



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/ III Semester Examinations August – 2019 INTERNAL – I

TIME: 1 Hr 30 Mins
SUBJECT: GLOBAL BUSINESS

DATE: 01.08.2019
MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Compare and contrast domestic and international Business
2. Discuss Heckscher -Ohlin Theory
3. Explain Porter's National Competitive Advantage
4. Differentiate tariff barriers from non – tariff barriers
5. Discuss any two trading blocks

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) Explain various approaches of International Business

OR

- b) Discuss the evolution of international Business
- 7 a) Outline various Levels of integration

OR

- b) Discuss WTO & its rounds
- 8 a) Explain the stages of International Business

OR

- b) Briefly explain WTO objectives, functions and principles



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MBA II Year/ III Semester Examinations August – 2019 INTERNAL – I

TIME: 1 Hr 30 Mins

SUBJECT: BUSINESS ANALYTICS USING 'R'

DATE: 01.08.2019

MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. What is 'R'? List out the prominent editors available for R programming language.
2. Briefly explain the evolution of R.
3. Define a variable in R. And explain various conditions in framing a variable name.
4. Write about the use of (a) Cbind (b) Rbind functions.
5. Write about importing data editor into R.

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) What is Business Analytics? Explain various business domains where 'R' is required for Data Analytics.

OR

- b) Write a syntax to create an array of dimension (4,4,4) with the vectors v1 and v2 which defines the values of (14,19,9,21) and (23,21,19,27,29,12,17,26). Mention the row names (R1, R2, R3, R4) and column names (C1, C2, C3, C4) without fail.

7. a) Explain the concept of R Data Structures.

OR

- b) Create a 4x5 matrix with the natural numbers from 16 to 35 using "byrow=TRUE" and "byrow=FALSE". Also, mention the row names and column names as well.

8. a) Write a brief note on reading tabular data files along with the syntax and suitable example.

OR

- b) Create a Data frame with the details of 5 employees working in PQR Company. The employee details are "Emp.Id, Emp.Gender, Emp.Name, Emp.Age, Emp.Experience". (Create the details of employees on your own covering all the above fields).





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MBA II Year/ III Semester Examinations August – 2019 INTERNAL – I

TIME: 1 Hr 30 Mins

SUBJECT: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

DATE: 02-08-2019

MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. What is investment? Explain how it is different from Speculation.
2. Write a note on AYTM & YTM
3. What is Systematic and Unsystematic risk?
4. What is weak form of market efficiency?
5. Define Technical Analysis

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) Explain the Process of Investment undertaken by investor.

OR

- b) What is fundamental analysis? State the economic factors considered for economic analysis

7. a) What is the value of the a Rs 1000 bond that paying 5 % annual coupon rate in semiannual payment over 5 yrs until its maturity if its YTM is 7 % ?

OR

- b) Determine the MD of a bond that has the face value of Rs 1000 with 10% coupon rate and 3 yrs to maturity. The Bond YTM is 12 %.

8. a) A Bond with face value of Rs 1000 pays a coupon rate of 9%. The maturity period is 9 yrs. Find AYTM and YTM of the bond.

OR

- b) Explain in detail the Dow Theory and how is it used to determine the direction of stock market?



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MBA II Year/ III Semester Examinations August – 2019 INTERNAL – I

TIME: 1 Hr 30 Mins

SUBJECT: FINANCIAL SYSTEMS & SERVICES

DATE: 02-08-2019

MAX MARKS: 30

Section-A

I. Answer all the questions

(5x 3 = 15 Marks)

1. Write a note on Financial Assets with the examples.
2. Distinguish between a primary market and a secondary market.
3. Explain any three functions of Financial System.
4. Write a note on Cross Border Lease.
5. Write any three features of Hire purchase.

Section-B

II. Answer the following questions

(3x5=15 Marks)

6. a) Discuss the role of the Indian Financial System in the Economic Development of the Country.

OR

- b) "In spite of suitable legislative measures, the Indian Financial System remains weak", Comment.

7. a) Explain the factors influencing the Buy or Borrow or Lease Decisions.

OR

- b) Write the difference Between Operating Lease and Financial Lease.

8. a) Innovation of Financial Products plays an important role in the Economic Development of the country -Discuss.

OR

- b) Explain the difference Between Leasing and Hire Purchase.



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MBA II Year/ III Semester Examinations August – 2019 INTERNAL – I

TIME: 1 Hr 30 Mins
SUBJECT: MATERIALS MANAGEMENT

DATE: 03-08-2019
MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Define Materials Management.
2. Write Scope of Materials Management.
3. List steps of Forecasting Process.
4. What is Material Planning? Draw the Material Flow Cycle.
5. What is Bill of Material (BOM)?

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) Explain objectives of Materials Management.

OR

- b) Elucidate the Process of Management in Materials Management.

7. a) What is Integrated Materials Management? Explain the advantages of Materials Management.

OR

- b) Explain Techniques of Material Forecasting with Examples.

8. a) What is MRP I? Explain Objectives and Benefits of MRP I?

OR

- b) Define Budget. Explain any three types of Budgets in Material Management.



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MBA II Year/ III Semester Examinations August – 2019 INTERNAL – I

TIME: 1 Hr 30 Mins

SUBJECT: SUPPLY CHAIN MANAGEMENT

DATE: 03-08-2019

MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Define the term 'Supply Chain' and 'Supply Chain Management'.
2. Outline the objectives of Supply Chain Management.
3. Draw the outline of Integrated Supply Chain.
4. Define the term 'Logistics'.
5. What do you understand by the term 'Reverse Logistics'.

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) Illustrate the functions of SCM with reference to Dell.

