M.B.A. DEGREE EXAMINATIONS, FEBRUARY/MARCH - 2024

THIRD SEMESTER

PAPER-301-BUSINESS ENVIRONMENT

(Revised Regulations w.e.f. 2021-2022)

(Common paper to University and Affiliated Colleges)

Time: 3 Hours **Max. Marks :70**

PART - A

(Descriptive/Numerical Type Questions)

Answer any Five questions. Each question carries 10 marks. **(5×10=50)**

1. "Business Environment is ever evolving". Comment. Which of its components are important for business manager?

2. Discuss the interaction matrix of economic and non-economic environment. How does the economic environment influence the non-economic environment of business and vice-versa? Explain with suitable examples.

3. Discuss the role and functions of NITI Ayog and National Development Council in Indian Economy.

4. Outline the nature and importance of each these schemes:

   i) Ease of doing business

   ii) PLI Scheme

5. What is fiscal policy and what are its objectives? How is fiscal policy helpful in stabilizing an economy? Discuss, giving illustrations.

6. Discuss globalisation as a part of India's reform strategy. How has the economy progressed towards globalisation since 1991?

7. "Business must have a social purpose; business concerns must discharge social responsibilities, social obligations and social commitment. Otherwise business cannot enjoy social sanction. This makes it necessary to understand the socio-cultural environment of business." Discuss the statement, giving relevant examples.

8. Briefly outline the concepts Competition Act, 2005 and FEMA.

9. Distinguish between Foreign Direct Investment(FDI) and Portfolio Investment. Discuss the role of foreign capital.

10. What are TRIPS and TRIMS? How do they impact business?

PART - B

(Case Analysis) (20)

11. Indian leather exports, an important foreign exchange earner for the country has been reportedly hit hard by the decision of some major US retail chains like Eddie Bauer, LL Bean, Timberland and Casual Corner, and a German company Bader to Boycott leather goods from Indian in protest against the ill-treatment of animals here. This move came shortly after a decision by global retail chains Gap, Marks and L. Spencer, Liz Claiborned and J. Crew not to buy Indian leather goods. This development has a lot to do with the lobbying by the US-based animal rights group people for Ethical Treatment of Animals (PETA) for a ban on leather goods from India by documenting evidence of "Cruelty to Animals" killed for making leather. It has been reported that the overseas firms have officially communicated to the Indian outfit of PETA that they will not be sourcing leather products from India until there is strict enforcement of animal protection laws. Following this. the Mumbai-based Teja industries, the official supplier of leather goods for Marks and Spencer in India, started out-sourcing leather from other countries to manufacture products for the global chain.

Questions:

a) In the light of the above, discuss the the implications of social activist groups for business.

b) With reference to this case, discuss the failure of the Governments, council for leather exports and the leather industry and the lessons of this case.

c) What should the Governments, council for leather exports and the leather industry do to overcome the problem?

M.B.A. DEGREE EXAMINATIONS, FEBRUARY/MARCH - 2024

THIRD SEMESTER

PAPER-302-ENTREPRENEURSHIP

(Revised Regulations w.e.f. 2021-2022)

(Common paper to University and Affiliated Colleges)

Time: 3 Hours **Max. Marks :70**

PART - A

(Descriptive/Numerical Type Questions)

Answer any Five questions. Each question carries 10 marks. (5×10=50)

1. What do you mean by entrepreneur? Explain the features of entrepreneur.
2. What do you mean by corporate entrepreneurship ? Discuss the keys to foster corporate entrepreneurship.
3. What do you mean by women entrepreneurship? Explain the scope of entrepreneurship among women.
4. What are the major problems of women entrepreneurs? Give suggestions to solve those problems.
5. *Explain* in detail about the basic financial statements with suitable examples.
6. Discuss in detail about the various pricing strategies.
7. Explain the various features of Break-Even Analysis. In what way it is useful in the organizations.
8. Define HRD? Explain how HRD will be helpful in entrepreneurship development.
9. Discuss the institutions that support small business.
10. What is NABARD? Explain its objectives and functions.

PART - B

(Case Analysis) (20)

11. Women entrepreneurship in India: A case study of Jaishree Kabra of Kothari silk: A lot of adapted analogue of entrepreneurship that would fit into the rural development context, argued here, is the broader one, the one which defines entrepreneurship as: "a force that

mobilizes added assets to accommodate unmet bazaar demand", tha adeptness to actualize and body something from about nothing", "the action of creating amount by affairs calm an altered amalgamation of assets to accomplishment an opportunity". This is why entrepreneurship is advised to be a prime mover in development and why nations, regions and communities that actively advance entrepreneurship development, authenticate abundant college advance ante and appropriately college levels of development than nations, regions and communities whose institutions, backroom and adeptness arrest entrepreneurship.

