

**C-7659**

**Sub. Code**

**31011**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022.**

**First Semester**

**Industry Integrated**

**ACCOUNTING FOR DECISION MAKING**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is accounting?
2. Write short note on International Accounting Standards.
3. What is ratios?
4. Write a note on cash flow statement.
5. What is balanced score card?
6. What is EVA?
7. What is master budget?
8. Write a note on Budgeting.
9. What is marginal costing?
10. State the meaning of cost-volume profit.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the uses of Accounting.

Or

- (b) Describe the accounting concepts.

12. (a) Distinguish between cash flow statement and fund flow statement.

Or

- (b) Describe the different types financial statement analysis.

13. (a) Explain the different aspects of ROI.

Or

- (b) What are the uses of Ratio analysis?

14. (a) What are the different classifications of Budgets?

Or

- (b) Distinguish between budgetary control and standard costing.

15. (a) Explain the techniques of marginal costing.

Or

- (b) Describe the objectives of marginal costing.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Distinguish between Financial Accounting and Management Accounting.

Or

- (b) From the following information, prepare a Cash Budget for the quarter that is ending on 30<sup>th</sup> June 2018.

Month	Sales (Rs.)	Purchases (Rs.)	Wages Rs.	Misc. Exp. (Rs.)
February	1,20,000	84,000	10,000	7,000
March	1,30,000	1,00,000	12,000	8,000
April	80,000	1,04,000	8,000	6,000
May	1,16,000	1,06,000	10,000	12,000
June	88,000	80,000	8,000	6,000

Additional Information:

- (i) Cash on hand on 1<sup>st</sup> April 2018 is Rs. 5,000
- (ii) Sales – 20% realized in the month of sale, discount allowed is 2% and balance realized is after 2 months.
- (iii) Purchases are paid 1 month after.
- (iv) Wages 25 % in arrear paid in the following month
- (v) Other Expenses are paid at a lag of 1 month
- (vi) Income Tax of Rs.25,000 due on or before 30 June 2018.

17. (a) From the following particulars, compute labour variances:

Standard rate of labour per hour	Rs. 50
Actual rate of labour per hour	Rs. 60
Standard hours required to produce one unit of output	10 hrs
Actual hours taken to produce one unit of output	8hrs
Actual output	2,000 units

Or

- (b) From the following data forecast the cash position at the end of April, May, and June 2018.

Month 2008	Sales Rs.	Purchases Rs.	Wages Rs.	Sales Expenses Rs.
February	1,20,000	80,000	10,000	7,000
March	1,30,000	98,000	12,000	9,000
April	70,000	1,00,000	8,000	5,000
May	1,16,000	1,03,000	10,000	10,000
June	85,000	80,000	8,000	6,000

Further Information:

- (i) Sales at 10% realized in the month of sales. Balance equally realized in two subsequent months.
- (ii) Purchases: Creditors are paid in the month following the month of supply.
- (iii) Wages: 20% paid in arrears in the following month.
- (iv) Sundry expenses paid in the month itself
- (v) Income tax Rs. 20,000 payable in June

- (vi) Dividend Rs. 12,000 payable in June
- (vii) Income from investments Rs.2,000 received half yearly in March and September.
- (viii) Cash balance on hand as on 1-4-2018 Rs. 40,000.

18. (a) The following data are available from the records of a company.

Sales	Rs.60,000
Variable cost	Rs.30,000
Fixed cost	Rs.15,000

You are required to:

- (i) Calculate the P/V ratio, Break-even point and Margin of safety at this level
- (ii) Calculate effect of 10% increase in sale price
- (iii) Calculate effect of 10% decrease in sale price

Or

(b) The following budgeted production and costs are available for 50% and 75% capacity levels of a factory.

Capacity	50%
Budgeted production (units)	2,000
	Rs.
Direct materials	10,000
Direct wages	8,000
Insurance	4,000
Depreciation	2,000
Indirect materials (Fixed	4,000
50% & Variable 50%)	6,000

50%)	6,000
Fuel (Fixed 20% & Variable 80%)	2,000
Maintenance (Fixed 80% & Variable 20%)	

You are required to

- (i) Prepare a budget for 70% and 90% capacity
  - (ii) Show the total cost and cost per unit at 50%, 75% and 90% capacity levels.
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**C-7660**

**Sub. Code**

**31012**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**First Semester**

**Industry Integrated**

**BUSINESS COMMUNICATION**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Communication.
2. What is Body Language?
3. State any two tips for effective presentation.
4. Write short notes on monologues.
5. What is decision making meeting?
6. State the difference between conference and symposia.
7. What is letters of goodwill?
8. What is bargaining letter?
9. State any two types of adjustment letters.
10. What is Enquiry — Appeal stage?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the common errors in communication.

Or

- (b) Discuss the various C's of communication.

12. (a) Explain the kinds of presentations.

Or

- (b) Highlight the preparation work to be done for effective speech delivery.

13. (a) Explain notice of meeting.

Or

- (b) Discuss the various method of conducting conference.

14. (a) Discuss the essentials of a good business letter.

Or

- (b) Draft a letter to Godrej Boyce & Co. asking for information about their new ergonomic furniture for your office. Give detailed specifications of your requirements.

15. (a) Place an order for 100 bar magnets for use in your factory of electrical goods and reserve the right to reject them if they do not tally with the sample submitted.

