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VACHANA PITAMAHA DR.P.G.HALAKATTI
COLLEGE OF ENGINEERING AND TECHNOLOGY ,VIJAYPUR

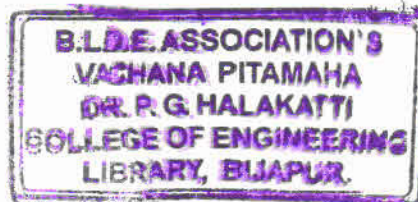
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QUESTION PAPERS

1st,2nd 3rd & 4th SEMESTER

MBA

JUNE/JULY 2019



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18MBA12

**First Semester MBA Degree Examination, June/July 2019
Managerial Economics**

Time: 3 hrs.

Max. Marks: 100

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

- 1
 - a. Define I80 – Quant. (03 Marks)
 - b. Explain Baumol's model of sales maximization. (07 Marks)
 - c. Describe the nature and scope of managerial economics in relation to business and industry. (10 Marks)

- 2
 - a. What do you by "Envelope Curve"? (03 Marks)
 - b. There are few exceptions to the law of demand what are they? Explain. (07 Marks)
 - c. Explain five fundamental principles of managerial economics. (10 Marks)

- 3
 - a. Distinguish between substitute and complementary goods with example. (03 Marks)
 - b. Explain the concept of law of variable proportion with the help of diagram. (07 Marks)
 - c. Describe the types of price elasticity with diagram and example. (10 Marks)

- 4
 - a. Define CARTEL. (03 Marks)
 - b. Discuss the different methods available for demand fore casting. (07 Marks)
 - c. Explain with the help of diagram "kinked demand curve". (10 Marks)

- 5
 - a. Differentiate between accounting profit and economic profit. (03 Marks)
 - b. Briefly explain economics and dis-economics of scale. (07 Marks)
 - c. Construct a Break even chart and explain its assumptions and its managerial significance. (10 Marks)

- 6
 - a. State the law of supply. (03 Marks)
 - b. Elaborate Williamson's theory of maximization of managerial utility function. (07 Marks)
 - c. What are the features of perfect competition? Explain how price is determined under perfect competition in short run. (10 Marks)

- 7
 - a. Define "Loss leadership" (03 Marks)
 - b. Describe the least cost combination with example. (07 Marks)
 - c. "Managerial Economics is the integration of economics theory with business practice for the purpose of facilitating decision making and forward planning by management. Explain. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and/or equations written eg. 42+8 = 50, will be treated as malpractice.

8 **Compulsory : Case Study**

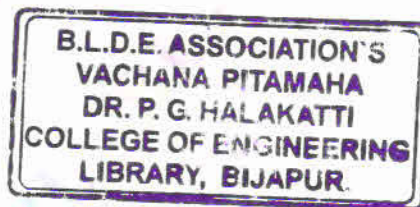
Nokia Going the Qwerty Ways

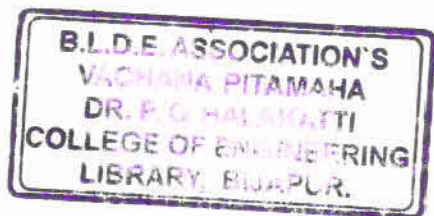
The Indian mobile handset market is projected to grow by 25% by volume in 2011 to 210 million units as against to 151 million units as on Dec 31, 2009, with smart phones contributing sales of nearly 12 million units in 2011. Nokia is still the most selling brand with a 56% market share but it is losing its market share due to due emergence and gradual popularity of Androids and smart phones, availability of local brands like Spice, and Micromax and shift in Indian consumer preference for more features. Nokia is all set to uphold itself as a trust worthy brand by adopting multiple strategies. "It's time we leave range our market position and brand". "we will sell several low cost dual SIM handsets with feature like camera, and radio which are much is demand" – says shivkumar the M.D and vice president for Nokia India while launching a new series of smart phones.

QWERTY is one of the fastest growing mobile phone categories in due world due to the rise in messaging and social networking. In order to cash in on the growing demand of QWERTY phones, Nokia on Thursday 27, 2011 launched its new handset. Nokia X2 – 01 with its low price, colourful design and optimized messaging ability. The Nokia X2 – 01 makes it easy to set up chat and send mail directly and superfast access to Ovi Mail, Ovi chat and more. This handset will help in democratizing the use of QWERTY keypads to Indian consumers. It will be available at Rs. 4, 459.

Questions :

- a. What are the alternate objective of the firm? (05 Marks)
- b. In your opinion what is the objective of Nokia in introducing the new series of phone? (05 Marks)
- c. Elaborate with relevant theory? (05 Marks)
Do you agree that Growth maximization with managerial discretion is more suitable for public limited companies like Nokia? (05 Marks)
- d. 'Nokia can maximize the sales on the basis of brand name" comment. (05 Marks)





CBCS SCHEME

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18MBA14

First Semester MBA Degree Examination, June/July 2019 Business Statistics and Analytics

Time: 3 hrs.

Max. Marks: 100

- Note:** 1. Answer any **FOUR** full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.
3. Use of statistical table is permitted.

- 1 a. What is looping and dangling in network? (03 Marks)
b. Bring out some special cases in linear programming problem, with an illustration. (07 Marks)
c. Calculate Karl Pearson's coefficient of correlation for the data given below taking 66 and 63 as assumed means of X and Y respectively.

Height of husbands in inches [X]	:	60	62	64	66	68	70	72
Height of Wives in inches [Y]	:	61	63	63	63	64	65	67

(10 Marks)

- 2 a. Bring out the utility of time series analysis. (03 Marks)
b. 1000 light bulbs with a mean life of 120 days are installed in a new factory and then length of life is normally distributed with standard deviation of 20 days.
i) How many bulbs will expire in less than 90 days?
ii) If it is decided to replace all the bulbs together, what interval should be allowed between replacements, if not more than 10 percent should expire before replacement? (07 Marks)
c. From the following data obtained the two regression equations and calculate correlation coefficient:

X:	1	2	3	4	5	6	7	8	9
Y:	9	8	10	12	11	13	14	16	15

Estimate the value of Y which should correspond on an average to $X = 6.2$. (10 Marks)

- 3 a. List out the classification of probability distribution function. (03 Marks)
b. The following table gives the number of days in a 50-day period during which automobile accidents occurred in a city:

Number of accidents:	0	1	2	3	4
Number of days:	21	18	7	3	1

Fit a poisson distribution to the data. (07 Marks)

- c. You are given below the daily wages paid to the workers in two factories X and Y:

Daily Wages	Number of Workers	
	Factory X	Factory Y
12-13	15	25
13-14	30	40
14-15	44	60
15-16	60	35
16-17	30	12
17-18	14	15
18-19	07	05

Using appropriate measures answer the following:

- i) Which factory pays higher average wage? (10 Marks)
 ii) Which factory has a more consistent wage structure?

- 4 a. Enumerate the different types of correlation. (03 Marks)
 b. The following table relates to the tourist arrivals (in million) during 2001 to 2007 in India:

Years:	2001	2002	2003	2004	2005	2006	2007
Tourist Arrivals [in millions]	18	20	23	25	24	28	30

Fit a straight line trend by the method of least squares and estimate the number of tourists that would arrive in the Year 2011. (07 Marks)

- c. Calculate median and mode of the given data below. Using them find arithmetic mean.

Marks:	10	20	30	40	50	60
Number of students:	8	23	45	65	75	80

(10 Marks)

- 5 a. What is degeneracy? (03 Marks)
 b. Particulars of regarding the income of two villages are given below:

	Village X	Village Y
Number of people	600	500
Average Income (Rs)	175	186
Variance of Income (Rs)	100	81

- i) In which village is the variation in income greater?
 ii) What is the combined standard deviation of the village X and village Y put together? (07 Marks)

- c. A brokerage survey reports that 30 percent of individual investors have used a discount broker, i.e., one which does not charge the full commission. In a random sample of 9 individuals, what is the probability that:

- i) Exactly two of the sampled individuals have used a discount broker?
 ii) Not more than three have used a discount broker.
 iii) At least three of them have used a discount broker. (10 Marks)

- 6 a. Based on the purpose of measuring, the measurement of dispersion is classified in two categories. Explain briefly each category. (03 Marks)

- b. Solve graphically the following L.P.P.

$$\text{Maximize } Z = 0.07x_1 + 0.10x_2$$

$$\text{Subject to } x_1 + x_2 \leq 30,000$$

$$x_1 \geq 6,000$$

$$x_2 \leq 12,000$$

$$x_1 - x_2 \geq 0$$

$$x_1, x_2 \geq 0$$

(07 Marks)

- c. Draw a network corresponding to the following information. Obtain the early and late start time, early and late finish time. Determine the critical activities and project completion time:

Activity	1-2	1-3	2-6	3-4	3-5	4-6	5-6	5-7	6-7
Duration	4	6	8	7	4	6	5	19	10

(10 Marks)

- 7 a. List out the different types of averages. (03 Marks)
 b. The agriculture research institute suggested to a farmer to spread out at least 4800 kg of a special phosphate and not less than 7200kg of special nitrogen fertilizer to raise productivity of Crop's in his fields. There are two sources for obtaining these - Mixture A and Mixture B. Both of these are available in bags weighing 100kg each and they cost Rs.40 and Rs.24 respectively. Mixture A contains phosphate and nitrogen equivalent of 20kg and 80kg respectively, while Mixture B contains these ingredients equivalent of 50kg each. Formulate linear programming problem to determine how many bags of each type the farmer should buy in order to obtain the required fertilizer at min cost. (07 Marks)
 c. A small project is composed of activities. Whose time estimates are listed in the table below [in weeks]:

Activity	Estimated Duration		
	Optimistic	Most Likely	Pessimistic
1-2	1	1	7
1-3	1	4	7
1-4	2	2	8
2-5	1	1	1
3-5	2	5	14
4-6	2	5	8
5-6	3	6	15

- i) Draw the network diagram and its activities in project and find critical path and variance.
 ii) What is the expected project length./
 iii) Find out the probability of completing the project at least 4 weeks later than expected time. (10 Marks)

8 Solve the given transportation problem for initial basic feasible solution.

To \ From	P	Q	R	S	Supply
A	12	10	12	13	500
B	7	11	8	14	300
C	6	16	11	7	200
Demand	180	150	350	320	

- Find the transportation cost by using
 a. VAM Method (10 Marks)
 b. LCM Method. (10 Marks)

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First Semester MBA Degree Examination, June/July 2019
Accounting for Managers

Time: 3 hrs.

Max. Marks: 80

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- 1**
- a. What is Journalizing? (02 Marks)
 - b. Show the accounting equation of M/s. Shilpa Industries Ltd. On the basis of the following transactions :
 - i) Started Business with cash Rs. 90,000/-
 - ii) Purchased good on credit Rs. 50,000/-
 - iii) Purchased furniture for cash Rs. 10,000/-
 - iv) Draw for personal use Rs. 5,000/-
 - v) Paid to creditors Rs. 40,000/-
 - vi) Received from debtors Rs. 12,000/- (06 Marks)
 - c. "Accounting concepts and conventions are the grammar of the language of accounting" In the light of the above statement explain the them in brief. (08 Marks)
- 2**
- a. What is Contra entry? Give example. (02 Marks)
 - b. Prepare a Trial balance form the following ledger balances :
 Capital Rs. 12,00,000, Fixed Assets Rs. 17,00,000, Purchases Rs. 6,40,000, Debtors Rs. 1,00,000, Sales Rs. 11,30,000, O/S salary Rs. 10,000, Proposed dividend Rs. 40,000, Provision for taxation Rs. 28,000, Interest on bank deposits Rs. 20,000, Rent received in advance Rs. 12,000. (06 Marks)
 - c. Journalize the following transaction in the books of M/S Deepa Industries Ltd.,

1/1/16	Started business with cash Rs. 1,00,000/-
2/1/16	Purchased Furniture for cash Rs. 10,000/-
3/1/16	Purchased goods from Mr. Kamallesh on list price of Rs. 15,000/- at a trade discount of 10%
4/1/16	Returned goods to Mr. Kamallesh value at list price Rs. 1,000/-
8/11/16	Settled the account of Mr. Kamallesh by paying Rs. 12,500/-
12/1/16	Sold goods to Mr. Ramlal for Rs. 10,000/-
15/1/16	Ramlal returned goods worth Rs. 2000
20/1/16	Received from Mr. Ramlal Rs. 7,900 on full settlement of his account.

(08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
 2. Any revealing of identification, appeal to evaluator and/or equations written eg. 42+8 = 50, will be treated as malpractice.

- 3 a. What is contingent Liability? (02 Marks)
 b. SV Industries Ltd. Purchased a plant on 1st April 2010 for Rs. 4,50,000/- and incurred installation charges of Rs. 50,000/-. On 30th September, 2010 it purchased second hand plant for Rs. 1,00,000/- on 1st October 2012 it sold the 1st plant purchased on 1st April 2010 for Rs. 3, 65,000/-. On 30th September 2013 it sold the second plant purchased on 30th September 2010 for Rs. 75,000/- and purchased another plant for Rs 1,50,000/-. Depreciation was provided at the rate of 10% on original cost on 31st March each year. Show the plant A/c for the period 2010 -11 to 2013-14.

