

ST. JOSEPH'S DEGREE & PG COLLEGE

(Extended Campus), Re-accredited by NAAC with 'A' Grade
Autonomous, Affiliated to Osmania University, Co-Educational Christian Catholic Minority Institution
Managed by Hyderabad Archdiocese Educational Society
5-9-300, Caprotti Hall building, Gunfoundry, Abids Hyderabad- 500001, Telangana State, India

MBA II Year/ IV Semester Examinations March – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins

SUBJECT: STRATEGIC MANAGEMENT

DATE: 13/03/2019

MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Define the term Business level strategy. Explain how to obtain cost advantage.
2. Explain the features for companies competing in Maturing industries.
3. What are the various competitive features of companies in Fragmented industries?
4. Explain various types of Stability strategies.
5. Write a note on various types of Retrenchment strategies.

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

- 6 (a) What is an Industry? Explain the various stages of industry life cycle.

OR

- (b) Describe briefly the various features and strategies for companies competing in Emerging markets and High Velocity markets.

7. (a) Describe briefly the various reasons for forming Strategic alliances? Explain various types of Strategic alliances.

OR

- (b) Define the term Outsourcing. Explain the various reasons for Outsourcing.

8. (a) Describe briefly the various types of strategies based on Company's market position.

OR

- (b) Elaborate on the various aspects of Porter's Generic strategy analysis.



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MBA II Year/ IV Semester Examinations March – 2019 INTERNAL – II

Time: 1 Hr

SUBJECT: ENTREPRENEURIAL DEVELOPMENT

DATE: 13/03/2019

Max Marks: 20

Section-A

I. Answer all the Questions.

(5*1=5 MARKS)

1. Write briefly about the rationale behind Small scale enterprises.
2. List down a few entrepreneurial careers with respect to small enterprises.
3. Highlight any two present problems related to Small scale enterprises.
4. Give any one example of Pre-training exercise in an Entrepreneurship education.
5. Explain the importance of network analysis in the project planning.

Section-B

II. Answer the following questions

(3*5=15 MARKS)

6. (a) Describe the role of small enterprises in Economic Development.

OR

- (b) Explain the essential features and characteristics of Small Enterprise.

7. (a) Explain the process of Course contents and curriculum of EDPs.

OR

- (b) List out the objectives of small Enterprise.

8. (a) What are the various types of projects that a business can adopt?

OR

- (b) What is feasibility study and how does an entrepreneur exercise it?



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MBA II Year/ IV Semester Examinations March – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins

SUBJECT: INTERNATIONAL FINANCE

DATE: 14/03/2019

MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Define Nominal Exchange Rate (NEER).
2. Write a note on OLI FDI theory
3. Write a note on Purchasing Power Parity (PPP) Theory.
4. Define Bid rate and Ask rate.
5. The following Quotes are offered by bank in the Frankfurt.

Spot DM / POUND = 2.3529/39

1 Month = 9/14

2 Month = 12/22

3 Month = 30/30

Calculate Outright Forwards.

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. (a) Write a note on Foreign Exchange Market and its participants in detail.

OR

- (b) Write a note on International Fisher Effect. Is it true that interest rate differential equals inflation rate differential?

7. (a) A company has the following Capital Structure

12% Debentures	26,00,000/-
8% Preferred Stock	20,000/-
Share premium	1,00,000/-
Equity Stock (50,000 shares @50/- each)	25,00,000/-

The equity stock is currently selling at Rs 60/- per share and is expected to get the dividend of Rs 4/-. Stock holders anticipate that the equity stock dividend will grow at the rate of @6% per annum in the near future. The company has a tax rate of 60%. From the above information you are required to calculate the cost of capital of the company.

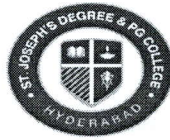
OR

- (b) Define Foreign Direct Investment (FDI). Write a note on the different strategies of FDI.

8. (a) Write a note on the Tarapore committee Report.

OR

- (b) Write a detailed note on the International Cash Management objectives and complexities.



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MBA II Year IV Semester Examinations March – 2019

INTERNAL – II

TIME: 1 Hr 30 Mins

SUBJECT: FINANCIAL RISK MANAGEMENT

DATE: 14/03/2019

MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Explain Cost of Carry Model in pricing of Future contract.
2. Write Short Notes on :
(a) Margin (b) Clearing House
3. Who are the participants in a derivative market?
4. Write briefly about types of interest rate swaps.
5. What are the uses of a swap?

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. (a) Bring out the differences between Future and Forward Contract.

OR

- (b) Mr. A buys 100 shares of company Y at ₹ 190 in the cash segment. To hedge, he sells 100 futures at ₹ 195. The next day the share price increased by 12 % and future by 13 %. Mr.A closes his position by counter transaction. Find out his gain or loss in this transaction.

7. (a) Explain the features and types of swaps.

OR

- (b) Company ABC and XYZ have offered the following rates per annum on a \$ 200 Million five year loan :

Companies	Fixed Rate	Floating Rate
ABC	12.0	LIBOR +0.1%
XYZ	13.40	LIBOR +0.6%

Company ABC requires a floating rate loan and Company XYZ requires fixed rate loan. Design a swap that will net a bank acting as intermediary at 0.1% per annum and be equally attractive to both the companies.

8. (a) Discuss the structure of fixed rate currency swap and currency coupon swap.

OR

- (a) The Sensex is currently 17,000, risk free rate is 7% and dividend yield is 5% .Find out the future price for 3, 6 and 9 Months contract.



