

St. Joseph's Degree & PG College

Autonomous – Affiliated to Osmania University

Re- Accredited by NAAC with 'A' Grade

Extended Campus, Caprotti Hall Building,

Gunfoundry, Abids, Hyderabad —500001.

MBA II Year External Examinations Oct/Nov' 2018

Semester – III

Subject: BUSINESS ANALYTICS

MAX MARKS: 30

DATE: 16/11/2018

TIME: 2 Hrs

Part-A

I. Answer the following Questions

(5x2=10 Marks)

1. Explain how Pivot chart is different from regular chart.
2. What is kurtosis?
3. Explain about paired t-test?
4. What are the measurement types in SPSS?
5. Explain the use of Discriminant Analysis?

Part-B

II. Answer the following Questions

(5x4=20 Marks)

6. a) Explain about the elements of pivot table?

OR

- b) Write the steps to creating Pivot chart?

7. a) Explain about Data view tab and Variable view tab?

OR

- b) How do you import data to SPSS from MS Excel?

8. a) Explain about median with its merits.

OR

- b) Write the difference between Skewness and Kurtosis.

9. a) Explain the concept of Regression with example.

OR

- b) When two-way ANOVA is used in Analysis?

10. a) Explain about Factor Analysis.

OR

- b) Explain the concept of Cluster analysis.

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MBA II Year External Examinations Oct/Nov' 2018

Semester – III

Subject: PRODUCTION PLANNING AND CONTROL (O)

MAX MARKS: 60

DATE: 14/11/2018

TIME: 3 Hrs

Part-A

I. Answer the following Questions

(5x2=10 Marks)

1. What is Batch Production?
2. Write about time study.
3. What is cut capacity planning?
4. What is Machine Loading Charts?
5. Write about KANBAN system.

Part-B

II. Answer the following Questions

(5x10=50 Marks)

6. a) Explain the steps in process Planning.

Or

- b) Write about product design in new product development.

7. a) Explain the concept of work study. Bring out the objectives of work study.

Or

- b) Briefly explain the meaning and purpose of motion study by therbligs?

8. a) Explain the procedure for developing Master production scheduling.

Or

- b) Explain ERP? State its features and functions?

9. a) Write the objectives & Managerial considerations in scheduling.

Or

- b) What do you mean by line of balance? Explain its benefits?

10. a) Explain the functions of Distribution Requirement Planning.

Or

- b) Explain the importance and elements of JIT.

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MBA II Year External Examinations Oct/Nov' 2018

Semester – III

Subject: MARKETING COMMUNICATION & DISTRIBUTION MANAGEMENT (M)

MAX MARKS: 60

DATE: 14/11/2018

TIME: 3 Hrs

Part-A

I. Answer the following Questions

(5x2=10 Marks)

1. Marketing communications
2. Motivating sales force
3. Support media
4. Logistics management
5. Components of Physical Distribution Management

Part-B

II. Answer the following Questions

(5x10=50 Marks)

- 6 (a) What is IMC? Explain the steps in IMC.

OR

- (b) What are the broad communication objectives? Illustrate with examples.

- 7 (a) What is personal selling? What are the features, merits and demerits of personal selling vis a vis other communication mix elements?

OR

- (b) Explain the various Compensating methods for sales people.

- 8 (a) Explain the various consumer promotion tools.

OR

- (b) Compare and contrast Public Relations and Publicity.

- 9 (a) What are distribution channels? Explain their role and functions in marketing.

OR

- (b) What is supply chain management? Explain its Role & objective in detail.

- 10 (a) Write a note on distribution of services.

OR

- (b) What is warehousing function? Write about types of warehouses.

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MBA II Year External Examinations Oct/Nov' 2018

Semester – III

Subject: PRODUCT & BRAND MANAGEMENT (M)

MAX MARKS: 60

DATE: 12/11/2018

TIME: 3 Hrs

Part-A

I. Answer the following Questions

(5x2=10 Marks)

1. Packaging
2. Shell International
3. Adoption Process
4. Brand Association
5. Brand Value

Part-B

II. Answer the following Questions

(5x10=50 Marks)

6. a) What is product policy, objectives and mix? Discuss the importance of product modification & deletion

OR

- b) What is brand management? Discuss brand management practices. Explain brand positioning and repositioning strategies.

7. a) What is meant by a new product? What are the difficulties in creating a new product? Explain the various steps involved in new product development process.

OR

- b) What is meant by product life cycle? What are the different strategies adopted in different stages of PLC?