(06 Marks)

- c. Record the following Transactions in three column cash book of M/s Geetha Industries Ltd., for the month of March 2016.

1 st March 2016	Balance of cash Rs. 2,000 and at bank Rs.5,000.
3 rd	Received cash Rs. 500 and cheque Rs. 400 for cash sales and deposited the cheque in to Bank.
6 th	Paid by cheque for purchases Rs. 100.
9 th	Paid Gopal cash Rs. 680 and he allowed discount Rs. 20.
12 th	Received cash from Rs. 600 in full settlement of his account of Rs. 630.
14 th	Withdrawn from bank for personal use Rs. 500
20 th	Sham and Company paid direct into our bank account Rs. 7,000
23 rd	Cash withdrawn from bank for office use Rs. 1,000
27 th	Discounted a bill at 1% through bank Rs. 4,000
31 st	Paid Staff salaries by cash Rs. 1,000

(08 Marks)

- 4 a. What is Marshalling of Balance Sheet? (02 Marks)
 b. Prepare a trading account from the following data and find gross profit :

Particular	Debit	Credit
Opening stock	4,00,000	-
Sales	-	7,80,000
Purchases	4,85,000	-
Carriage inward	10,000	-
Salaries	30,000	-
Office rent	2,500	-
Wages	40,000	-
Factory expenses	35,000	-
Fuel and power	5,000	-

Closing stock for the year is Rs. 4,20,000.

(06 Marks)

- c. SDG Ltd has the following capital structure :

5000 Equity shares of Rs. 100 each	Rs. 5,00,000
10% 25000 preference shares of Rs. 10 each	Rs. 2,50,000
8% 2500 debentures of Rs. 100 each	Rs. 2,50,000
Total	Rs. 10,00,000

During the previous year the company made an operating profit (EBIT) of Rs. 4,00,000. Determine the earning per share (EPS) dividend per share (DPS) and price earnings ratio (PE ratio). You may assume payout policy 50% tax rate of 50% and market price per share Rs. 200.

(08 Marks)

- 5 a. What is quick ratio? (02 Marks)
 b. What are the deductions under section 80c of Income tax Act? (06 Marks)
 c. Using the following accounting variables, construct the balance sheet.
 Gross profit (20% of sales) Rs. 60,000
 Credit sales to total sales 80%
 Share holders equity Rs. 50,000
 Total assets turnover 3 times
 Stock turnover 8 times
 Average collection period (360 days in a year) 18 days
 Current ratio 1.6:1
 Long term debt to equity 40% (08 Marks)

- 6 a. What is sustainability Reporting? (02 Marks)
 b. What is meant by "Accounting Standard"? Explain any 5 accounting standards in brief. (06 Marks)
 c. The following Balance sheet are given :

Liabilities	2015	2016	Assets	2015	2016
Equity share capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
Preference capital	1,50,000	1,00,000	Machinery	2,00,000	1,70,000
General Reserves	40,000	70,000	Building	80,000	2,00,000
P and L A/C	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bill receivable	20,000	30,000
Bills payable	20,000	16,000	Cash in hand	15,000	10,000
Provision for taxation	40,000	50,000	Cash at Bank	10,000	8,000
	6,77,000	8,17,000		6,77,000	8,17,000

Additional information:

Depreciation of Rs. 20,000 on machinery and Rs. 10,000 on Building has been charged during the year 2016. Interim dividend of Rs. 20,000 and income tax of Rs. 35,000 has been paid during the year 2016.

Prepare cash flow statement as per AS – 3.

(08 Marks)

- 7 a. What is IFRS? (02 Marks)
 b. State the Income Tax Slab rates for an individual for the current assessment year 2018-19. (06 Marks)
 c. What is Human Resources Accounting? Briefly explain the methods of Human Resources Accounting. (08 Marks)

8 Compulsory : Case Study

The following is the trail balance of Mr. S.V as on 31.12.2016. prepare trading and profit and Loss account for the year ending 31.12.2016 and a balance sheet as on that data :
Adjustments :

Closing stock on 31.12.16 was Rs. 10,000

Debtors worth Rs. 2000 was bad

Depreciate machinery by 5% and Van by 15%

Provision for bad doubtful debts Rs. 600

Commission accrued and not received Rs. 500

Goods worth Rs. 500 were used by the properties for personal use.

On 20.12.2016 a fire broke out in the shop and goods worth Rs. 2000 were completely destroyed. The insurance company accepted the claim for Rs. 1500 and paid claim on 1.1.2017.

Particulars	Debits (Rs.)	Credit (Rs.)
Capital	-	85,000
Drawings	7,500	-
Opening stock 1.1.2016	12,000	-
Purchase and sales	86,000	1,70,000
Returns	2,000	1,000
Discounts	500	700
Commission Received	-	1,000
Income tax paid	700	-
Office salaries	17,300	-
Office rent	2,000	-
Advertising	1,700	-
Sundry Debtors and creditors	85,000	30,000
Bad debts reserve	-	3,000
Manufacturing wages	8,600	-
B/R and B/P	5,000	5,000
Carriage inwards	600	-
Machinery	40,000	-
Motor vans	7,000	-
Land and Building	10,000	-
Office expenses	1,500	-
Cash at bank	6,000	-
Cash in hand	2,300	-
	2,95,700	2,95,700

(16 Marks)

First Semester MBA Degree Examination, June/July 2019
Management and Organizational Behaviour

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.

- 1 a. State the features of management as a profession. (02 Marks)
b. Explain the roles of a manager according to Henry Mintzberg. (06 Marks)
c. Discuss the challenges and opportunities organizations face in the present scenario. (08 Marks)

- 2 a. What do you mean by span of control? (02 Marks)
b. Explain the techniques of group decision making. (06 Marks)
c. Elaborate on the different types of organization structures. (08 Marks)

- 3 a. Define organization behavior. (02 Marks)
b. Explain the big five personality traits. (06 Marks)
c. Describe the process of controlling. (08 Marks)

- 4 a. Name the types of skills required by managers. (02 Marks)
b. Elucidate on the five stage model of group development. (06 Marks)
c. Define perception and explain the perpetual process. (08 Marks)

- 5 a. Define delegation of authority. (02 Marks)
b. Discuss the different leadership system in detail. (06 Marks)
c. Describe Herzberg's motivation hygiene theory. Compare it with Maslow theory of hierarchy needs. (08 Marks)

- 6 a. What are planning premises? (02 Marks)
b. What are the factors that determine one's personality? (06 Marks)
c. What is MBO? Explain the process of MBO. (08 Marks)

- 7 a. State the components of attitudes. (02 Marks)
b. Give a note on the different types of controlling. (06 Marks)
c. Briefly explain Black and Mouton's managerial grid. (08 Marks)

8 CASE STUDY [Compulsory]

Kusuma is a young lady aged around 30 years an alumni of IIM Lucknow. In a short span of years she rose to the level of vice president in a financial services company. The company had employees all very senior compared to her.

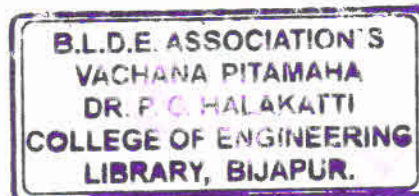
Kusuma was highly intelligent, and a workaholic, exactly knew what she wanted from her life. She came from a family which did not have any financial problem.

The existing employees has a problem, keeping in pace with her expectations and were not able to deliver. Unrest and gossips started at the workplace, employee morale come down a performance get affected.

Questions :

- a. At what level is Kusuma in the Maslow's need hierarchy? Explain. (04 Marks)
- b. What are the basic traits which a leader should possess. (04 Marks)
- c. Apply anyone of the leadership theory to Kusuma and substantiate. (08 Marks)

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First Semester MBA Degree Examination, June/July 2019

Economics for Managers

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
 2. Question No. 8 is compulsory.**

- 1 a. What is a production possibility curve? (02 Marks)
 b. Explain with suitable example the concept of equi-marginal principle. (06 Marks)
 c. Elaborate product life cycle pricing. (08 Marks)

- 2 a. What do you understand by fixed and variable cost? (02 Marks)
 b. Explain any five important characteristics of monopoly. (06 Marks)
 c. Explain the concept of law of demand. What causes the market demand curve for a commodity to shift up and down? Explain. (08 Marks)

- 3 a. What is skimming price? (02 Marks)
 b. Illustrate with suitable example the concept of iso-quants and iso-costs. (06 Marks)
 c. Narrate recent changes in Indian Economy. (08 Marks)

- 4 a. Write down three major components of GDP. (02 Marks)
 b. Explain Baumol's sales maximization theory. (06 Marks)
 c. 'Government of India announced its new Industrial Policy with an aim to correct the distortion and weakness of the industrial structure of the country that had developed in 4 decades; raise industrial efficiency to the international level; and accelerate industrial growth'. Explain the statement with its salient features. (08 Marks)

- 5 a. What is diseconomies of scale? (02 Marks)
 b. What do you understand by disinvestments? List out some of the objectives of disinvestments in India. (06 Marks)
 c. How does fiscal policy affect economic growth and resource allocation? How can the policy be used for improving business environment? (08 Marks)

- 6 a. List out some of the economic indicators to determine business cycle. (02 Marks)
 b. Consider the market for widgets and cogs, you study survey data and observe that if widgets cost Rs.5, then 100 widgets are demanded and 60 cogs are demanded. You also observe that if widgets cost Rs.3 then 200 widgets are demanded and 100 cogs are demanded if cogs cost Rs.2 then 125 cogs are demanded. Can the price-elasticity of demand be calculated for either goods? (06 Marks)
 c. Discuss with suitable example the law of variable proportions. (08 Marks)

- 7 a. List out some of the difficulties of Measuring National Income. (02 Marks)
 b. Explain the impact of WTO on Indian Economy. (06 Marks)
 c. Narrate Indian Economic problem and prospects. (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
 2. Any revealing of identification, appeal to evaluator and/or equations written eg. 42+8 = 50, will be treated as malpractice.

8 **Compulsory:**

- a. A computer manufacturing company sells personal computer laptops and peripherals. The following information in rupees in crores was obtained from the chief accountant of the company at the end of March 2011. It was also assumed that wages are fixed cost, since the company did not lay off any worker and also that 20% of the overheads are variable. Consider yourself to be a managerial economist and analyze the information specially the BEP.

	PC	Laptops	Peripherals
Sales	2,500,000	600,000	120,000
Material	2,300,000	300,000	100,000
Wages	55,000	300,000	60,000
Overheads	50,000	50,000	20,000
Profit/loss	95,000	50,000	60,000

(08 Marks)

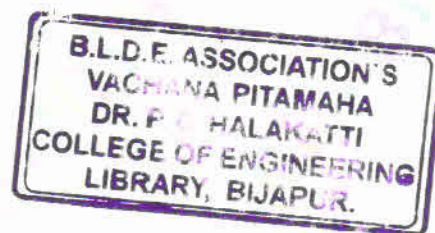
- b. It is anticipated that 2020-21 one fifth of cars in India will run on gas. The higher purchasing cost of gas-run vehicle is more than compensated by these lower environmental cost and better mileage. Maruti Suzuki has the widest gas run car portfolio with CNG-run Alto, WaganR, Estilo and SX4.

With a less than 5% market share and as a strategy to combat stiff competition from G.M. India (General Motors) India is set to play the alternatives fuel game. GM sees virtue in turning green and wants to do it fast, as competition is gearing up among, emerging players. GM's upcoming half a dozen joint venture products with China's SAIL will have 14 variants. Apart from the conventional diesel and petrol variants, they will have LPG and CNG versions. It already offers LPG variants of its small cars.

Questions:

- i) Do you think the Indian automobile market has understood the advantage of non-price competition? Analyze. (04 Marks)
- ii) Explain which market situation exist in above case. (04 Marks)

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16/17MBA15

First Semester MBA Degree Examination, June/July 2019
Marketing Management

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.
2. Question No. 8 is compulsory.

