

**St. Joseph's Degree & PG College**  
AUTONOMOUS-AFFILIATED TO OSMANIA UNIVERSITY  
RE-ACCREDITED BY NAAC WITH 'A' GRADE  
KING KOTI MAIN ROAD, HYDERABAD-29

**MBA II Year External Examinations (Main) September 2020**

**Semester-IV**

**Subject: Strategic Management**

**Time: 2 Hrs**

**Max Marks: 60**

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**Answer any five of the following questions:**

**(5 x 12 = 60marks)**

1. Define Strategic Management. What are the generic strategies sustaining competitive advantage?
2. What is Strategic Intent? Explain the Hierarchy of Strategic Intent.
3. What do you mean by External Environment? How do you analyze the External Environment of an organization?
4. What is Value Chain analysis? What are the steps involved in conducting Value Chain Analysis?
5. What is Competitive Advantage? Explain the significance of Competitive Advantage.
6. Suggest strategies for Emerging Industries to compete and survive in the market.
7. How do you create Value through Diversification?
8. What is Merger? Explain the circumstances under which Mergers are appropriate.
9. Define corporate governance. Write about its importance towards strategy and leadership.
10. Elaborate on organizational structure and controls.

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Paper Code: MBA/ED/S4/S20

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**MBA II Year External Examinations (Main) September 2020**

**Semester-IV**

**Subject: Entrepreneurship Development**

**Time: 2 Hrs**

**Max Marks: 60**

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**Answer any five of the following questions:**

**(5 x 12 = 60marks)**

1. Explain in detail the growth of any two famous Women Entrepreneurs.
2. Explain the Development and Recent trends in Rural Entrepreneurship.
3. Define SWOT Analysis. Develop a product of your choice and apply SWOT Analysis.
4. Explain in detail the steps in Design Thinking Process.
5. Discuss the role of Small Enterprises in Economic Development.
6. Explain various career opportunities for an Entrepreneurial Career.
7. Explain in detail the Framework and Importance of GST.
8. (i) Explain the supply chain policies framed by an Organization.  
(ii) Give in detail the objectives and Principles of Labour Laws.
9. Discuss the role and importance of NABARD and LIC.
10. (i) Explain how financial institutions support Entrepreneurs.  
(ii) Give in detail the role of TS-IPASS in ED.

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**MBA II Year External Examinations (Main) September 2020****Semester-IV****Subject: Financial Risk Management****Time: 2 Hrs****Max Marks: 60****Answer any five of the following questions:**

1. Define Risk. Explain the various types of Risk.
2. Discuss about the Risk Management approaches.
3. Discuss about the significance of ALM practices in Banking Sector.
4. Explain about interest rate risk and exchange rate risk.
5. Hyundai motors exports cars to Germany, and every three month, it would receive EUR 500,000 from car shipments. On March 1, the exchange rate between the Indian rupee and the euro is EUR 1= INR 70.7242. The interest rate in Germany is 6% per annum, while the interest rate in India is 9% per annum. Hyundai wants to hedge its euro receipt through forward contracts for the next 6 months. What type of hedging activity would be suitable for Hyundai? What would be the amount in Indian rupees that Hyundai will receive after 90 days and after 180 days if it enters into a 90 – day and 180 – day forward contract, respectively?
6. Differentiate between forward contracts and futures contracts.
7. Assume that ABC wants a floating rate, LMN desires a fixed rate. There is an intermediary who arranges the deals for ABC and LMN and derives 50 basis points as its fees. Design a swap deal for ABC and LMN in such a way that it benefits both companies when they face the following term structures.

ABC	Fixed rate	Floating rate
ABC	10%	MIBOR+25bp
LMN	12%	MIBOR+75bp

8. What is currency swap? Describe the methodology for valuation of currency swaps.
9. The spot price of an equity share is Rs.40 with a volatility of 25% in its price over the 3 month period of the call option on it. The exercise price of the call option is Rs.44. the risk free rate is 12% per annum. You are required to give the diagrammatic presentation of two step binomial process over 6 months to expiration. Find the probability of increase and decrease in price at two levels after 3 months, 6 months and find the price of the call option.
10. What is Binominal option pricing model? Explain its assumptions.

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Paper Code: MBA/IF/S4/S20

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**MBA II Year External Examinations (Backlog) September 2020**

**Semester-IV**

**Subject: International Finance**

**Time: 2 Hrs**

**Max Marks: 60**

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**Answer any five of the following questions:**

**(5 x 12 = 60marks)**

1. Describe the evolution of International financial system in detail.
2. Explain in detail about Balance of payments.
3. Explain Eurocurrency Market and International Bond Market.
4. What are the different types of banking offices? Explain.
5. Can you write a brief outline of NEER, REER and Currency Derivatives?
6. Explain in detail about the Tarapore committee Report.
7. What was the main idea of Foreign Investment Decisions? Describe about MNC decisions in global markets.
8. What is OLI Paradigm of FDI in India? Explain.
9. Describe about the Accounting Standard for translation exposure in India.
10. Explain the Taxation methods followed by MNC's.

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Paper Code: MBA/PCM/S4/S20

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**MBA II Year External Examinations (Main) September 2020**

**Semester-IV**

**Subject: Performance and Compensation Management**

**Time: 2 Hrs**

**Max Marks: 60**

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**Answer any five of the following questions:**

**(5 x 12 = 60marks)**

1. Explain in detail the determinants of job performance.
2. Discuss about Mercer's Human Capital Wheel.
3. What do you understand by Performance appraisal and mention in detail about the methods of Performance appraisal?
4.
  - i. What is the purpose of Self appraisal?
  - ii. Mention the various types of psychometric tests.
5. Define Benchmarking and explain the process of Benchmarking.
6. What is Balance score card? Explain in detail.
7. Mention the features of Performance, Competence and Contribution related pay models.
8. What is Team based pay? State the advantages and disadvantages of Team based pay.
9. Discuss the various dimensions of Compensation.
10.
  - i. What is Job evaluation?
  - ii. Mention various components of International compensation?

