



ST. JOSEPH'S DEGREE & PG COLLEGE (AUTONOMOUS)

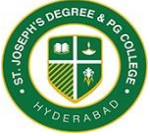
MBA II Year – III Semester (2019-21) Main Examinations, February - 2021

DATA ANALYTICS USING SPSS

Programme:	MBA	Date:	03-02-2021
Subject Code/Course code:	MBA2020-302	Duration:	2 Hours
Subject Name/Course Name:	Data Analytics using SPSS	Max. Marks:	60 Marks
Name of the Student:		Roll No:	
Blooms Taxonomy Level	BL1 Remember	BL2 Understand	BL3 Apply
		BL4 Analyze	BL5 Evaluate
			BL6 Create

SECTION – A (60 Marks)		Bloom's Level																																																										
Answer any Five Questions (5 Q * 12 = 60 Marks)																																																												
1	What is SPSS? Explain the Meaning and Importance of SPSS in Data Analytics.	BL1																																																										
2	Define Null and Alternative Hypotheses. Explain the procedure of Hypothesis Testing.	BL1																																																										
3	Define Descriptive Statistics. Explain the steps involved in obtaining frequencies and descriptive statistics using SPSS.	BL2																																																										
4	Define Cross Tabulation. Interpret the below cross tabulation table: <div>Anxiety * Tension Crosstabulation</div> <table><tr><th colspan="2" rowspan="2"></th><th colspan="2">Tension</th><th rowspan="2">Total</th></tr><tr><th>low</th><th>high</th></tr><tr><td rowspan="4">Anxiety low</td><td>Count</td><td>5</td><td>21</td><td>26</td></tr><tr><td>% within Anxiety</td><td>19.2%</td><td>80.8%</td><td>100.0%</td></tr><tr><td>% within Tension</td><td>25.0%</td><td>75.0%</td><td>54.2%</td></tr><tr><td>% of Total</td><td>10.4%</td><td>43.8%</td><td>54.2%</td></tr><tr><td rowspan="4">Anxiety high</td><td>Count</td><td>15</td><td>7</td><td>22</td></tr><tr><td>% within Anxiety</td><td>68.2%</td><td>31.8%</td><td>100.0%</td></tr><tr><td>% within Tension</td><td>75.0%</td><td>25.0%</td><td>45.8%</td></tr><tr><td>% of Total</td><td>31.3%</td><td>14.6%</td><td>45.8%</td></tr><tr><td rowspan="4">Total</td><td>Count</td><td>20</td><td>28</td><td>48</td></tr><tr><td>% within Anxiety</td><td>41.7%</td><td>58.3%</td><td>100.0%</td></tr><tr><td>% within Tension</td><td>100.0%</td><td>100.0%</td><td>100.0%</td></tr><tr><td>% of Total</td><td>41.7%</td><td>58.3%</td><td>100.0%</td></tr></table>			Tension		Total	low	high	Anxiety low	Count	5	21	26	% within Anxiety	19.2%	80.8%	100.0%	% within Tension	25.0%	75.0%	54.2%	% of Total	10.4%	43.8%	54.2%	Anxiety high	Count	15	7	22	% within Anxiety	68.2%	31.8%	100.0%	% within Tension	75.0%	25.0%	45.8%	% of Total	31.3%	14.6%	45.8%	Total	Count	20	28	48	% within Anxiety	41.7%	58.3%	100.0%	% within Tension	100.0%	100.0%	100.0%	% of Total	41.7%	58.3%	100.0%	BL4
				Tension			Total																																																					
			low	high																																																								
	Anxiety low	Count	5	21	26																																																							
% within Anxiety		19.2%	80.8%	100.0%																																																								
% within Tension		25.0%	75.0%	54.2%																																																								
% of Total		10.4%	43.8%	54.2%																																																								
Anxiety high	Count	15	7	22																																																								
	% within Anxiety	68.2%	31.8%	100.0%																																																								
	% within Tension	75.0%	25.0%	45.8%																																																								
	% of Total	31.3%	14.6%	45.8%																																																								
Total	Count	20	28	48																																																								
	% within Anxiety	41.7%	58.3%	100.0%																																																								
	% within Tension	100.0%	100.0%	100.0%																																																								
	% of Total	41.7%	58.3%	100.0%																																																								
5	Write a short note on the terms - Factor Loadings, Rotation, Communalities, Eigen Value and Scree Plot in the factor analysis with examples.	BL3																																																										
6	Define Cronbach's Alpha Technique. Interpret the SPSS output of Cronbach's Alpha test and Suggest the necessary action to improve the reliability of the scale in the given output.	BL5																																																										