Women entrepreneurs have a tremendous potential in empowering and transforming society, thus synthesizing social progress and economic development. Jaishree's dynamic and adaptive team generates 20 to 25 samples every day and churns out 2 to 3 catalogues every month, each catalogue having 12 to 18 designs. They claim that none of their designs are ever repeated. At any given time 6 to 7 teams are working on separate mandates. Each such team comprises of sketchers, punchers and fashion designers. The sketcher puts the ideas on paper, the puncher converts the image on paper into electronic format on computer and the designer then assembles all the creative ideas on the computer into a coherent design for printing. All this work is related to just one product, dress material, basically for Punjabi suits. In market parlance, it is known as SKD (salwar kameez dupatta set.) Women are now proving to the world that their role in the society is no more limited to that of a consumer but they can also play a major role as an enabler to bring those products and services to the consumer, which has been very ably proved by Jaishree's design studio, a part of Kothari Silk Mills.

Increased opportunities for women have provided them with skills which have resulted in more opportunities to pursue economic independence. Entrepreneurship match between the entrepreneur's time span of comfort and the time span demands of the Endeavour will contribute to the potential success or failure of the Endeavour, as well as indicate when measures of success should be taken in an entrepreneurship with clear vision. Entrepreneurs, strategies of industrialization often depend upon the emergence and development of entrepreneurial skills and appropriate environment.

Questions:

a) Elucidate the details of women's entrepreneurship possible outcomes of this case.

b) What will be the reasons behind the entrepreneurial development in case of present study?

c) Suppose if you are the women entrepreneur, explain the role played by you for the economic development.

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M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH - 2024

THIRD SEMESTER

PAPER - 331 : TRAINING AND DEVELOPMENT

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated Colleges)

Time: 3 Hours **Max. Marks :70**

PART - A

(Descriptive/Numerical Type Questions)

Answer any FIVE questions. Each question carries 10 marks. **(5×10=50)**

1. Explain the components in the system model of training.

2. "Employee training has become increasingly important as jobs have become more sophisticated and influenced by technological changes" - Comment.

3. Discuss the various tools and techniques used for training need analysis.

4. Discuss the role of trainers and line managers in the evaluation of training programmes.

5. Explain the role and applications of various audio-visual aids in training programme.

6. What learning processes are most influenced by interactive multimedia? Which are influenced least?

7. Discuss the various class room training delivery methods.

8. Explain the advantages of learning management systems in the education system.

9. Define management development? Explain its need and importance.

10. Define coaching. Explain various types of coaching.

PART - B
(Case Analysis)

(20)

11. Subhiksha Pharmacy Ltd. was established in 1985 and started experiencing abnormal increase in human resource cost by 2004. Consequent upon its revised retention policy. The revised retention policy aimed at increase in the salaries of pharmacists and top-level managers more than those of market leaders. Mr.George has taken over the charge as new CEO in 2005. Upon his takeover he begins to look for ways to make the organization more profitable. Throughout his investigation he found that the company's HR costs was too high and is a major cause for dwindling financial position of the company. Mr George instructed HR manager of the company to down size the number of employees by 30%, creating a saving of rupees 3 billion. The HR manager offered a counter proposal that it would be wise to expand the production and marketing operations of the company revising the corporate strategy, as the market is providing opportunities for pharmaceutical industry.

The CEO just paid a deaf ear to the counter proposal of the HR manager consequently the HR manager initiated the downsizing process. The HR manager officially informed the employees the details of downsizing program. The booming pharmaceutical industry enabled the employees of M-S Subhiksha pharmacy to find jobs in other companies with much difficulty. However, of the displaced employees were upset about being terminated and complained as the new positions were lower than their current once. However, most were successfully out-placed by June 2006. The company's financial position improved slightly in 2007 and the CEO told the HR manager that we achieved the goal. But the HR manage relied " we achieved the goal we lost appropriate strategy and our competitors gained a lo by employing our trained and experienced staff.

Questions:

a) Who is right? The HR manager or CEO.

b) Would it be appropriate to modify the strategy loosed on availability of staff and also when market is favorable?

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH- 2024

THIRD SEMESTER

PAPER - 334: LABOUR LAWS AND INDUSTRIAL RELATIONS

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated colleges)

Time: 3 Hours **Max. Marks :70**

PART - A

(Descriptive/Numerical Type Questions)

Answer any Five questions. Each question carries 10 Marks. **(5×10=50)**

1. Explain the Gandhian approach to industrial relations.

2. What are the different structures of trade unions? Briefly describe the structure of unions in India.

3. What are the major determinants of grievances? Describe briefly the grievance handling procedure followed by organisations.

