St. Joseph's Degree & PG College

Autonomous – Affiliated to Osmania University
Re- Accredited by NAAC with 'A' Grade
Caprotti Hall Building, Gunfoundry, Hyderabad —500001.
MBA II Year External Examinations Oct/Nov 2019
Semester – III
Subject: INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

MAX MARKS: 60

TIME: 3 Hrs

DATE: 29 /10/2019

SECTION - A

I. Answer all Questions   **(5x12=60 Marks)**

1. A. What is Investment decision process? Discuss the various sources of Investment information. What factors should be considered in making Investment decision?

OR

   B. (i) You have gathered the stock prices at the end of each year on March31 for a firm called All Weather Ltd.for the last six years the price data is given below.

Year	2007	2008	2009	2010	2011	2012
Stock price(Rs)	130	142	169	154	189	210

   Find the following: a) The expected return of the stock. b) The risk as measured by variance and standard deviation.

   (ii) Explain in detail about Efficient Market Hypothesis.

2. A. Suvudha enterprises is engaged in the business of ship breaking.They have issued a bond which has following features.

   Face Value:Rs.100
   Periodicity of coupon Annual
   Redemption Value Rs.110
   Coupon rate 15%
   Time remaining for maturity 6years
   Current Market Price Rs.124

   a) What is the current yield of the bond?

   b) If an investor buys the bond today and holds it till maturity,what returns would he realise

   c) Assuming that the yield in the market has fallen to 9%,what impact on the price of the bond you would see?Work out the price of the bond after two years assuming the yield remains at 9%.

   d) Assume that an investor buys the bond today and sells at the price worked out in © above,what returns would he realise?

OR

   B. (i) Define Bond and write a detailed note on factors affecting bond yield.

   (ii) Differentiate between Current Yield, Yield To Maturity and realized yield.

3 A. Consider McDonald's, whose previous dividend was Rs.0.71 (D0 = Rs.0.71), with the dividend expected to increase by 15 percent a year for ten years and thereafter at 10 percent a year indefinitely. If a stockholder's required rate of return is 16 percent, Calculate the value of the stock.

OR

B.(i) Multi products Limited has been following a dividend payout of 50% so as to achieve desired growth of 23%.The market expectations of return are 25%.

a. Calculate the PE ratio of the firm

b. If the current level of earnings is Rs.20 per share, what is the current price?

(ii) What do you mean by Common Stock Analysis and Valuation? Discuss the basic features of Common Stock.

4 A. Given Rf = 6%, E (Rm) = 155 and expected returns and expected Betas are as follows :

Stock	Expected Returns	Expected Beta
A	14%	1.20
B	15%	0.75
C	13%	1.50
D	20%	1.60
E	10%	0.80

Which stock is overvalued and which is undervalued relative to expected return.

OR

B.(i) Short term Government securities yield 7% and the expected market return is 12%. Stock X's beta is 0.8, its growth rate is 4% and its last dividend was Rs. 2.0 what would be the stock 's equilibrium price

(ii) Bring out the importance and applications of CAPM.

5. A. Steven formed a portfolio 5 years back. The performance of his portfolio along with risk-free rate of return and market returns for the last five years is as follows:

Year	Portfolio returns,%	Risk-free returns,%	Market Returns,%
1	15	5	18
2	-5	6	-2
3	11	7	12
4	18	8	20
5	20	9	18

Find out the beta of the portfolio, expected return and determine whether Steven has outperformed the market portfolio as per Jensen's measure.

OR

B. (i). Franklin,Johnson,Charles and David have portfolios resulted in the following performance.

	Franklin	Johnson	Charles	David
Portfolio returns,%	15	20	25	30
Standard Deviation,%	18	22	30	40
Beta	1.20	1.50	1.80	2.10

If risk-free rate of return is 5%,how would you rank the portfolio based on:

(a) Sharp's Measure and (b) Treynor Measure

(ii) Explain the problems and prospects of Mutual Funds in India. How Mutual Funds are regulated and how investors are protected.?

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MBA II Year External Examinations Oct/Nov 2019
Semester – III
Subject: MARKETING COMMUNICATION AND DISTRIBUTION MANAGEMENT
MAX MARKS: 60
TIME: 3 Hrs   **DATE: 11/11/2019**

SECTION - A

I. **Answer all Questions**   **(5x12=60 Marks)**

1. A) Discuss the role of integrated marketing communication in the brand building
   process. Explain the model of Marketing Communications Decision process.

