

**St. Joseph's Degree & PG College**  
Autonomous-Re-Accredited by NAAC with 'A' Grade  
King Koti Main Road, Hyderabad – 29

**MBA II Year/Semester- III Examinations September – 2017**  
**Internal I**

**TIME: 1Hr 30Min**  
**SUBJECT: Global Business**

**DATE: 13/09/2017**  
**MAX. MARKS: 30**

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**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. How Global business differs from domestic Business?
2. Explain the drivers of International Trade
3. Give the objectives of BRICS and UNCTAD
4. Write a note on EU and ASEAN
5. Discuss TRIPS and TRIMS

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) State the different approaches to International Business

**OR**

- b) Enlist various International Trade theories and explain Porter's National Competitive Advantage theory

7. a) Explain different stages of Internationalization

**OR**

- b) Distinguish between Tariff and Non-Tariff Barriers

8. a) Examine the levels of Economic Integration

**OR**

- b) Distinguish between GATT and WTO. Give the structure and functions of WTO

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**MBA II Year/Semester- III Examinations September – 2017**  
**Internal I**

**TIME: 1Hr**  
**SUBJECT: Business Analytics**

**DATE: 13/09/2017**  
**MAX. MARKS: 20**

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**Section A**

**I. Answer All the Questions**

**5 x 1 = 05**

1. Explain the procedure of selecting cases in SPSS.
2. Explain the two main tabs in SPSS.
3. How to save a file in SPSS?
4. Explain the choice of scales.
5. How to find mean of a data, using frequency analysis in SPSS?

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) Write the steps in exporting data from SPSS to MS-excel.

**OR**

- b) What is Merging files? Explain the steps for merging files in SPSS.

7. a) Explain the different columns in SPSS.

**OR**

- b) How to compute various measures of central tendency using frequencies option in SPSS?

8. a) When do we use Compare means? Write steps to compare means in SPSS.

**OR**

- b) How to compute various measures of dispersion using descriptive statistics option in SPSS?

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**MBA II Year/Semester- III Examinations September – 2017**  
**Internal I**

**TIME: 1Hr 30Min**

**SUBJECT: Investment Analysis & Portfolio Management**

**DATE: 13/09/2017**

**MAX. MARKS: 30**

**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. Define the term Investment and how it is different from Speculation and Gambling.
2. Define Systematic risk and Unsystematic risk.
3. When a share is issued at par, at premium and at Discount, Explain with an example.
4. What is Bond Indenture?
5. What is Dutch Auction?

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) What do you mean by Investment Decision Process? How it is going to help the investors in making sound Investment Decisions.

**OR**

- b) Technical Analysis is based on Dow Jones Theory. Elucidate.

7. a) "Fixed Income securities are popular mode of Investments". Discuss and write about the different types of Debt Instruments.

**OR**

- b) What is YTC and YTM. "Credit rating is an authorization to invest in Bonds", Discuss.

8. a) How Fundamental Analysis is useful to a prospective Investor.

**OR**

- b) What is a Bond? Write about the regulatory framework of Bonds in India and their features.

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**Internal I**

**TIME: 1Hr 30Min**

**DATE: 14/09/2017**

**SUBJECT: Financial Systems and Services**

**MAX. MARKS: 30**

**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. Discuss the concept of Financial Services
2. What do you understand by the term Financial Engineering?
3. Define Hire purchases
4. Write a note on 'Sale and Lease Back'
5. Write a brief note on the Financial guarantees market operating in India

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) Explain the features of Hire purchase

**OR**

- b) Discuss the role of the Financial System in the Economic Development of a country.

