

18DD2001

M.B.A. EXAMINATION, 2020

(Fourth Semester)

(C Scheme)

(Main & Re-appear)

MBA

MBA202C

ENTREPRENEURSHIP

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. Define the concept of Entrepreneurship and explain its process in detail.
2. Describe the various economic and non-economic factors which affect the entrepreneurial growth.

Unit II

3. Explain the Ramp Model and Mullins' seven domain framework for evaluating entrepreneurial programme.

4. Describe the procedure followed by an entrepreneur for setting up of their Enterprise.

Unit III

5. Discuss the challenges in the path of Women Entrepreneurship.
6. Write down the characteristics of Social Entrepreneur and how you can evaluate the performance of Social Entrepreneur.

Unit IV

7. Discuss the various schemes offered by the Government of India to MSME.
8. Write down the criteria followed by the Bankers while taking the lending decision and also differentiate between funding from banks and lease financing.

18DD2002

M.B.A. EXAMINATION, 2020

(Fourth Semester)

(C Scheme)

(Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MBA204C

Indian Ethos, Business Ethics and Corporate Governance

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. Describe the origin and development of corporate governance. Also discuss agency theory of corporate governance. **15**
2. Write short notes on the following : **7+8**
 - (a) Indian model of corporate governance
 - (b) Comment on transparency, accountability and empowerment in reference to corporate governance.

Unit II

3. What is the structure of a Board of Directors ? Also discuss the role of audit committee of Board of Directors. **15**
4. Write briefly on the following : **7+8**
- (a) Comment on clause 49 of listing agreement
 - (b) Discuss CII code on corporate governance.

Unit III

5. What is the need of business ethics ? Discuss your arguments for and against business ethics. **15**
6. Write your views about economic issues and competitive issues related with business ethics. **15**

Unit IV

7. What do you mean by monopoly market ? Discuss the characteristics of monopoly market. **15**
8. Briefly explain the following : **5+5+5**
- (a) Workers Rights and Duties
 - (b) Workplace Safety
 - (c) Employee Discrimination.

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M.B.A. EXAMINATION, 2020

(Fourth Semester)

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MASTER OF BUSINESS ADMINISTRATION

FM07C

FINANCIAL DERIVATIVES

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. Provide a brief history of derivatives market. Discuss the uses of derivatives market.
2. Define the term 'Derivatives'. Describe the myths associated with derivatives in India.

Unit II

3. Discuss the evolution of futures market in India. What are various functions of futures market ?

4. Explain the concept of 'Future Pricing'. Illustrate the cost of carry approach theory of future pricing.

Unit III

5. What do you mean by option contracts ? Explain call option and put option in detail.
6. Explain the option valuation. How intrinsic value is different from time value of options ?

Unit IV

7. Explain the evolution of swap market. What are the features of swaps ?
8. What are different kinds of interest rate swaps are available in Indian financial market ?

18DD2006

M.B.A. EXAMINATION, 2020

(Fourth Semester)

(C Scheme) (Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

FM09C

International 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 role of finance manager in the context of international financial management for a multinational firm. **15**
2. What does Capital account of a country demonstrate ? Explain the importance of study BOP for a developing country. **15**

Unit II

3. Explain the following : **7.5 each**
 - (a) Difference between Spot market and Forward market
 - (b) Nominal, real and effective exchange rate.

4. List out the major participants in foreign exchange markets. Explain the factors affecting the exchange rate determination of a developing country like India. **15**

Unit III

5. Explain the following :
- (a) Difference between transaction risk exposure and translation risk exposure.
 - (b) Importance of forecasting exchange rate of currency for exporters and importers in short term. **8+7=15**
6. What do you understand by FOREX risk management ? Examine the different techniques to offset the foreign exchange risk. **15**

Unit IV

7. Explain the importance to evaluate the political risk, investment value and cost of capital for a multinational firm while taking the investment decision in developing country like India. **15**
8. Explain the following : **7.5 each**
- (a) Need of DTAA for India
 - (b) Need to go internationalized for a company.

18DD2014

M.B.A. EXAMINATION, 2020

(Fourth Semester)

(C Scheme)

(Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

HRM07C

Training and Development

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. Needs assessment involves organizational, Operational and Personal analysis which one of these analyses do you believe is most important and which is least ? Why ?
2. Write the concept of training. Also explain the various steps followed to design a effective training program.

Unit II

3. What is learning ? Explain the reinforcement and social theory of learning.

4. Discuss the implications of adult learning theory and information processing theory into the designing of a training program.

Unit III

5. Discuss the strength and weaknesses of Presentations and Group building methods.
6. Why is there a need to evaluate the training program ? Explain the approaches to evaluate the training methods.

Unit IV

7. What is succession planning ? Explain the process of succession planning and how the nine-box grid is used in succession planning ?
8. Explain the following terms :
 - (a) Melting the glass ceiling
 - (b) Joint union management programs.