   OR

   B) i. What is meant by media plan strategy? Explain with the help of a suitable example.
   ii. Mention some ads and analyse the particular appeal and execution style used in
   each.

2. A) Explain in detail the Personal Selling process and its approaches.

   OR

   B) i. Explain the methods of evaluating sales force.
   ii. What factors are considered in determining compensation to the sales force?

3. A) What are the various Sales promotion tactics used by marketers? Discuss the pros and
   cons of marketer spending more of their IMC budget on sales promotion.

   OR

   B) i. Explain the following: Direct Marketing, Internet & Interactive Marketing.
   ii. What are the various elements of Support Media and explain their role in IMC.

4. A) What are channels of distribution? Explain the role and functions of channel members

   OR

   B) i. Which criteria are considered to select channel members?
   ii. How do you motivate channel members?

5. A) What are the various modes of transportation? Explain the various challenges
   encountered during the transportation of goods especially in case of fragile goods.

   OR

   B) i. What factors are considered to select retail site location?
   ii. How do you manage conflicts of channel members?

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MBA II Year External Examinations Oct/Nov 2019
Semester – III
Subject: PRODUCT & BRAND MANAGEMENT

MAX MARKS: 60
DATE: 07/11/2019

TIME: 3 Hrs

SECTION - A

I. Answer all Questions   **(5x12=60 Marks)**

1. A) What do you understand by product decision? Support your explanation with appropriate examples?

                                OR

    B) i. Discuss the branding policies that you will adopt while launching new mobile.
       ii. Discuss the factors to be considered in packaging decisions.

2. A) Explain the stages of new product development.
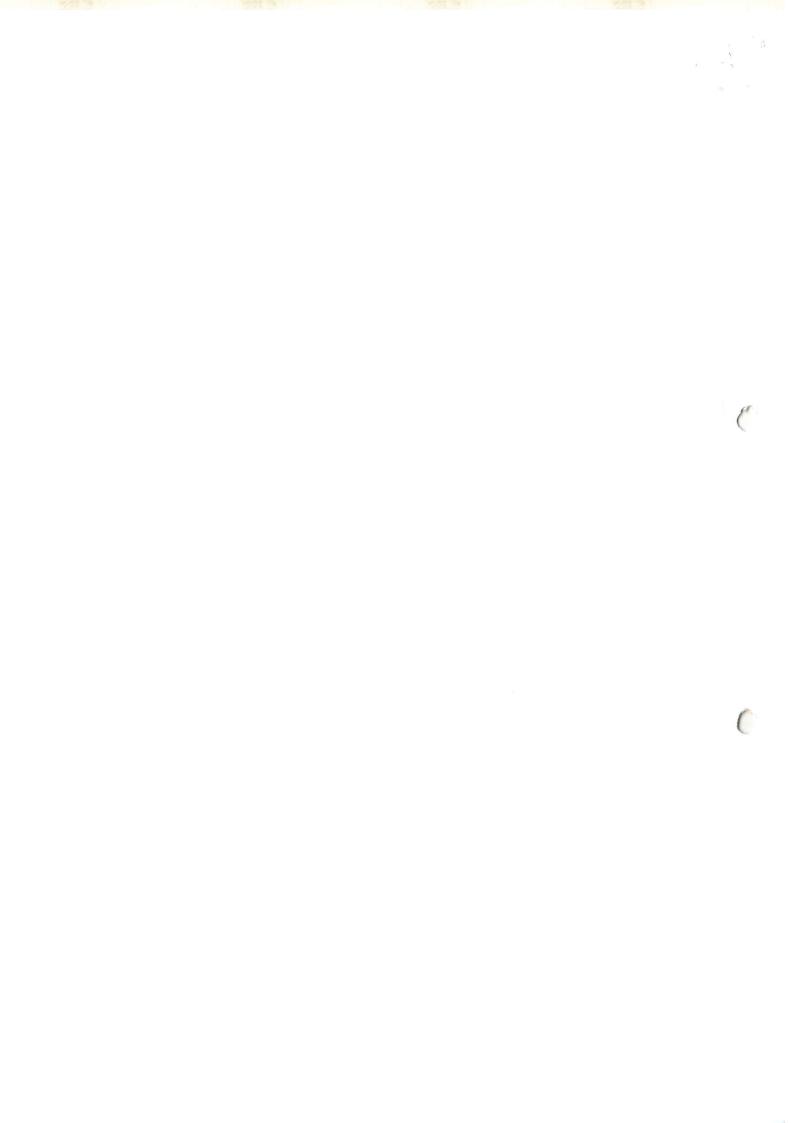
                                OR

    B) i. Explain GE matrix in detail.
       ii. Discuss the importance of Risk-return analysis.

