

**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 October/November – 2017**  
**Internal II**

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

**DATE: 31/10/2017**  
**MAX. MARKS: 30**

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**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. Enumerate the difference between Licensing and Franchising
2. Discuss the cost and benefit analysis of entry strategies of global business
3. Write a note on Indian brand equity foundation (IBEF)
4. Write a note on Federation of Indian Export Organisations (FIEO)
5. Give the objectives of Market access initiative (MAI) scheme. Mention the activities supported by it.

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) Explain various global market entry modes with its advantages  
OR  
b) Give various types of strategic alliances. Explain Joint venture with its advantages.
7. a) Explain global strategic management process  
OR  
b) Give the highlights of foreign trade policy 2015-2020
8. a). Explain the Assistance to States for Developing Export Infrastructure and Allied activities (ASIDE) Scheme with its objectives.  
OR  
b) Explain the objectives and various products and services offered under Export credit guarantee corporation of India limited (ECGC).

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**MBA II Year/Semester- III Examinations October/November – 2017**  
**Internal II**

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

**DATE: 31/10/2017**  
**MAX. MARKS: 20**

**Section A**

**I. Answer All the Questions**

**5 x 1 = 05**

1. When do we use Pivot Table report?
2. Write the steps in formation of a Pivot Chart.
3. Write the steps in analyzing t-test for independent samples using SPSS.
4. When do we use Chi-Square goodness of fit? Also explain its procedure in SPSS.
5. Write the procedure in finding correlation using SPSS.

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) Describe the process of creation of a Pivot Table Report.  
OR  
b) Write in detail about the anatomy of a Pivot Table.
7. a) Write about the formatting of Pivot Table.  
OR  
b) Write the steps in the process of finding Two-way ANOVA in SPSS.
8. a) Which is the appropriate Statistical tool for finding the effect of an advertising campaign on sales. Explain its procedure in SPSS.  
OR  
b) Explain the procedure for finding regression lines X on Y and Y on X using SPSS.

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MBA II Year/Semester- III Examinations October/November – 2017  
Internal II

TIME: 1Hr 30Min

DATE: 31/10/2017

SUBJECT: Investment Analysis & Portfolio Management

MAX. MARKS: 30

**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. Explain briefly on Price Earnings ratio and Dividend Capitalization Model in the equity valuation of the firm.
2. Write a brief note on Equity Capitalization.
3. Explain the following concepts of risk, return and trade off from the investment management point of view.
4. Write the notation of the following formula  
 $P_0 = \frac{D_1}{1+k} + \frac{P_1}{1+k}$
5. The Earnings per share of a company is Rs2.00/-. The share holders expect a P/E ratio of Rs 40/- as appropriate for the company. What would be the price of the share?

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) "Equity represents an Ownership in a Corporation" Elucidate.

**OR**

- b) The XYZ corporation cash dividend payout ratio is 60%, its Risk Adjusted cost of capital is 8%, the current earnings per share are Rs 5.00/-. and have been growing at 4% per year. Find P/E ratio.

7. a) Risk can be diversified by spreading our Investment. Discuss.

**OR**

- b) Explain in detail about the Capital Market theory, Portfolio risk and Portfolio return and how it is useful to a rational investor.

8. a) A company has declared a dividend of Rs 4.00/-, receivable at the end of the current year. The earning of the company are growing at 10%.

- 1) What is the intrinsic value of the share? The required rate of return or cost of equity capital is 15%.
- 2) What would be the investors holding period gain if the investor purchases the share from the market now and sells it after 1 year after receiving the dividend?
- 3) What is the dividend yield of this share?

**OR**

- b) "Investment Decision is vital for Portfolio Management" .Discuss.

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

**TIME: 1Hr 30Min**

**DATE: 01/11/2017**

**SUBJECT: Financial Systems and Services**

**MAX. MARKS: 30**

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**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. Distinguish between discounting and factoring
2. What is invoice factoring?
3. Discuss the importance of venture Capital
4. What are the dis-investment Options available for venture Capital
5. List out the credit rating agencies in India

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) What are the functions of factoring ? Explain in detail

**OR**

- b) What are the benefits and Drawbacks of forfeiting? Explain

7. a) Make suggestions for success of venture capital in India

**OR**

- b) Explain the methods of venture Capital available in India

8. a) What are the functions of credit rating ?