- 1 a. Differentiate between selling concept and Marketing concept. (02 Marks)
b. Explain the functions of Marketing. (06 Marks)
c. What are the factors to be considered under Marketing Environment Analysis? Explain. (08 Marks)
- 2 a. Define Consumer Behaviour. (02 Marks)
b. Describe Nicosia model of Consumer Behaviour. (06 Marks)
c. Explain the various factors, which affect the consumer buying behaviour. (08 Marks)
- 3 a. What is Brand Equity? (02 Marks)
b. What are the major brand strategy decisions for a company in the context of building brands? (06 Marks)
c. What is Market Segmentation? Explain the basis for segmentation. (08 Marks)
- 4 a. What is the role of Labelling? (02 Marks)
b. Trace the stages of a products life cycle and the marketing strategies relevant to each stage. (06 Marks)
c. Explain the stages of New Product Development. (08 Marks)
- 5 a. What is Skimming Pricing? (02 Marks)
b. Explain the different channels of distribution. (06 Marks)
c. Briefly explain the different types of Pricing. (08 Marks)
- 6 a. What is Marketing Audit? (02 Marks)
b. Explain the strategic planning process in detail. (06 Marks)
c. What are the steps in Marketing Planning? Explain. (08 Marks)
- 7 a. What is Targeting? (02 Marks)
b. Analyse the factors influencing price decision. (06 Marks)
c. Describe Marketing to the 21st century customers in detail. (08 Marks)

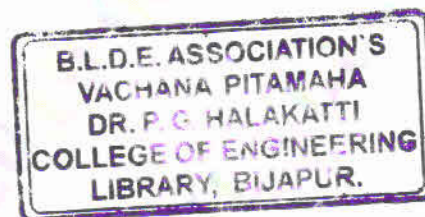
8 CASE STUDY :

Changing Dynamics in the Shampoo Market in India

The shampoo market in India was estimated at Rs 21.41 billion per annum as of February 2014, growing annually at a rate of 16.5%. The market was dominated by India's largest Fast Moving Consumer Goods (FMCG) company, Hindustan Unilever Ltd (HUL) and one of the World's largest consumer goods companies, Procter and Gamble Company (P & G).

The Shampoo market in India has changed significantly since the 1960s, when first, it became a lifestyle product in Urban homes. As of 2014, it was a very competitive market, with dominant players such as Hindustan Unilever Ltd, and Procter and Gamble Company. Analysts expect the competition in the market to intensity further, with the entry of companies such as ITC Ltd. The market is marked by intense competition from domestic as well as multinational companies. The changing dynamics in the industry, coupled with a comparatively low penetration rates, offer the players in this market, the opportunity to grow in both the top and bottom ends of the market , according to the analysts.

- a. Critically analyse the Shampoo market in India. Discuss how the market has evolved over the years. (04 Marks)
- b. What according to you, are the reasons for the changes, happening in the Shampoo market? (04 Marks)
- c. In the changing Scenario, what should a company like HUL, do to sustain its leadership position in the shampoo market? (04 Marks)
- d. ITC is planning to enter the shampoo market in India. According to you, what strategy should it adopt to emerge as a leading player in the market? (04 Marks)



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18MBA11

First Semester MBA Degree Examination, June/July 2019
Management and Organizational Behaviour

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

- 1 a. What is Unity of command? (03 Marks)
b. Discuss the Perceptual Errors. (07 Marks)
c. Enumerate the various managerial roles played by a Manager. (10 Marks)
- 2 a. What is N.G.T? (03 Marks)
b. Discuss the Managerial Grid Theory proposed by Blake and Mouton. (07 Marks)
c. Explain the Two-Factor theory of motivation propounded by Herzberg. (10 Marks)
- 3 a. What is Delegation of Authority? (03 Marks)
b. Enumerate Maslow's need Hierarchy theory. (07 Marks)
c. Explain the challenges and opportunities to the field of O.B. (10 Marks)
- 4 a. What is Span of control or Span of Management? (03 Marks)
b. Discuss and differentiate formal and informal organizations. (07 Marks)
c. Explain the personality factors or attributes influencing the field of O.B. (10 Marks)
- 5 a. What do you mean by Locus of Control? (03 Marks)
b. Brief the types of controlling? (07 Marks)
c. Explain 14 Principles of Management proposed by Henry Fayol. (10 Marks)
- 6 a. What is Halo Effect? (03 Marks)
b. Discuss Intellectual and Physical Ability of Individual Behaviour. (07 Marks)
c. Explain the process of Decision Making. (10 Marks)
- 7 a. Define controlling. (03 Marks)
b. Discuss the Principle of Scientific Management. (07 Marks)
c. Explain the base structure of organizing. (10 Marks)

8 Case Study (Compulsory) :

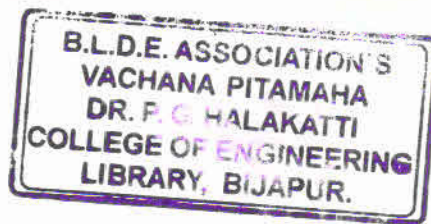
Mr. Sachdev Varma is a 50 years old man and a successful Chartered Accountant. He did MBA and CA from a top institution in 1995. At present he is working and holding a responsible post in a chartered accounting firm named MNZ. Apart from this, he also delivers lectures in a number of reputed private universities. His colleagues and friends highly appreciate his professionalism.

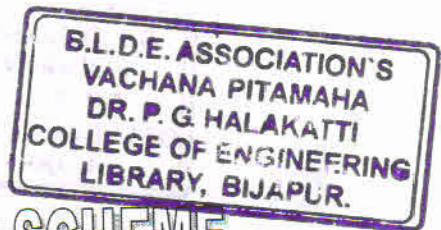
Many people in the society honor him because he is man of magnetic personality. Mr. Varma is also a member of ASSOCHAM and Chittagong Club and actively involved in social work. He is very keen to develop social network and relationship. He likes to play long tennis and golf in his leisure time. He likes to travel abroad with his family.

Analyse the case study and answer the following questions:

- a. What kind of ability does Mr. Varma have to prove himself as true professional and as man of magnetic personality? (06 Marks)
- b. What kind of ability support him in travelling and participate in golf and long tennis? (06 Marks)
- c. Discuss the various Intellectual and Physical abilities of Mr. Varma making him a successful professionalist and social worker. (08 Marks)

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CBCS SCHEME

16/17MBA14

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First Semester MBA Degree Examination, June/July 2019 Quantitative Methods

Time: 3 hrs.

Max. Marks:80

- Note:** 1. Answer any **FOUR** full questions from Q.No.1 to 7.
 2. Q.No. 8 is compulsory.
 3. Use of Probability distribution is permitted

- 1 a. What is normal distribution? Write the formula to calculate its probability. (02 Marks)
 b. Name the various measures of central tendency. Explain the desired qualities of an ideal measure of central tendency. (06 Marks)
 c. Compute Arithmetic Average, Median and Mode from the following data:

Weight in kg	93-97	98-102	103-107	108-112	113-117	118-122	123-127	128-132
Number of students	3	5	12	17	14	6	3	1

(08 Marks)

- 2 a. What is correlation? Distinguish between positive and negative correlation with suitable examples. (02 Marks)
 b. If 5% of the electric bulbs manufactured by a company are defective. Use Poisson distribution to find the probability that in a sample of 100 bulbs
 i) None is defective ii) 5 bulbs will be defective. (06 Marks)
 c. From the prices X and Y of shares A and B respectively given below, state which share is more stable in value. (08 Marks)

Price of share A(X)	55	54	52	53	56	58	52	50	51	49
Price of share B(Y)	108	107	105	105	106	107	104	103	104	101

- 3 a. What do you mean by Regression Analysis give any two uses of it? (02 Marks)
 b. In a binomial distribution with 6 independent trials, the probability of 3 and 4 successes is found to be 0.2457 and 0.0819 respectively. Find the parameters 'p' and 'q' of the binomial distribution. (06 Marks)
 c. From the following data calculate Spearman's rank correlation coefficient after making adjustment for tied ranks: (08 Marks)

x	48	33	40	9	16	16	65	24	16	57
y	13	13	24	6	15	4	20	9	6	19

- 4 a. Define Dummy activity. What is the purpose of introducing dummy activity? (02 Marks)
 b. Discuss the difference between decision making under certainty and risk. (06 Marks)

Important Note: 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

- c. The following table shows the number of motor registrations in a certain territory for a term of 5 years and the sale of motor tyres by a firm in that territory for the same period. Find the regression equation to estimate the sale of tyres when motor registration is known. Estimate the sale of tyres when registration is 850. (08 Marks)

Year	Motor registration	Number of tyres sold
1	600	1250
2	630	1100
3	720	1300
4	750	1350
5	800	1500

- 5 a. What is Bayesian decision rule? (02 Marks)
 b. What are the common errors in drawing networks? (06 Marks)
 c. Anita electric company produces two products P_1 and P_2 . Products are produced and sold on weekly basis. The weekly production cannot exceed 25 for product P_1 and 35 for product P_2 because of limited available facilities. The company employs total of 60 workers. Product P_1 requires 2 man-weeks of labour, while P_2 requires one man-week of labour. Profit margin on P_1 is Rs.60 and on P_2 is Rs.40. Formulate this problem as linear programming problem and solve that using graphical method. (08 Marks)
- 6 a. Explain infeasibility with suitable example. (02 Marks)
 b. A set of examination marks is approximately normally distributed with a mean of 75 and standard deviation of 5. If the top 5% of students get A grade and the bottom 25% get grade F. What mark is the lowest A and what mark is the highest F? (06 Marks)
 c. The data on normal time and cost along with crashed time and cost associated with a project are shown in the following table:

Activity	Immediate Predecessor	Normal		Crash	
		Time (weeks)	Cost (Rs'000)	Time (weeks)	Cost (Rs'000)
A	-	10	20	7	30
B	-	8	15	6	20
C	B	5	10	4	14
D	B	6	11	4	15
E	B	8	9	5	15
F	E	5	5	4	8
G	A, D, C	12	3	8	4

71,000

The indirect cost is Rs.400 per day. Find the optimum duration and associated minimum project cost. (08 Marks)

- 7 a. What is linear programming? List its advantages. (02 Marks)
 b. An assembly is to be made from two parts X and Y. Both parts must be turned on a Lathe. Y must be polished whereas X need not be polished. The sequence of activities, together with their predecessors is given below.

Activity	A	B	C	D	E	F	G	H
Description	Open work order	Get material for X	Get material for Y	Turn X on lathe	Turn Y on lathe	Polish Y	Assemble X hand Y	Pack
Predecessor Activity	-	A	A	B	B, C	E	D, F	G

Draw a network diagram of activities for the project. (06 Marks)

- c. For a project consisting of several activities the durations and required resources for carrying out each of activities and their availabilities are given below.

Resources availability:

- i) Operators = 50
ii) Equipment X = 1, Y = 1 and Z = 1

Activity	Equipment	Operators	Duration (days)
1-2	X	30	4
1-3	Y	20	3
1-4	Z	20	6
2-4	X	30	4
2-5	Z	20	8
3-4	Y	20	4
4-5	Y	20	4
4-5	X	30	6

- i) Draw the network, identify critical path and compute the total float for each of the activities.
- ii) Find the project completion time under the given resource constraints. **(08 Marks)**
- 8 a. A manufacturer wants to ship 22 loads of his product as shown below. The matrix gives the kilometers from sources of supply to the destinations.

		Destination					Supply
		D ₁	D ₂	D ₃	D ₄	D ₅	
Source	S ₁	5	8	6	6	3	8
	S ₂	4	7	7	6	5	5
	S ₃	8	4	6	6	4	9
	Demand	4	4	5	4	8	22 25

The shipping cost is Rs.10 per load per kilometer. What shipping schedule should be used in order to minimize the total transportation cost? **(08 Marks)**

- b. A dairy firm has 3 plants located in a state. The daily milk production at each plant is as follows:

Plant 1: 6 million liter; Plant 2 : 1 million liter; Plant 3 : 10 million liter.

Each day the firm must fulfil the needs of its 4 distribution centres. The minimum requirement of each centre is as follows:

Distribution centre 1: 7 million liter

Distribution centre 2 : 5 million liter

Distribution centre 3 : 3 million liter

Distribution centre 4 : 2 million liter

Cost in (hundreds) of rupees of shipping 1 million liter from each plant to each distribution centre is given in the following table:

		Distribution Centre			
		D ₁	D ₂	D ₃	D ₄
Plant	P ₁	2	3	11	7
	P ₂	1	0	6	1
	P ₃	5	8	15	9

Find initial basic feasible solution by

- i) Northwest corner rule method
ii) Vogel's approximation method.

(08 Marks)



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16/17MBA24

Second Semester MBA Degree Examination, June/July 2019
Business Law and Policy

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

1.
 - a. All contracts are agreements, but all agreements are not contracts. Explain. (02 Marks)
 - b. Explain the rights and duties of bailor and bailee. (06 Marks)
 - c. What are the essential elements of a valid contract? (08 Marks)

2.
 - a. Explain the meaning and importance of prospectus. (02 Marks)
 - b. Explain the contents of memorandum of association. (06 Marks)
 - c. Define a 'company'. Discuss the kinds of companies on the basis of liability of members. (08 Marks)

3.
 - a. Name the various consumer Redressal forums. (02 Marks)
 - b. Write short notes on patents, trademarks and copyrights. (06 Marks)
 - c. Explain the role of stake holders in preservation of environment. (08 Marks)

4.
 - a. When may a partner be expelled? (02 Marks)
 - b. Write short notes on :
 - i) Insolvency of a partner (06 Marks)
 - ii) Death of a partner. (06 Marks)
 - c. Define partnership. What are the essential elements of a partnership? (08 Marks)

5.
 - a. What is meant by corporate governance? (02 Marks)
 - b. Explain the CSR initiatives taken by any three organizations in India. (06 Marks)
 - c. What are the different ways of creation and termination of agencies? (08 Marks)

6.
 - a. List out the various CSR models. (02 Marks)
 - b. Explain the importance of corporate governance. (06 Marks)
 - c. Explain in detail the arguments for corporate social responsibility. (08 Marks)

7.
 - a. What are the differences between bailment and pledge? (02 Marks)
 - b. How and when may a partner retire? What are the rights and liabilities of a retiring partner? (06 Marks)
 - c. State the obligations of business towards their society, investors, employees and customers. (08 Marks)

8 CASE STUDY [Compulsory]

Genetically Modified Crops – The Way Forward

Genetically Modified Corps (GMCs, GM crops or biotech crops) are plants used in agriculture, the DNA of which has been modified using Genetic Engineering Techniques. In most cases, the aim is to introduce a new feature to the plant which does not occur naturally.