3. A) What are the various tools and techniques available to select product, markets and marketing programs?
    B) i. Explain the construction of joint space map for beauty products.
       ii. What is idea generation and how does it differ from idea management?

4. A) Explain the sources of brand equity.

                                OR

    B) i. What is Brand Image? Explain different types of brand Image?
       ii. Discuss levels of Brand Identity.

5. A) "Essence of brand building is to develop a loyal customer base". Discuss the issues that confront brand building.

                                OR

    B) i. How do you measure brand performance?
       ii. Explain the role of own label in brand management.

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MBA II Year External Examinations Oct/Nov 2019
Semester – III
Subject: Leadership & Change Management

TIME: 3 Hrs

MAX MARKS: 60
DATE: 05/11/2019

SECTION - A

I. Answer all Questions **(5x12=60 Marks)**

1. A) "Leader is a coach who fosters his team to work for a common objective". Explain the statement highlighting the required traits, styles and skills of leadership.

    OR

    B) i. Discuss Leadership perspectives on cultural values, social responsibility and organizational performance.

    ii. Explain the International framework for analysing Leadership.

2. A) Elaborate on various approaches to Leadership.

    OR

    B) i. What do you mean by Power? What are the various sources of Power?

    ii. Explain Leader-Member Exchange theory.

3. A) Define Change. Discuss the diagnostic models for organizational change.

    OR

    B) i. Discuss the enablers and barriers to change.

    ii. Explain Virginia Satir Change Model.

4. A) Discuss the triggers, drivers and traces of change.

    OR

    B) i. Explain Weinberg's change process.

    ii. Explain Organizational Change Matrix.

5. A) Explain in detail Kotter's 8 step model of change.

    OR

    B) i. Disscuss the Edward de Bono's six thinking hats.

    ii. Discuss Dunphy contingency model of change.

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MBA II Year External Examinations Oct/Nov 2019
Semester – III
Subject: SUPPLY CHAIN MANAGEMENT

MAX MARKS: 60
TIME: 3 Hrs
DATE: 05/11/2019

SECTION - A

I. Answer all Questions (5x12=60 Marks)

1. A) Define Supply Chain Management (SCM). Explain the evolution of SCM with examples.

   OR

   B) i. Explain the objectives of SCM
   ii. What are the advantages and disadvantages of integrated SCM.

2. A) Explain the concept of Reverse Logistics in detail.

   OR

   B) i. Write a note on Inbound Logistics and Outbound Logistics.
   ii. Write a note on elements of Logistics Management.

3. A) Discuss the steps in procurement process. Give the objectives and benefits of
   e-procurement.

   OR

   B) Write a note on
   i. Bullwhip Effect in SCM.
   ii. Inventory costs

4. A) Discuss the steps in Supply Chain Network Design and mention the factors that influence
   the Channel design.

   OR

   B) Write a note on
   i. Material handling
   ii. Inter modal transportation

5. A) What is Benchmarking? Explain the types of Benchmarking with examples.

   OR

   B) Write a note on
   i. Performance measures of supply chain
   ii. Importance of supplier relations in SCM.

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MBA II Year External Examinations Oct/Nov 2019
Semester – III
Subject: ORGANIZATION DEVELOPMENT

TIME: 3 Hrs

MAX MARKS: 60
DATE: 02/11/2019

SECTION - A

I. **Answer all Questions** (5x12=60 Marks)

1. A) Explain the Values, assumptions and beliefs in OD.
   OR
   B) i. 'Human Resources' are an appreciating asset for any organization. Justify this statement by analyzing the role of human resources towards organization development.
   ii. OD is both a field of applied science and scientific study and inquiry. Explain.

2. A) Critically discuss Six-box model. Explain its relevance in the process of OD.
   OR
   B) i. Lewin's Change model has revolutionized Change Management. Justify this statement with suitable example.
   ii. Explain the role of Parallel Learning Structures in OD.

3. A) What is meant by Organization Confrontation? Explain with relevant examples.
   OR
   B) i. Explain Role Analysis Technique (RAT) with example.
   ii. Explain OD Grid.

