

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/ IV Semester Examinations January – 2019

Internal – I

TIME: 1 Hr 30 Mins

SUBJECT: STRATEGIC MANAGEMENT

DATE: 21/01/2019

MAX MARKS: 30

Section A

I. Answer All the Questions

(5x3=15 Marks)

1. Define the term Strategic management. Explain its importance.
2. Differentiate the terms Vision and Mission using examples.
3. Define Value chain analysis. Explain its various activities using examples.
4. Explain the various components of a Company's Macro environment.
5. Define the terms Resources, Capabilities & Core competencies. Explain how they can build the foundation for competitive advantage.

Section B

II. Answer the following questions

(3x5=15 Marks)

6. a) "The Strategic management process is more than just a set of rules to follow." Explain the five stages of Strategic management process.

OR

- b) Elaborate on the model of Strategic management describing its elements.

7. a) What is meant by Competitive advantage? How does Porter's five force model help in managing competitiveness?

OR

- b) Define the term Strategic Groups? Explain the various steps involved in the process of Strategic group mapping.

8. a) "Strategy can be formulated at various levels". Comment on the statement using relevant examples.

OR

- b) "Michael Porter suggested the four factors that determine the national competitive advantage & expressed them in the form of a diamond." Substantiate the statement.

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/ IV Semester Examinations January – 2019

Internal – I

TIME: 1Hr 30 Mins

SUBJECT: STRATEGIC MANAGEMENT

DATE: 21/01/2019

MAX MARKS: 30

Section A

I. Answer All the Questions

(5x3=15 Marks)

1. Define the term Strategic management? Explain its importance.
2. Differentiate the terms Vision and Mission using examples.
3. Define Value chain analysis? Explain its various activities using examples.
4. Explain the various components of a Company's Macro environment.
5. Define the terms Resources, Capabilities & Core competencies. Explain how they can build the foundation for competitive advantage.

Section B

II. Answer the following questions

(3x5=15 Marks)

6. a) "The Strategic management process is more than just a set of rules to follow." Explain the five stages of Strategic management process.

OR

- b) Elaborate on the model of Strategic management describing its elements.

7. a) What is meant by Competitive advantage? How does Porter's five force model help in managing competitiveness?

OR

- b) Define the term Strategic Groups? Explain the various steps involved in the process of Strategic group mapping.

8. a) "Strategy can be formulated at various levels". Comment on the statement using relevant examples.

OR

- b) "Michael Porter suggested the four factors that determine the national competitive advantage & expressed them in the form of a diamond." Substantiate the statement.

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/ IV Semester Examinations January – 2019

Internal – I

TIME: 1 Hr 30 Mins

DATE: 22/01/2019

SUBJECT: FINANCIAL RISK MANAGEMENT

MAX MARKS: 30

Section A

I. Answer All the Questions

(5x3=15 Marks)

1. What are the various sources of risk?
2. How is product risk different from capital market risk?
3. Explain the need for risk management.
4. What is back testing?
5. How do you manage liquidity risk in an organization?

Section B

II. Answer the following questions

(3x5=15 Marks)

6. a) Explain the various Risk Management approaches that an organization can adopt?

OR

- b) What is risk Reporting? Explain its process.
7. a) Define VAR? Discuss the methods of computation.

OR

- b) Describe the RBI Guidelines for Asset Liability Management (ALM).
8. a) What are the Non- Insurance Methods of Risk Management?

OR

- b) Discuss briefly the process of risk management.

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/ IV Semester Examinations January – 2019

Internal – I

TIME: 1 Hr 30 Mins

DATE: 22/01/2019

SUBJECT: INTERNATIONAL FINANCE

MAX MARKS: 30

Section A

I. Answer All the Questions

(5x3=15 Marks)

1. Write a note on Sterilized Intervention to prevent Currency Appreciation and Depreciation.
2. Define International Capital and Money Markets.
3. Write a note on IFC and its Functions.
4. Write a note on Bretton wood system.
5. Write a note on Global bonds.

Section B

II. Answer the following questions

(3x5=15 Marks)

6. a) Explain the Nature, Scope and Evolution of International Finance.

OR

- b) Write a note on Floating exchange rate regime.
7. a) Write a note IMF and BIS.

OR

- b) Write a note on International Financial Institutions.
8. a) Discuss ADR'S and GDR'S.

OR

- b) What are the functions of a financial system and why it is crucial to economic performance?

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/ IV Semester Examinations January – 2019

Internal – I

TIME: 1 Hr 30 Mins

SUBJECT: Project Management

DATE: 24/01/2019

MAX MARKS: 30

Section A

I. Answer All the Questions

(5x3=15 Marks)

1. What is project management?
2. Write a note on NPV?
3. What is location study in project management?
4. What is project planning?
5. What is Benefit Cost Ratio?

