

Code No: D-16234

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, August / September 2022
Subject: Strategic Management
Paper – MB - 401

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 Explain the factors that shape strategy
- 2 Write about the Key Drivers for a change
- 3 Explain the Industry Life Cycle Stages
- 4 Write about Defensive Strategies
- 5 What is Good Corporate Citizenship?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Explain the stages in Crafting and execution of Strategy.
(OR)
(b) Explain the model of Strategy and its elements.
- 7 (a) Discuss how Environmental Analysis helps in Creating Strategy.
(OR)
(b) Elaborate Value Chain Analysis.
- 8 (a) Discuss how strategy can be tailored for weak and crisis ridden business.
(OR)
(b) Explain how competitive advantages are created and sustained.
- 9 (a) Discuss how Integration Strategies create value to the organizations.
(OR)
(b) Discuss the benefits, growth and drivers of outsourcing strategies.
- 10 (a) Explain how corporate culture helps in promoting SMART Governance.
(OR)
(b) Write a note on crafting a social responsibility strategy.

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Code No: D-16235

FACULTY OF MANAGEMENT
MBA (CBCS) IV-Semester Examination, August / September 2022

Subject: Business Intelligence
Paper – MB - 402

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 What is Real-time Business Intelligence?
- 2 What is the purpose of a Data Warehouse?
- 3 Differentiate Text Mining Vs Web Mining
- 4 What is Data Visualization?
- 5 What is Business Intelligence and Integration?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Discuss the history and evolution of Business Intelligence.
(OR)
(b) Explain about Business Intelligence Architecture.
- 7 (a) Describe the characteristics of Data Ware Housing in detail.
(OR)
(b) Explain Data Mining Functions and Applications in detail.
- 8 (a) Briefly explain the BPM methodologies.
(OR)
(b) Describe the Applications of BPM.
- 9 (a) Describe the usage and benefits of Business Analytics.
(OR)
(b) Explain the role of Business Analytics in Business success.
- 10 (a) Describe in detail about implementing of Business Intelligence.
(OR)
(b) Write about emerging trends in Business intelligence implementation.

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Code No: D-16236

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, August / September 2022

Subject: Supply Chain Management
Paper – MB – 403

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 What are the Functions of SCM?
- 2 Explain Integrated Logistics Management
- 3 What is Third Party Warehousing?
- 4 Explain Retail SCM
- 5 Explain Supply Chain Network Design

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Explain in detail the conceptual framework of SCM.
(OR)
(b) Explain in detail the Value Chain and Value Delivery Systems for Supply Chain Management.
- 7 (a) Critically examine the role of Inventory Management in SCM.
(OR)
(b) Explain the importance of Logistics in maximizing profitability and cashflows.
- 8 (a) What is Warehouse Automation? Explain types of Warehouses.
(OR)
(b) List and discuss the various modes of transport in Supply Chain Management.
- 9 (a) Discuss the role of IT in SCM.
(OR)
(b) Discuss the role of Packaging in SCM.
- 10 (a) Discuss the issues involved in Distribution Networks in Supply Chains.
(OR)
(b) Discuss the linkage between SCM and HRM.

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FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, August / September 2022
Subject: Investment Management
Paper: 404 – I (Finance)
Discipline Specific Elective – III (Finance)

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 Explain Risk-Return trade off
- 2 Explain Bond duration
- 3 Explain basic features of Common Stock
- 4 Explain Security Market Indexes
- 5 What are the benefits of Mutual Fund Investment?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Explain the investment decision making process and state the sources for investment information.

(OR)

- (b) Discuss various approaches for Investment Analysis to a Prospective Investor.

- 7 (a) What is Bond Indenture? Explain the factors affecting Bond yield?

(OR)

- (b) Mr. Somesh holds shares in Raj Ltd. He estimates the possible return and their probability as under. Calculate the expected return and standard deviation of expected return.

Possible return (%)	Probability
-20	0.10
-10	0.10
20	0.50
30	0.30

- 8 (a) Explain the price earning multiplier approach of valuation of stock?

(OR)

- (b) Explain the Capital Asset pricing model in valuation of stock?