4. A) "Restructuring Organization is pivotal to sustainability." Justify the statement with suitable examples.
   OR
   B) i. Discuss the characteristics of Organizational Transformation.
   ii. Can Organizational Learning take place with interventions? Justify.

5. A) Explain in detail the issues in Consultant – Client relationship.
   OR
   B) i. Why is Consultant team referred to microcosm?
   ii. What are the conditions for optimal success of OD?

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MBA II Year External Examinations Oct/Nov 2019
Semester – III
Subject: Materials Management

MAX MARKS: 60

TIME: 3 Hrs   **DATE: 02/11/2019**

SECTION - A

I. **Answer all Questions**   **(5x12=60 Marks)**

1. A) Explain the objectives of materials management.

OR

B) i What is the Meaning and definition of materials management? Explain Functions of Materials Management.

ii. Bring out the scope of materials management.

2. A) What is forecasting? Why is it necessary in material management?

OR

B) i. State the objectives of Material Requirement Planning.

ii. Enumerate the techniques of material planning.

3. A) Explain the Centralized and decentralized types of purchasing

OR

B) i. Define the term purchasing and Explain the Fundamental objectives of Scientific purchasing.

ii. What is Negotiation? Explain the objectives of Negotiations.

4. A) What is Value Analysis? What are the benefits of value analysis?

OR

B) i. What is Quality Control? Explain procedures for effective Quality Control.

ii. Explain the concept of statistical Quality Control.

5. A) What are the various techniques of inventory control? Explain in detail.

OR

B) i. What is letter of Credit? Explain in detail.

ii. Explain the objectives of stores keeping.

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MBA II Year External Examinations Oct/Nov 2019
Semester – III
Subject: FINANCIAL SYSTEMS & SERVICES

MAX MARKS: 60

TIME: 3 Hrs

DATE: 31/10/2019

SECTION - A

I. **Answer all Questions** (5x12=60 Marks)

1. A. Define financial system. Explain the structure of financial system.

   OR

   B. Write a note on the following:
   i. Need for innovation of financial services

   ii. Growing importance of financial services

2. A. What is leasing? Explain in detail the legal aspects and lease documentation process.

   OR

   B. i. State few differences between Leasing and Hire purchase
   ii. Features of Hire purchase

3. A. Write a note on Kalyan Sundaram committee report and state guidelines issued by RBI on factoring.
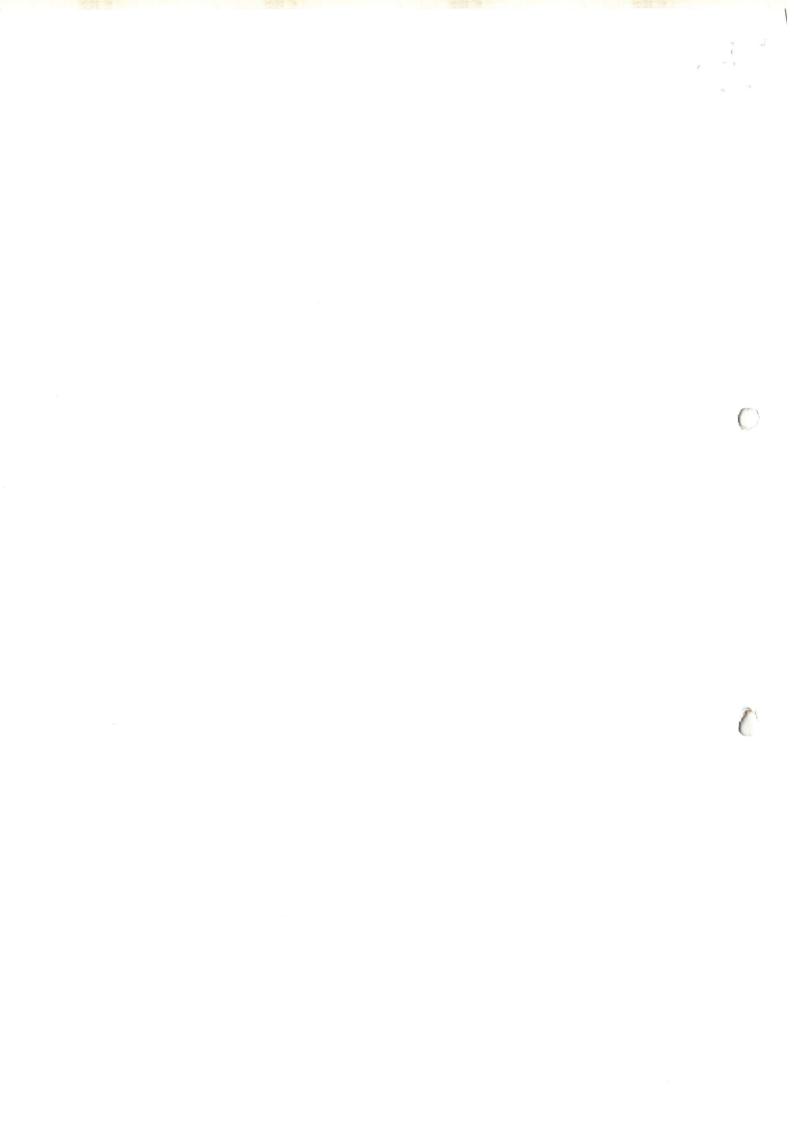
   OR