8. a) Bring out the differences between product maps, market maps and joint space maps.

OR

- b) Bring out the role and significance of Wind Robertson Model and Defender Model.

9. a) What is brand extension and what are the advantages and disadvantages of brand extensions.

OR

- b) What do you understand by brand equity? Explain various methods of calculating brand equity.

10. a) What is brand valuation? Evaluate the various methods of brand valuation.

OR

- b) What are the steps involved in brand building? Why brand positioning and brand building is necessary? Illustrate your answer with a suitable examples.

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MBA II Year External Examinations Oct/Nov' 2018

Semester – III

Subject: MATERIALS MANAGEMENT (O)

MAX MARKS: 60

DATE: 12/11/2018

TIME: 3 Hrs

Part-A

I. Answer the following Questions

(5x2=10 Marks)

1. What are the benefits of systems approach?
2. Write a note on MRP
3. Give an example of vendor development.
4. Give two benefits of sampling inspection.
5. What is letter of credit?

Part-B

II. Answer the following Questions

(5x10=50 Marks)

6. a) What are the roles and responsibilities of a materials manager?
OR
b) Discuss the process of materials management.
7. a) Materials department plays an important role in production. Justify the statement. Give its importance in planning and forecasting of materials.
OR
b) How is materials management different from operations management?
8. a) Discuss the fixation of price by the supplier.
OR
b) Elucidate the purchasing and procurement activities.
9. a) Give the significance of inspection and discuss the causes of unnecessary cost.
OR
b) Differentiate between value analysis and value engineering.
10. a) Big bazaar would like to open another hypermarket in Hyderabad. As a manager of the store where would you suggest the store location? On what basis do you make your suggestions?
OR
b) What do you mean by P and Q system of inventory control?

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Semester – III

Subject: LEADERSHIP & CHANGE MANAGEMENT (HR)

MAX MARKS: 60

DATE: 08/11/2018

TIME: 3 Hrs

Part-A

I. Answer the following Questions

(5x2=10 Marks)

1. Personality traits
2. Situational approach to Leadership
3. Any 3 enablers of change
4. Gestalt's Change cycle
5. Concept of Innovation.

Part-B

II. Answer the following Questions

(5x10=50 Marks)

6. (a). Explain the impact of leadership perspectives on Cultural values, social responsibility and organizational performance.

OR

- (b) Elaborate on the Contemporary styles of leadership.

7. (a). Discuss in detail LPC Model of Leadership.

OR

- (b). Explain in detail various perspectives on change.

8. (a). Elaborate on Proactive and Reactive Change highlighting Nabisco's Renewal Path.

OR

- (b) Explain the methods of dealing with resistance to change listing out the barriers to change.

- 9 (a). What are the triggers, tracers and drivers of change? Explain with the help of Weinberg's process of change.

OR

- (b). Discuss

- i. Beckhard's Change Formula

- ii. Buchanon and Mc Calman's model of perpetual transition management model.

- 10 (a) Explain some techniques of creativity.

OR

- (b) Explain

- i. Rosemary Stewart's Model

- ii. Nadler and Tushman's Congruency model of change



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MBA II Year External Examinations Oct/Nov' 2018

Semester – III

Subject: ORGANISATION DEVELOPMENT (HR)

MAX MARKS: 60

DATE: 05/11/2018

TIME: 3 Hrs

Part-A

I. Answer the following Questions

(5x2=10 Marks)

1. Define OD
2. System's Theory
3. Role Analysis Technique
4. Downsizing
5. Consultant as a Model

Part-B

II. Answer the following Questions

(5x10=50 Marks)

6. (a) Explain the values, assumption and beliefs in OD
OR
(b) 'Managerial Innovation' is the key for survival and building employees as core competencies. What is the role of OD in 'Managerial Innovation'?
7. (a) Why is the need for 'change' in this technological era? Explain with Lewin's Change Model.
OR
(b) Explain the role of Teams and Teamwork in Organization Development.
8. (a) Explain in detail the importance of T-Groups as one of the OD interventions.
OR
(b) What is OD intervention? What are the techniques used in team intervention?
9. (a) Restructuring the organization will address the issues concerned with globalization. Justify this statement.
OR
(b) What is Organizational Transformation? Discuss in detail the characteristics of Organizational Transformation.
10. (a) What are the various issues in consultant client relationship?
OR
(b) Do you perceive the consultant team as a microcosm? Explain.



