

F-9367

Sub. Code

7MBA4C1

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Management Studies

STRATEGIC MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is Strategic Management?
2. What is Functional Level Strategy?
3. What do you understand by competitive Advantage?
4. Write a note on Core Competencies.
5. What is Corporate strategy?
6. What do you understand by vertical Integration?
7. What is meant by strategy Implementation?
8. What is strategic control?
9. Write a note on Entrepreneurial venture.
10. Briefly explain the term Non-profit organisation.

Part B

(5 × 5 = 25)

Answer **all** the questions choosing either (a) or (b).

11. (a) Explain the concepts of strategy.

Or

- (b) Distinguish between strategy and Tactics.

12. (a) Describe the Porter's Five Forces model.

Or

- (b) Explain the competitive Advantage profile.

13. (a) Discuss the Business Level Strategy.

Or

- (b) What are the objectives of vertical Integration?

14. (a) What are the issues involved in strategy Implementation?

Or

- (b) Discuss about the techniques of strategic evaluation and control.

15. (a) Explain the strategic issues in small Business.

Or

- (b) State the strategic issues in Managing Technology.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Conceptual framework for strategic management.
 17. State the features of competitive advantages in Globalization.
 18. What are the Advantages and disadvantages of Business Score card?
 19. Discuss the difficulties in implementing strategic change.
 20. Describe the strategic issues for Non profit organisations.
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7MBA4C2

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Management Studies

ENTREPRENEURSHIP DEVELOPMENT

(CBCS – 2017 Onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define entrepreneurship.
2. Write any two disadvantages of entrepreneurship
3. Who is a social entrepreneur?
4. Define women entrepreneur
5. Who is an entrepreneur?
6. What is decision making?
7. Define franchising.
8. Name the types of franchising.
9. Write the purpose of business plan.
10. Expand IDBI

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Describe the advantages and drawbacks of pursuing entrepreneurship.

Or

- (b) Explain the nature and importance of entrepreneurs.

12. (a) Explain the functions of an entrepreneur.

Or

- (b) Explain the types of entrepreneur.

13. (a) Explain the opportunities in establishing intrapreneurship in organization.

Or

- (b) Differentiate managerial and entrepreneurial decision making.

14. (a) Describe the steps to start the venture.

Or

- (b) Briefly explain the classification of franchising.

15. (a) Discuss the support provided by national small industries corporation ltd and small industries development organization to small scale industries in the country.

Or

- (b) Discuss the causes of venture ending.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the role of entrepreneurship in economic development.
 17. Explain the characteristics and traits of an entrepreneur.
 18. Describe the characteristics and functions of an intraprenur in detail.
 19. Analyse the factors to be considered of before buying an existing business.
 20. Discuss the pros and cons of global aspects of entrepreneurship.
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7MBA4EA

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Management Studies

Elective-FINANCIAL SERVICES AND MARKETS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by financial services?
2. What do you mean by bond market?
3. Write a short note on treasury bills market.
4. Write a short note on discount market.
5. Write any two types of issues.
6. Write a note on new issues market.
7. Write any two functions of SEBI.
8. What is venture capital?
9. What is forfeiting?
10. What is securitization?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write a brief note on financial system and economic development.

Or

- (b) Describe the significance of financial services.

12. (a) Write a brief note on treasury bills market.

Or

- (b) Write a brief note on Global depository receipts.

13. (a) Explain the functions of stock exchange.

Or

- (b) Write a brief note on trading in stock exchanges.

14. (a) Describe the guidelines given by RBI and SEBI.

Or

- (b) Explain the concept and features of mutual funds.

15. (a) Distinguish factoring and discounting.

Or

- (b) Explain the limitations of forfeiting.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the financial services in India.
17. Describe the market for commercial paper and certificate of deposits.

18. Explain on-line trading of shares in detail.
 19. Explain the importance and guidelines of mutual funds given by RBI and SEBI.
 20. Distinguish between factoring with forfeiting and securitization.
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7MBA4EF

M.B.A. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Management Studies

Elective-INDUSTRIAL RELATIONS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is labour movement?
2. What is trade union?
3. Expand ILO.
4. Expand WFTU.
5. What are the needs of industrial relations?
6. Define arbitration.
7. What is collective bargaining?
8. Define strike.
9. What is ergonomics?
10. Write any two types of safety organisation.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the concept of labour movement.

Or

- (b) Describe the trade unions and policies.

12. (a) Write a brief note on inter and intra union rivalries.

Or

- (b) Write a brief note on ICFTU.

13. (a) Explain the concept of industrial relations in brief.

Or

- (b) Discuss the grievance procedure in industrial relations.

14. (a) Describe the problems of collective bargaining.

Or

- (b) Discuss various types of strikes and methods of preventions to avoid industrial disputes.

15. (a) Narrate the procedure and the process of counseling to overcome the occupational hazards.

Or

- (b) Explain the objectives of industrial safety.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the scope, objectives and functions of trade union.

17. Discuss the weakness of trade unionism in india.

18. Discuss in detail the following.
 - (a) Conciliation
 - (b) Adjudication
 19. Explain the process of collective bargaining.
 20. Describe the types of safety in an organisation.
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