4. Discuss the alternative stages/modes of dispute settlement and the role of ILO in dispute settlement process.

5. Define collective bargaining. Examine the unique features of collective bargaining in Indian context with illustration.

6. Identify the factors responsible for the failure of participative schemes in India. Discuss the strategies for making participative forums effective.

7. Define voluntary arbitration. Describe the judicial review of powers and status of arbitrators.

8. Define adjudication. Explain the principles of industrial adjudication.

9. What are the various benefits payable under the workmen's compensation Act.1923? Explain the provisions relating to distribution of compensation under this Act.

10. Explain the concept and nature of standing orders under the Industrial Employment (Standing Orders) Act,1946. Describe the concept of misconduct under the Act.

PART - B

(Case Analysis) **(20)**

11. Read the case given below and answer the questions given at the end.

A well-known business house started an industrial unit using new technology under the name Royal Electronics. Their system of management in general was of the old type where everything was centralised on a personal level. However, in case of new company, due to various factors like distance, time etc.,the industry was allowed to develop on autonomous lines and was put in charge of a U.K. trained Engineer.

Considering the various aspects, the industry was progressing well. But due to the lack of adequate attention to labour and industrial relations, a strike occurred. It generated tensions and fears among the executives, both on the production side and in other departments. Several engineers and executives left jobs including Labour Officer who felt insecured due to vacillation and interference from top management.

Finally the strike was resolved. But some workers were still under charge-sheets. Their cases had been conducted by the new Labour Officer who had joined at the height of strike. One day, the Factory Manager received a call from the Managing Director to dismiss the Labour Officer immediately. The Factory Manager solicited reasons at least to justify his action, but to no avail. In fact, the Managing Director came personally to meet the Labour Officer and gave him the dismissal letter. The Labour Officer was appointed by the Factory Manager and so he went to the latter who said that he could do nothing now.

Questions:

a) Analyse the factors that led to a break-down of industrial relations in the Royal Electronics.

b) How should the cases of charge sheeted employees be dealt with?

c) What course of action will you suggest for the Factory Manager?

d) As Labour Officer, what would be your steps after receiving the letter of dismissal from the Managing Director?

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M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH - 2024

THIRD SEMESTER

PAPER - 325 : BANKING MANAGEMENT

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated Colleges)

Time: 3 Hours **Max. Marks :70**

PART - A

(Descriptive/Numerical Type Questions)

Answer any FIVE questions. Each question carries 10 marks. **(5×10=50)**

1. What is Bank Management? Explain the nature and scope of Bank Management.
2. What are the problems and prospectus of banking Management?
3. What is Bank Credit? Explain the Features of bank credit.
4. What are the causes of NPAs? Explain the recovery process of NPAs.
5. Explain the various concepts of Regulation and Innovations in Banking System.
6. What are the different types of internet frauds? How can a system like RTGSS be helpful in preventing such frauds?
7. Define NBFC. Explain different types of NBFCs.
8. Write an overview on Micro insurance in India.
9. What is credit scores in Bank Management? Explain the features of Credit Scores Bank Management.
10. What is Credit Guarantee Options in Bank Management? Explain the importance of Credit Guarantee Options in Bank Management.

PART - B
(Case Analysis)

(20)

. India is "significantly behind" other developing economies in terms of physical banking infrastructure. India has only 12 bank branches and 13 ATMs per 1,000 adults, compared to Brazil, which has about 4 times the number of branches and 10 times as many ATMs per 1,000 adults. The Indian financial services sector is experiencing a plethora of regulatory changes as it gears up to meet local and international standards, while balancing its commitment to financial inclusion. Branchless banking options such as business correspondents, payment instruments and mobile banking are gradually moving up in terms of priority for banks as they try to expand reach". RBI has over the years played a supportive role in increasing banking outreach and financial inclusion. RBI has encouraged "banks and other financial services providers to adopt various new technologies and business models for growth and profitability".

Question:

What do you think is still required to be done by RBI and Commercial Banks in India to achieve 100% financial inclusion?

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH- 2024

THIRD SEMESTER

PAPER-311:CONSUMER BEHAVIOUR

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated Colleges)

Time: 3 Hours **Max. Marks :70**

PART - A

(Descriptive/Numerical Type questions)

Answer any Five questions. Each question carries 10 marks. **(5×10=50)**

1. Clearly distinguish between classical and instrumental conditioning as theories of consumer learning?

2. Discuss the emerging trends in Indian market with special reference to changing consumer behaviour. Explain the application of understanding consumer behaviour in marketing decisions.