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MBA II Year External Examinations Oct/Nov' 2018

Semester – III

Subject: FINANCIAL SYSTEMS & SERVICES (F)

MAX MARKS: 60

DATE: 03/11/2018

TIME: 3 Hrs

Part A

I. Answer the following Questions

(5x2=10 Marks)

- 1) Asset backed Securities
- 2) Registrar to the Issue
- 3) Forfaiting
- 4) Financial Engineering
- 5) CRISIL

Part-B

II. Answer the following Questions

(5x10=50 Marks)

- 6) a) Discuss the emerging trends in the financial services sector in India.
OR
b) Briefly discuss the various fund-based and non-fund based financial services in India.
- 7) a) Discuss about financial evaluation of lease with specific reference to NPV and IRR based approaches.
OR
b) Discuss briefly the legal, tax and accounting aspect of Hire Purchase in India.
- 8) a) What is Factoring? Discuss its problems and prospects.
OR
b) Discuss in detail the various services rendered by factoring intermediaries.
- 9) a) Write a note on exit strategies that are available for Venture Capital Funds in India.
OR
b) Discuss the methodology of Credit rating for Initial Public Offer.
- 10) a) Define Securitisation and write a note on different types of securities.
OR
b) Discuss the differences between debt securitization and factoring?

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MBA II Year External Examinations Oct/Nov' 2018

Semester – III

Subject: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT (F)

MAX MARKS: 60

DATE: 31 /10/2018

TIME: 3 Hrs

Part A

I. Answer the Following Questions.

(5x2=10 Marks)

1. Investment vs Speculation
2. Yield to Call
3. Beta
4. Concept of Portfolio
5. Open ended Vs. Close ended Mutual Fund

Part-B

II. Answer the following Questions.

(5x10=50 Marks)

6. (a) Explain the investment decision process.

OR

- (b) Explain the three forms of Efficient Market Hypothesis.

7. (a) Describe the bond theorems.

OR

- (b) Determine Macaulay's duration of a bond that has a face value of Rs. 1000, an 8 % annual coupon rate and four years until maturity. The bond's YTM is 10 %. What is the Modified duration for this bond?

8. (a) What is Common Stock? Explain the Basic features of Common Stock.

OR

- (b) Exercise Bicycle Company is expected to pay a dividend in year 1 of Rs.1.20, a dividend in year 2 of Rs.1.50, and a dividend in year 3 of Rs.2.00. After year 3, dividends are expected to grow at the rate of 10% per year for ever. An appropriate required return for the stock is 14%. What is the stock worth today?

9. (a) Compare CAPM and APT.

OR

- (b) Assume $R_f = 9\%$ and $R_m = 15\%$. The expected returns and betas are given below for three stocks:

Stock	Expected Return	Expected beta
A	14%	1.2
B	15%	0.75
C	20%	1.5

Which stocks are overvalued or undervalued?

10. (a) Describe the mutual fund prospects and problems in India.

OR

(b) Rank the three funds below with the Sharpe and Treynor performance measures assuming a risk free rate of 5%.

Fund	Return	Standard Deviation	Beta
SBI	15%	16%	1.15
HDFC	13%	18%	1.25
ICICI	12%	11%	0.9

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Semester – III

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TIME: 3 Hrs

DATE: 31 /10/2018

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(5x2=10 Marks)

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MBA II Year External Examinations Oct/Nov'2018

Semester – III

Subject: GLOBAL BUSINESS

MAX MARKS: 60

DATE: 29/10/2018

TIME: 3 Hrs

PART - A

I. Answer all the questions not exceeding one page each

(5x2=10 Marks)

1. Polycentric Approach
2. Most Favoured Nations
3. Franchising
4. ECGC
5. Turnkey Project

PART – B

II. Answer the following questions not exceeding three pages

(5x10=50 Marks)

6. (a) Explain various stages of Internationalisation.

OR

(b) Define BRIC. Discuss the role played by BRIC in International Business.

7. (a) What are the various forms adopted by Government for intervening in International Business? State their effects. .

OR

(b) Explain in brief various major Regional Trading Blocs.

8. (a) Define Strategic Alliance. Discuss the stages of Strategic Alliance.

OR

(b) Examine the concept of Cost and Benefit analysis of Global Business Entry Strategies.

9. (a) What are the functions of Federation of Indian Export Organization?

OR

(b) Elucidate the conceptual framework of India Brand Equity Foundation (IBEF).

10. (a). Discuss the key issues in International HRM functions in global context.

OR

(b). Explain the following services involved in International trade

(i) KPO

(ii) IT Services