GM crops can help farmers use fewer use fewer chemical insecticides. In others, they might lead to greater herlucide use or pesticide resistance. On balance, many scientific bodies are unconvinced that GM foods pose a special environmental threat so long as they are used carefully. Here's what the National Research Council concluded in 2010 : "Generally, GE crops have had fewer adverse effects on the environment than non-GM crops produced traditionally". But the report cautioned, "Excessive reliance on a single technology combined with a lack of diverse farming practices could undermine the economic and environmental gains from these GM crops".

Besides the suspect metris of GM crops, what the opponents also say is that once they are released into the environment, it is irreversible. Without enough evidence that they are beneficial and are absolutely safe, it is harmful. The proponents, on the other hand argue that GM technologies have been around for about 15 years and they have been in use across the world inducing in countries such as Brazil and China.

Recently, India proposed a draft rule requiring the labeling of all GM foods. Still, provided enforcement is ensured, A well-designed mandatory labeling regulation with limited product coverage, a non-zero labeling threshold, and informative labeling content would lead to a much better outcome and lower costs in India, especially if it is companied by a large awareness campaign regarding GM food and consumers safety in India.

Questions :

- List out the merits and demerits of Generically Modified Crops. (04 Marks)
- Explain the various rights of consumers under Consumer Protection Act of 1986. (04 Marks)
- Explain the impact of GMC technology on the fertility of soil and environment. (04 Marks)
- Explain the importance of labeling of a product to ensure consumer awareness. (04 Marks)

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18MBA25

Second Semester MBA Degree Examination, June/July 2019
Strategic Management

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- | | | |
|----------|--|------------|
| 1 | a. Define strategic management. | (03 Marks) |
| | b. What are the characteristics of strategic management? | (07 Marks) |
| | c. Discuss the relationship between business model and strategy. | (10 Marks) |
| 2 | a. What is competitive advantage? | (03 Marks) |
| | b. Differentiate between vision and mission. | (07 Marks) |
| | c. Briefly explain the perspectives of balanced scorecard. | (10 Marks) |
| 3 | a. What is meant of environmental analysis? | (03 Marks) |
| | b. Explain the turnaround strategies. | (07 Marks) |
| | c. Explain BCG matrix with examples. | (10 Marks) |
| 4 | a. Define value chain. | (03 Marks) |
| | b. Discuss the role of SWOT as a tool facilitating strategic choice at the business level. | (07 Marks) |
| | c. Explain Michael-e Porter's five forces model. | (10 Marks) |
| 5 | a. What is differentiation strategy? | (03 Marks) |
| | b. Explain the three levels of strategy. | (07 Marks) |
| | c. Explain the GE 9 cell matrix. | (10 Marks) |
| 6 | a. What is cost leadership? | (03 Marks) |
| | b. Discus the steps involved in strategy implementation process. | (07 Marks) |
| | c. Explain the various integration strategies. | (10 Marks) |
| 7 | a. Define mergers and acquisitions. | (03 Marks) |
| | b. Discuss how organization culture promotes implementation of strategy. | (07 Marks) |
| | c. Explain the types of control systems. | (10 Marks) |

8 CASE STUDY:

Our mission is to be the World Leader in transportation products and related services. We aim to maintain this position through enlightened customer enthusiasm and continuous improvement drive by integrity, team work innovation and individual respect and responsibility of our employees.

Analyze the above mission statement and answer the following questions:

- | | | |
|----|--|------------|
| a. | Who are the firm's customers? | (05 Marks) |
| b. | What are the firm's major products and services? | (05 Marks) |
| c. | Where does the firm compete geographically? | (05 Marks) |
| d. | Are employees valuable assets of the firm? | (05 Marks) |

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
 2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

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Second Semester MBA Degree Examination, June/July 2019
Strategic Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- | | | |
|----------|--|------------|
| 1 | a. Define strategic management. | (03 Marks) |
| | b. What are the characteristics of strategic management? | (07 Marks) |
| | c. Discuss the relationship between business model and strategy. | (10 Marks) |
| 2 | a. What is competitive advantage? | (03 Marks) |
| | b. Differentiate between vision and mission. | (07 Marks) |
| | c. Briefly explain the perspectives of balanced scorecard. | (10 Marks) |
| 3 | a. What is meant of environmental analysis? | (03 Marks) |
| | b. Explain the turnaround strategies. | (07 Marks) |
| | c. Explain BCG matrix with examples. | (10 Marks) |
| 4 | a. Define value chain. | (03 Marks) |
| | b. Discuss the role of SWOT as a tool facilitating strategic choice at the business level. | (07 Marks) |
| | c. Explain Michael-e Porter's five forces model. | (10 Marks) |
| 5 | a. What is differentiation strategy? | (03 Marks) |
| | b. Explain the three levels of strategy. | (07 Marks) |
| | c. Explain the GE 9 cell matrix. | (10 Marks) |
| 6 | a. What is cost leadership? | (03 Marks) |
| | b. Discus the steps involved in strategy implementation process. | (07 Marks) |
| | c. Explain the various integration strategies. | (10 Marks) |
| 7 | a. Define mergers and acquisitions. | (03 Marks) |
| | b. Discuss how organization culture promotes implementation of strategy. | (07 Marks) |
| | c. Explain the types of control systems. | (10 Marks) |

8 CASE STUDY:

Our mission is to be the World Leader in transportation products and related services. We aim to maintain this position through enlightened customer enthusiasm and continuous improvement drive by integrity, team work innovation and individual respect and responsibility of our employees.

Analyze the above mission statement and answer the following questions:

- | | | |
|----|--|------------|
| a. | Who are the firm's customers? | (05 Marks) |
| b. | What are the firm's major products and services? | (05 Marks) |
| c. | Where does the firm compete geographically? | (05 Marks) |
| d. | Are employees valuable assets of the firm? | (05 Marks) |

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16/17MBA22

Second Semester MBA Degree Examination, June/July 2019
Financial Management

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.

2. Question No. 8 is compulsory.

3. Present values table should be allowed.

1 a. What is hybrid financing? (02 Marks)

b. The relevant financial information for 'X' Ltd for the year ended 31/3/2017 is given below:

P & L A/C		Balance Sheet		
	Amount		1/4 /2017	31/3/2017
Sales	80	Inventory	9	12
Cost of goods sold	56	A/C receivables	12	16
		A/C payable	7	10

What is the length of the operating cycle and cash cycle? Assume 365 days in a year.

c. SLS Trading company prepares to increase the production of the company. They are willing to purchase a new machine. There are 3 types in the market. The following details are available. (06 Marks)

Particulars	Type - P	Type - Q	Type - R
Cost of machine	17500	12500	9000
Estimated savings in scrap	400	750	250
Wages per operative	250	300	250
Cost of indirect material	-	400	-
Expected savings in indirect material	100	-	250
Additional cost of maintenance	750	550	500
Additional cost of suspension	-	800	-
Operative not required (number)	11	20	9
Estimated life of machine	10	6	5

Taxation is 50% of the profit. you are required to advice the management which type of the machine should be purchased under PBP method and post PBP. (08 Marks)

2 a. What are the assumptions of CAPM model? (02 Marks)

b. Briefly explain the determinants of capital structure? (06 Marks)

c. Keerthan Ltd., wishes to raise additional finance of Rs.10 lakh for meeting its investment plans. It has Rs. 2,10,000 in the form of retained earnings available for investment purposes. The following are the further details:

- Debt-equity mix 30 : 70
- Cost of debt upto Rs.1,80,000, 10% (before tax) beyond Rs. 1,80,000, 12% (Before tax)
- Earning per share Rs.4
- Dividend payout 50% of earnings.
- Expected growth rate in dividend 10%
- Current market price per share Rs.44
- Tax rate 35%

You are required

- (i) To determine the pattern for raising the additional finance, assuming the firm intends to maintain existing debt/equity mix.
- (ii) To determine the post tax cost of additional debt.
- (iii) to determine the cost of retained earning and cost of equity.
- (iv) Compute the WACC of additional finance. (08 Marks)

- 3 a. What are the steps involved in capital budgeting process? (02 Marks)
 b. MJ Ltd is evaluating a project which involves initial investment of Rs.1,20,000. After tax cash flows from the project are given below:

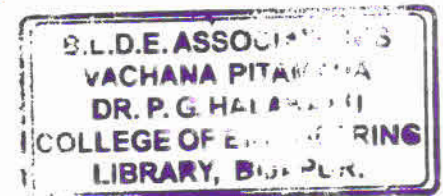
Year	1	2	3	4	5	6
Cash flow	85000	96500	132600	216000	124000	98500

- What is the MIRR if the cash flows are reinvested @ 12%. (06 Marks)
 c. Mr. Danvik borrows Rs.1,60,000 for a musical system @ a monthly interest of 2.5%. The loan is to be repaid in 12 equal monthly installment payable @ the end of the month. Prepare loan amortization schedule for Mr. Danvik. (08 Marks)
- 4 a. If the interest rate is 11%, what is the doubling period as per rule 72 and the rule of 69? (02 Marks)
 b. Explain the changing role of Finance Managers in India. (06 Marks)
 c. Calculate the following:
- Compute the future value of an investment of Rs.12000 compounded semi-annually and quarterly for 8 years @ 12%.
 - A company has issued debentures of Rs.60 lakhs to be repaid after 8 years. How much the company should invest in a sinking fund earning 13% in order to be able to repay debenture.
 - Mr. Vishal deposits Rs.8500 at the beginning of each year for 5 years in a bank and earn return an investment. Determine how much money he will have at the end of 5th year. (08 Marks)
- 5 a. What is optimal capital structure? (02 Marks)
 b. Mr. Keerthan is the winner of the competition is offered any one of the following 4 prizes. Which are should he choose if he expects 12% return.
- Rs. 100000 today.
 - Rs.200000 after 5 years
 - Rs.25000 for 8 years.
 - Rs.14600 every year forever.
- c. A proforma cost-sheet of a XYZ company provides the following particulars: (06 Marks)

Element of cost	Amount per unit
Material	80
Direct labour	30
Overheads	60
Total cost	170
Profit	30
Selling price	200

Additional information :

- Raw-materials are in stock on an average for 1 month.
- Raw-materials are in process (Completion stage 50%) an average $\frac{1}{2}$ month.
- Finished goods are in stock on an average for 1 month.
- Credit allowed by suppliers is 1 month.
- Lag in payment of wages 1 and $\frac{1}{2}$ weeks.
- $\frac{1}{4}$ of the output sold against cash.
- Lag in payment of overhead 1 month.
- Cash in hand and bank is expected to be Rs.25000.
- Credit allowed to customer 2 months.



You are required to prepare a statement showing the working capital needed to finance level of activity of 1,04,000 units of production.

You may assumed that production is carried an evenly throughout the year, wages and overheads accrue similarly and a time period of 4 weeks is equivalent to a month. (08 Marks)

- 6 a. What do you mean by operating cycle? (02 Marks)
- b. PQR Ltd has currently on an all equity capital structure consisting of 15000 equity shares of Rs.100 each. The management is planning to raise another Rs.25 lakh to finance a major expansion programme and is considering 3 alternatives method of finance.
- To issue 25000 equity shares of Rs.100 each.
 - To issue 25000, 8% debentures of Rs. 100 each.
 - To issue 25000, 8% preference shares of Rs.100 each.
- The company expected EBIT will be Rs.8 lakh. Assuming a corporate tax rate of 45%. Determine the EPS of each of the financing plan. (06 Marks)
- c. Briefly explain the different sources of finance. (08 Marks)

- 7 a. Mention the different forms of dividend? (02 Marks)
- b. Consider the following information to risk free rate of securities and market return of securities of Anand Ltd., during last 6 years.

Year	R_f	R_m	R_i (Security return)
1	0.06	0.14	0.08
2	0.05	0.03	0.11
3	0.07	0.21	0.29
4	0.08	0.26	0.25
5	0.09	0.03	0.107
6	0.07	0.11	0.104

On the basis of the above information, you are required to determine cost of equity capital using CAPM approach. (06 Marks)

- c. From the following prepare income statements of A, B and C. Briefly comment on each firm's performance.