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MBA II Year/ IV Semester Examinations March – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins

SUBJECT: INDUSTRIAL RELATIONS & LABOUR LAWS

DATE: 15/03/2019

MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Discuss the classification of labour laws.
2. What are the components of wages.
3. Discuss the objective and broad features of minimum wages act.
4. What are the causes of Child labour.
5. Define the following:
i) Child ii) Adult iii) Adolescent iv) appropriate Government v) Employer vi) wage

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

- 6 (a) Explain the employees PF and employee pension scheme according to employee provident fund act 1952.

OR

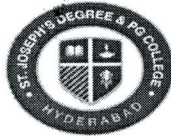
- (b) Discuss the eligibility criteria for employees and duties of employer under Maternity benefit Act 1961.
7. (a) Explain briefly the provisions under payment of bonus act 1965.

OR

- (b) Explain the aggrieved Women and Internal Complaints Committee according to Sexual harassment of women at workplace Act 2013.
8. (a) Discuss the fixation of wages under the Payment of wages act 1936

OR

- (b) Explain the objective and salient features of Equal remuneration act 1976.



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MBA II Year/ IV Semester Examinations March – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins
SUBJECT: CONSUMER BEHAVIOUR

DATE: 16/03/2019
MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Explain in brief the concept of culture.
2. Describe the role of cross culture in consumer behavior.
3. What are lifestyle influences in consumer behavior?
4. Highlight the different product characteristics that influence the diffusion process.
5. Explain the customer action and disposal of products.

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. (a) What are the different types of reference groups?

OR

- (b) Explain the different elements of diffusion process.

7. (a) What are the implications of split brain theory in consumer learning process?

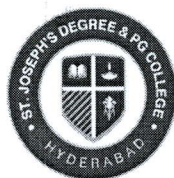
OR

- (b) Describe the Different stages of consumer decision process.

8. (a) Explain the various stages of adoption process with an example.

OR

- (b) Explain the different stages of Traditional family life cycle.



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MBA II Year/ II Semester Examinations March – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins
SUBJECT: SERVICES MARKETING

DATE: 16/03/2019
MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Explain External marketing
2. Write briefly about service strategies for Financial Services
3. Describe the need of Communication and Information Services.
4. What is Tourism Marketing?
5. Explain the strategies for dealing with intangibility and inseparability.

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

- 6 (a) Illustrate - Marketing triangle in services marketing.

OR

- (b) How does physical evidence of the service space play an important role in promoting service like Entertainment Place (Wonderla)?

7. (a) Explain the key role of internal marketing and interactive marketing in a service organization with suitable examples.

OR

- (b) Give Short notes on the better services strategies for the following areas.
i. Travel services
ii. Public Utility Services

8. (a) Prepare a detailed marketing plan for a hospital proposed to serve the low-income group to make a profit.

OR

- (b) Develop an appropriate marketing mix model for hotel services.



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MBA II Year/ IV Semester Examinations March – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins

SUBJECT: TOTAL QUALITY MANAGEMENT

DATE: 16/03/2019

MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

- 1) Explain Kanban ,qualitative technique of TQM
- 2) What is house of Quality?
- 3) Write about Activity Based Costing Qualitative Technique of TQM
- 4) Discuss Taguchi's quality loss function.
- 5) Explain Monte Carlo Technique

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

- 6) (a) Explain Failure Mode Effect Analysis of TQM.

OR

- (b) Discuss the below techniques of TQM
a) Balanced Score Card b) Benchmarking

- 7) (a) What are the Objectives of Six Sigma problem solving approach .

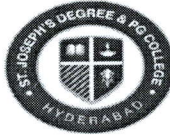
OR

- (b) Explain the concept of Six Sigma. Write the frame-work of Six Sigma program

- 8) (a) What is six sigma in TQM? Write Benefits and costs of Six Sigma

OR

- (b) Discuss the following
1) DMAIC 2) DMADV



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TIME: 1 Hr 30 Mins
SUBJECT: PROJECT MANAGEMENT

DATE: 16/03/2019
MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. What is Project Organisation?
2. What is Business Contract ?
3. Write a note on turnkey contract
4. What is work breakdown structure?
5. Write a note on Tenders

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. (a) Explain in Detail about the 3 R's of Contracting

OR

- (b) What is Team Building? Explain the 7 C's of Team Building

7. (a) What is working of Systems? Explain the Characteristics of System.

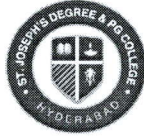
OR

- (b) Explain in detail about Project Execution Plan (PEP)

8. (a) Explain in detail Project Manager's Authority

OR

- (b) Explain in detail Project Procedure Manual



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MBA II Year/ IV Semester Examinations March – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins

SUBJECT: PERFORMANCE & COMPENSATION MANAGEMENT

DATE: 15/03/2019

MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. State and explain Yerkes– Dodson's Law.
2. Draw EFQM Excellence model. Give its purpose.
3. What is Performance Audit? Mention the steps
4. What is Performance related pay and Competence related pay.
5. What is team based pay? Give its advantages.

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. (a) Elucidate various performance shaping factors.

OR

- (b) Explain the PM pathway analysis.
7. (a) What is Benchmarking? Mention its benefits. Explain various types of Benchmarking.

OR

- (b) Discuss Cafeteria Benefits plan and various types of cafeteria benefits plans.
8. (a) Explain the impact of HRM practices on performance.

OR

- (b) Explain the implementation of Performance Management system in Deloitte or Infosys.