	<div>Reliability Statistics</div> <table><tr><td>Cronbach's Alpha</td><td>N of Items</td></tr><tr><td>.563</td><td>4</td></tr></table> <div>Item-Total Statistics</div> <table><tr><td></td><td>Scale Mean if Item Deleted</td><td>Scale Variance if Item Deleted</td><td>Corrected Item-Total Correlation</td><td>Cronbach's Alpha if Item Deleted</td></tr><tr><td>DAMBAO1</td><td>8.99</td><td>2.513</td><td>.534</td><td>.335</td></tr><tr><td>DAMBAO2</td><td>9.30</td><td>3.613</td><td>.041</td><td>.716</td></tr><tr><td>DAMBAO3</td><td>8.93</td><td>2.654</td><td>.430</td><td>.421</td></tr><tr><td>DAMBAO4</td><td>8.90</td><td>2.513</td><td>.450</td><td>.399</td></tr></table>	Cronbach's Alpha	N of Items	.563	4		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	DAMBAO1	8.99	2.513	.534	.335	DAMBAO2	9.30	3.613	.041	.716	DAMBAO3	8.93	2.654	.430	.421	DAMBAO4	8.90	2.513	.450	.399																												
Cronbach's Alpha	N of Items																																																									
.563	4																																																									
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted																																																						
DAMBAO1	8.99	2.513	.534	.335																																																						
DAMBAO2	9.30	3.613	.041	.716																																																						
DAMBAO3	8.93	2.654	.430	.421																																																						
DAMBAO4	8.90	2.513	.450	.399																																																						
7	Distinguish between Correlation Analysis and Partial Correlation Analysis. Illustrate the Partial Correlation Analysis with appropriate examples.	BL3																																																								
8	<div>Define Simple Linear Regression. Construct the regression equation and Interpret the below given SPSS output of simple linear regression analysis.</div> <div>Model Summary</div> <table><tr><td>R</td><td>R Square</td><td>Adjusted R Square</td><td>Std. Error of the Estimate</td></tr><tr><td>.817</td><td>.668</td><td>.627</td><td>2.401</td></tr></table> <div>The independent variable is High.</div> <div>ANOVA</div> <table><tr><td></td><td>Sum of Squares</td><td>df</td><td>Mean Square</td><td>F</td><td>Sig.</td></tr><tr><td>Regression</td><td>92.844</td><td>1</td><td>92.844</td><td>16.105</td><td>.004</td></tr><tr><td>Residual</td><td>46.118</td><td>8</td><td>5.765</td><td></td><td></td></tr><tr><td>Total</td><td>138.962</td><td>9</td><td></td><td></td><td></td></tr></table> <div>The independent variable is High.</div> <div>Coefficients</div> <table><tr><td></td><td colspan="2">Unstandardized Coefficients</td><td>Standardized Coefficients</td><td></td><td></td></tr><tr><td></td><td>B</td><td>Std. Error</td><td>Beta</td><td>t</td><td>Sig.</td></tr><tr><td>High</td><td>-.651</td><td>.162</td><td></td><td></td><td></td></tr><tr><td>(Constant)</td><td>7856642.174</td><td>37841636.85</td><td>-.817</td><td>-4.013</td><td>.004</td></tr></table> <div>The dependent variable is ln(TransfIntensity).</div>	R	R Square	Adjusted R Square	Std. Error of the Estimate	.817	.668	.627	2.401		Sum of Squares	df	Mean Square	F	Sig.	Regression	92.844	1	92.844	16.105	.004	Residual	46.118	8	5.765			Total	138.962	9					Unstandardized Coefficients		Standardized Coefficients				B	Std. Error	Beta	t	Sig.	High	-.651	.162				(Constant)	7856642.174	37841636.85	-.817	-4.013	.004	BL4
