

St. Joseph's Degree & PG College
(Autonomous)-Affiliated to Osmania University
Re-Accredited by NAAC with "A" Grade
King Koti Main Road, Hyderabad – 500029
MBA II Year External Examinations APRIL/MAY 2018
Semester –IV
Subject: STRATEGIC MANAGEMENT

Time: 3 Hrs.

Max. Marks:60

Date: 23-04-2018

Section – A

I. Answer All questions not exceeding one page each.

5x2=10 Marks

1. Strategic Vision
2. Value Chain Analysis
3. Introduction Stage Strategies
4. Strategic Alliances
5. Corporate Governance.

Section – B

II. Answer the following questions not exceeding three pages.

5x10=50 Marks

6. a) Define Strategic Management. Explain in detail the Managerial process of crafting and executing Strategy.

OR

- b) Define Strategic Intent. Explain the Hierarchy of Strategic Intent.

7. a) Explain Micro Environment Analysis for creating Strategy.

OR

- b) Discuss about the concept of Cost efficiency in Strategic Management.

8. a) Define competitive advantage. Explain different types of Competitive Strategies.

OR

- b) Explain Strategies for competing in Emerging Industries.

9. a) Explain the various alternative Strategies in the International Environment.

OR

- b) Define Unbundling. Explain Offensive and Defensive Strategies.

10. a) What is Strategic Control? Explain the various Strategic controls.

OR

- b) Discuss about Strategic Entrepreneurship.

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MBA II Year External Examinations April/May 2018
Semester –IV
Subject: ENTREPRENEURIAL DEVELOPMENT

Time: 3 Hrs.

Max. Marks: 60
Date: 25-04-2018

Section – A

I. Answer All questions not exceeding one page each.

5x2=10 Marks

1. Functions of Entrepreneur.
2. Needs of Rural Entrepreneurship.
3. Characteristics of Small Enterprises.
4. Project Appraisal.
5. NABARD.

Section – B

II. Answer the following questions not exceeding three pages.

5x10=50 Marks

6. a) Explain in detail the characteristics of Entrepreneur.

OR

- b) Explain the difference between Entrepreneur and Manager.

7. a) Define Entrepreneurship. Give in detail the growth of Entrepreneurship in India.

OR

- b) Explain the Role and Problems of Women entrepreneur.

8. a) Discuss the scope and opportunities of Entrepreneurial Career.

OR

- b) Present in detail the scope and objectives of small Enterprises.

9. a) Explain in detail about Entrepreneurial Development Programme.

OR

- b) What do you understand by Project Identification? Discuss with examples the process involved in Project Identification.

10. a) What are the functions performed by the small Industries Development Corporation(SIDC)?

OR

- b) How does Micro Finance contribute to the Development of small enterprises in the country?

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MBA II Year External Examinations April/May 2018

Semester –IV

Subject: FINANCIAL RISK MANAGEMENT

Time: 3 Hrs.

Max. Marks: 60

Date: 27-04-2018

Section – A

I. Answer All questions not exceeding one page each.

5x2=10 Marks

1. Risk reporting
2. Sources of Risk
3. Payoff of Forward contract
4. Commodity swaps
5. Product Market Risk and Capital market Risk.

Section – B

II. Answer the following questions not exceeding three pages.

5x10=50 Marks

6. a) Discuss the steps involved in Risk Management process

OR

- b) Explain the Risk Reporting Process

7. a) What are the guidelines by RBI for Asset Liability Management for Banks.

OR

- b) Microsoft has a portfolio of \$10 millions in shares. Calculate VAR at 99% confidence interval over a 10 day horizon. The volatility of Microsoft is 2% per day. Calculate VAR.

8. a) Discuss and differentiate between Forwards and Futures.

OR

- b) Consider a 1 year future contract on an investment asset that provides no income. It costs \$2 per unit to store the asset, with the payment being made at the end of the year. Assume the spot price is \$450 per unit and the risk free rate is 75 per annum. Calculate Future price.

9. a) Discuss how Currency Swaps are used to manage the Risk.

OR

- b) ABC & XYZ Companies can borrow for a five-year term at the following rates:

	ABC	XYZ
Fixed-rate borrowing cost	9%	11.5%
Floating-rate borrowing cost	LIBOR	LIBOR + 1.5

Develop an interest rate swap in which both ABC and XYZ have an equal cost savings in their borrowing costs. Assume ABC desires floating-rate debt and XYZ desires fixed-rate debt. No swap bank is involved in this transaction.

- 10.a) Discuss the types and features of Options.

OR

- b) The stock spot price is 45 with a strike price of 47 maturing in 6 months. The stock is not expected to pay dividends. The continuously-compounded risk free rate is 5% per annum, the mean return on the stock is 12% per annum, and the standard deviation of the stock return is 60% per annum. Calculate the value of put option using BSOPM.

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Semester –IV
Subject: INTERNATIONAL FINANCE

Time: 3 Hrs.

Max. Marks: 60

Date: 30-04-2018

Section – A

I. Answer All questions not exceeding one page each.

5x2=10 Marks

1. Euro bond vs. Euro equity
2. Differentiate futures with options.
3. Write a short note on Licensing.
4. What is Hedging?
5. Define Tobin Tax.

Section – B

II. Answer the following questions not exceeding three pages.

5x10=50 Marks

6. a) Describe the evolution of International Financial system.

OR

- b) What is ADR and GDR? Point out the differences between ADR and GDR.

7. a) Explain the International Fisher Effect theory in detail.

OR

- b) State the Tarapore Committee objectives and recommendations.

8. a) What are the motives of Multi National Corporations behind Foreign Direct Investment?

