

## 18DD2001

### M.B.A. EXAMINATION, 2021

(Fourth Semester)

(C Scheme) (Main & Re-appear)

MBA202C

ENTREPRENEURSHIP

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

1. Describe the types of entrepreneurs. Which one do you think most suitable for India ?
2. Discuss in detail process of entrepreneurship and EDP programmes.
3. Explain in detail RAMP model and seven domain framework.
4. What is a Business plan ? Also explain purpose and contents of a business plan.
5. Write short notes on the following :
  - (a) Types of social entrepreneur
  - (b) Emerging ecosystem for women entrepreneurs.
6. Define the term women entrepreneurship. Also discuss importance and problems of women entrepreneurs.

7. Write short notes on the following :

(a) Current scheme of MSME

(b) Venture capital funding.

8. Discuss in detail various sources of finance and seed funding for Ventures.

## 18DD2002

### M.B.A. EXAMINATION, 2021

(Fourth Semester)

(C Scheme) (Main & Re-appear)

INDIAN ETHOCS, BUSINESS ETHICS AND CORPORATE GOVERNANCE

MBA204C

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

1. Justify the need and relevance of corporate governance in developing countries with particular reference to India.
2. Compare and contrast the agency theory and the Stewardship Theory.
3. How is a director appointed in a company ? What are the duties and the responsibilities of a director ?
4. Discuss CII code on Corporate Governance.
5. Discuss the importance and relevance of ethics in Business.
6. Discuss, how ethics can make corporate governance more meaningful. Give suitable examples.

7. What do you mean by Whistle blowing ? Explain the benefits of good whistle blowing policy.
8. Discuss the role of ethics in Advertising.

**18DD2018**

**M.B.A. EXAMINATION, 2021**

(Fourth Semester)

(C Scheme) (Main & Re-appear)

INTERNATIONAL MARKETING MANAGEMENT

IB06C

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

1. Define 'International Marketing'. Explain different dimensions for International Marketing Decisions.
2. "Operating in international markets is much more complex than marketing domestically." Critically evaluate the statement with suitable examples.
3. Explain the role of cultural environment for international business with appropriate example.
4. Write a detailed note on Institutional Infrastructure requirements for export promotion in India.
5. Write a detailed about the management of international brands.
6. Explain international advertising and development of global brands.

7. Explain the new techniques of international marketing and the role of sub-contracting in International Marketing.
8. What do you mean by channel selection decisions ? Explain the process of selection of foreign distributors for international marketing.

**18DD2009**

**M.B.A. EXAMINATION, 2021**

(Fourth Semester)

(C Scheme) (Main & Re-appear)

INTERNATIONAL MARKETING

MM07C

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

1. Define International Marketing. Describe the various reasons for a firm to enter international markets.
2. Explain the concept of global marketing with the help of EPRG framework.
3. Why is it important for international marketer to study culture ? What are the available techniques available for undertaking cultural analysis ?
4. Discuss the role of India's trade institutional infrastructure/representative abroad in export promotion.
5. Elaborate various 'Product Strategies' for international markets with the help of suitable examples.
6. Critically evaluate the factors influencing international pricing decisions.

7. Explain the concept of distribution channels in international markets. Why is it more complex to manage distribution channels in international marketers compared to domestic ones ?
8. Suggest a suitable foreign market entry strategy for an internationally reputed Fast Food Chain-Quick Service Restaurant (QSR) willing to enter Indian markets. Justify your answer.