7. a) Discuss the advantages and disadvantages of Leasing

**OR**

- b) What are the challenges faced by the Financial Service sector in India

8. a) Explain different Fund Based and Non Fund Based Financial Activities

**OR**

- b) Discuss briefly some of the innovative Financial Services introduced in recent times in Financial Services sector

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**MBA II Year/Semester- III Examinations September – 2017**  
**Internal I**

**TIME: 1Hr 30Min**

**DATE: 14/09/2017**

**SUBJECT: Organization Development**

**MAX. MARKS: 30**

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**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. Define Organization Development by French and Bell.
2. Explain the characteristics of Organization Development
3. Elaborate Kurt Lewin's Force field Analysis.
4. Discuss action research as a process and as an approach
5. Pictorially represent the classification of OD Interventions.

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) Explain the short history of Organisation Development

**OR**

- b) Discuss various foundations of Organisation Development.

7. a) Explain Burke Litwin model of change.

**OR**

- b) Elaborate Porras and Robertson's model of planned change.

8. a) Discuss the characteristics of systems theory and explain the congruence among the system

**OR**

- b) Explain the process of Organisation Development



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**MBA II Year/Semester- III Examinations September – 2017**  
**Internal I**

**TIME: 1Hr 30Min**

**DATE: 14/09/2017**

**SUBJECT: Leadership & Change Management**

**MAX. MARKS: 30**

**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. Define the term Leadership and explain the need for Leadership.
2. Explain the framework and core competencies of International Leadership..
3. Write a note on the Current issues in Leadership.
4. Define the term Leadership Development programs and explain its characteristic features.
5. Write an overview on Resource Dependency Perspective on Change.

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) "Leadership styles are pattern of behavior a leader adopts in influencing the behavior of his followers". Describe the various leadership styles.

**OR**

- b) Describe in detail The VIM Model of Leadership.

7. a) The Five factor model of Leadership includes an integrated set of traits that appear to valid predictors of behaviors at workplace." Justify the statement.

**OR**

- b) Explain any three Approaches to Leadership using relevant examples.

8. a) Describe the following Leadership Models: (a) Causal Model (b) Leader-Member Exchange Theory.

**OR**

- b) Explain the various types of Leadership Development Programs

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MBA II Year/Semester- III Examinations September – 2017  
Internal I

TIME: 1Hr 30Min

SUBJECT: Product & Brand Management

DATE: 15/09/2017

MAX. MARKS: 30

**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. Branding creates Market Demand in any Organization". Comment with the functions of brands.
2. Explain the need of Brand positioning in any market.
3. Profits can be accumulated through brand loyalty, justify the statement?
4. Define Brand equity with an example.
5. Brand repositioning helps in reviving the brand". Elaborate

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) Describe the different strategies adopted by the companies in Different stages of Product life cycle.

**OR**

- b) Explain the significance of BCG Matrix .

7. a) Describe the Different industrial products.

**OR**

- b) What are the different stages of new product development?

8. a) What are the Different Classifications of consumer Products.?

**OR**

- b) Explain product line taking an example of company having a mix of products.

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**MBA II Year/Semester- III Examinations September – 2017**  
**Internal I**

**TIME: 1Hr 30Min**

**DATE: 15/09/2017**

**SUBJECT: Marketing Communication & Distribution Management**

**MAX. MARKS: 30**

**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. Explain the nature & importance of Marketing Communication
2. Discuss the different compensation plans for Sales force
3. Explain process of execution of creative strategy for Promotional Program
4. Discuss about Personal Selling approaches
5. What do you understand by Promotion Mix? Discuss the advantages of Promotion Mix tools.

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) Discuss Concept of 'Integrated Marketing Communication? Explain the steps involved in developing the Integrated Marketing Communication

**OR**

- b) Explain the steps involved in Media Planning & Strategies and implementation with imc perspective

7. a) What are various Promotion tools available to a marketer? Which tool according to you is best for consumer non-durables and why?

**OR**

- b) Explain the steps in the Personal Selling process

8. a) Write short notes on the following:

- (i) Advertising
- (ii) Sales Promotion
- (iii) Personal selling

**OR**

- b) Integration of Personal Selling with other promotional tools.

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