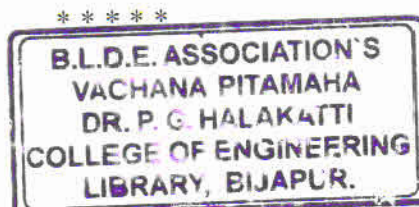
Particulars	Firm A	Firm B	Firm C
Financial leverage	3 : 1	4 : 1	2 : 1
Interest	200	300	1000
Operating leverage	4 : 1	5 : 1	3 : 1
Variable cost as a % of sales	66.67%	75%	50%
Income tax rate	45%	45%	45%

(08 Marks)

- 8 After conducting a survey that cost Rs.200000, SLS industries Ltd. decided to underforce a project for putting a new product in the market. The Co's cut off rate is 12%. It was estimated that the project would have a life of 5 years. The project would cost Rs. 40 lakhs in plant and machinery in addition to working capital of Rs.10 lakh, which will recover in full when projects 5 years life is over. The scrap value of P and M at the end of 5 years was estimated at Rs.500000. After providing depreciation an SLM basis, profit after tax were estimated as follow:

Year	1	2	3	4	5
PAT	300000	800000	130000	500000	400000

Ascertain the NPV of the project and suggests LLS the accepting decision of the project. (16 Marks)



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Second Semester MBA Degree Examination, June/July 2019
Legal and Business Environment

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.

- | | | |
|----------|---|------------|
| 1 | a. What is contract? | (03 Marks) |
| | b. What are the modes of creation of agency? | (07 Marks) |
| | c. All contracts agreement all agreement are not contracts. | (10 Marks) |
| 2 | a. Define a company. | (03 Marks) |
| | b. State and explain the document required by a company. | (07 Marks) |
| | c. What are the roles and responsibilities of an Auditor? | (10 Marks) |
| 3 | a. Define Prospectus. | (03 Marks) |
| | b. What are the different kinds of meetings? | (07 Marks) |
| | c. What are the modes winding up of the companies? | (10 Marks) |
| 4 | a. Define Business Environment. | (03 Marks) |
| | b. What are the phases of Business Cycle? | (07 Marks) |
| | c. What are the components of GDP? | (10 Marks) |
| 5 | a. Define Industrial policy. | (03 Marks) |
| | b. What are the problems faced by SSI? | (07 Marks) |
| | c. What are the role of industries in Indian economy? | (10 Marks) |
| 6 | a. Define Fiscal policy. | (03 Marks) |
| | b. What are the tools of credit control? | (07 Marks) |
| | c. What are the functions of RBI? | (10 Marks) |
| 7 | a. Define momentary policy | (03 Marks) |
| | b. What are the objective of Indian Foreign Trade? | (07 Marks) |
| | c. What are the silent features of Foreign Trade? | (10 Marks) |

8 CASE STUDY :

India, the inflation rate on measured by the wholesale price Index around 6 – 6 . 8% well above the level of 5 – 5 . 5% that would have been acceptable to RBI. In the past the main cause of high inflation used to the rises in global oil prices. However in early 2017 the chief component of the inflation was the increase in the prices food articles—caused by increased demand as well as supply constraints. According to analyste the increased demand was due to high economic growth and increased money supply, with stagnant agricultural productivity was behind the supply constraints. GoI together with RBI took several measures to control inflation. For example the RBI increase CRR, Repo rates in an effort to check money supply. The GoI reduced import duties on several good products and cuts the prices of diesel and petrol.

Questions :

- | | | |
|----|--|------------|
| a. | What factors cause hindrance to the growth on Indian economy? | (10 Marks) |
| b. | What measures were taken by the GoI and RBI to control inflection? | (10 Marks) |

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18MBA21

Second Semester MBA Degree Examination, June/July 2019
Human Resource Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.
2. Question No. 8 is compulsory.

- | | | |
|---|--|--|
| 1 | a. What do you mean by Human Resource Management?
b. Explain the various sources of Recruitment.
c. Discuss various methods of Training. | (03 Marks)
(07 Marks)
(10 Marks) |
| 2 | a. What is Role Analysis?
b. State the differences between Personal Management and Human Resource Management.
c. Discuss the employees Retention strategies of an organisation. | (03 Marks)
(07 Marks)
(10 Marks) |
| 3 | a. What is the differences between Promotion and Demotion?
b. Enumerate the benefits of Training and Development in an organization.
c. Discuss statutory and non – statutory welfare programs of an organisation. | (03 Marks)
(07 Marks)
(10 Marks) |
| 4 | a. What do you mean by Training and Development?
b. Explain the components of Compensation.
c. Discuss functions of Human Resource Management. | (03 Marks)
(07 Marks)
(10 Marks) |
| 5 | a. What do you mean by Employee Turnover?
b. What are the causes of Grievances?
c. Discuss Process of Human Resource Planning. | (03 Marks)
(07 Marks)
(10 Marks) |
| 6 | a. What is Employee Discipline?
b. Differentiate between Job description and Job specification.
c. Discuss steps in selection process of an organisation. | (03 Marks)
(07 Marks)
(10 Marks) |
| 7 | a. What is Job Evaluation?
b. "A Promotion should be based on Seniority", comment.
c. Discuss methods of Performance appraisal. | (03 Marks)
(07 Marks)
(10 Marks) |

8 CASE STUDY (Compulsory):

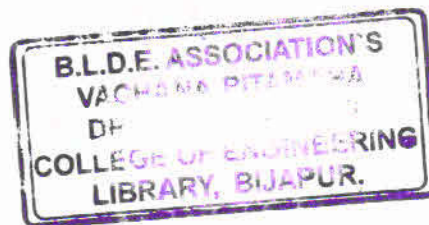
Mr. Ramachandra is the Chief Executive of ABC Ltd. Recently, it was decided by the Board of Directors that it would be profitable for the corporation to set up a separate marketing department. Mr. Ramachandra has been directed to pick up a person who he feels is capable of heading the department and then putting this person in charge of getting the department on its feet. After considering a number of good men, Mr. Ramachandra has narrowed the field down to two possible choices : Rajesh Mehta and Pramod kumar.

Rajesh Mehta has a good track record with the company. He was hired eight years ago and through the years he has shown a good deal of drive and initiatives in all of his endeavors. He is an aggressive young man and has received the nickname of "go – getter" in his department. Although Mehta seems to be more concerned at times with ends rather than means, he is very efficient and is considered a good leader by those who work under him. As one worker stated, "Although he can get rough with you at times, you always know where you stand with him, and when you have done a good job, he lets you".

Pramod Kumar has been with the company for eleven years. He is well liked by all in his department and his work is first rate. Kumar's leadership style differ from Mehta's in that Pramod Kumar is not as aggressive and quick to act as Mehta. Before Pramod Kumar makes a decision , he generally consults other who he feels can contribute further information on a given subject. This often includes those who work under him. Those who work under Pramod Kumar consider him a good leader and state that the atmosphere of participation created by Pramod Kumar really encourages their utmost individual output while on the Job. This can be seen by the production increases, which soon occurred when Pramod Kumar became the head of the department.

Questions :

- a. Analyse this case. (05 Marks)
- b. Prepare Job description and Job specification Report for the post. (05 Marks)
- c. If you were Mr. Ramachandra , whom would you select as the head of the marketing depart? Why? (05 Marks)
- d. Will you give any weightage to the length of service in the organisation? Why? (05 Marks)



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Second Semester MBA Degree Examination, June/July 2019
Research Methodology

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

1. a. What is Business Research? (03 Marks)
 b. Explain advantage and disadvantages of secondary data. (07 Marks)
 c. Explain descriptive research. Delineate two types of descriptive research with suitable example. (10 Marks)

2. a. Explain snowball sampling. (03 Marks)
 b. Briefly explain research process. (07 Marks)
 c. Develop a questionnaire to study the consumer perception toward colour choice in automobile industry particularly car segment. (10 Marks)

3. a. Elucidate Thurstone scale. (03 Marks)
 b. List out different elements of report. (07 Marks)
 c. Develop a research proposal on marketing research take a case of your own choice. (10 Marks)

4. a. What is Quasi experiment? (03 Marks)
 b. Narrate various error which come across in sampling. (07 Marks)
 c. Elaborate different types of report writing and explain effective way of documentation. (10 Marks)

5. a. Explain parametric and non-parametric variables with example. (03 Marks)
 b. Distinguish between nominal and ordinal scale with suitable examples. (07 Marks)
 c. Narrate the steps in formulation of sample design. (10 Marks)

6. a. What is literature review? (03 Marks)
 b. What are the main components of a report? (07 Marks)
 c. In two sets of variables X_1 and X_2 with 50 observation each the following data was noted.

	X_1	X_2
Mean	10	9
SD	3	2
Coefficient of Correlation	0.75	

Using the 2 test find whether there is any significant difference between the mean value of the two variables at $\alpha = 0.05$ or not. (10 Marks)

7. a. What are features of good research study? (03 Marks)
 b. Explain type I and type II errors in hypothesis testing. (07 Marks)
 c. Briefly explain the different types of attitude measurement scales. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
 2. Any revealing of identification, appeal to evaluator and/or equations written eg, 42+8 = 50, will be treated as malpractice.

CASE STUDY

8 Over the last decade, recycling of household waste has become an extremely important behaviour across the nations. However, in Asian countries this fluctuates from one country to another. China is the leader amongst waste management while India, an equally large country. Still has a long way to go. Though there are essentially policy driven or community driven initiatives, there are a number of attitudinal and motivational barriers to recycling acting at an individual level.

Raju a business studies graduate with a keen in environment issues, read about this in a special report in the newspaper. He recognized a potential business opportunity it seemed obvious to him that there was scope for a potentially lucrative business related to some aspect of household recycling.

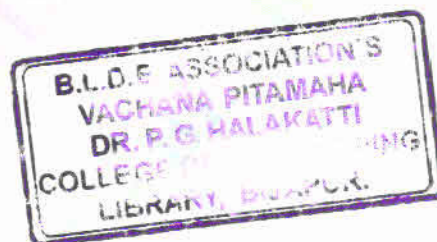
All he had to do was work out some way of allocating the inconvenience people associated with recycling.

He decided that a door-to-door recycling service may be a profitable way to get people to recycle. He believed that householder would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. Raju discussed this idea with a few friends, who were very receptive, reinforcing Raju's views that this was indeed a good venture. However, before he developed a detailed business plan, he decided it was necessary to confirm his thoughts and suspicions regarding the consumer's views about recycling. In particular, he needed to check that his ideas about convenience and recycling, was on the right track to do this, he decided to conduct some research into attitude towards household recycling.

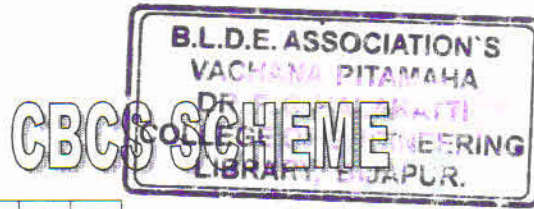
Question:

- What is the kind of research design would you advocate him? (05 Marks)
- Identify your variables and the population under study. (05 Marks)
- Can you suggest any alternative design? Why/why not? (10 Marks)

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III Sem MBA



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16/17MBAMM301

Third Semester MBA Degree Examination, June/July 2019
Consumer Behavior

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.

- 1 a. Define consumer behavior. (02 Marks)
b. Briefly explain the various benefits of consumerism. (06 Marks)
c. Explain the rights and responsibilities of consumers. (08 Marks)
- 2 a. Mention all the internal and external factors influencing consumer behavior. (02 Marks)
b. Briefly explain the four views of consumer decision making. (06 Marks)
c. Explain the input-process-output model of consumer decision making. (08 Marks)
- 3 a. Define brand personality with an example. (02 Marks)
b. Define perception. Explain the various elements of perception. (06 Marks)
c. Briefly explain the McGuire's psychological motives. (08 Marks)
- 4 a. Define consumer learning. Mention its elements. (02 Marks)
b. Explain the Elaboration Likelihood Model (ELM) with neat diagram. (06 Marks)
c. Discuss in detail the dynamics of perception. (08 Marks)
- 5 a. Define social class. (02 Marks)
b. Define sub-culture. Describe the types of sub-culture. (06 Marks)
c. Explain the cross culture marketing problems in India, with an example. (08 Marks)
- 6 a. List the types of reference group. (02 Marks)
b. Briefly explain the methods for measuring opinion leadership. (06 Marks)
c. What are the stages in adoption process? Explain. (08 Marks)
- 7 a. Define motivation. (02 Marks)
b. Write a note on importance of customer satisfaction and customer commitment. (06 Marks)
c. Explain the strategies for building relationship marketing. (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and/or equations written eg. 42+8 = 50, will be treated as malpractice.

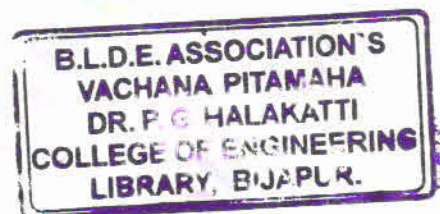
8 CASE STUDY [Compulsory]

The XYZ online selling company got a mobile order from Mr. Ramesh who prepaid the amount for ordering the mobile, online.

The seller delivered the product with all the safety measures and package in time. After two hours of delivery made, the company got a call from its customer Mr. Ramesh who accused for delivering a tile in the pack in place of the mobile which was ordered. The tile was almost of same size and weight as that of the mobile which Mr. Ramesh had ordered.