- 9 (a) Discuss in detail Markowitz Model of Portfolio Analysis?

(OR)

- (b) Explain Arbitrage Pricing Theory?

- 10 (a) Explain Sharpe's and Treynor's ratios.

(OR)

- (b) Mr. Rajesh is having units in a Mutual Fund for the past three years. He wants to evaluate its performance by comparing it to the market.

	Fund	Market
Return	70.60	41.40
Standard Deviation	41.31	19.44
Risk-free Rate	25.00	2.00
β	1.12	-

Code No: D-16238

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, August / September 2022

Subject: Consumer Behaviour
Paper – MB – 404 -2
Discipline Specific Elective – III (Marketing)

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 What is Need recognition?
- 2 Define Cognitive learning
- 3 What is Cross culture?
- 4 Define Family life cycle
- 5 What is Information search?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) What are the major factors that influence consumer behaviour?
(OR)
(b) Choose any of your favorite brand and briefly explain the brand personality that it reflects.
- 7 (a) What is the classical conditioning theory of learning and how does it apply to consumer behaviour?
(OR)
(b) What are the stages involved in consumer information processing?
- 8 (a) Explain briefly how culture influences your purchase decisions.
(OR)
(b) How does lifestyle affect consumer behaviour?
- 9 (a) Briefly explain the decisions that a consumer takes during the purchase decision stage.
(OR)
(b) "Companies like to engage their consumers with post-purchase Communications". Why is post purchase behaviour an important stage in the consumer decision process?
- 10 (a) Describe the contemporary models of consumer behaviour.
(OR)
(b) Explain the Engel Blackwell model of consumer behaviour.

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Code No: D-16239

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, August / September 2022
Subject: Performance Management
Paper – MB – 404 – 3 (H)
Discipline Specific Elective – III (HRM)

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 What are Performance Targets?
- 2 What is Performance Analysis?
- 3 Define Performance Loop
- 4 What is Competency Gap?
- 5 Define Smart Pyramid

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Discuss the impact of HRM Practices in Performance.
(OR)
(b) Explain the result approaches to measuring Performance.
- 7 (a) Examine the self appraisal and 360 degrees appraisals.
(OR)
(b) What is critical incidents Worksheet? Explain.
- 8 (a) Write about Yerkes and Dodson's Law.
(OR)
(b) What is PM Pathway Analysis? Explain.
- 9 (a) Narrate Competence and Contribution related Pay Models.
(OR)
(b) Write about the Competency Causal Flow Model.
- 10 (a) Examine the DHL and RCN Models of Performance Management.
(OR)
(b) Write about Gilbert's Performance Matrix.

Code No: D-16240

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, August / September 2022
Subject: Database Management System
Paper – MB – 404 – 4 (S)
Discipline Specific Elective – III (Systems)

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 Explain Data Modeling
- 2 What is Null Values?
- 3 Explain Recovery Systems
- 4 Explain Personal Database
- 5 Explain Triggers

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Explain history of Database Systems in detail?
(OR)
(b) Explain Relational Data Structures and Entity Relationship diagrams.
- 7 (a) What are the advantages and limitations of RDBMS.
(OR)
(b) Explain briefly DDL, embedded SQL, QBE and QUEL.
- 8 (a) Explain Transaction definition in SQL and log based shadow paging.
(OR)
(b) Explain about concurrency control with Deadlock Methods.
- 9 (a) Explain Data Analysis, Mining and Warehousing in detail?
(OR)
(b) Explain distributed Query Processing and Information System.
- 10 (a) Explain SQL and SQL Commands for data definition?
(OR)
(b) How to create Index in stored procedures in SQL?

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Code No: D-16241

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, September 2022
Subject: Banking and Insurance
Paper – MB – 405 – 1 (Finance)
(Elective – IV – Finance)

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 What is Private Banking?
- 2 What is Priority Sector Lending?
- 3 Explain Banc assurance?
- 4 Explain IRDA
- 5 What are Pension Plans?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) What are the types of Banking? Explain?
(OR)
(b) What is the role of Commercial Banking and Economic Development?
- 7 (a) What are the features of Bank Credit explain?
(OR)
(b) Explain the concept of Gross and Net NPAs?
- 8 (a) Write about Electronic Funds transfer?
(OR)
(b) Explain Retail Banking Products.
- 9 (a) Explain the functions of Insurers in detail?
(OR)
(b) Explain the definition and nature of Insurance?
- 10 (a) Explain the concept of Life Insurance along with its products?
(OR)
(b) Explain the types of Insurance.

