

## **St. Joseph's Degree & PG College**

Autonomous – Affiliated to Osmania University

Re- Accredited by NAAC with 'A' Grade

Extended Campus, Abids, Hyderabad —500001.

**MBA II Year/ III Semester Examinations September – 2018**

**Internal – II**

**TIME: 1Hr 30 Mins**

**SUBJECT: GLOBAL BUSINESS**

**DATE: 25/09/2018**

**MAX MARKS: 30**

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### **Section A**

**I. Answer All the Questions**

**(5x1=5 Marks)**

1. What are the factors to be considered in selecting a Strategic Alliance partner?
2. Define export promotion. Mention its objectives.
3. Differentiate between Licensing and Franchising.
4. Write a note on MAI Scheme.
5. What are the functions of IBEF?

### **Section B**

**II. Answer the following questions**

**(3x5=15 Marks)**

- 6 a) Why do firms enter international market? Explain any two modes of entering International market along with its merits and demerits.

**OR**

- b) Discuss the steps in Global Strategic Planning.

- 7 a) Explain the need and objectives of Export Credit Guarantee Corporation.

**OR**

- b) Briefly explain Foreign Trade Policy 2015-2020.

- 8 a) What is a strategic Alliance? Discuss the types and stages in an alliance formation.

**OR**

- b) Describe briefly about Federation of Indian Export Organisations.

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**Internal – II**

**TIME: 1 Hr 30 Mins**

**DATE: 25/09/2018**

**SUBJECT: INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**

**MAX MARKS: 30**

### Section A

#### **I. Answer All the Questions**

**(5x1=5 Marks)**

1. Explain briefly on Price Earnings ratio and Dividend Capitalization Model in the equity Valuation of the firm.
2. Describe the basic features of Common stock
3. The Earnings per share of a company is **Rs 2.00/-**. The share holders expect a P/E ratio of **Rs.40/-** as appropriate for the company. What would be the price of the share?
4. Explain the concept of Arbitrage Pricing Theory (APT)
5. Write a note on Separation Theorem.

### Section-B

#### **I. Answer the following questions**

**(3x5=15 Marks)**

- 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%.

- i. What is the intrinsic value of the share? The required rate of return or cost of equity capital is 15%.
- ii. 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?
- iii. 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/ III Semester Examinations September – 2018**

**Internal – II**

**TIME: 1Hr**

**SUBJECT: BUSINESS ANALYTICS**

**DATE: 25/09/2018**

**MAX MARKS: 20**

### **Section A**

#### **I. Answer All the Questions**

**(5x1=5 Marks)**

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**

**(3x5=15 Marks)**

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 process of cross tabulation in SPSS.

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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**Internal – II**

**TIME: 1 Hr 30 Mins**

**DATE: 27 /09/2018**

**SUBJECT: PRODUCTION PLANNING AND CONTROL**

**MAX MARKS: 30**

### Section A

#### **I. Answer All the Questions**

**(5x3=15 Marks)**

1. Explain the costs associated with Aggregate Planning
2. Explain the terms
  - i. Rough-cut capacity planning
  - ii. Capacity Requirements Planning
  - iii. Resource Requirements Planning.
3. What is ERP? Explain the scope of ERP
4. What is scheduling? Give the objectives of scheduling
5. Explain the scheduling techniques for job shop.

### Section-B

#### **II. Answer the following Questions**

**(3x5=15 Marks)**

6. a) What is aggregate planning? Explain the approaches to Aggregate Planning with its advantages and disadvantages.

OR

(b) What is Master Production Schedule? Give the procedure for developing Master Production schedule along with its guidelines.
7. (a) Explain indetail MRP System.

OR

(b) Explain the elements of scheduling and give the information needed for scheduling process.
8. (a) What is process-focused production systems? Explain the scheduling and shop floor decisions using the diagram and give reasons why it is complex to schedule in job shop.

OR

(b) i) Explain the stages of scheduling in detail.  
ii) What do you mean by Load charts and machine loading charts.

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**MBA II Year/ III Semester Examinations September – 2018**

**Internal – II**

**TIME: 1 Hr 30 Mins**

**DATE: 27/09/2018**

**SUBJECT: PRODUCT AND BRAND MANAGEMENT**

**MAX MARKS: 30**

### **Section A**

**I. Answer All the Questions**

**(5x3=15 Marks)**

1. Discuss about preference segmentation
2. What are the advantages and disadvantages of test marketing?
3. What is Learning Curve?
4. What is brand loyalty? Discuss
5. Explain different types of brands.

### **Section-B**

**II. Answer the following questions**

**(3x5=15 Marks)**

- 6 a) Discuss the Innovation, Diffusion and Adoption Process.

OR

- b) What are the sources of new product ideas? Explain various methods of generating New product ideas?

- 7 a) Discuss briefly the designR model.

OR

- b) Explain the various functions of brand.

- 8 a) What are Product and Market maps? Explain how these are useful in new Product design and development.

OR

- b) Brand offers a number of benefits to consumer and firms' – Elaborate..