Or

- (b) Write to your supplier claiming compensation for shortage in a consignment of computer paper which you have just received. Give full details.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elucidate the different types of communication.

Or

- (b) Discuss notice, agenda and minutes.

17. (a) As the Secretary of a college association, prepare a welcome speech to be given on the occasion of the inauguration of the year's activities.

Or

- (b) As agent for a chain of hotels at hill stations and holiday resorts, draft a sales letter to be sent to high income group persons, offering special off-season packages.

18. (a) Discuss the guidelines and useful expressions in writing complaint letters.

Or

- (b) Mahatma Computer Education Centre, Hyderabad, intend to advertise in the computer journal COMPUTECH. Draft their letter asking for a quotation for 12 back cover weekly advertisements.

**C-7661**

**Sub. Code**

**31013**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**First Semester**

**Industry Integrated**

**ECONOMICS FOR MANAGERS**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. State the key aspects of economics.
2. What is Marginal utility?
3. What is monopoly?
4. What is Price discrimination?
5. What is aggregate supply?
6. What is economic welfare?
7. What is Fiscal Policy?
8. What is Union Budget?
9. What do you mean by Foreign Exchange Rate?
10. What is Balance of Payment?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the nature and scope of Economics.  
Or  
(b) Explain the Law of Diminishing Marginal Utility.
12. (a) Discuss Break Even Analysis.  
Or  
(b) State the features of Monopolistic Competition.
13. (a) Explain National Income as Aggregate Output.  
Or  
(b) Explain the methods of calculating National Income.
14. (a) Highlight the scope of Fiscal Policy.  
Or  
(b) Explain the role of RBI in India.
15. (a) Discuss Foreign Exchange Market.  
Or  
(b) Discuss Exchange Rate of System in India.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Enumerate the economic and non economic goals of firm.  
Or  
(b) Explain Law of Demand and illustrate it with the help of a demand schedule and a demand curve.

17. (a) Elucidate the various factors of Production.

Or

(b) Discuss the role of Economic Policy in India.

18. (a) Discuss the two levels of macro policy.

Or

(b) Discuss the role of business process re-engineering.

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**C-7662**

**Sub. Code**

**31014**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**First Semester**

**Industry Integrated**

**MARKETING MANAGEMENT**

**(2017 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Marketing Management.
2. What are the objectives of Marketing Management?
3. What is Product Planning?
4. What is test-marketing?
5. What is skimming price policy?
6. What is PLC?
7. What is optimum promotion - mix?
8. What is sky-writing?
9. Who is an agent middlemen?
10. Who are cheap-jacks?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the benefits of market segmentation.

Or

- (b) Bring out the difference between marketing and selling.

12. (a) What are the kinds of packaging?

Or

- (b) Explain the features of Product.

13. (a) What are the objectives of pricing?

Or

- (b) What is cost based pricing? Explain different methods based on cost.

14. (a) What according to you are the qualities of a successful salesman?

Or

- (b) Discuss the objectives of sales promotion.

15. (a) What are the principles of channels of marketing?

Or

- (b) Who are forwarding and clearing agent?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the criteria for segmenting the market.

Or

- (b) Write on various factors which affect pricing decision.

17. (a) Why an advertisement fails? Discuss.

Or

- (b) Explain the types of channels of distribution

18. (a) What are the different methods of pricing a new product?

Or

- (b) What are the advantages of branding? Does branding help consumer in buying products?

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**C-7663**

**Sub. Code**

**31015**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**First Semester**

**Industry Integrated**

**ORGANIZATIONAL BEHAVIOUR**

**(2017 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Organization Behavior.
2. List any four models of Organizational Behavior.
3. What is Perception?
4. How do you define Personality?
5. Distinguish between motivators and hygiene factors.
6. What do you understand by group dynamics?
7. Name any four leadership styles.
8. Who is called as transformational leader?
9. What are the main functions of organizational climate?
10. What is called as stress?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the nature and the scope of OB.

Or

- (b) Explain the autocratic model of OB with examples.

12. (a) Describe the determinants of perception.

Or

- (b) What is personality? Describe the factors affecting it.

13. (a) Explain the merits of motivation.

Or

- (b) What is attitude? Explain its components.

14. (a) “Half way communication gets half way results”. Comment.

Or

- (b) “Leader’s are not born but made”. Discuss.

15. (a) What are the consequences of satisfaction and dissatisfaction of workplace?

Or

- (b) Discuss the pros and cons of internal and external locus of control.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Do you think the knowledge of organizational behavior is really required for a manager? Justify with examples.

Or

- (b) Discuss various organizational behavior models.
17. (a) Differentiate leaders and managers. Explain the role of power and politics in any organization.

Or

- (b) What are the Human reactions to organizational change? Suggest ways to overcome the resistance of change.
18. (a) Explain the theories of leadership in detail.

Or

- (b) How the conflict are solved? Elaborate with examples.
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**C-7664**

**Sub. Code**

**31016**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**First Semester**

**Industry Integrated**

**QUANTITATIVE TECHNIQUES**

**(2017 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is linear programming problem?
2. Write short note on simplex method in LPP.
3. What is branch bound method?
4. Write a note on Zero-one programming problems.
5. What is unbalanced transportation problem?
6. How to convert maximization into minimization in assignment problem?
7. What is CPM?
8. Write short note on single server model in waiting line theory.
9. What is simulation sampling method?
10. What is NODE?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the Limitations of Linear Programming?