**OR**

- b) Explain the benefits of credit rating

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**MBA II Year/Semester- III Examinations October/November – 2017**  
**Internal II**

**TIME: 1Hr 30Min**

**DATE: 01/11/2017**

**SUBJECT: Leadership & Change Management**

**MAX. MARKS: 30**

**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. Define Strategic Change? Explain its various steps.
2. Explain the various Change Paths involved in Reactive and Proactive Change.
3. Write a note on Nabisco's Renewal Path.
4. Discuss Beckhard's Change Formula.
5. What is Group Change? Explain the types of Group Change.

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) Describe briefly Virginia Satir Change Model.

**OR**

- b) Elaborate on the following Diagnostic Models for Organizational Change.  
(a) Management Practitioner Model (b) Socio Technical Systems Model.

7. a) "Planned Change plays an important role by integrating programs for Organizational effectiveness." Discuss.

**OR**

- b) Explain Leavitt's Organizational Systems Model using an example.

8. a) "The changes stem from several sources." Justify the statement using various forces of change.

**OR**

- b) Describe briefly the Organizational Change Matrix.

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

**TIME: 1Hr 30Min**

**SUBJECT: Organisation Development**

**DATE: 01/11/2017**

**MAX. MARKS: 30**

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**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. What is responsibility charting?
2. What is the two party conflict management design?
3. What is employee involvement?
4. Discuss reengineering as a techno structural intervention
5. Discuss the engineering approach of work design

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) Explain RAT and RNT as team building interventions  
**OR**  
b) Explain Blake, Shepard and Mouton's intergroup intervention
7. a) Explain grid Organization development intervention  
**OR**  
b) What is downsizing explain through the application stages
8. a) Elaborate on the organizational learning intervention  
**OR**  
b) Define and discuss the characteristics of organizational transformation

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**MBA II Year/Semester- III Examinations October/November – 2017**  
**Internal II**

**TIME: 1Hr 30Min**

**DATE: 02/11/2017**

**SUBJECT: Product & Brand Management**

**MAX. MARKS: 30**

**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. Product Launch is the most critical phase in the New Product Development. Elaborate
2. Elaborate the concept of market structure analysis.
3. Explain the two types of Idea Generation Devices.
4. What are the different types of prototypes?
5. How does TTM model help the company to understand the correct time to market the product?

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) Perceptual mapping shows the way how the consumers see or perceive the products of the company. Explain.

**OR**

- b) Product Architecture is the blue print in the making of the product .Comment.

7. a) Describe the significance of GE Matrix in marketing context .

**OR**

- b) Elaborate the different elements of Innovation of diffusion model.

8. a) How does The Companies use different Defensive strategies to sustain and gain the competitive edge in the markets?

**OR**

- b) Brand Aid Model plays a significant role in the market. Elaborate

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**MBA II Year/Semester- III Examinations October/November – 2017**  
**Internal II**

**TIME: 1Hr 30Min**

**DATE: 02/11/2017**

**SUBJECT: Marketing Communication & Distribution Management**

**MAX. MARKS: 30**

**Section A**

**I. Answer All the Questions**

**5 x 3 = 15**

1. Explain customer oriented and trade oriented sales promotion?
2. Discuss Factors influencing channel selection decisions.
3. Discuss the Merits & Demerits of Sales Promotions
4. Define objectives of channels of distribution & patterns of distribution?
5. Discuss publicity and public relations

**Section B**

**II. Answer the following questions**

**3 x 5 = 15**

6. a) Sales promotion assists a marketer in increasing the sales of the company. Elaborate  
OR

b) Write short notes on the following:

1. Customer service
2. Logistics management
3. Public relations and publicity
4. Physical distribution
5. Vertical marketing

7. a) Define sales promotion & various sales promotion tools available to a marketer? Which tool according to you is best for consumer durables?

OR

b) Explain the steps in the channel design system? Ennumerate the factors for selection of a channel

8. a) Define support media and state the elements of support media and their role?

OR

b) Explain the Concept, Functions and significance of Supply Chain Management.

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