R	R Square	Adjusted R Square	Std. Error of the Estimate																																																							
.817	.668	.627	2.401																																																							
	Sum of Squares	df	Mean Square	F	Sig.																																																					
Regression	92.844	1	92.844	16.105	.004																																																					
Residual	46.118	8	5.765																																																							
Total	138.962	9																																																								
	Unstandardized Coefficients		Standardized Coefficients																																																							
	B	Std. Error	Beta	t	Sig.																																																					
High	-.651	.162																																																								
(Constant)	7856642.174	37841636.85	-.817	-4.013	.004																																																					
9	Define Analysis of Variance (ANOVA). Write the procedure for applying ANOVA using SPSS Software.	BL1																																																								
10	<div>Define One Sample T-Test. Construct the Null and Alternative Hypotheses and also Interpret the below given SPSS output of One Sample T-Test.</div> <div>One-Sample Statistics</div> <table><tr><td></td><td>N</td><td>Mean</td><td>Std. Deviation</td><td>Std. Error Mean</td></tr><tr><td>hrs1 NUMBER OF HOURS WORKED LAST WEEK</td><td>895</td><td>41.47</td><td>15.039</td><td>.503</td></tr></table> <div>One-Sample Test</div> <table><tr><td></td><td colspan="6">Test Value = 40</td></tr><tr><td></td><td>t</td><td>df</td><td>Sig. (2-tailed)</td><td>Mean Difference</td><td colspan="2">95% Confidence Interval of the Difference</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td>Lower</td><td>Upper</td></tr><tr><td>hrs1 NUMBER OF HOURS WORKED LAST WEEK</td><td>2.918</td><td>894</td><td>.004</td><td>1.467</td><td>.48</td><td>2.45</td></tr></table>		N	Mean	Std. Deviation	Std. Error Mean	hrs1 NUMBER OF HOURS WORKED LAST WEEK	895	41.47	15.039	.503		Test Value = 40							t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference							Lower	Upper	hrs1 NUMBER OF HOURS WORKED LAST WEEK	2.918	894	.004	1.467	.48	2.45	BL5																		
	N	Mean	Std. Deviation	Std. Error Mean																																																						
hrs1 NUMBER OF HOURS WORKED LAST WEEK	895	41.47	15.039	.503																																																						
	Test Value = 40																																																									
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference																																																					
					Lower	Upper																																																				
hrs1 NUMBER OF HOURS WORKED LAST WEEK	2.918	894	.004	1.467	.48	2.45																																																				