Or

- (b) Discuss the importance in using Linear programming to a business problems.

12. (a) Describe any one method of solving a mixed integer programming problems.

Or

- (b) Distinguish between linear programming and integer linear programming problems.

13. (a) What are the advantages of transportation problems?

Or

- (b) Explain the difference between a transportation problem and an assignment problem.

14. (a) What are the advantages of project scheduling techniques?

Or

- (b) Discuss various methods useful for decision making under uncertainty.

15. (a) Discuss the application of simulation techniques in corporate decision-making.

Or

- (b) Explain the decision-making under uncertainty.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) State the applications of linear programming.

Or

- (b) Distinguish between pure and mixed integer programming problems.

17. (a) Explain the advantages of project scheduling.

Or

- (b) What kind of situations is waiting line analysis is most appropriate?

18. (a) Explain the use of Monte-Carlo simulation in queuing theory.

Or

- (b) Explain the basic steps of a decision-making process.

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**C-7665**

**Sub. Code**

**31021**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Second Semester**

**Industry Integrated**

**BUSINESS RESEARCH METHODS**

**(2017 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Historical study?
2. State the meaning of Stratification.
3. What is Open-end class interval?
4. What are the difficulties in the formulation of a hypothesis?
5. What is Co variance?
6. Mention any two Advantages of SPSS.
7. What is "Centroid Method"?
8. Write a note on SPSS used in Factor Analysis.
9. State the meaning of Cluster Analysis.
10. Write a note on "t-test"?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain the types of experimental designs used in business.

Or

- (b) What are the requisites of a good Questionnaire?

12. (a) Explain the relationship between theory and hypothesis.

Or

- (b) What is Paired sample? Explain uses of SPSS in paired sample.

13. (a) What are the essentials and prerequisites for interpretation?

Or

- (b) Explain the Concept of Correlation.

14. (a) Discuss the application areas of Factor Analysis.

Or

- (b) How to interpret the output of Logit Analysis?

15. (a) Explain the steps in cluster analysis.

Or

- (b) What are Steps followed by Multidimensional scaling?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain some of the important scaling techniques often used in the context of Social or business research.

Or

- (b) Discuss various types of questionnaire as a tool for data collection.

17. (a) Explain in How to interpret the Analysis of Co-variance.

Or

- (b) How does SPSS work in Discriminant analysis?

18. (a) Explain the test of significance for small samples using SPSS.

Or

- (b) Explain the different types of hypothesis used in SPSS.

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**C-7666**

**Sub. Code**

**31022**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Second Semester**

**Industry Integrated**

**CORPORATE FINANCE**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is IRR?
2. What is Private Placement?
3. What is Secured Premium Notes?
4. State any two features of financing decisions.
5. What is cost of equity?
6. What is project risk?
7. What do you mean by stock repurchase?
8. What is a stock split?
9. State the objectives of working capital.
10. What is operating cycle?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss capital asset pricing model.

Or

- (b) Explain unsystematic risk and diversification.

12. (a) Enumerate the various types of leasing.

Or

- (b) Discuss the various kinds of debt.

13. (a) Explain costs of financial distress.

Or

- (b) PQR Ltd. has 10% debenture of the value of Rs. 8 crores in its capital structure. The operating profit of the company before interest and tax is Rs. 2 crores with the cost of equity capital or equity capitalisation rate 12.5%. Find out Total Value of the Firm (V) under NI Approach.

14. (a) State the assumptions of MM hypothesis.

Or

- (b) Highlight the factors influencing dividend.

15. (a) State the differences between Net Working Capital and Gross Working Capital.

Or

- (b) Explain the sources of Working Capital.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Enumerate the techniques for decision making under risk and uncertainty.

Or

- (b) JK Ltd. has the following book value capital structure as on March 31<sup>st</sup> 2012

	Rs.
Equity Share Capital (2,00,000 shares)	40,00,000
11.5% preference Shares	10,00,000
10% Debentures	<u>30,00,000</u>
	<u>80,00,000</u>

The equity share of the company sells for Rs. 20. It is expected that the company will pay next year a dividend of Rs. 2 per equity share, which is expected to grow at 5% per annum forever. Assume a 35% corporate tax rate.

You are required to compute

- (i) Weighted average cost of capital of the company based on the existing capital structure.
- (ii) Compute the new weighed average cost of capital, if the company raises an additional Rs. 20 lakhs debt by issuing 12% debentures. This would result in increasing the expected equity dividend to Rs. 2.40 and leave the growth rate unchanged, but the price of equity share will fall to Rs. 16 per share.

17. (a) Elucidate the theories of capital structure.

Or

(b) Explain Portfolio Theory and Markowitz Theory.

18. (a) Discuss the various types of dividend.

Or

(b) The following annual figures relate to MNP Ltd.

Particulars	Amount
Sales (at three months credit)	90,00,000
Materials consumed (suppliers extend on and half month's credit)	22,50,000
Wages paid (one month in arrear)	18,00,000
Manufacturing expenses outstanding at the end of the year (cash expenses are paid one month in arrear)	2,00,000
Total administrative expenses for the year (cash expenses are paid on month in arrear)	6,00,000
Sales promotion expenses for the year (paid quarterly in advance)	12,00,000

The company sells its products on gross-profit of 25% assuming depreciation as a part of cost of production. It keeps two month's stock of finished goods and one month's stock of raw materials as inventory. It keeps cash balance of Rs. 2,50,000.