   B. i. Brief out the financial aspects of bill discounting

   ii. Explain the working process of Forfeiting

4. A. Explain in detail the valuation methods of Venture Capital Financing.

   OR

   B. i. Process of Credit rating

   ii. Dimensions of Methodology of Credit Rating.

5. A. Define debt securitisation. Explain the concept of secured and unsecured debt along with advantages of securitisation.

   OR

   B. Write a note on the following:
   i. Collateralized debt obligations (CDO).

   ii. Asset Backed Securities (ABS)

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MBA II Year External Examinations Oct/Nov 2019
Semester – III
Subject: BUSINESS ANALYTICS USING R

MAX MARKS: 60
TIME: 3 Hrs   **DATE: 26/10/2019**

SECTION - A

I. **Answer all Questions**   **(5x12=60 Marks)**

1. A. What are R Arithmetic Operators? Explain each in detail with simple examples.
   OR
   B. (i) Explain Attach and Detach functions in R with examples.
       (ii) Give in detail the features of R.

2. A. What are the various functions in R? Explain each in detail with examples.
   OR
   B (i) How to import data from excel sheets explain in brief.
      (ii) What are control Structures? Explain each in detail with examples.

3. A. Define Pie Chart and Explain all the parameters used with examples.
   OR
   B. (i) Write an R program to create a Scatter plot graph for the relation between weight and mpg and draw the output graph.
       (ii) Define Bar charts. Briefly explain with the basic syntax and its components with output.

4. A. Explain the following functions with syntax and examples
       i) Standard Deviation   ii)Median   iii)Mode
   OR
   B. (i) How to execute a program using Spearman Rank Correlation? Explain with basic example.
       (ii) Explain Variance Criteria with syntax and example.

5. A. Consider the annual rainfall details at a place starting from Jan 2012.Create an R Single Variable Regression for a period of 12 months and write about multivariate regression in detail.
   OR
   B. (i) Define Regression and give in detail the steps to establish a Regression with basic syntax
       (ii) Explain the Time Series Analysis with basic R Syntax.

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MBA II Year External Examinations Oct/Nov 2019
Semester – III
Subject: GLOBAL BUSINESS

MAX MARKS: 60

TIME: 3 Hrs   **DATE: 24/10/2019**

SECTION – A

I. Answer all Questions   **(5x12=60Marks)**

1. A) Define International Business. Illustrate the drivers of Globalization in detail.

OR

B) i. State the differences between Domestic Business and International Business.

ii. Discuss in detail the theory of Porter's National Competitive Advantage.

2. A) What is Regional Economic Integration? Describe the various levels of Economic Integration?

OR

B) i. State the functions and objectives of World Trade Organization (WTO).

ii. Explain EFTA and SAARC in detail along with their objectives.

3. A) Describe the special modes of entry in global markets with advantages and disadvantages.

OR

B) i. Discuss the various decision factors involved in global entry strategies.

ii. What are the various steps involved in forming an alliance?

4. A) What are Export Promotions Organizations? Explain the Objectives of export promotions in detail

OR

B) i. Briefly explain the functions of Federation of Indian Export Organisation.

ii. State the various activities undertaken under Marketing Development Assistance Scheme

5. A). What do you mean by KPO and LPO? Explain the advantages of KPO and LPO.

OR

B) i. State the performance appraisal system of global companies briefly.

ii. Illustrate the role and importance of Non verbal Communication and communication through languages in managing global business.

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