ST. JOSEPH'S DEGREE & PG COLLEGE (AUTONOMOUS)

MBA II Year – III Semester (2019-21) Main Examinations, February - 2021

FINANCIAL SYSTEMS & SERVICES

Programme:		MBA				Date:		08-02-2021	
Subject Code/Course code:		MBA2020-304				Duration:		2 Hours	
Subject Name/Course Name:		Financial Systems & Services				Max. Marks:		60 Marks	
Name of the Student:						Roll No:			
Blooms Taxonomy Level	BL1	BL2	BL3	BL4	BL5	BL6			
	Remember	Understand	Apply	Analyze	Evaluate	Create			

SECTION – A

Answer any five questions including one compulsory question

(5Q*12 = 60 Marks)

Q. No.	QUESTION	Bloom's Level
1	What is Financial System? State its functions.	BL1
2	Define Financial Service. Classify the fee based and fund- based services in detail.	BL4
3	Discuss the evolution of Investment Banking.	BL1
4	Distinguish the differences between Investment Banking and Merchant Banking.	BL4
5	What is Factoring? Summarize the functions of factoring.	BL2
6	Examine the differences between Factoring and Forfeiting.	BL4
7	What is Venture Capital? Outline the process of Venture Capital.	BL2
8	List the Credit Rating Agencies in India and explain their working procedure.	BL4
9	What is securitization? List out few advantages and disadvantages of securitization.	BL4
10	<p>COMPULSORY QUESTION:</p> <p>The venture capitalists invest in good industries that are more competitively forgiving than the market as a whole. Venture money plays an important role in the next stage of the innovation. Venture capital fills the void between the sources of funds for innovation and lower cost sources of capital available to ongoing concerns. The venture capitalists meet their investor's expectations at acceptable risk level with their investment profile. Timing is everything to venture capitalists.</p> <ol style="list-style-type: none"> 1. Venture capitalists invest in good people and good ideas. Is it True or Myth? Justify your answer. 2. Timing is everything- State the reason. 3. Venture money plays a key role in innovation – Why? 4. Investors' expectations are met at acceptable risk- How? 	BL4



ST. JOSEPH'S DEGREE & PG COLLEGE (AUTONOMOUS)

MBA II Year – III Semester (2019-21) Main Examinations, February - 2021

GLOBAL BUSINESS

Programme:		MBA				Date:		01-02-2021	
Subject Code/Course code:		MBA2020-301				Duration:		2 Hours	
Subject Name/Course Name:		Global Business				Max. Marks:		60 Marks	
Name of the Student:						Roll No:			
	Blooms Taxonomy Level	BL1	BL2	BL3	BL4	BL5	BL6		
		Remember	Understand	Apply	Analyze	Evaluate	Create		

SECTION – A		
Answer any five questions including one compulsory question		(5Q*12 = 60 Marks)
Q. No.	QUESTION	Bloom's Level
1	State in your words the stages of International Business.	BL2
2	How would you contrast Global Business from Domestic Business?	BL2
3	How would you classify Non-Trade Barriers?	BL2
4	What is SAARC? Can you list the objectives of SAARC? How would you explain that SAARC could achieve its main objectives, explain?	BL2
5	Explain Global Market entry strategies along with their advantages.	BL2
6	Can you recall the concept of Strategic Alliances? Outline the factors influencing strategic alliances.	BL2
7	How would you explain the Export Promotion Organisation? List its objectives. Explain the Institutional Set-Up for Export Promotion in India.	BL2
8	Summarize the Export Promotion Measures.	BL2
9	Is Human Resource Management important in global business? State in your own words some reasonable examples.	BL2
10	COMPULSORY QUESTION: A CASE FOR “STRATEGIC” INTERVENTIONS As we see the economies of scale and imperfect competition gave rise to new arguments against free trade, i.e., strategic trade theory. The new arguments against free trade are strategic trade policy arguments and externalities. Though strategic trade policy arguments are entirely a new idea, externalities is an old idea given new force. According to strategic trade policy arguments, government intervention can tilt the terms of oligopolistic competition to shift excess returns from foreign firms to domestic firms.	BL5

The new trade policy theories have admitted the facts of increasing returns to scale and imperfect competition. Therefore, in a real-world with imperfect competition and increasing returns to scale, only lucky firms in some industries may be able to produce and as a result, earn returns higher than the opportunity cost of resources that they employ. This is possible when economies of scale are sufficiently large in some industries and there is room for only one profitable entrant, or in other words, if 2 firms enter into the market, they will both incur losses. In this context, the firm that manages to establish itself in the industry would earn super normal profits.

Strategic trade policy was one of the early applications of oligopoly theory in international economics. Formal treatment of oligopoly (and monopolistic competition) in international trade theory did not become well-established until the 1980's. Perhaps the first formal application was by Brander (1981) who explained intra-industry trade in identical commodities. In the light of the empirical importance of competition between large firms in world markets, introduction of oligopoly into international trade was a significant step forward in improving the relevance of international trade theory. Oligopoly turned out to be central to understanding and explaining a number of important phenomena that could not be understood in a perfectly competitive framework. In addition to strategic trade policy, these included intra-industry trade, intra-firm trade, multinational corporations and the role of economies of scale, R & D and technology transfer in international trade.

- a) How could you determine the new trade policy is going to benefit the firms? What conclusions can you draw.
- b) Try to analyze the present situational aspects and mention which market structure is performing well in the world?