Assuming a 5% safety margin, prepare the working capital requirements of the company on cash cost basis. Ignore work-in-progress.

**C-7667**

**Sub. Code**

**31023**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Second Semester**

**Industry Integrated**

**GLOBAL BUSINESS ENVIRONMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What are the components of the global business environment?
2. How do you define a global company?
3. Who gains and losses from trade?
4. What is law of one price theory?
5. What is the role of trade in development?
6. What is balance of payment?
7. What is the main role of IMF?
8. What is the role of World Bank?
9. What is a development strategy?
10. What caused the global financial crisis?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the importance of business environment.

Or

- (b) Write the various benefits of comparative advantage.

12. (a) Write a short note on international trade relations.

Or

- (b) What are the features of international trade?

13. (a) Differentiate FDI and FPI.

Or

- (b) What are the disadvantages of foreign investment?

14. (a) Write the purpose of balance of payments.

Or

- (b) Why is migration important for economy?

15. (a) How can a financial crisis lead to a recession?

Or

- (b) How is exchange rate determined?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the difference between absolute advantage and comparative advantage.

Or

- (b) How does international trade help developing countries?

17. (a) What are the types of foreign investment?

Or

- (b) What are the merits and demerits of foreign investment?

18. (a) Discuss the causes of the balance of payment deficit.

Or

- (b) Write the advantages and disadvantages of foreign aid.

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**C-7668**

**Sub. Code**

**31024**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Second Semester**

**Industry Integrated**

**HUMAN RESOURCE MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you understand by the term “Human Resource”?
2. What is meant by personnel management?
3. What is Human resource planning?
4. What do you mean by Job description?
5. What is recruitment?
6. Define Job evaluation.
7. What do you mean by merit rating?
8. Define performance appraisal.
9. Define HRD.
10. What do you mean by training phase?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are roles of personnel manager? Explain.

Or

- (b) Distinguish between Human resource management from personnel management.

12. (a) State the objectives of Job evaluation.

Or

- (b) State the objectives of Human resource planning.

13. (a) Write short note on E-Recruitment.

Or

- (b) Give short note on reliability tests.

14. (a) Explain the advantages of performance appraisal.

Or

- (b) What are the methods of performance appraisal?

15. (a) Explain the needs training phase of HRD.

Or

- (b) Write a short note on issues of motivation.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the qualities of a human resource manager.

Or

- (b) Explain the strategic human resource management.

17. (a) Write short note on.

(i) Rational model

(ii) Social system model

Or

(b) Discuss the different methods Job evaluation.

18. (a) Briefly explain the various external source of recruitment.

Or

(b) Explain the different types of tests.

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**C-7669**

**Sub. Code**

**31026**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Second Semester**

**Industry Integrated**

**OPERATIONS MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by forecasting.
2. Define plant layout concept.
3. Give the meaning of EOQ?
4. What do you mean by just in time manufacturing?
5. What is loading?
6. What do you mean by scheduling?
7. Give the meaning of TQM.
8. Mention the quality management tools.
9. For whom ISO 9003 certification is applicable.
10. What is time series?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write a note on Regression analysis and moving average methods?

Or

- (b) Explain the system perspective of operation management.

12. (a) Compare and contrast between Q and P system.

Or

- (b) Write a note on kanban system.

13. (a) Discuss the importance of scheduling.

Or

- (b) Enumerate the merits of job shop production.

14. (a) Discuss the determinents of TQM?

Or

- (b) Explain the differences between traditional quality management and modern quality management.

15. (a) How does forecasting is used in operation management?

Or

- (b) Is ISO mandatory? Discuss.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various techniques of forecasting.

Or

- (b) Enumerate the functions of operation management.

17. (a) Explain the techniques of selective inventory control.

Or

- (b) Interpret the methods and process of quality assurance certification.

18. (a) What are the advantages of ISO 9000 standard to buyer and seller?

Or

- (b) Explain the steps involved in product development process.

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**C-7670**

**Sub. Code**

**31032**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**Industry Integrated**

**STRATEGIC MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define strategic management.
2. What do you mean by mission?
3. What do you mean by PEST analysis?
4. Give the meaning of competitive advantage
5. What is business level strategy?
6. Write the meaning of SWOT analysis.
7. What do you mean by strategic implementation?
8. What is consolidated industry?
9. What are non profit oragnisation?
10. Quote the meaning of entrepreneurial ventures?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the detail components of strategic management process.

Or

- (b) How does strategic management typically evolve in a corporation?

12. (a) Discuss porters model for analyzing industries and competitors.

Or

- (b) Briefly discuss the industry life cycle analysis with suitable examples.

13. (a) Discuss the five generic business level strategies.

Or

- (b) Explain the 7-S framework of Mckinsey's value based management.

14. (a) Discuss about strategy implementation in detail.

Or

- (b) Describe designing strategic control system.

15. (a) Write down the importance of corporate social responsibility.

Or

- (b) What are the popular strategies adopted by non profit organisation.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is strategy formulation? Explain the information needed for proper formulation of strategy.

Or

- (b) Explain the co-operative strategies gained in competitive advantages within industry.

17. (a) Compare and contrast SWOT and portfolio analysis.

Or

- (b) Explain the salient techniques of strategic evaluation and control.

18. (a) Write the importance of GAP analysis and selection of matrix.