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Paper Code: MBA/IRLL/S4/S20

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**MBA II Year External Examinations (Main) September 2020**

**Semester-IV**

**Subject: Industrial Relations & Labour Laws**

**Time: 2 Hrs**

**Max Marks: 60**

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**Answer any five of the following questions:**

**(5 x 12 = 60marks)**

1. Define Industrial Relations. Discuss in detail the factors affecting Industrial Relations.
2. Write a detailed note on causes of Industrial Conflicts.
3. What is grievance? Explain in detail the grievance handling procedure.
4. Explain in detail on the role of Collective Bargaining in maintaining Industrial harmony.
5. Explain the evolution of Labour Administration in India.
6. Why is ESI Act constituted in India? Discuss the benefits under ESI Act 1948 in detail.
7. Explain the procedure for complaint and inquiry under The Sexual Harassment of Women at workplace Act 2013.
8. i. What are the duties of employer under Equal Remuneration Act 1976?  
ii. Define 'Employee' under The Payment of Gratuity Act 1972.
9. Explain the role of Trade Unions in India. What are the advantages of registering a Trade Union?
10. Explain in detail the process of Collective Bargaining.

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Paper Code: MBA/CB/S4/S20

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**MBA II Year External Examinations (Main) September 2020**

**Semester-IV**

**Subject: Consumer Behaviour**

**Time: 2 Hrs**

**Max Marks: 60**

**Answer any five of the following questions:**

**(5 x 12 = 60marks)**

1. Define Consumer Behaviour and discuss the characteristic features of consumer Behaviour.
2. Who benefits the study of consumer behaviour? Explain.
3. Explain behavioral learning theory with suitable example.
4. Explain how split-brain theory applies on consumer information.
5. Discuss the various internal factors that influence consumer behaviour.
6. What are the three types of reference groups, and how can these groups be described?
7. Explain the various stages of consumer decision making process.
8. What is the difference between adoption and diffusion?
9. Explain in detail Nicosia model with suitable examples.
10. Explain the Howard Sheth Model of consumer behaviour.

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Paper Code: MBA/SMKT/S4/S20

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**MBA II Year External Examinations (Main) September 2020**

**Semester-IV**

**Subject: Services Marketing**

**Time: 2 Hrs**

**Max Marks: 60**

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**Answer any five of the following questions:**

**(5 x 12 = 60marks)**

1. Define services. Explain categorization of goods and services.
2. i. Write a note on customer expectations of services.  
ii. Explain the socio-political environment of services.
3. Explain the concept of SERVQUAL in managing service quality.
4. i. Highlight the importance of "People" in designing and delivering services.  
ii. Write a note on pricing services.
5. What is services marketing triangle? Explain.
6. i. Explain the statement "Tangibilizing the intangibles".  
ii. Write a note on relationship marketing.
7. Explain how the principles of services marketing are applicable to Banking services.
8. i. Write a note on Health care services marketing.  
ii. Write a note on marketing charity services.
9. Explain the key decisions involved in Global services marketing.
10. i. Write about the recent trends in global services marketing.  
ii. Write a note on organizing for global services marketing.

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**MBA II Year External Examinations (Main) September 2020**

**Semester-IV**

**Subject: Total Quality Management**

**Time: 2 Hrs**

**Max Marks: 60**

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**Answer any five of the following questions:**

**(5 x 12 = 60marks)**

1. With reference to the subject of Total Quality Management, Explain "Connotations of Quality Management".
2. "The gurus of Total Quality Management have formed the back-bone for the evolution and the further Development of the same". With close reference to this statement, explain the contributions of Crosby and Ishikawa.
3. Draw and explain the cause and effect diagram with suitable example?
4. "Tools of TQM are very essential for overall structuring of itself." With reference to this, explain the following-
  - i) The purpose, timing and procedural usage of the Histograms.
  - ii) The meaning, any two types and purpose of Check Sheets.
5. Discuss about the Monte Carlo with a Stochastic Model.
6.
  - i) What are those double dimensional arrays termed as? Explain it with a suitable example.
  - ii) Explain Taguchi's approach in three points.
7. Design the organization structure for six-sigma.
8.
  - i) What is the cost of poor quality? Discuss.
  - ii) Roles and responsibilities of six sigma.
9. What is the framework for improving services quality?
10. Explain briefly the role of TQM in Banks, financial communities and Mutual funds with any two examples for the same.

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**MBA II Year External Examinations (Main) September 2020**

**Semester-IV**

**Subject: Project Management**

**Time: 2 Hrs**

**Max Marks: 60**

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**Answer any five of the following questions:**

**(5 x 12 = 60marks)**

1. What is Project Life Cycle? Explain the phases of Project Life Cycle in detail.
2. Explain various categories of Projects.
3. How do you prepare Feasibility Report?
4. Explain the evaluation of Project Profitability.
5. Describe Project organization. What are its advantages over functional organization?
6. (i) Define Business Contracts. What do you understand by R of contracting?  
(ii) Give the Seven C's for Team Building.
7. Explain Planning, Monitoring, Scheduling of Project.
8. Discuss Work Breakdown Structure.
9. Discuss conditions that can facilitate better communication in a Project.
10. Discuss the types of Project controls.

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