OR

- b) Why Foreign Direct Investment is necessary for any country? Explain.

9. a) Explain in detail the types of Foreign Currency exposures.

OR

- b) Explain the various methods of Hedging.

10. a) Explain the concept of Tax Havens and how does it work?

OR

- b) Explain the traditional transaction methods under Transfer Pricing.

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MBA II Year External Examinations April/May 2018

Semester –IV

Subject: PERFORMANCE & COMPENSATION MANAGEMENT

Time: 3 Hrs.

Max. Marks: 60

Date: 02-04-2018

Section – A

I. Answer All questions not exceeding one page each.

5x2=10 Marks

1. Competency Mapping
2. Performance analysis.
3. Balanced Score Card framework
4. Cafeteria benefits plan
5. Types of Compensation

Section – B

II. Answer the following questions not exceeding three pages.

5x10=50 Marks

6. a) Elaborate on various determinants of Job performance.

OR

- b) Explain the following:

- i) Mercer's Human Capital Wheel.
- ii) Human Asset worth estimator.

7. a) What do you mean by Psychometric tests? Explain with the help of any two tests.

OR

- b) Elaborate on:

- i. Critical Incidents worksheet
- ii. Causal Matrix.

8. a) Write about corporate performance management with the help of EFQM model of excellence.

OR

- b) What are the major assumptions of Human Information Processing.

9. a) Write about Performance, competence and contribution related pay systems along with their advantages and disadvantages.

OR

- b) Explain the impact of HRM practices on Performance.

10. a) Explain in detail about International Compensation and its components.

OR

- b) Elaborate on various dimensions of Compensation?

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MBA II Year External Examinations April/May 2018
Semester –IV
Subject: INDUSTRIAL RELATIONS & LABOUR LAWS

Time: 3 Hrs.

Max. Marks: 60

Date: 04-05-2018

Section – A

I. Answer All questions not exceeding one page each.

5x2=10 Marks

1. Strike and lock out.
2. Causes for Industrial Conflicts
3. Labour administration.
4. Equal remuneration Act
5. Forms of collective Bargaining

Section – B

II. Answer the following questions not exceeding three pages.

5x10=50 Marks

6. a) Explain the Industrial Dispute Act 1947?

OR

- b) Explain the concept of Industrial Relations and what are the approaches to Industrial Relations?

7. a) Explain the settlement machinery of Conciliation and Arbitration ?

OR

- b) Explain meaning, features & functions of the Tripartite and Bipartite Bodies ?

8. a) What is Employee Provident Fund. Explain ?

OR

- b) Discuss maternity benefit act 1961.

9. a) What is minimum wages. Explain the rules and act related to minimum wages ?

OR

- b) Are women been protected at work place. Explain its related Act ?

10. a) Explain the contents and coverage of Collective Bargaining Agreement ?

OR

- b) Discuss the applicability, procedure and authority under Trade Unions Act 1926.

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MBA II Year External Examinations April/May 2018
Semester –IV
Subject: CONSUMER BEHAVIOUR

Time: 3 Hrs.

Max. Marks: 60
Date: 07-05-2018

Section – A

I. Answer All questions not exceeding one page each.

5x2=10 Marks

1. Personality
2. Information Retention
3. Social and Cultural Factors
4. MIA Model
5. Lilien Model

Section – B

II. Answer the following questions not exceeding three pages.

5x10=50 Marks

6. a) What are the two types of research methodologies to study Consumer behavior?
Compare them.

OR

- b) Explain the concept of Motivation. Discuss motivation theories proposed by Maslow and McGuire.

7. a) What is observational learning? What are the stages in it?

OR

- b) Discuss the Split-Brain theory with suitable examples?

8. a) What is Sub-Culture? Discuss various important sub culture categories.

OR

- b) Define family. What is its significance in consumer behavior? Discuss the types of family influence strategies and styles of influence behaviors

9. a) Discuss the types of decision making processes in buying.

OR

- b) What is product disposal? Discuss the various alternatives for disposing of a product or package.

10. a) Explain Generic Model of consumer behaviour.

OR

- b) Discuss Blackwell and Rao Model of consumer behaviour..

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Semester –IV
Subject: SERVICES MARKETING

Time: 3 Hrs.

Max. Marks: 60
Date: 09-05-2018

Section – A

I. Answer All questions not exceeding one page each.

5x2=10 Marks

1. Goods services continuum.
2. 4 I's of Services
3. Tangibilising the intangibles.
4. Standardisation.
5. Macro global environment.

Section – B

II. Answer the following questions not exceeding three pages.

5x10=50 Marks

6. a) Is the environment in which the Services are marketed the same or different from that of products? If different how does this affect organizations that offer services?

OR

- b) Describe how Services are different from Goods. Explain how Services can be categorized.

7. a) Write short notes on the following with special reference to service distribution:

- i) Intensive Distribution
- ii) Selective Distribution
- iii) Extensive Distribution

OR

- b) Write about various steps involved in new Service development process?

8. a) What are the various problems faced by the marketers due to unique characteristics of services? What strategies do you suggest to overcome to these problems?

OR

- b) Define relationship marketing. Discuss the contrasting features of Transactional and relationship marketing.

9. a) Tourism plays an important role in nation's economy. What strategies would you recommend for the growth of Tourism services in India?

OR

- b) Give short notes on better services strategies for the following areas:

- i) Hospital
- ii) Financial Institution
- iii) Public utility services

10. a) Explain global services marketing. What are the various challenges and trends on global services marketing?

OR

- b) How do you deal with the marketing mix in case of global marketing? What are the challenges in delivering services in global markets?