Or

- (b) What is organisational conflict? What are its sources? Explain its process? Suggest strategies to resolve it.

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**C-7671**

**Sub. Code**

**31033**

**M.B.A DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**Industry Integrated**

**PROJECT MANAGEMENT**

**(2017 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Project.
2. What are the types of project?
3. What do you mean by project screening?
4. Give the meaning of project environment.
5. What do you mean by project appraisal?
6. Explain the term project methodology.
7. What do you mean by early start schedule?
8. Define planning of a project.
9. What do you mean by PERT?
10. Give any two reasons for ineffective control.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the stages of project life cycle.

Or

- (b) Discuss the role of project manager.

12. (a) Why is project feasibility study undertaken? Discuss.

Or

- (b) Give a short note on identification of investment opportunities.

13. (a) What is market appraisal? Explain with an example.

Or

- (b) Explain the objectives of project appraisal.

14. (a) Give a detailed overview of project planning and scheduling.

Or

- (b) Write a short note on time estimation.

15. (a) What do you mean by project communication? Explain.

Or

- (b) Write short note on project overview.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the nature and scope of project management.

Or

- (b) Explain in detail the steps in project report.

17. (a) Explain briefly the factors involved in technical appraisal of a project.

Or

- (b) Explain briefly the factors influencing effective project management.

18. (a) Describe and evaluate the various forms of organisation.

Or

- (b) Why does control of project in practice tend to be in effective mostly?

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**C-6441**

**Sub. Code**

**31034 A**

**M.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Third Semester**

**Industry Integrated**

**CONSUMER BEHAVIOUR**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define consumer.
2. What do you mean by Branding?
3. Briefly explain the attitude of consumer.
4. What do you understand by decision making process?
5. Define cross culture consumer behavior.
6. Define the concept of “symbol” in context of consumer’s culture.
7. What is consumer dispute?
8. Define category based decision making.
9. What do you mean by influence of groups?
10. What is instrumental conditioning?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the recent developments in consumer profiling.

Or

- (b) What do you understand by consumer profiling. Explain the various methods of consumer profiling.

12. (a) What is family branding? How brand positioning and re-positioning can shape the consumer behavior?

Or

- (b) Write a short note on :

(i) Motivation

(ii) Cues

(iii) Response

(iv) Reinforcement

13. (a) Discuss the objectives of applications of theories in consumer behaviour.

Or

- (b) What are the external factors that influence the consumer behavior?

14. (a) What do you understand by consumer decision process? Explain the stages of consumer decision making process.

Or

- (b) Explain the four view of consumer decision making.

15. (a) Discuss the significance of cross culture consumer analysis.

Or

- (b) Explain national, global and rural perspective of consumer behavior.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) What do you understand by consumer psychology? How it is relevant to generate novel ideas for effective marketing techniques?

Or

- (b) Define the application of theories in consumer behavior. Discuss the significance of traditional and conventional theories in analyzing consumer behavior.

17. (a) Discuss the various models used by marketer to measure consumer attitude.

Or

- (b) Critically evaluate the elements of attitude and perception in consumer behaviour.

18. (a) What are the elements of consumer behaviour decision making process?

Or

- (b) Differentiate between classical conditioning and instrumental conditional. Why classical or instrumental conditioning is crucial for marketing, advertising and branding?

**C-7672**

**Sub. Code**

**31034A**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022.**

**Third Semester**

**Industry Integrated**

**CONSUMER BEHAVIOUR**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by buying behaviour?
2. What does demographic profile include?
3. What is consumer profiling?
4. What is repositioning of a product?
5. What is JND in consumer behaviour?
6. Describe reinforcement of brand name.
7. Mention the various types of consumer learning.
8. Define consumer behaviour.
9. What is known as subliminal perception?
10. Write a note on learning process.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Define Consumer behaviour, and explain its Buying motives.

Or

- (b) List out the characteristics of Buying behaviour.

12. (a) Distinguish between Brand Positioning and Brand Repositioning.

Or

- (b) Explain Tri Component Model.

13. (a) Explain the Consumer Decision Making Process.

Or

- (b) What is a reference group? How it does affect behaviour of a consumer? Explain in detail.

14. (a) Describe Nicosia Model.

Or

- (b) What is known as Multi Attribute Model? Explain.

15. (a) Describe about Consumer Protection Councils and its functions.

Or

- (b) Compare Global Vs Local customers.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the determinants of Consumer buying behaviour.

Or

- (b) Define Consumer Behaviour? Which factor affects consumer behaviour? Explain in detail?



17. (a) What is known as perception? Discuss the role of Extrinsic cues and Intrinsic cues in the perceived quality of a product.

Or

- (b) Explain about the Consumer Decision Process.

18. (a) Discuss about the National, Global and Rural perspective of consumer behaviour.

Or

- (b) How do Durable and Non durable goods impact consumer Behaviour?
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**C-7673**

**Sub. Code**

**31034B**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**Industry Integrated**

**COMMERCIAL BANKING**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by certificate of Deposits?
2. Define Mutual funds.
3. Quote the meaning of consumer loans.
4. What is High tech Banking?
5. What is Anti Money Laundering (AML)?
6. Give the meaning of corporate banking.
7. What do you mean by forex management?
8. What is letter of credit?
9. Quote the meaning of liquidity risk.
10. What is corporate Governance?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on NBFC.
- Or
- (b) Discuss the objectives of RBI.
12. (a) What is credit card? State different types of credit cards?
- Or
- (b) Explain the non traditional offerings of banks.
13. (a) Discuss the importance of rural banking in India.
- Or
- (b) Explain the differences between universal banking and traditional banking.
14. (a) Explain the objectives of FEMA.
- Or
- (b) Discuss the development of Pension Fund.
15. (a) Explain the different types of Market risk in Bank.
- Or
- (b) Discuss the concept of Income recognition and asset classification norms.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the emerging trends in banking industry.
- Or
- (b) Explain the different kinds of money market instruments.