Section B

II. Answer the following questions

(3x5=15 Marks)

6. a) Explain the project life cycle phases

OR

- b) What are the tools and techniques of project management? Explain

- 7 a) what is feasibility report? Explain the preparation of feasibility report.

OR

- b) Explain different types of estimates.

- 8 a) what are the roles and responsibilities of project manager?

OR

- b) Explain in detail about appointing of project manager.

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/ IV Semester Examinations January – 2019

Internal – I

TIME: 1 Hr 30 Mins

SUBJECT: Services Marketing

DATE: 24/01/2019

MAX MARKS: 30

Section A

I. Answer All the Questions

(5x3=15 Marks)

1. State the difference between goods and services.
2. State the five dimensions of SERVQUAL Scale?
3. What are the unique characteristics of services?
4. What are the problems due to perishability?
5. Suggest any four suitable bases for segmenting services market.

Section B

II. Answer the following questions

(3x5=15 Marks)

6. a) Explain the concept of services. What is future of the service sector in the Indian economy?

OR

- b) Discuss the reasons of growth of service sector in India.

7. a) What are goods – services Continuum? Why should firms be aware of this concept?

OR

- b) What is meant by Market Segmentation? How do we segment for services? What are various factors influencing it?

8. a) Define the term service marketing mix and discuss its role and strategies in service marketing.

OR

- b) Explain the process of building the customer relationship through segmentation and retention strategies

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/ IV Semester Examinations January – 2019

Internal – I

TIME: 1 Hr 30 Mins

SUBJECT: Consumer Behaviour

DATE: 24/01/2019

MAX MARKS: 30

Section A

I. Answer All the Questions

(5x3=15 Marks)

1. Explain the process of Encoding, Decoding and Information retrieval.
2. Describe the Concept of motivation.
3. Explain the Trait theory.
4. Write three application of consumer behavior in marketing.
5. Explain the concept of Gestalt Principle.

Section B

II. Answer the following questions

(3x5=15 Marks)

6. (a) How Does the Pavlovian model of classical conditioning supports the combination of two stimulus to get a known response?

Or

- (b) Discuss the Contemporary model of Consumer behavior.

7. (a) Explain the Neo Freudian Personality Theory.

Or

- (b) Explain the Information Processing Theory.

8. (a) What are the different types of Perception?.

Or

- (b) Explain the nature of Consumer behavior.

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/ IV Semester Examinations January – 2019

Internal – I

TIME: 1 Hr 30 Mins

SUBJECT: PERFORMANCE & COMPENSATION MANAGEMENT

DATE: 23/01/2019

MAX MARKS: 30

Section A

I. Answer All the Questions

(5x3=15 Marks)

1. What is Performance Management? Discuss the characteristics of Performance management.
2. Explain the process of performance Management
3. Explain Mercer's Human Capital Wheel
4. What is Self appraisal and 360 degree appraisal? Discuss limitations of 360 degree appraisal.
5. What is critical incident Worksheet and Attribution causal matrix?

Section B

II. Answer the following questions

(3x5=15 Marks)

6. (a). Give the scope and concerns of Performance Management

OR

- (b). Discuss conceptual model of Performance Management

7. (a). Discuss the three approaches of Performance Management

OR

- (b) What is Assessment Centre? Briefly explain psychometric tests and Role Play

8. (a). What is performance Appraisal? Explain various methods of Performance Appraisal

OR

- (b). Write a note on performance analysis and performance

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/ IV Semester Examinations January – 2019

Internal – I

TIME: 1 Hr 30 Mins

DATE: 23/01/2019

SUBJECT: INDUSTRIAL RELATIONS & LABOUR LAWS (HR)

MAX MARKS: 30

Section A

I. Answer All the Questions

(5x3=15 Marks)

1. Discuss the importance of Industrial Relations
2. Explain the factors affecting industrial relations
3. What are features of labour welfare
4. Discuss briefly the features of collective bargaining
5. Explain the role of conciliator

Section B

II. Answer the following questions

(3x5=15 Marks)

- 6 (a) Explain any three approaches to industrial relations

OR

- (b) Discuss the objects, principal objectives and important definitions under the Industrial dispute act of 1947

- 7 (a) Explain the classification of industrial disputes

OR

- (b) Explain the objectives and forms of worker's participation in management

- 8 (a) What are the features and scope of labour welfare

OR

- (b) Explain the principles and chief features of the ethical code