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**Internal – II**

**TIME: 1 Hr 30 Mins**

**DATE: 27/09/2018**

**SUBJECT: MATERIALS MANAGEMENT**

**MAX MARKS: 30**

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### **Section A**

#### **I. Answer All the Questions**

**(5x3=15 Marks)**

1. Define Purchase Management.
2. What are the steps in purchasing procedure?
3. What is Value Analysis?
4. Write a note on Statistical quality Control
5. Define Negotiation

### **Section-B**

#### **II. Answer the following questions**

**(3x5=15 Marks)**

6. a) What are the Objectives of Purchasing? Explain

OR

- b) What are the benefits of Value Analysis?

- 7 a) Explain the Principles of Purchasing.

OR

- b) What are the objectives of Negotiation? Explain in detail

- 8 a) what are the differences between purchasing of Capital Equipments and Materials

OR

- b) What are the principles for good Buyer and Seller relationship?

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**Internal – II**

**TIME: 1Hr 30 Mins**

**DATE: 27/09/2018**

**SUBJECT: MARKETING COMMUNICATION & DISTRIBUTION  
MANAGEMENT**

**MAX MARKS: 30**

### **Section A**

#### **I. Answer All the Questions**

**(5x3= 15 Marks)**

1. Sales promotion helps the companies to induce sales. Support the statement.
2. Explain the different reasons for the increase in the sales promotional efforts.
3. Describe in short the advantages of direct marketing.
4. What are the roles of the channel members in the distribution of the products?
5. Explain the role of public relations in spreading the brand image give examples.

### **Section-B**

#### **II. Answer the following questions**

**(3x5=15 Marks)**

6. (a) What are the different types of Consumer Sales promotional tools?

OR

- (b) Explain the differences between public relation and publicity..

7. (a) What is the support media? Give examples.

OR

- (b) Describe the different types of post testing and pretesting evaluation techniques of promotions.

8. (a) Explain the different stages of channel design.

OR

- (b) Highlight the objectives of supply chain management.

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**MBA II Year/ III Semester Examinations September – 2018**

**Internal – II**

**TIME: 1 Hr 30 Mins**

**DATE: 26 /09/2018**

**SUBJECT: LEADERSHIP AND CHANGE MANAGEMENT**

**MAX MARKS: 30**

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### **Section A**

**I. Answer All the Questions**

**(5x 3=15 Marks)**

1. Explain TROPICS test as a tool for analyzing the change process.
2. Discuss the barriers to change.
3. How is the Beckhard's change formula used in the change management process?
4. Explain the organizational change matrix.
5. How can resistance to change be managed?

### **Section-B**

**II. Answer the following questions**

**(3x5=15 Marks)**

6. a) Compare and contrast reactive and proactive change.

OR

- b) Discuss the Hopson's change curve in detail.

7. a) Explain the stages in the planned change process.

OR

- b) Explain Buchanon and Mc Calman's model of perpetual transition management.

8. a) Explain the Leavitt model of change management.

OR

- b) Explain any two individual level change programs.

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**Internal – II**

**TIME: 1 Hr 30 Mins**

**DATE: 26/09/2018**

**SUBJECT: ORGANISATION DEVELOPMENT (HR)**

**MAX MARKS: 30**

### **Section A**

#### **I. Answer All the Questions**

**(5x3=15 Marks)**

1. Define culture and discuss the elements of culture.
2. Explain the characteristics of Organisational transformation
3. What is responsibility charting?
4. Discuss engineering approach to work design
5. Explain how employee involvement affects productivity

### **Section-B**

#### **II. Answer the following questions**

**(3x5=15 Marks)**

- 6 (a) Explain Richard Beckhard's Confrontation Meeting

OR

- (b) Discuss the phases of grid OD Intervention

- 7 (a) Explain the application stages of downsizing.

OR

- (b) Discuss the following

- i. Role Analysis Technique
- ii. Role Negotiation Technique

- 8 (a) Discuss any four structural designs of organisation

OR

- (b) Explain the principles and application stages of total quality management

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**Internal – II**

**TIME: 1 Hr 30 Mins**

**DATE: 26/09/2018**

**SUBJECT: FINANCIAL SYSTEMS & SERVICES (Fin)**

**MAX MARKS: 30**

### **Section A**

#### **I. Answer All the Questions**

**(5x3 = 15 Marks)**

1. Bills Discounting and Forfaiting are two mechanisms of generating short term liquidity in Financial System. Explain.
2. What are the various functions of a Factor?
3. Discuss the importance of Credit rating as a financial service.
4. Explain the process of Venture Capital Financing.
5. What are the various types of Factoring services?

### **Section-B**

#### **II. Answer the following questions**

**(3x5=15 Marks)**

6. a) Factoring service is a complex multi-step process and each of its stages is performed by different economic and financial operations. Elaborate  
OR  
b) Factoring service in India is of recent origin. It owes its genesis to the recommendations of the Kalyana Sundaram Study Group appointed by the RBI in 1989. Discuss the various recommendations of the Committee.
7. a) Explain the process of investment financing by Venture capital institutions.  
OR  
b) Explain Venture Capital Financing in India .
8. a) Discuss the challenges faced by Factoring Industry in India  
OR  
b) What are the various Credit rating agencies in India?

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