17. (a) Explain the procedures and pricing of business loans.

Or

(b) Discuss the KYC and AML norms applicable to opening of accounts for customers.

18. (a) Explain the import and export regulations.

Or

(b) Outline the based III norms.

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**C-7674**

**Sub. Code**

**31034C**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**Industry Integrated**

**TRAINING AND DEVELOPMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. State the meaning of Outsourcing Training?
2. List out any two functions of training department?
3. What is meant by Competency Assessment?
4. State the reasons for evaluating training?
5. What is E-learning?
6. What is Distance learning technology?
7. What are the approaches followed to employee development?
8. State Advantages of External Environment?
9. Give the meaning of Career Management?
10. What are the uses of intellectual capital?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the forces influencing working and learning snapshot of training.

Or

- (b) Discuss about the need for effective training.

12. (a) Specify the objectives of Need Assessment.

Or

- (b) Discuss about the Process of Evaluation.

13. (a) Write a note on:

(i) Online learning

(ii) Blended Learning?

Or

- (b) What are the advantages of intelligent tutoring system?

14. (a) Explain the training issues related to internal needs of the Company?

Or

- (b) What is Employee Development Planning and its Merits?

15. (a) What are the skill obsolescence in Training?

Or

- (b) State the features of Training and Development

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Evaluation of Training.

Or

(b) What are the characteristics of Training?

17. (a) What are the methods used in Need Assessment?

Or

(b) Explain the methods of Training and Development.

18. (a) Outline the Special issues in training and employee development?

Or

(b) Explain the focus in content and use of Multiple delivery Methods.

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**C-7675**

**Sub. Code**

**31034D**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022.**

**Third Semester**

**Industry Integrated**

**MATERIALS AND MAINTENANCE MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by supply chain management?
2. Define customer relations management.
3. What is purchase planning?
4. Give the meaning of cost management.
5. What is manufacturing scheduling?
6. What do you mean by space management?
7. State the meaning of logistics.
8. What is facilities management?
9. Give the meaning of ERP.
10. Define Intranet.



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the components of supply chain management.

Or

- (b) Distinguish between supply chain and value chain management.

12. (a) How can demand planning improve supply chain management?

Or

- (b) What do you mean by inventory management? Discuss its techniques.

13. (a) Explain briefly the manufacturing flow system.

Or

- (b) What is flexible manufacturing system? and State its merits.

14. (a) Write a note on Integrated logistics management.

Or

- (b) Enumerate the benefits of third party logistics service.

15. (a) Discuss the best practices followed in supply chain management.

Or

- (b) Write a note on Artificial Intelligence

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the development of supply chain management in current scenario.

Or

- (b) Explain the features of supply chain management.

17. (a) Enumerate the various cost management techniques.

Or

- (b) What is work flow automation? Why it is important?

18. (a) Discuss the factors affecting choice of distribution channels in logistics.

Or

- (b) How does information technology is helpful in development of supply chain management.

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**C-7676**

**Sub. Code**

**31035A**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**Industry Integrated**

**PRODUCT AND BRAND MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define branding.
2. What is known as trademark?
3. Define Brand equity.
4. List out the kinds of labels.
5. What is Re-brands?
6. State about the brand hierarchy.
7. List any four foreign brands.
8. What are the advantages of brand extension?
9. What do you mean by revitalization of brand?
10. Expand the form.
  - (a) CD
  - (b) CI

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the characteristics of a good brand name?

Or

- (b) Explain the term “Brand”, “Brand name”, “Brand mark” and “Branding”. What are the various reasons for branding?

12. (a) What is called product positioning? State the elements in product positioning.

Or

- (b) Describe the various types of packaging.

13. (a) What is meant by product life cycle? Explain its stages with examples.

Or

- (b) Evaluate the role of brand equity in marketing metrics system.

14. (a) Explain brand hierarchies with examples.

Or

- (b) State the importance of revitalization of brand.

15. (a) Bring out the features of Global branding strategy.

Or

- (b) List out the significance of trade marks.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain how branding plays an important role in the formulation of marketing mix and marketing strategy.

Or

- (b) Explain the merits and demerits of branding.

17. (a) What are the objectives of Packaging? List out the characteristics of a good package.

Or

- (b) Explain the Brand positioning strategies.

18. (a) What are the various approaches to brand valuation? Describe them briefly.

Or

- (b) Discuss the challenges and opportunities for globalizing the brand.

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**C-7677**

**Sub. Code**

**31035B**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022.**

**Third Semester**

**Industry Integrated**

**PRICING MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define market share.
2. What is going rate pricing?
3. How is skimming pricing determined?
4. What is meant by channel design?
5. What do you understand by channel policy?
6. Why do companies use psychological pricing?
7. What is introductory pricing?
8. Explain price discrimination with examples.
9. Is price discrimination good for the economy?
10. Explain product line pricing with examples.