18DD2016

M.B.A. EXAMINATION, 2020

(Fourth Semester)

(C Scheme)

(Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

HRM09C

International HRM

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 is International Human Resource Management ? Discuss in detail various approaches and challenges of IHRM.
2. Define the term Multiculturalism. Also discuss cross-cultural differences and similarities.

Unit II

3. Discuss in detail political, legal and technological international environment.

4. Write short notes on the following :
 - (a) Selection criterion for international staffing.
 - (b) Off shoring vs. Outsourcing.

Unit III

5. What do you understand by International Compensation ? Discuss various components of expatriate compensation package.
6. What is Expatriate Training ? Also explain types and emerging trends in expatriate training for competitive advantage.

Unit IV

7. Write short notes on the following :
 - (a) Process of repatriation
 - (b) Approaches of international industrial relations.
8. What is Cross Cultural Communication ? Discuss in detail communication process and barriers in international communication.

18DD2018

M.B.A. EXAMINATION, 2020

(Fourth Semester)

(C Scheme)

(Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

IB06C

International 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.

Unit I

1. "Operating in International markets is much more complex than marketing domestically." Critically evaluate the statement with suitable examples. **15**
2. Write a detailed note on EPRG framework in international marketing. **15**

Unit II

3. "Analysis of global economic environment is quite essential to international marketing in today's scenario." Critically comment on the statement. **15**

4. Explain the concept of export promotion in view of various decisions an international marketing manager is required to take before entering and operating in international markets. **15**

Unit III

5. Write a note on Product Adaptation vs. Product Standardization. **15**
6. Discuss the issues related to promotion decisions in the international marketing. Describe the components of international advertising strategy. **15**

Unit IV

7. As a newly appointed export manager, you have received an export order for export of basmati rice to Saudi Arabia. Write down that you take for executing the export order. **15**
8. Explain the concept of international logistics and its significance in international marketing. **15**

18DD2020

M.B.A. EXAMINATION, 2020

(Fourth Semester)

(C Scheme)

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MASTER OF BUSINESS ADMINISTRATION

IB08C

International Trade Laws

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. Define international law. Explain various sources of international law.
2. Explain international criminal jurisdiction. What are the basic principles of international criminal jurisdiction ?

Unit II

3. Give a brief introduction of United Nations. Discuss the role of united nations in international law.

4. Give a brief introduction of World Trade Organization. Explain dispute settlement procedure provided under WTO.

Unit III

5. What do you mean by international business disputes. How can these disputes be avoided ?
6. Define the term 'Mediation' ? What are the benefits of mediation in case of international disputes ?

Unit IV

7. What is corporate social responsibility ? How can CSR be helpful for developing countries ?
8. Define the term foreign investment. What are various modes through which investment can be done in a foreign country ?

18DD2009

M.B.A. EXAMINATION, 2020

(Fourth Semester)

(C Scheme)

(Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MM07C

International Marketing

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 is international marketing ? Discuss the various objectives of international marketing along with challenges involed in international marketing. **15**
2. Write a detailed note on EPRG framework in international marketing. **15**

Unit II

3. When entering a new market, how can one learn the culture ? What aspects of the culture would influence the marketing of women's designer blue jeans in different countries ? **15**

4. Describe various forms of government systems on the basis of economic systems and its impact on international marketing decisions with suitable illustrations. **15**

Unit III

5. Explain the concept of International Product Life Cycle (IPLC) with the appropriate examples. Can you identify and describe a few market situations where IPLC is not valid ? **15**
6. What is transfer pricing ? How do multinational companies organize their strategies for distributing the returns on capital employed ? **15**

Unit IV

7. What are the problems associated with conducting overseas market research ? How can overseas market research be conducted effectively ? **15**
8. Suggest a suitable foreign market entry strategy for a ready-made garment Small-scale Indian manufacturer willing to enter US market. Justify your answer. **15**

18DD2011

M.B.A. EXAMINATION, 2020

(Fourth Semester)

(C Scheme)

(Main & Re-appear)

MASTER OF BUSINESS ADMINISTRATION

MM09C

Sales and Distribution 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. Explain the nature, scope and importance of sales management.
2. Explain the qualitative methods of sales forecasting with its relative advantages and disadvantages.

Unit II

3. What is compensation ? Mention the steps involved in designing of a compensation plan.

4. Explain the following :
 - (a) How to calculate the Sales force required for a sales organization ?
 - (b) Challenges in developing a sales training program.

Unit III

5. What is distribution management ? Explain the role of Intermediaries in distribution management.
6. List out the various channels dynamics with its advantages and disadvantages.

Unit IV

7. Write short notes on the following :
 - (a) Factors affecting for transportation cost.
 - (b) Selection of Mode.
8. Differentiate between supply chain and logistics management. What are the influencing factors of supply chain.