



# 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 September – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins  
SUBJECT: GLOBAL BUSINESS

DATE: 24.09.2019  
MAX MARKS: 30

### Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Write a note on licensing and franchising.
2. Discuss various modes of market entry strategies.
3. What are comprehensive and functional alliances?
4. What are objectives of export promotion?
5. What are the objectives of MAI scheme?

### Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) Discuss FDI with alliances

OR

- b) Elucidate the steps in forming an alliance.
7. a) Give the highlights of Foreign Trade Policy 2015-2020.

OR

- b) Explain the role of Export credit guarantee corporation of India Limited.
8. a) Discuss the global strategic Management Process.

OR

- b) Discuss the objectives of FIEO, MDA and IBEF.

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## MBA II Year/ III Semester Examinations September – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins

SUBJECT: BUSINESS ANALYTICS USING 'R'

DATE: 24.09.2019

MAX MARKS: 30

### Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Write about pie chart function in R and give its basic syntax.
2. Briefly explain the concept of Bar Chart in R.
3. Write the basic syntax for calculating Median of the frequency distribution in R.
4. If the vector  $X = c(12, 23, 14, 29, 31, 28)$ , then calculate the maximum and minimum values using statistical functions in R.
5. If the vector  $ABC = c(10, 21, 49, 53, 19, 22, 24)$ , then write the syntax for finding out the standard deviation and variance.

### Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) Explain the concept of Bar Charts in R.

OR

- b) Create a Pie Chart with the labels, chart title, rainbow color palate for the set of values (13, 29, 31, 9, 12, 6) representing the number of working hours of the employees A, B, C, D, and E.

7. a) Define Mean and write the basic syntax for Mean using the commands 'trim', 'na.rm=TRUE'.

OR

- b) Create a syntax for MODE using user defined function and calculate the Mode value for the set of frequencies assigned to a vector  $V = c(2, 1, 1, 2, 2, 3, 3, 2, 2, 3, 3, 2, 2, 1)$ .

8. a) If a vector  $X = c(10, 11, 15, 13, 12, 19, 23, 8, 11, 16, 18)$ , then apply the following functions to find out (a) Maximum (b) Minimum (c) Mean (d) Median using R syntax.

OR

- b) If a vector  $X =$  set of even numbers from 32 to 56, then apply the following functions to find out (a) Standard Deviation (b) Variance (c) Mean (d) Median using R syntax.

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## MBA II Year / III Semester Examinations September – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins

SUBJECT: FINANCIAL SYSTEMS & SERVICES

DATE: 25.09.2019

MAX MARKS: 30

### Section-A

I. Answer all the questions

(5x 3 = 15 Marks)

1. Write a note on Bill Discounting
2. What is Forfaiting
3. Explain Factoring
4. International Factoring.
5. Write any three activities of Venture Capital funds.

### Section-B

II. Answer the following questions

(3x5=15 Marks)

6. a) Explain the difference between Factoring and Forfaiting

OR

b). Explain the benefits and drawbacks of Forfaiting.

7. a) Define Venture Capital and explain its scope.

OR

b) Discuss the key success Factors of Venture Capital Projects.

8. a) Define Bill Discounting and explain its features.

OR

b) Elucidate the Origin and Importance of Venture Capital.

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## MBA II Year/ III Semester Examinations September – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins

SUBJECT: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

DATE: 25.09.2019

MAX MARKS: 30

### Section-A

#### I. Answer all the questions

(5 x 3 = 15 Marks)

1. Write the formula to calculate Portfolio Risk & Returns with two securities
2. Define Portfolio
3. Write a note on Constant growth Model of Share Valuation?
4. Write a note on Security Market Line?
5. Write a note on APT

### Section-B

#### II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) Explain the advantages of valuation of share through P/E Ratio.

OR

- b) For the first 4 yrs XYZ firm is assumed to grow at the rate of 10%. After 4 yrs the growth rate of dividend is assumed to decline to 6% forever. The current dividend is Rs2 and the required rate of return is 14%. Find out the value of the stock.

7. a) The SAL and GAL Corporation have the following Risk & Return Status

SAL	GAL	
Return=15%	Return=17%	Correlation=0.50
Std Dev=30%	Std Dev=25%	

Calculate Minimum Risk Portfolio

**OR**

b) Assume yourself as portfolio manager and with the help of the following details find out the Securities that are Overpriced and Underpriced in terms of the CAPM.

Security	Expected Return	Beta
A	33%	1.7
B	14%	1.4
C	18%	1.1
D	12%	0.95
E	21%	1.05
Nifty	15%	1
T Bills	8%	0

8. a) Write the Assumptions of CAPM.

**OR**

b) Rose company is expecting to pay the dividends of Rs 2 per share for the next year. The earnings and dividends of the company are expected to grow at an annual rate of 12% indefinitely. Investor's expected rate of return is 15 % what is the value of the share?

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## MBA II Year/ III Semester Examinations September – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins

SUBJECT: LEADERSHIP & CHANGE MANAGEMENT

DATE: 26.09.2019

MAX MARKS: 30

### Section-A

I. Answer all the questions

(5x 3 = 15 Marks)

1. Explain Hopson's Change Curve.
2. Explain Harold J. Leavitt Model.
3. Explain levels of change with examples.
4. Explain Triggers, Drivers and Tracers of Change.
5. Explain Change Mapping

### Section-B

II. Answer the following questions

(3x5=15 Marks)

6. a) Explain Virginia Satir Change Model with diagram.