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Identify a few situations in which price cuts or price increases might be necessary.

Or

- (b) Explain the difference between a penetration and a skimming pricing strategy.

12. (a) What are the external factors in pricing strategies?

Or

- (b) Explain the six steps in the pricing process.

13. (a) Write a note on Psychological pricing strategies.

Or

- (b) What are the disadvantages of Psychological pricing?

14. (a) What are the pros and cons of dynamic pricing?

Or

- (b) Which pricing strategy is aimed at the start of the product life cycle?

15. (a) What are the steps of channel management process?

Or

- (b) Explain the various types of distribution channels.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) What are the different perspectives on Price?

Or

- (b) Explain the factors affecting price determination.

17. (a) What are the different types of psychological pricing?

Or

(b) Explain different methods on demand based pricing.

18. (a) Describe the functions of retain in channel of distribution.

Or

(b) Explain the Return on Investments pricing strategy.

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**C-7678**

**Sub. Code**

**31035C**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022.**

**Third Semester**

**Industry Integrated**

**DIGITAL AND SOCIAL MEDIA MARKETING**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define digital marketing.
2. What is google "Ad" Word?
3. List a few advantages of digital marketing.
4. Write a short note on mobile marketing.
5. Define SEO.
6. What is hybrid search engine?
7. Write a note on website content.
8. What is online customer expectation?
9. Write a note on bounce rate.
10. Define Facebook.

**Part B**

(5 × 5 = 25)

Answer **all** questions,

11. (a) Compare traditional and Digital marketing.
- Or
- (b) Discuss about the role of social media networking in marketing.
12. (a) Explain the working of search engine in detail.
- Or
- (b) Discuss the process of SEO in digital marketing.
13. (a) What are the factors influencing the campaign budget?
- Or
- (b) Describe the features of email marketing.
14. (a) List out the advantages and disadvantages of mobile advertising.
- Or
- (b) Explain the content and strategy of SMS.
15. (a) Outline the features of Dashboards.
- Or
- (b) What will you find in Real Time Reports?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the concept and elements of Digital Marketing.
- Or
- (b) Describe the characteristics of Digital Marketing.

17. (a) Analyse the benefits and challenges involved in SEO.

Or

(b) Explain the Principles of SEO.

18. (a) Bring out the advantages and disadvantages of Digital Display Advertising.

Or

(b) Explain data Email Marketing Process.

**C-7679**

**Sub. Code**

**31035D**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**Industry Integrated**

**BUSINESS TO BUSINESS MARKETING**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is business marketing?
2. Define Industrial marketing.
3. What is buying centre?
4. Define B to B buying.
5. Give the meaning of product planning.
6. What is target market?
7. What is competition oriented pricing?
8. Mention few marketing channels.
9. What do you mean by personal selling?
10. What is E - commerce?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the Nature of industrial demand in B to B marketing.

Or

- (b) Write a short note on B to B marketing Environment.

12. (a) What are the roles of buying centre in marketing?

Or

- (b) Point out the Significance of Inter personal dynamics of industrial buying behavior.

13. (a) Difference between Consumer and Industrial marketing research.

Or

- (b) Discuss the concept of Industrial Product life cycle.

14. (a) What are the factors determining the pricing in B to B marketing?

Or

- (b) Write a note on:  
(i) Competitive strategies  
(ii) Bidding  
(iii) Leasing

15. (a) What is CRM? Explain CRM strategies.

Or

- (b) Which advertising is suitable for Industrial markets?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) How are industrial products classified? Explain.

Or

(b) Explain the Nature of B to B buying.

17. (a) Analyze the stages of industrial product life cycle.

Or

(b) What are the factors influencing the pricing strategies?

18. (a) Explain the functions of personal selling.

Or

(b) Describe the formulation of B to B product Planning.

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**C-7680**

**Sub. Code**

**31036A**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022.**

**Third Semester**

**INDUSTRY INTEGRATED**

**SECURITY ANALYSIS AND PORTFOLIO  
MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you understand by securities?
2. What is private placement?
3. State the special benefits available to the equity shareholders.
4. Identify any two major factors that affect the investment decisions.
5. Highlight some of the obstacles in the way of an analyst in the investment process.
6. What is the Run Test?
7. What is Capital Asset Pricing Model?
8. What do you mean by 'Filtering' under Weak form market?

9. Explain how diversification is different from revision of portfolio.
10. Find the portfolio variance of a portfolio consisting of equities, bonds and real estate, if the portfolio weights are 0.15, 0.10 and 0.05 respectively. Following are also given: The standard deviations are 20% for equity, 35% for bonds and 40% for real estate. The correlations are 0.45 per equity and bonds, 0.35 for equities and real estate, and 0.20 for bonds and real estate.

**Part B** (5 × 5 = 25)

Answer **all** questions.

11. (a) Distinguish between real assets and financial assets.

Or

- (b) Bring out the features and advantages of investing in bonds.
12. (a) A company earns Rs.10 per share with an internal rate (IRR) of 15%. The firm has a policy of 40% of its earnings as dividend if the required rate of return is 10%. Determine the price of the share under Walter and Gordan Model.