Questions :

- a. Based on your knowledge and experience, give your view, whether online purchase is safe now a days. Justify your answer. (04 Marks)
- b. Do you think that the customer was right? Justify your answer. (04 Marks)
- c. What safety measures can be taken to avoid such cases?
 - i) In the favour of customers
 - ii) In the favour of sellers. (08 Marks)



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Third Semester MBA Degree Examination, June/July 2019
Principle and Practices of Banking

Time: 3 hrs.

Max. Marks: 80

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- 1** a. Define 'Banking'. (02 Marks)
b. Explain the different types of banks. (06 Marks)
c. Explain the functions of commercial Banks. (08 Marks)
- 2** a. What is 'Garnishee Order'. (02 Marks)
b. Write a note on bank's obligation to customers. (06 Marks)
c. Explain the features of Negotiable instruments. (08 Marks)
- 3** a. Define MICR. (02 Marks)
b. Discuss the consequences of wrong disclosure by banks? (06 Marks)
c. Explain the essentials of Bills of Exchange. (08 Marks)
- 4** a. Define 'Exchange Rates'. (02 Marks)
b. Write a note on debit cards and credit cards. (06 Marks)
c. Discuss the main features of Banking customer. (08 Marks)
- 5** a. What is cheque Truncation? (02 Marks)
b. List out the benefits of internet Banking. (06 Marks)
c. Explain the role of RBI as regulator of Banking system. (08 Marks)
- 6** a. Define NEFT and IFSC. (02 Marks)
b. Write a note on 'Known Your Customer'. (06 Marks)
c. Discuss the components of liabilities and assets in Bank's Balance sheet? (08 Marks)
- 7** a. What is ALM? (02 Marks)
b. Write a note on EXIM Banks. (06 Marks)
c. List out the different types of factoring. (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 **Compulsory : Case Study**

A 20 year old university student, Mr. D, lived at home and worked full time in a local supermarket during the vacations. He had a part time job at the same super market during exam time.

Mr. D applied successfully to his bank for loan Rs. 25,000, in order to buy and insure a second hand motorbike. But s soon as he told his mother about the loan she complied to the bank. She said its decision to lend her son the money had been “ ill judged and irresponsible” and that it had taken advantages of her son’s in experience.

Mrs. D told bank that her son had planned to travelling for a year after he graduated. She was concerned that the loan repayments would not only prevent him from money for his travels, but also leave him short of cash. She also believed that, by lending him the money, the bank had actively encouraged her son to buy a powerful motorbike.

Questions :

- a. List out the relationship between a banker and customer (08 Marks)
b. Explain the position the banker should take about Mrs. D allegations. (08 Marks)

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16/17MBAFM303

Third Semester MBA Degree Examination, June/July 2019
Investment Management

Time: 3 hrs.

Max. Marks:80

- Note:** 1. Answer any Four questions from Q.No. 1 to Q.No. 7.
2. Question No. 8 is compulsory.
3. Present value Tables can be provided.

- 1 a. Describe Sweat Equity. What are the reasons for issuing sweat equity? (02 Marks)
b. Explain Rupee Cost Averaging. What are its benefits? (06 Marks)
c. Explain the advantages of investing in Mutual funds. What are the different mutual fund schemes available in India? (08 Marks)
- 2 a. Define the new issues market. (02 Marks)
b. Explain the functions of the lead managers, registrars and underwriters. (06 Marks)
c. Explain the functions of Stock Exchange. (08 Marks)
- 3 a. What is Risk? Explain the different types of risk. (02 Marks)
b. The returns on securities 'A' and 'B' are given below :

Probability	Security 'A'	Security 'B'
0.5	4	0
0.4	2	3
0.1	0	3

Calculate Expected return, Variance and Standard Deviation of Security 'A' and 'B'. Give the security of your preference. The security has to be selected on the basis of return and risk. (06 Marks)

- c. Following data give the market return and the 'ABC' Scrip's return for a particular period.

Index Return	0.5	0.6	0.5	0.6	0.8	0.5	0.8	0.4	0.7
Scrip Return	0.30	0.60	0.40	0.50	0.60	0.30	0.70	0.50	0.60

Calculate the Beta value of 'ABC' Company Scrip. (08 Marks)

- 4 a. Mr. 'X' considers Rs 1000 par value bond bearing a coupon rate of 11% that matures after 5 years. He wants a minimum yield to maturity of 15% [Fifteen percent]. The bond is currently sold at Rs 870. Should he buy the bond? (02 Marks)
b. The return of 'ABC' company at present is 21% [Twenty one percent]. This is assumed to continue for the next five years and after that it is assumed to have a growth rate of 10% [Ten percent] indefinitely. The dividend paid for the year 2014 – 15 is 32% [Rs 3.2]. The required rate of return is 20% and the present price is Rs 57. What is the estimated price according to the two stage model? (06 Marks)
c. "XYZ" Company stock is currently selling at Rs 25 per share. The stock is expected to pay Rs 1 as dividend per share at the end of the next year. It is reliably estimated that the stock will be available for Rs 29 at the end of one year.
Calculate : i) Is it advisable to buy at the present price? His required rate of return is 20%.
ii) If the investor requires 15% return when the dividend remains constant what should be the price at the end of the first year? (08 Marks)

- 5 a. What is a Point and figure chart and how it is used? (02 Marks)
 b. How does technical analysis differ from Fundamental Analysis? (06 Marks)
 c. Explain the key industry factors and company factors that need to be studied in Fundamental Analysis. (08 Marks)
- 6 a. How does RSI indicate the technical strength and weakness of the stock price movement? (02 Marks)
 b. Two Assets 'A' and 'B' have the following risk and return characteristics :
 $R_a = 22$, $R_b = 20$, $\sigma_a = 15$, $\sigma_b = 18$, $r_{ab} = -1$.
 Determine the minimum risk portfolio for 'A' and 'B'. (06 Marks)
 c. The expected rates of return and the possibilities of their occurrence for 'ABC' company and 'XYZ' company are given below :

Probability of Occurrence	Return on 'ABC' Scrip	Return on 'XYZ' Scrip
0.05	-2.0	-3.0
0.20	9.0	6.0
0.50	12.0	11.0
0.20	15.0	14.0
0.05	26.0	19.0

- Calculate : i) Expected rates of return of 'ABC' and 'XYZ' scrips.
 ii) If an investor invests equal proportion on both the scrip what would be the return? If the proportion is changed to 25% and 75% and then to 75% and 25% what would be the expected rates of return? (08 Marks)

- 7 a. The below mentioned information is provided regarding the performance of the funds for a period of six months. The risk free rate of interest is assumed to be 9%. Rank them with the help of Sharpe Index and Interpret. (02 Marks)

Fig.Q7(a)

Fund	R_p (%)	σ_p	β
'ABC'	25.38	4	0.23
'XYZ'	25.11	9.01	0.56
'PQR'	25.01	3.55	0.59

- b. Mr 'X' is having units in a mutual fund for the past three years. He wants to evaluate its performance by comparing it to the market. i) Find out Sharpe and Treynor indices and Interpret. ii) The risk free rate is 12%. (06 Marks)

	Fund	Market
Return	70.60%	41.40%
Standard Deviation	41.31	19.44
Beta (β)	1.12	1

- c. The following results were obtained from a study for a period of six months in 2015. Using the inputs , rank the funds according to the predictive ability of the fund's Management. (08 Marks)

	R_p (%)	σ_p	β
'ABC'	25.38	4.0	0.23
'XYZ'	36.28	6.86	0.52
'LMN'	45.56	4.31	0.63
S & P CNX 500	36.74	3.69	1.00
R_f	9.00	-	-

8 CASE STUDY :

Stocks 'LMN' and 'PQR' have yielded the following returns for the past two years.

Years	Return (%)	
	LMN	PQR
2014	12	14
2015	18	12

- i) Calculate the expected return on portfolio made up of 60% of LMN and 40% of PQR. (04 Marks)
- ii) Find out the Standard Deviation of each stock. (04 Marks)
- iii) Calculate the covariance and co-efficient of correlation between stock LMN and PQR. (04 Marks)
- iv) Calculate Portfolio Risk of a Portfolio made up of 60% of LMN and 40% of PQR. (04 Marks)

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Third Semester MCA Degree Examination, June/July 2019
Software Engineering

Time: 3 hrs.

Max. Marks: 80

Note: Answer FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. What is Software Engineering? Explain the attributes of good software. (06 Marks)
 b. What are the key challenges facing software engineering? (05 Marks)
 c. What are the basic principles of agile software development? (05 Marks)

OR

- 2 a. Explain the waterfall model with its merits and demerits. (08 Marks)
 b. Explain extreme programming in detail. (08 Marks)

Module-2

- 3 a. What is requirement engineering? Explain functional and non-functional requirements. (08 Marks)
 b. Explain the general structure of a requirements document suggested by IEEE. (08 Marks)

OR

- 4 a. Explain the requirements elicitation and analysis process with a neat diagram. (08 Marks)
 b. What is CBSE? Explain the basic elements of component model. (08 Marks)

Module-3

- 5 a. Explain the four types of system models. (08 Marks)
 b. Explain the following: i) Class diagram ii) Context diagram. (08 Marks)

OR

- 6 a. Briefly explain the four architectural views. (08 Marks)
 b. Explain architectural styles of Component and Connectors (CC) in brief. (08 Marks)

Module-4

- 7 a. What are the most important design issues that have to be considered in distributed systems engineering? Explain. (08 Marks)
 b. Discuss in detail Software as a Service. (08 Marks)

OR

- 8 a. Illustrate Multi-Tier Client-Server architectures. (08 Marks)
 b. Briefly discuss about coupling and cohesion. (08 Marks)

Module-5

- 9 a. What is black box testing? Explain about equivalence partitioning and boundary value analysis. (08 Marks)
 b. What is white box testing? Explain control flow based criteria and data flow based testing. (08 Marks)

OR

- 10 a. What is Risk Management? Briefly explain the Risk Management activities. (08 Marks)
 b. Discuss about project scheduling and staffing. (08 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
 2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

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Third Semester MBA Degree Examination, June/July 2019

Service Marketing

Time: 3 hrs.

Max. Marks: 80

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- | | |
|----------|---|
| 1 | <ul style="list-style-type: none"> a. Define services. (02 Marks) b. What are the basic differences in marketing goods versus services? (06 Marks) c. Explain the "GAPS model of service Quality" with the help of diagram. (08 Marks) |
| 2 | <ul style="list-style-type: none"> a. What is physical evidence? (02 Marks) b. Explain the "Services marketing triangle". (06 Marks) c. Discuss five dimensions of service quality. (08 Marks) |
| 3 | <ul style="list-style-type: none"> a. What is the zone of tolerance? (02 Marks) b. What are the different approaches in pricing services? (06 Marks) c. Discuss the strategies for closing provider GaP – 3. (08 Marks) |
| 4 | <ul style="list-style-type: none"> a. What are the hard and soft standards? (02 Marks) b. Discuss the strategies for matching capacity and demand. (06 Marks) c. Explain the steps involved in setting customer defined service standard. (08 Marks) |
| 5 | <ul style="list-style-type: none"> a. What are boundary spanners? (02 Marks) b. What are the major types of intermediaries used in distributing services? (06 Marks) c. Discuss the strategic roles of servicescape. (08 Marks) |
| 6 | <ul style="list-style-type: none"> a. What is Service recovery? (02 Marks) b. What are the strategies for enhancing customer participation? (06 Marks) c. Explain the different types of service research. (08 Marks) |
| 7 | <ul style="list-style-type: none"> a. What is service blue print. (02 Marks) b. Discuss the significance of expanded marketing mix of for service. (06 Marks) c. Explain the strategies used by organization for building relationship with customer. (08Marks) |

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
 2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

8

Compulsory : Case Study

McDonald's corporation is the World's largest Chain of hamburger fast food restaurant servicing nearly 60 million customers daily. Each McDonald's restaurant is operated by franchisee, an affiliate or the corporation itself. McDonald's operate over 31,000 restaurants worldwide, employing more than 1.5 million people. Most restaurants offers both counter service and drive through service with indoor and some time outdoor seating. Some outlets features large indoor or outdoor play grounds with redesigned interiors in golden yellow, equipped with hanging lights.

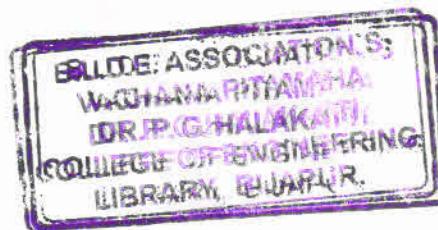
The restaurant will sport a new design with less plastic and more brick and wood offers arm chairs so far, wi-fi connection tall stools and counters. Plasma T.Vs will offer news and weather report 'flexible' zone will be targeted at families with colourfull pattern and flexible seating.

McDonald's allow its franchises to creatively design the service scope as well as marketing strategies at the same time it is extremely tight on its operating procedures and menu standard.