Code No: D-16242

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, September 2022
Subject: Services and Global Marketing
Paper – MB – 405 – 2 (Marketing)
(Elective – IV – Marketing)

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 Explain 4I's of Services Marketing
- 2 Elaborate SERVQUAL
- 3 Analyse the retention strategies of Service Marketing.
- 4 Explain the meaning and characteristics of Consumer Markets
- 5 How to identify the needs of Global Customers?

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Explain the following: (i) Scope of Services (ii) Goods – Services continuum.
(OR)
(b) Explain the customer expectations and perceptions of services with the help of examples.
- 7 (a) Discuss briefly the elements of Services Marketing.
(OR)
(b) Define 'Service Quality'. Elaborate the techniques of measuring Service Quality.
- 8 (a) What is Market Segmentation? Discuss the advantages in building customer relations through market segmentation in the case of Services Marketing.
(OR)
(b) Explain in detail about the Services Marketing Triangle and its relevance in the present day scenario.
- 9 (a) Define 'Global Market'. Discuss its importance. Also explain the impact of demographic environment on Global Markets.
(OR)
(b) List out the environment factors that influence the Global Markets. Also discuss the impact of cultural and environments on Global Markets.
- 10 (a) Discuss in detail the importance of coordinating marketing activities in Global Marketing System. What are the challenges faced by the entrepreneurs in this regard.
(OR)
(b) Distinguish between Global Marketing and Indian Marketing.

Code No: D-16243

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, September 2022

Subject: Talent and Knowledge Management
Paper – MB – 405 – 3 (HRM)
Elective – IV – HRM

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 What is Talent Management Grid?
- 2 Discuss the role of Leaders in Talent Management.
- 3 Differentiate between Talent Workers and Knowledge Workers.
- 4 Explain the Knowledge Management Solutions.
- 5 Describe the Knowledge Discovery System.

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) What is "Talent Reservoir"? Explain the segmentation of Talent Reservoir.
(OR)
(b) How to create a Talent Management System? Discuss in detail.
- 7 (a) Enumerate the steps involved in developing a Valid Competency Model.
(OR)
(b) What is "Talent Management Information System"? Explain its merits and demerits.
- 8 (a) Define 'Knowledge Management'. Explain different types of knowledge with the help of examples.
(OR)
(b) Enumerate the key process in Knowledge Intensive Firms.
- 9 (a) Write a note on the Knowledge Management Framework of Hansen-Earl's seven schools of KM.
(OR)
(b) Explain the meaning and different types of Knowledge Management Infrastructure.
- 10 (a) Examine the factors that influence Knowledge Management.
(OR)
(b) Bring out different types of Knowledge Management Assessment of an Organisation.

Code No: D-16244

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, September 2022

Subject: Software Project Management
Paper – MB – 405 – 4 – Systems
(Elective - IV - Systems)

Time 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

- 1 What is Step wise Project Planning?
- 2 Define Cost Benefit Analysis
- 3 What is PERT Technique?
- 4 How do you manage contacts?
- 5 Define Virtual teams

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

- 6 (a) Explain in detail the importance of Software Project Management.
(OR)
(b) What are the activities covered by Software Project Management?
- 7 (a) What are Cost Benefit Evaluation Techniques?
(OR)
(b) What are COSMIC full function points?
- 8 (a) Explain Monte Carlo Simulation.
(OR)
(b) Explain Forward Pass and Backward Pass Techniques.
- 9 (a) Elaborate on Earned Value Analysis.
(OR)
(b) Explain Contract Management in detail.
- 10 (a) Explain the Best Methods of Staff Selection.
(OR)
(b) Discuss the Oldham – Hackman Job characteristic Model.