Or

- (b) Calculate the returns under the arbitrage model:

Factor	Market price of risk	Sensitivity Index
Inflation	10%	1.5
Industrial production	7%	1
Risk premium	5%	1.2
Interest rate	4%	- 0.75

Other details:

- (i) The risk free interest = 10%
- (ii) The expected return = 20%



13. (a) Following is the information available in respect of rate of return of two securities A and B in different economic conditions:

Economic condition	Probability	Rate of Return	
		Security A(%)	Security B(%)
Recession	.20	-15	20
Normal	.50	20	30
Boom	.30	60	40

Find out the expected returns and the standard deviation for these securities. Assume that an investor has Rs.20,000 to invest and he wants to invest Rs.15,000 in security A and the balance in security B, what will be expected return of the portfolio?

Or

- (b) Give a brief account of three movements of share prices under Dow Theory.
14. (a) Here are four Mutual Funds

Fund	Return	S.D	Beta
ABC	16	8	1.50
QWA	14	5	1.40
RDS	18	10	0.75
YTR	15	7	1.25

If the risk free rate is 7%, rank the funds based on

- (i) Sharpe and  
(ii) Treynor Model.

Or

- (b) Mr. B is considering several investments. The risk-free rate of return is currently 6.5%, and the expected return for the market is 12%. What should be the required rates of return for each investment (using the CAPM)?

Security	A	B	C	D	E
Beta	1.20	0.80	1.50	0.60	1.25

Find out which security gives the best and least return?

15. (a) The risk-free interest rate is 8% and the expected return on the market portfolio is 16%. Calculate the expected return on the following securities:

Security	A	B	C	D
Beta	0.4	1.0	2.6	2.0

Which security provides better return?

Or

- (b) Give a brief account of criticism posed on the Efficient Market Hypothesis.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail the functions and the various institutions involved in the primary Market operations.

Or

- (b) Elaborate the various stages involved in the Portfolio management process.

17. (a) Write short notes on the following:

- (i) Simulation test
- (ii) MM Hypothesis
- (iii) Return relative
- (iv) Portfolio diversification
- (v) Mutual fund

Or

(b) What do you mean by the term investment? Briefly explain its primary and secondary objectives.

18. (a) A firm is to decide between investment funds from the past performance, they were able to calculate the following average return and standard deviation for these funds, the current risk free rate is 8%. The firm will use this as measure of risk free rate.

Particulars	ABC Fund	XYZ Fund
Average return (Rp)	18%	16%
Standard deviation	20%	15%

Using Sharp model how the firm decides between two options.

Or

- (b) Mr. X owns a portfolio of two securities with the following expected returns, standard deviation and weights:

Security	Expected Return	Standard Deviation	Weight
X	12%	15%	0.4
Y	15%	20%	0.6

Using Markowitz model, find the maximum and minimum Portfolio standard deviation for varying levels of correlation (+1 and -1) between two securities?

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**C-7681**

**Sub. Code**

**31036B**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**Industry Integrated**

**INSURANCE AND RISK MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Write short on property risk.
2. What do you mean by spreading of risk?
3. Expand IRDA.
4. What is the various ways of privatization?
5. Write short notes on fidelity guarantee insurance.
6. What is the Doctrine of subrogation?
7. What do you mean by proposal from?
8. What is meant by pre existing disease?
9. What is assurance?
10. Write short notes on days of grace.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the various Economic uses of Insurance.

Or

- (b) Write about the types of automobile insurance.

12. (a) Discuss the role of major players in Indian insurance industry.

Or

- (b) Discuss the different types of business risk.

13. (a) Discuss the important insurance regulations in INDIA.

Or

- (b) Discuss the concept of Ombudsman.

14. (a) What are the main features of social insurance?

Or

- (b) Explain the term market segmentation in insurance business.

15. (a) What do you understand by lapsed policies?

Or

- (b) Explain commercial property insurance.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain and illustrate the fundamental principles of insurance.

Or

- (b) Discuss the important functions of actuary in general insurance business.

17. (a) Elaborate Home owners insurance.

Or

- (b) Write a note on the types of property policy.

18. (a) Explain the importance of Commercial Liability Insurance.

Or

- (b) Explain the concept and evolution of risk Management.

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**C-7682**

**Sub. Code**

**31036C**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022.**

**Third Semester**

**Industry Integrated**

**STRATEGIC FINANCIAL MANAGEMENT**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is CAPM?
2. Define Capital Budgeting.
3. What is Hostile takeover?
4. What do you mean by Leveraged Buyout (LBO)?
5. What are financing strategies?
6. Give the meaning of working capital.
7. State the types of learning.
8. What do you mean by Hire purchase?
9. Give the meaning of business plan.
10. What do you mean by financial analysis.



**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss the various types of Takeover.
- Or
- (b) Discuss the reasons for merger.
12. (a) Explain the limitations of cost of capital.
- Or
- (b) Discuss the various types of Dividend policy.
13. (a) Explain the components of financial strategy.
- Or
- (b) Discuss the financial risk management process.
14. (a) Discuss the importance of learning.
- Or
- (b) Explain the tax consideration of Hire Purchase system.
15. (a) Explain the procedure to analyse a company financial position.
- Or
- (b) Write the various steps involved in Business plan.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain the factors that influence a company's capital structure decision.
- Or
- (b) Explain the legal and procedural aspects of merger.

17. (a) What is the working capital policy? How do you calculate working capital policy? Explain.

Or

(b) Explain the evaluation process of Hire purchase from the point of view of Hire vendor.

18. (a) Explain the pros and cons of leasing.

Or

(b) Explain the various contents of business plan. How do you prepare long term business plan.

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