OR

- b) Explain the possible ways of dealing with resistance suggested by Kotter and Schlesinger
7. a) Explain Change Spectrum.

OR

- b) Explain Gestalt Cycle of Change.
8. a) Explain Weisbord Six box model.

OR

- b) Explain Beckard's Change Model.

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## MBA II Year/ III Semester Examinations September – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins  
SUBJECT: ORGANIZATION DEVELOPMENT

DATE: 26.09.2019  
MAX MARKS: 30

### Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Explain Force Field analysis with an example
2. Describe Artifacts.
3. What is Gamma Change?
4. Define a Quality Circle.
5. Explain the importance of re-engineering.

### Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) What is a T-Group? Explain the goals of a T-group?

OR

- b) Explain any two techniques used as Team interventions using examples.

7. a) What is the philosophy of Total Quality Management (TQM) and explain its principles.

OR

- b) What is organizational Transformation? Explain its distinguishing features.

8. a) Explain the culture layers of an organization engaged in hospitality?

OR

- b) Is Employee Involvement necessary with an intervention? If so, what are the techniques that you will use to involve your employees.

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## MBA II Year/ III Semester Examinations September – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins

SUBJECT: SUPPLY CHAIN MANAGEMENT

DATE: 26.09.2019

MAX MARKS: 30

### Section-A

#### I. Answer all the questions

(5 x 3 = 15 Marks)

1. Explain the process of e-Procurement with a suitable example.
2. List out various costs related to inventory and explain the same.
3. Explain Bullwhip effect.
4. Explain the role and importance of distributors in SCM.
5. What do you understand by the word Network design and explain its application in supply chain?

### Section-B

#### II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) What are the obstacles do you identify in coordination related to supply chain? Explain the same.

OR

- b) Expand and explain the term CPFR in supply chain.

7. a) Define warehousing. Explain the factors affecting carrier selection decisions.

OR

- b) Explain the factors influencing the channel design.

8. a) List out the steps involved in procurement process.

OR

- b) List out the steps involved in supply chain network designing

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## MBA II Year/ III Semester Examinations September – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins  
SUBJECT: MATERIALS MANAGEMENT

DATE: 26.09.2019  
MAX MARKS: 30

### Section-A

#### I. Answer all the questions

(5 x 3 = 15 Marks)

1. Mention the objectives of Scientific Purchasing.
2. What are the factors to be considered for evaluating supplier?
3. Mention various sources of suppliers.
4. Define Codification. What are the advantages of proper codification?
5. Write six differences between Bin card and Stores Ledger.

### Section-B

#### II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) Explain Principles of Right Purchasing.

OR

- b) Explain Price determination in Perfect Competition Market.
7. a) Differentiate between Equipment Purchase and Materials Purchase.

OR

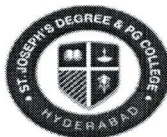
- b) Explain Factors determining the location of Stores and types of Stores Layout.
8. a) Elucidate about methods for evaluating performance of supplier.

OR

- b) Define Capital Budgeting? Explain Capital Budgeting methods.

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**MBA II Year/ III Semester Examinations September – 2019**

**INTERNAL – II**

**TIME: 1 Hr 30 Mins**

**SUBJECT: PRODUCT & BRAND MANAGEMENT**

**DATE: 30.09.2019**

**MAX MARKS: 30**

## Section-A

**I. Answer all the questions**

**(5x 3 = 15 Marks)**

1. What is role of Idea Screening in New Product Development Process?
2. What are Product maps?
3. Briefly explain about Brand Equity.
4. Explain Brands vs Products.
5. What is meant by Brand Identity?

## Section-B

**II. Answer the following questions**

**(3x5=15 Marks)**

6. a) Explain about i) Joint Space maps ii) Perceptual Maps.

**OR**

- b) Research & Development is crucial for New product development process. Explain.

7. a) Explain about sources of Brand Equity & how does a company manage its Brand Equity.

**OR**

- b) Explain in detail about significance of Branding to consumers & firms.

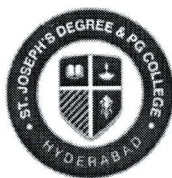
8. a) Explain about i) Brand Attributes ii) Selection of a brand name.

**OR**

- b) Explain in detail about the various Pre testing methods adopted by a firm.

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## MBA II Year/ III Semester Examinations September – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins

DATE: 27/09/2019

SUBJECT: MARKETING COMMUNICATION & DISTRIBUTION MANAGEMENT

MAX MARKS: 30

### Section-A

#### I. Answer all the questions

(5 x 3 = 15 Marks)

1. Explain any two promotional tools with suitable examples.
2. Discuss the following: (i) Internet marketing (ii) Publicity and Public relations
3. How do you select the channel members?
4. Explain the role of Supply Chain Management in Distribution.
5. What is meant by direct marketing? State its merits and demerits.

### Section-B

#### II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) Define sales promotion. Explain the consumer and trade oriented sales promotion tools.  
OR  
b) Enumerate the role of different elements of support media.
7. a) Describe the role and function of channel of distribution.  
OR  
b) Write about consumer oriented and trade oriented sales promotion tools
8. a) What are the various types of channels? Elaborate.  
OR  
b) Explain the significance of public relations in promotional programmes.

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