OR

- b) Describe the Evolution of Supply Chain Management with suitable examples.

7. a) Distinguish between Logistics and Supply chain Management

OR

- b) Define Competitive advantage. Write a short note on the concept of cost advantage as competitive advantage.

8. a) Discuss the concept and nature of Supply chain Management.

OR

- b) Write in detail about elements of Logistics Management with a suitable example.



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MBA II Year/ III Semester Examinations August – 2019 INTERNAL – I

TIME: 1 Hr 30 Mins

DATE: 03-08-2019

SUBJECT: LEADERSHIP & CHANGE MANAGEMENT

MAX MARKS: 30

Section-A

I. Answer all the questions

(5x 3 = 15 Marks)

1. Describe five-factor personality model and also rate your own personality based on the five factors.
2. What are the current issues in leadership?
3. What are the contemporary leadership styles?
4. Is it mandatory for the leader to have a vision, mission, objectives? Justify.
5. Mention 3 great leaders and describe the traits, behaviours, skills, styles they have.

Section-B

II. Answer the following questions

(3x5=15 Marks)

6. a) What are the different leadership styles. Design your personal style based on examples from your day-to-day student life.

OR

- b) Explain the leadership perspectives on cultural values, social responsibility and organizational performance.

- 7 a) Describe trait based leadership theory and explain the traits that you have that are the deciding factors of your leadership style.

OR

- b) Describe behaviour based leadership theory and explain the behaviour that you have that is source of your personal leadership style.

- 8 a) Explain leader-member exchange theory. Analyze and justify if you are in the in-group or out-group in the LCM class.

OR

- b) What are the different sources of power linked with different leadership styles. Explain the power that you have in the class over your peers.



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MBA II Year/ III Semester Examinations August – 2019 INTERNAL – I

TIME: 1 Hr 30 Mins
SUBJECT: ORGANIZATION DEVELOPMENT

DATE: 03-08-2019
MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Behavioral science is the basis for Organization development- Elaborate
2. "Effectiveness is doing right things" and differentiate it from efficiency
3. Culture is the composition of three elements- what are they?
4. "Structure is the part of the First order" Elucidate
5. Assumptions are also called as "Understanding", what are your understanding on organization development discipline.

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) The second idea is all about a three-stage process - Explain Lewin's second stage "see, judge and react" change model with examples

OR

- b) Explain the characteristics of OD using a company's situation on adopting a new technology

7. a) OD intervention is important in the First order transactional factors – Explain with examples

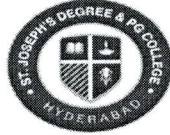
OR

- b) OD intervention is important in the second order transformational factors- Explain with examples

8. a) System theory is available for understanding the dynamics of systems and organization Change – explain its process

OR

- b) socio technical and open system planning are important elements of any system in an organization – Enumerate with examples



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MBA II Year/ III Semester Examinations August – 2019 INTERNAL – I

TIME: 1 Hr 30 Mins

SUBJECT: PRODUCT & BRAND MANAGEMENT

DATE: 05-08-2019

MAX MARKS: 30

Section-A

I. Answer all the questions

(5x 3 = 15 Marks)

1. Define Brand Loyalty.
2. What is meant by Product Mix length?
3. Briefly explain about "Cash Cows" in BCG Matrix.
4. How does Product Innovation help in New product development?
5. What is meant by Diversification strategy?

Section-B

II. Answer the following questions

(3x5=15 Marks)

6. a) Explain in detail about the various Positioning & Repositioning Strategies for a Brand.

OR

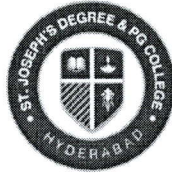
- b) What are the various Brand Management Practices adopted by a firm?
7. a) Explain the BCG Product Portfolio matrix.

OR

- b) What are the various Growth Strategies available for a firm?
8. a) Explain the various decisions involved in Product Mix & Product line.

OR

- b) Explain the GE & Ad Little Product Portfolio matrices.



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MBA II Year/ III Semester Examinations August – 2019 INTERNAL – I

TIME: 1 Hr 30 Mins

DATE: 05/08/2019

SUBJECT: Marketing Communication & Distribution Management

MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Explain the nature of marketing communication
2. Write a short note on DAGMAR Approach
3. Explain the Functions of Personal Selling
4. Discuss the promotion mix elements with appropriate examples.
5. Explain the top five Advertisement Appeals with Suitable Examples

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) Explain about the basic IMC tools used to accomplish an organization's communication objectives

OR

- b) Explain the methods of establishing budget for the promotional programs.

7. a) Discuss about different creative execution styles available to an advertiser with examples

OR

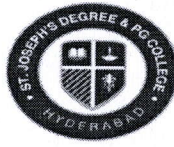
- b) What is media planning? Describe in brief the various types of media available for advertising.

8. a) What is the role of personal selling in IMC programme?

OR

- b) What is personal selling? Discuss the changing role of personal selling in today's modern world.





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MBA II Year/ IV Semester Examinations January – 2020

INTERNAL – I

TIME: 1 Hr 30 Mins

SUBJECT: PERFORMANCE & COMPENSATION MANAGEMENT

DATE: 11.01.2020

MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. What is Performance Management? Discuss the objectives of Performance management.
2. What is competency mapping? Discuss KPA's
3. Explain Mercer's Human Capital Wheel
4. Examine role play with advantages and disadvantages
5. Discuss 360 Degree Appraisal

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

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

(OR)

- (b) Discuss conceptual model of Performance Management

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

(OR)

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

8. (a) Discuss the determinants of Job performance

(OR)

- (b) Elaborate on performance analysis and performance review.