Questions :

- a. How has the company gained consumer insight? (04 Marks)
- b. How has McDonald created service differentors? (04 Marks)
- c. Discuss with emphasis o the physical evidence of the centre. (08 Marks)

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Fourth Semester MBA Degree Examination, June/July 2019
Sales Management

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- 1 a. What do you mean by sales management? (02 Marks)
b. Explain the importance of sales management. (06 Marks)
c. Describe the emerging trends in sales management. (08 Marks)
- 2 a. What do you mean by personal selling? (02 Marks)
b. What are the skills required in successful selling? (06 Marks)
c. What are the steps involved in sales process? (08 Marks)
- 3 a. Who is a prospect? (02 Marks)
b. What do you mean by sales quota? Explain the types of sales quota. (06 Marks)
c. Explain the methods used in training the sales forces. (08 Marks)
- 4 a. What do you mean by performance appraisal of sales forces? (02 Marks)
b. Explain the process involved in motivating sales forces. (06 Marks)
c. What do you mean by international marketing? What are the challenges in international sales management? (08 Marks)
- 5 a. What do you mean by Routing in sales management? (02 Marks)
b. Discuss on the roles of a sales manager. (06 Marks)
c. What are the driving forces on international marketing? Explain them. (08 Marks)
- 6 a. What is online trading? Give an example. (02 Marks)
b. What are the ways to make internet selling safe? (06 Marks)
c. What are the different types of electronic payment system available? Explain with relevant example. (08 Marks)
- 7 a. What are selling skills in sales management? (02 Marks)
b. As a sales manager how will you handle customer objections in sales meet. (06 Marks)
c. If you are a sales person, how will you make an effective sales presentation? Explain. (08 Marks)

8 Compulsory:

As a Manager of a team of six people at M/S Machine Tools and Company Mr. Shridhar, wears a worried look. Although he has a fairly good set of trained sales personnel under him, he seems to face a peculiar problem. Shridhar finds that each of sales team members seems to take a higher number of calls in closing a deal than what one would normally expect. Mr. Shridhar feels that his sales teams are taking too long in coming to the point during a call. A more concise way of presenting product benefits would not only shorten the selling process but also save valuable time for both the buyer and his team members. Moreover, this would have a lasting impression in the buyer's mind about the benefits the company's products have to offer.

Issue for discussion:

- a. How would you help Mr. Shridhar and sales team members in solving this problem? (08 Marks)
- b. What type of training is required in the above context? Analyze. (08 Marks)

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Fourth Semester MBA Degree Examination, June/July 2019
Risk Management and Insurance

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.

- 1 a. Define risk management. (02 Marks)
b. Illustrate business risk exposure. (06 Marks)
c. Elucidate the classification of life insurance. (08 Marks)
- 2 a. Mention the elements of risk control. (02 Marks)
b. Explain the types of unit linked insurance plans. (06 Marks)
c. Design the risk management decision method. (08 Marks)
- 3 a. Define insurance. (02 Marks)
b. Differentiate between insurance and hedging. (06 Marks)
c. Describe the objectives of risk financing technique. (08 Marks)
- 4 a. Mention the objectives of risk management. (02 Marks)
b. Describe severity of losses. (06 Marks)
c. Illustrate the methods of handling business risk. (08 Marks)
- 5 a. Mention the classification of annuities. (02 Marks)
b. Explain the basic characteristics of insurance. (06 Marks)
c. Design methods of handling risk. (08 Marks)
- 6 a. Define risk identification. (02 Marks)
b. Differentiate between annuity and life insurance. (06 Marks)
c. Elucidate the insurance regulatory development authority regulations for life insurance. (08 Marks)
- 7 a. Mention the types of motor insurance. (02 Marks)
b. Describe the classification of health insurance. (06 Marks)
c. Explain the types of risk. (08 Marks)

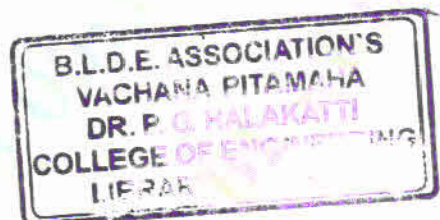
Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 CASE STUDY [Compulsory]

The bus for school company provides school bus transportation to public schools in London. It owns 50 buses that are garaged in four different locations and it provides school bus service to over 20 public schools. The firm faces competition from two large bus companies that operate in the same area. Public school boards generally award contracts to the lowest bidder, but the level of service and overall performance are also considered.

Questions :

- a. Briefly describe the steps in the risk management process that should be followed by the risk manager of bus for school. (04 Marks)
- b. Identify the major loss exposure faced by bus for school. (04 Marks)
- c. Describe several sources of funds for paying losses if retention is used in the risk management program. (04 Marks)
- d. Identify other departments in bus for school that would also be involved in the risk management program. (04 Marks)



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16/17MBAMM403

Fourth Semester MBA Degree Examination, June/July 2019
E – Marketing

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.

- 1 a. What is E-commerce? (02 Marks)
b. What are the different ways of collecting web analytics? (06 marks)
c. Explain the activity level E-business models. (08 Marks)
- 2 a. What is freemium? (02 marks)
b. Explain the steps involved in primary research. (06 Marks)
c. Elaborate on steps involved in developing an E-marketing plan. (08 Marks)
- 3 a. What is cyber squatting? (02 marks)
b. What are some of the factors that put upward pressure on internet pricing? (06 marks)
c. Describe the various types of rich media ads. (08 marks)
- 4 a. What is knowledge management? (02 marks)
b. Explain the four perspectives of the balanced scorecard. (06 marks)
c. What are the advantages and disadvantages of online survey research? (08 Marks)
- 5 a. What is RFM analysis? (02 Marks)
b. Explain sales promotion activities used widely on the internet. (06 Marks)
c. What are the benefits of E-marketing? (08 Marks)
- 6 a. What is psychographics? (02 marks)
b. Define dynamic price and explain its types. (06 marks)
c. What are the three major functions of a distribution channel? (08 Marks)
- 7 a. What is cloud computing? (02 marks)
b. Explain the three pillars of relationship marketing. (06 marks)
c. What is product differentiation? Discuss strategies to obtain differential advantage online. (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 CASE STUDY [Compulsory]

When Colgate discovered that 47% of the total population in India never visited a dentist they decided to launch a nationwide oral health awareness campaign—oral health month. The programme offered free in clinic dental checkups and to boost awareness Colgate launched the “spreading a million smiles” with a mobile campaign. Oral health month provided free dental checkups in over 1300 cities and towns all over India mobile vans were also used to cover remote areas.

Colgate India, used mobile advertising due to its popularity in India so as to raise awareness and encourage people to bring their families for local checkups.

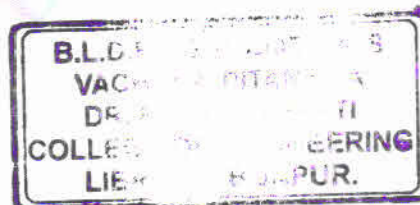
A mobile number was promoted across mass-media touch points such as TV, print to provide information on the nearest free dental checkup centers.

In order to receive more information a consumer had to just give a missed call or send a text with a pincode to the mobile number. After giving a missed call the caller received a call back from Colgate Via an IVR system that requested that the caller take a “healthy month pledge” for their entire family. Colgate also set up geotargeted campaigns on Facebook. Hypertargeted ads appeared in the Facebook newsfeed of featured phone users. With the use of technology Colgate was able to spread smiles to 4.9 million people across the country.

Questions :

- What is IVR? Discuss benefits of using it in marketing. (08 Marks)
- Suggest other mobile advertising formats that could have been used by Colgate to spread a million smiles. (08 Marks)

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Fourth Semester MBA Degree Examination, June/July 2019
Tax Management

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.

- 1 a. What is NPS system? (02 Marks)
- b. X, a resident of Ajmer, receives Rs.1,92,000p.a as basic salary during the PY 2017-18. In addition, he gets Rs.19,200p.a as dearness allowance forming part of basic salary for commutation of all retirement benefits, 7% commission on sales made by him (sales made by X during the relevant PY is Rs. 86000) and Rs. 24,000pa as HRA. He however pays Rs.21,500 pa as house rent. Determine the quantum of house rent allowance exempt from tax. (06 Marks)
- c. X furnishes the following particulars of his income earned during the previous year to the AY 2018- 19.
- | | | |
|------|---|-----------|
| i | Interest on German development bonds ($\frac{2}{5}$ th received in India) | 60,000 |
| ii | Income from agriculture in Banglash received there but later on Rs. 50,000 is remitted to India (agricultural activity is controlled from Banglash) | 1,81,000 |
| iii | Income from property in Canada received outside India [Rs. 76,000 is used in Canada for meeting educational expenses of X's daughter in USA and Rs.10,000 is later remitted to India] | 86,000 |
| iv | Income earned from Kampala (Uganda) which is controlled from Delhi (Rs. 15000 is received in India) | 65,000 |
| v | Dividend paid by a foreign company but received in India on April 10 th , 2017 | 46,500 |
| vi | Past untaxed profit of 2008-09 brought to India in 2017-18 | 10,43,000 |
| vii | Profits from a business in Madras and managed from outside India | 27,000 |
| viii | Profits from a former employer in India received in Rangoon | 36,000 |
| ix | Gifts in foreign currency from a friend received in India on January 20,2018 | 80,000 |
| x | Profits on sale of building in India but received in Srilanka | 14,80,000 |

Find out the gross total income if Mr. X is a resident, resident but not ordinary resident and non resident in India for the AY 2018 – 19. (08 Marks)

- 2 a. Define the term "Annual Value" under section 23(1) of income tax. (02 Marks)
- b. X purchases 1,000 (non listed) shares in Y ltd on Aug 16, 2002 for Rs. 19,090. On May 17, 2004 he gets 500 bonus shares. On October 20, 2014, he acquires 1,500 right shares for Rs. 14,582. He sells 3000 (non-listed) shares in Y ltd on February 12, 2018 at the rate of Rs.110 per share (brokerage on sale : 1%). He owns one residential house property. He purchases a residential house on June 29th, 2018 for Rs. 2,90,000. Ascertain the amount of capital gains chargeable to tax for the AY 2018 – 19. (06 Marks)
- c. Explain the permissible deductions U/S 80C to 80U. (08 Marks)

- 3 a. Explain the deductions available under section 40(b). (02 Marks)
- b. X, an employee of MN Ltd, receives Rs. 93000 as gratuity under the payment of gratuity Act, 1972. He retires on January 2, 2018 after rendering service of 20 years and 6 months. At the time of retirement monthly salary was Rs.8,000 (inclusive of dearness allowances of Rs.200 per month) Calculate amount of gratuity chargeable to tax. (06 Marks)
- c. During the PY 2018-19, X (age : 32 years), a Nationalised bank employee in Surat, receives the following emoluments :
- Basic salary : Rs. 46,000 per month, high cost of allowance (but not forming a part of salary) Rs. 8,000 per month, overtime allowance : Rs. 7500pm and house rent allowance : Rs.9000 per month (rent paid by him : Rs.8500 per month). Employer bank contributes 14% of basic salary towards recognized provident fund, X makes a contribution of Rs. 8000 per month. Interest credited on July 5th, 2017 at the rate of 12% in the provident fund account of X is Rs. 11,600. Income of X from other sources is credited and is Rs. 8,56,000. The following perquisites are provided by the bank.
- Free holiday home facility at Kullu (expenditure of the employer : Rs.61,400)
 - Free gardener (who is an employee of the bank, annual salary of the gardener being Rs. 48,000 paid directly by the bank)
 - Free sweeper (who is employed by X, annual salary of Rs.24,000 is paid by the Bank)
 - Subsidized telephone (expenditure of the employer : Rs. 16,000)
 - Ordinary medical facility in private clinic (expenditure of the employer Rs. 18000)

During the previous year X makes the following payments :

- Fixed deposit in bank under scheme specified for section 80C : Rs. 10,000
- Insurance premium on his own life Rs, 11,000 (sum assured : Rs, 40000 policy taken in April 2017)
- Insurance premium on his life policy of his major child (due date : Oct 10, 2017, date of payment : March 25, 2018) : Rs.3,000 (sum assured of policy taken in 2011: Rs. 20,000). Find the amount of net income and tax payable for the AY 2018 – 19. (08 Marks)

- 4 a. What is MAT? (02 Marks)
- b. Profit and loss account of XYZ (a LLP of X, Y and Z) for the year ending March 31, 2018 is as follows :

Cost of goods sold	62,25,000	Sales	61,00,000
Interest to partners	1,20,000	Agro income in India	2,00,000
Remuneration to partners	2,70,000	Net loss	3,47,000
Other expenses	32,000		
	66,47,000		66,47,000

Out of other expenses of Rs.32,000, Rs.3,000 is not deductible U/S 30 to 37. Moreover, interest to partners is not deductible to the tune of Rs. 18,000 under section 40(b). Find out the amount of net income of the firm for the AY 2018 – 19. The firm satisfies all conditions of Sec 184 and 40(b). (06 Marks)

- c. Briefly explain the exemptions available under section 54 of capital gains of IT Act of 1961. (08 Marks)

- 5 a. Differentiate between tax planning and tax evasion. (02 marks)
- b. Prepare a brief note pertaining to different GST rates notified for supply of various goods. (06 marks)
- c. Explain the provisions regarding set-off and carry forward of losses. (08 Marks)

- 6 a. Explain the conditions for claiming deductions of remuneration of partners U/S 40(b). (02 Marks)
- b. From the following information compute Depreciation Allowance allowable to XY and Co, a chartered accountants concern for the AY 2018 – 19.

