursue a single-segment marketing strategy ? **15**

Unit III

5. Why is the product life-cycle used in evaluating the current and future sales and profit of a business's portfolio of products ? **15**
6. How does value-based pricing differ from cost-based pricing ? What does a business do if the value-based price is not high enough to deliver desired levels of profitability ? **15**

Unit IV

7. How does the use of multiple channels affect the growth of a business ? **15**
8. How does promotional elasticity for a product change with advertising support ? What effect does market share have on promotional elasticity ? **15**

18BB2006

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(Second Semester)

(C Scheme)

(Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MBA112C

HUMAN RESOURCE 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. Illustrate the difference between personnel management and HRM. **15**
2. Give examples and explain how HR management concepts and techniques can be of use to all managers. **15**

Unit II

3. What do you understand by Job Design ? Discuss the factors affecting job design. **15**

4. Write short notes on the following :
- (a) HRP process 7½
 - (b) Recruitment and selection. 7½

Unit III

5. Define Training. Critically analyse different methods of training. 15
6. "Career development of employees is the important and most difficult task for HR personnel." Comment. 15

Unit IV

7. Discuss the role of HRIS for human resource management for organisations to have competitive edge over their counterparts. 15
8. Write short notes on the following :
- (a) Compensation 7½
 - (b) Human Resource Accounting. 7½

18BB2007

M.B.A. EXAMINATION, 2020

(Second Semester)

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MASTER OF BUSINESS ADMINISTRATION

MBA114C

INTERNATIONAL BUSINESS

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 do you mean by Licensing and Franchising ? What are their merits and demerits ?
2. Describe the reasons why firms go for international business. Explain the challenges faced by firms when they go for international business.

Unit II

3. What is the role of competitive strategies in International Business ? Discuss the use of Porter's strategy model in relation to international business.

4. Illustrate the significance of foreign investment in the economic development of a country. Enumerate the factors affecting foreign investment.

Unit III

5. Explain the Vernon's theory of international product life-cycle with examples. How can this theory be used to explain international trade ?
6. Enumerate the constituents of capital account and current account. What are the differences between two ?

Unit IV

7. Enumerate the features of current EXIM policy. What is the importance of this policy in current economic environment ?
8. What are the various methods of payment in International Payment ? Discuss the challenges faced by companies in case of International Payments.