3. What kind of reference group influence do you expect in the following cases?

   (i) Home furnishing buying (ii) *Mobile handset buying*

4. Define Culture and sub-culture. How are cultural values relevant to a marketing practitioner?

5. What is the VALS2 system of lifestyle classification?

6. PQR is planning to launch a premium range of dark chocolates. Explain how an understanding of the following concepts will help market the chocolates:

   a) Consumer perception

   b) Consumer learning

7. What is meant by consumer behaviour? Explain interrelationship between marketing strategy and consumer behaviour?

8. Define consumer behaviour. Discuss the role of segmentation and targeting in increasing a marketers understanding of the consumer behaviour.

9. Discuss the need and importance of having deep knowledge of the Global Consumer Behaviour and Online buying behaviour for a marketing professional.

10. Write short notes on each of the following:

    i) Research and applications of consumer responses to direct marketing approaches

    ii) Issues of privacy and ethics.

PART - B

(Case Analysis) **(20)**

11. Sujit has recently bought a phone under peer pressure. His family was not in favour. However he was influenced by brand image and saw it as a status statement. He feels he has made a use decision. He did preliminary search and sought information from current users and formal sources. Now he has stories to tell about his phone and its features, when people seek information and ask his advice he feels like a star. Some people are motivated to buy the same.

Questions:

a) Explain the dual role played by Sujit in this case.

b) How can Sujit's post purchase behaviour be explained?

c) Why would Sujit now attempt to influence the purchase behaviour of others?

MASTER OF BUSINESS ADMINISTRATION DEGREE EXAMINATION, FEBRUARY/MARCH - 2024

THIRD SEMESTER

PAPER - MCA : INTERNET FUNDAMENTALS (Open Elective)

(Under C.B.C.S. New Regulations w.e.f. 2020-2021)

(Common Paper to University and all Affiliated Colleges)

Time : 3 Hours **Max. Marks :70**

PART - A

Answer any Five questions.Each question carries 4 marks. **(5×4=20)**

1. a) What is electronic mail and how does it work?

   b) What is browsing? List different Browsers.

   c) What is the difference between the Internet and the World Wide Web?

   d) What is a URL? Explain its different components.

   e) Write the purpose of the FTP protocol.

   f) Explain the difference between Telnet and SSH.

   g) Differentiate HTML and Advanced HTML.

   h) What are some common types of MUDs?

   i) What is an e-book? How does it differ from a traditional book?

   j) What is Electronic publishing?

PART - B

Answer One full question from each unit. Each question carries 10 marks.(5×10=50)

UNIT-I

1. i) Describe the process of sending an email message, including the role of the SMTP server.
   ii) Explain the Architecture and Services of an E-mail.

(OR)

2. i) Describe the basic steps involved in publishing a web page.
   ii) Discuss publishing.

UNIT-II

3. i) Explain the concept of client-server architecture in the context of the Internet.
   ii) Describe the basic steps involved in publishing a web page.

(OR)

4. i) What is Hypertext Transfer Protocol (HTTP)? How is it used in the World Wide Web?
   ii) Explain the difference between static and dynamic web pages, and give examples of each.

UNIT-III

5. i) Describe explore the steps involved in establishing an FTP connection? Explain the sequence of commands used in FTP.
   ii) What are some common applications of Telnet? Provide examples of situations where Telnet would be used.

(OR)

6. i) Discuss the working functionality of TELNET.
   ii) Describe the different types of web graphics and the file formats used for each.

UNIT-IV

7. i) Describe the steps to create a graph in Power Point.
   ii) Discuss about some benefits and drawbacks of participating in newsgroups?

(OR)

8. i) Discuss Newsgroups.
   ii) Explain the differences between HTML and XHTML? Give some examples.

UNIT-V

9. i) Discuss the role of HTML, CSS, and JavaScript in web programming.
   ii) Differentiate Advanced HTML and CSS.

(OR)

10. i) Explain the concept of web services and their role in web programming. What are some popular web services used in web programming?
    ii) How to build websites?

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH - 2024

THIRD SEMESTER

PAPER :314 - ADVERTISING AND SALES PROMOTION MANAGEMENT

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated Colleges)

Time: 3 Hours **Max. Marks :70**

PART - A

(Descriptive/Numerical Type Questions)

Answer any Five questions. Each question carries 10 marks.

(5×10=50)

1. Comment on the process, functions and structure of an advertising agency in rendering services to its clients.

2. Summarize the relevance of FCB Model in setting Advertising Objectives. Compare and contrast with DAGMAR Model.

3. Message design and positioning are to be considered as creative and strategic components in an advertising campaign planning. Discuss with examples vis-a-vis advertising.