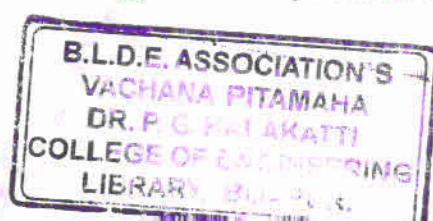
Assets	Rate of depreciation	W.D.V on 1.4.2017
Computers	40	140,000
Typewrites	15	30,000
Furniture and fittings	10	1,00,000
Office buildings	10	5,00,000
Staff quarters-Area not exceeding 80 sq. Mtrs	05	15,00,000
Purchased a new computer during the PY Rs. 60,000	—	
Sold old office building for Rs. 15,00,000 and purchased a new office building for Rs. 40,00,000 in Dec 2016	—	
Purchased books (annual publications) for professional purposes Rs. 40,000	40	

(06 Marks)

- c. Dr. Suresh is a medical practitioner. Besides his own practice, he works as a part time physician in a private hospital for which he receives a monthly remuneration. He is also a consultant physician of XYZ Co. Ltd on a monthly retainer fee. The doctor maintains a record of his receipts and payments and for the year ended 31st March 2018, the following information are abstracted there form :

<u>Receipts :</u>	Rs.
Consultation fees receipts	2,60,000
Gross remuneration from the private hospital	1,24,000
Retainer fee from XYZ Co. Ltd.	60,000
Interest on savings banks A/C	13,000
<u>Payment :</u>	
Rent and electricity charges for the clinic	12,000
Telephone charges	2,400
Printing and stationary	500
Car maintenance expenses	12,000
Wages of clinical assistant	3,600
Drivers salary	3,600
Life insurance premium	2,400

The written down value of the car and furniture at the clinic as on 1.4.2017 are noted to be Rs.25000 and Rs.2000 respectively. 20% of the use of the car and the telephone is attributable to the personal and private purposes. Provide for depreciation on car @ 15% and furniture @ 10%. Compute total income of the doctor for the AY 2018 – 19. (08 Marks)



- 7 a. What is presumptive taxation? (02 Marks)
- b. A Co. (a partnership firm) sells a commercial building on May 10, 2017 for Rs.1,10,00,000. From the data given below, find out the income under the head "Capital gains" for the AY 2018-19.
- Cost of plot of land (acquired in 2004-05) 3,00,000
 Cost of construction (incurred in 2005-06) 4,00,000
 Cost of additional construction (incurred in 2009-10) 6,00,000
 Expenditure on transfer [CII 2004-05 = 113, 2017 = 272, 2005-06 = 117, 2009 -10 = 148] 6,000 (06 marks)
- c. X (age : 32 years), a lawyer who maintains books of account on cash basis, furnishes the following particulars of his income for the previous year ending march 31,2018.

Receipts and payment account for the March 31, 2018.

Particular	Rs.	Particular	Rs.
Balance brought down	7,20,000	Purchase of furniture	56,000
Fees from clients :		Car expenses	2,45,000
2017-18	21,20,000	Office expenses	82,000
2016-17	90,000	Salary to staff	8,40,000
Presents from clients	40,000	Interest on loan	20,000
Loan from a client	5,00,000	IT penalty	3,000
		Contribution to PPF	1,40,000
		Purchase of notified bonds of infrastructure company	12,000
		Balance C/f	20,72,000
	34,70,000		34,70,000

- Note : i) 5% of car expenses are attributable towards use of car for personal purposes
 ii) fees due but outstanding is Rs.9,00,000
 iii) depreciation of car is Rs.2,70,000
 iv) income of X from other sources is Rs. 8,32,000
 v) X purchased a computer for Rs. 30,000 on March 10, 2017 (rate of depreciation 40%). Determine the taxable income and tax liability of X for the AY 2018-19. (08 Marks)

8 CASE STUDY [Compulsory]

Mrs. X (34 years) is in the IT department of A Ltd. She joined the company on November 1, 2015 in the pay scale of Rs. 80,000–Rs. 5,000–Rs. 2,00,000. At the time of joining, her salary was fixed at Rs.84,000. Besides, she gets Rs.10,000 per month as DA(not forming part of salary for any retirement benefits purposes). As per service rule, she is entitled to the following :

Fixed servant allowance	: Rs. 1250 per month
Fixed meal allowances	: Rs. 1500 per month
Conveyance allowances	: Rs. 3000 per month
Garden allowances	: Rs. 1900 pm (allowed with effect from may 1, 2017).

These allowances are used for personal purposes. However, conveyance allowance has been discontinued with effect from January 1, 2018. A car (1400 cc) is provided for official and private uses with effect from January 1, 2018. The entire expenditure (i.e Rs. 43,000 including driver's salary) is paid by employer – company. Mrs. X contributes 15% of her salary towards unrecognized provident fund. A matching contribution is made by the employer. Interest of Rs.81,000 is credited in provident fund account at the rate of 11%. Mrs X pays a sum of Rs. 10,000 as life insurance premium on an insurance policy (sum assured : Rs. 80,000) taken by her husband. Determine the net income and tax liability of Mrs. X for the AY 2018-19. Salary becomes due on the last day of each month. Mrs. X has purchased NSC IX issues of Rs.1,00,000 on March 31, 2018. (16 Marks)



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Fourth Semester MBA Degree Examination, June/July 2019
Integrated Marketing Communications

Time: 3 hrs.

Max. Marks: 80

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- 1
 - a. Define IMC. (02 Marks)
 - b. Briefly explain various promotion tools in IMC. (06 Marks)
 - c. Examine the purpose, role and functions of marketing communication. (08 Marks)

- 2
 - a. Distinguish between publicity and public relations. (02 Marks)
 - b. What are the advertising objectives? (06 Marks)
 - c. Explain different types of Advertising agencies with suitable examples. (08 Marks)

- 3
 - a. Expand DAGMAR. (02 Marks)
 - b. Write a note various services offered by AD agencies. (06 Marks)
 - c. Describe few important methods of preparing advertising budgets. (08 Marks)

- 4
 - a. What is media planning? (02 Marks)
 - b. Compare and contrast between print media and broadcast media. (06 Marks)
 - c. Explain various advertising appeals used in preparing the ADs for both products and services. (08 Marks)

- 5
 - a. What is an AIDA model? (02 Marks)
 - b. Write a note on the basic components of printing advertising. (06 Marks)
 - c. Bring out the roles, types of corporate advertising along with its limitations. (08 Marks)

- 6
 - a. What is "keep it simple and stupid" strategy in ADs? (02 Marks)
 - b. Explain the role and importance of co-operative advertising. (06 Marks)
 - c. Illustrate the various methods used for evaluating the effectiveness of advertising. (08 Marks)

- 7
 - a. What are B2B communications? (02 Marks)
 - b. Write a note on Internet Advertising stating its merits and de-merits. (06 Marks)
 - c. Examine the importance of analyzing global environment for international advertising (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
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Compulsory : Case Study

The integrated components used by Coco-Cola employed a mass media technology which induced television advertising, print media and banner ads. The approach utilized a marketing mix of advertising, direct marketing, as well as web based interactive and social media marketing and sales promotions.

Coco-cola advertising has historically been among the most prolific in the marketing history. The various AD campaigns throughout the company's one hundred and twenty nine year history hence often has a major impact on culture and society, including a hit song which received airplay on popular radio stations in 1971. The logo and bottle designs are immediately recognizable throughout the world, and are integral part to brand's image and reorganization in the moment place.

Direct marketing efforts by Coco-cola are myriad. The devices operated incorporate vendor company partnership designed for exclusivity, i.e restaurants and movie theaters only offer coke products, eliminating any direct competition. They sponsor sporting events.

Web based and social media marketing campaigns constitute industry benchmarks. Fans number over eight six million across social media channels engaged by the brand. Differing factices are provided on individual. Social networking channels/sites, yet a consistently unified manage is upheld. Web based interactive marketing in focused on design and functionality, relying on banners, video and public relations. New products online games, and social, culture and sporting events are the focus of Coco-Cola websets content.

Sales promotion for Coco-Cola is aimed at two strategies retail and food service. Retail efforts are directed towards company's partnership, direct store delivery and profit of sales techniques, Reliance an exclusive company partnerships where in restaurants only offer coke products eliminates competition. Direct store delivery is a crucial link in the value chain, and offers mobile advertising with bright red delivery truces emblazoned with the brand logo. POS display include brand specific colour for in store sales along with vending machines which carry coke product.

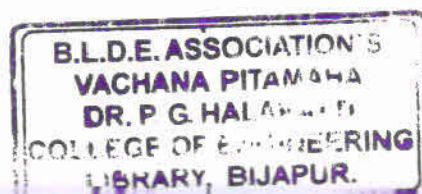
A caparison of the relative importance of with Coco Cola IMC components levels a marketing communication mix which is iconic. So much of the brand image in immediately recognizable, right down to the bright red and white lettering of the names Coke an Coco Cola. This images in carried out globally and in so established and acclaimed worldwide that even is languages that may not familiar in local markets are readily known by consumers Multi - lingual AD use was in fact the core during the recent of NFL super Bowl championship, in which the use of English, Spanish, Tagalog, Hebrew, Hindi, Kerens and Legalese French languages were incorporated along with the long America the beautiful.

The Coco Cola IMC managing has established longing for the product that supersedes the desire for that typically associated with a drink to quench one's thirst. The rank and positioning of the elements used as part of the integrated marketing a approach cannot therefore be overstated. The consistant international presence of Coco Cola is a direct outgrowth of the marriage of the advertising direct marketing as well as Web based interactive and social media. Marketing and sales promotion efforts that have been included over the years in their IMC endeavors, Coco Cola has established itself as a player in the large scale stage as a direct outcome secondary to the competitive importance of the components of the integrated Marketing communications Mix.

Posers :

- What is your opinion on Integrated Marketing Communication implemented by Coco Cola? (08 Marks)
- What is your recommendation for Brand Mangers to come up with new strategies for Coco cola? (08 Marks)

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16/17MBAFM401

Fourth Semester MBA Degree Examination, June/July 2019
Mergers, Acquisition and Corporate Restructuring

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.
2. Question No. 8 is compulsory.

- 1
 - a. Define Equity Carve out. (02 Marks)
 - b. Explain LBO. (06 Marks)
 - c. Discuss the types of Synergies of merger. (08 Marks)
- 2
 - a. Give meaning of Reverse merger. (02 Marks)
 - b. Explain process of Merger Integration. (06 Marks)
 - c. Discuss in detail the takeover defenses. (08 Marks)
- 3
 - a. What is Due Diligence? (02 Marks)
 - b. Discuss various approaches to hostile Takeover. (06 Marks)
 - c. Write a note on Five – Stage model. (08 Marks)
- 4
 - a. What is Corporate Restructuring? (02 Marks)
 - b. Discuss strategic approach to merger and acquisition SWOT analysis. (06 Marks)
 - c. Explain any four methods of Divestitures. (08 Marks)
- 5
 - a. Name the four cells of the BCG matrix. (02 Marks)
 - b. What are the methods of calculating purchase consideration? (06 Marks)
 - c. What are the disadvantages of Equity Carve – Outs? (08 Marks)
- 6
 - a. Explain the meaning of Purchase Consideration. (02 Marks)
 - b. Explain any six strategic motive behind merger. (06 Marks)
 - c. Discuss the managerial challenges of Merger and Acquisition. (08 Marks)
- 7
 - a. Write short notes on Spin – Off. (02 Marks)
 - b. Distinguish between LBO and MBO. (06 Marks)
 - c. Explain types of Poison pill Defenses. (08 Marks)

8 CASE STUDY :

Phillip Company has decided to acquire Kaithan Company. Following are the relevant financial data :

	Phillip Company	Kaithan Company
Net Sales (Rs in Lakhs)	350.00	45.00
Profit after tax (Rs in Lakhs)	28.13	3.75
Number of shares (Lakhs)	7.50	1.50
EPS (Rs)	3.75	2.50
Dividend per share (Rs)	1.30	.60
Total market capitalization (Rs in Lakhs)	420.00	45.00

Calculate :

- a. Pre merger market value per share for both company.
- b. Post merger EPS, market value per share and price earning ratio of Kaithan Company shareholders are offered a share of i) Rs 30 ii) Rs 56 iii) Rs 20 in share exchange for merger.
- c. Phillip Company's EPS of Kaithan Company's shareholders are offered Rs 100 , 15% convertible debentures for each 3 shares held in Kaithan.
- d. Post merger dividend or interest available to Kaithan Company's shareholders.
Assume 50% tax rate.

(16 Marks)