4. Define layout and discuss different types of layout with examples.

5. Discuss different advertising media highlighting their respective advantages and limitation.What factors have to be kept in mind while choosing media - mix for an advertising campaign?

6. What do you understand by On - line Catalogue? Explain advantages and disadvantages of On-line advertising.

7. What are the various types of tests used for testing advertising effectiveness? Briefly describe any three of them.

8. Explain the objectives of International marketing communication. Discuss the key issues in international marketing communication.

9. List the steps in designing sales promotion strategy and also give methodology of sales promotion.

10. Which are different types of Sales Promotion Tools a FMCG company can use in promoting brands? Give them with a suitable example.

PART - B

(Case Analysis)

(20)

11. APL is a city based electric vehicles start-up which commenced delivery of Alpha 1.0, a new generation electric bike. The cost effective, performance oriented and a stylish electric bike was handed over to the first ten customers by the founder CEO at their manufacturing plant, outskirts of Hyderabad, in the state of Telangana. According to the CEO, the Alpha 1.0 e-bike launched during September 2020 had generated widespread interest in the market. The bike was specifically designed and targeted for the needs of upwardly mobile Indian consumers with a competitive base price of half a lakh rupees only.

The bike is powered by a Lithium-ion battery pack that charges in just four hours and offers a range of 100 km ph in a single charge. The bike does not need registration and the person driving it does not need a license.

You have been retained by the company as the marketing communication consultant for the nest five years advising the company for awareness creation of the product per se and also the benefits that by using electric bike would help curbing the pollution levels in a small way.

Questions:

a) What elements of integrated marketing communication would you recommend and why? Elaborate the choice of promotional elements in terms of awareness creation of the new innovation and its benefits in curbing pollution levels.

b) Suggest a suitable brand ambassador (need not be a celebrity) and give reasons for the choice.

c) Propose suitable USP for the new innovation and offer your reasons for the same.

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH - 2024

THIRD SEMESTER

PAPER :314 - ADVERTISING AND SALES PROMOTION MANAGEMENT

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated Colleges)

Time: 3 Hours **Max. Marks :70**

PART - A

(Descriptive/Numerical Type Questions)

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(5×10=50)

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c) Propose suitable USP for the new innovation and offer your reasons for the same.

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH - 2024

THIRD SEMESTER

PAPER :321 - FINANCIAL SERVICES

(Revised Regulations w.e.f. 2021-2022)

(Common Paper to University and Affiliated Colleges)

Time: 3 Hours **Max. Marks :70**

PART - A

(Descriptive/Numerical Questions)

Answer any Five questions. Each question carries 10 marks.

(5×10=50)

1. What do you mean by 'Financial System'? Explain the role of Financial Markets in Financial system and discuss the functions of Financial Markets.
2. Explain the various Financial Sector Reforms in India.
3. Explain the functions of merchant banker.
4. Explain the role of IRDAI in regulating insurance sector in India.
5. What is lease financing? Explain different types of lease agreements.
6. What is factoring? Explain different factoring methods.
7. Discuss the present state of the mutual funds in India and outline the causes for their slow growth.
8. What is credit rating? Explain the process of credit rating.
9. Explain the functions performed by the National Housing Bank. Discuss the powers vested in it to regulate and supervise the Housing Finance Companies in India.
10. What is venture capital? Discuss the features and stages of venture capital financing.

PART - B

(Case Analysis)

(20)

11. The problem before the Insurance Regulatory Authority (IRA), in some ways is unique. Unlike the SEBI and even the telecom regulatory authority, which inherited up and running businesses, the IRA is presiding over an unborn industry. IRA has not only to regulate the

insurance industry but also, at least in the initial phases act as midwife. It is therefore welcome that IRA regulatory will work towards creating an environment that generates confidence among potential policyholder. And for this, what IRA is ensuring that the insurance companies have enough money to pay for any redemption or withdrawal. They should be perceived as safe as bank.

Already, several Indian companies have planes to enter into the insurance sector and a dozen companies have tied-up with foreign partners. Further, as foreign players enter the market, one of the officials points out that equally tie-up would be better than technical collaborations. Further the entry of these foreign players will also lead to greater qualities in the products offered. This will also call for some-re-orientation of strategies for the existing player the LIC and GIC.

Questions:

a) The insurance regulation will work towards creating an environment that generator confidence among potential policyholders. Why are these needs for creating such an environment? What measures has the IRDA takes in this regard?

b) What strategies do you recommend to a new private sector insures?