ST. JOSEPH'S DEGREE & PG COLLEGE (AUTONOMOUS)

MBA II Year – III Semester (2019-21) Main Examinations, February - 2021

INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

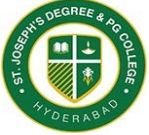
Programme:		MBA				Date:		05-02-2021	
Subject Code/Course code:		MBA2020-301				Duration:		2 Hours	
Subject Name/Course Name:		Investment Analysis & Portfolio Management				Max. Marks:		60 Marks	
Name of the Student:						Roll No:			
	Blooms Taxonomy Level	BL1	BL2	BL3	BL4	BL5	BL6		
		Remember	Understand	Apply	Analyze	Evaluate	Create		

SECTION – A

Answer any five questions including one compulsory question

(5Q*12 = 60 Marks)

Q. No.	QUESTION	Bloom's Level
1	Define Investment? What are the sources of Investment information?	BL1
2	Distinguish between Fundamental and Technical analysis? Write short notes on Efficient Market Hypothesis.	BL4
3	Explain Bond Price Theorems and Bond Yield Measurements.	BL5
4	A bond pays interest annually and sells for Rs.835/-. It has six years left to maturity and a par value of Rs.1,000/-. Determine coupon rate if its promised YTM (yield to maturity) is 12%?	BL5
5	Explain in detail various approaches to stock valuation.	BL2
6	Write about security market index. Explain about computational procedure of Nifty.	BL5
7	“CAPM can be used to evaluate the pricing of securities”, Discuss.	BL5
8	Explain the problems & prospects of Mutual Funds in India.	BL6
9	Explain about active and passive portfolio management strategies in detail.	BL4
10	<p>COMPULSORY QUESTION:</p> <p>Mr. Ashish Sharma is vice president of Nepal Metal Works Inc. The company is considering issuing bonds to satisfy part of its financing need for a new venture of Steel Plant, which is going to be launched in Mid-Western Region of Nepal. He knows that Nepalese Financial Market is sensitive to the price and terms and condition of bond issue. As a result of this fact he is reluctant to entertain with new issue. As a financial consultant, he is seeking your help on certain issues associated with bond contract features, price and yields. You are required to explain the following issues on behalf of Mr. Sharma.</p> <ol style="list-style-type: none"> What are the key features of a bond? What are call provisions and sinking fund provisions? Do these provisions make bonds more or less risky? How is the value of a bond determined? What is the value of a 10-year, Rs 1,000 par value bond with a 10 percent annual coupon if its required rate of return is 10 percent? What would be the value of the bond described in part 'c' if, just after it had been issued, the expected inflation rate rose by 3 percentage points, causing investors to require a 13 percent return? Would we now have a discount or a premium bond? 	BL5



ST. JOSEPH'S DEGREE & PG COLLEGE (AUTONOMOUS)

MBA II Year – III Semester (2019-21) Main Examinations, February - 2021

LEADERSHIP & CHANGE MANAGEMENT

Programme:		MBA				Date:		12-02-2021	
Subject Code/Course code:		MBA2020-306				Duration:		2 Hours	
Subject Name/Course Name:		Leadership & Change Management				Max. Marks:		60 Marks	
Name of the Student:						Roll No:			
Blooms Taxonomy Level	BL1	BL2	BL3	BL4	BL5	BL6			
	Remember	Understand	Apply	Analyze	Evaluate	Create			

Q. No.	SECTION – A (60 Marks) Answer any Five Questions (5 Q * 12 = 60 Marks)	Bloom's Level
1	Define Leadership. Explain its nature and importance.	BL1
2	State Leader – Member Exchange theory. Explain the strengths and criticism of LMX theory.	BL1
3	What is ethical Leadership? Point out its principles with suitable examples	BL4
4	Discuss leadership development programmes? Explain how to evaluate leadership development programmes?	BL2
5	Explain different leadership challenges in change management?	BL4
6	Describe about organizational change in India and how to manage organizational change effectively.	BL2
7	Explain Kurt Lewin's theory in detail.	BL4
8	Define Resistance to change and Explain how to overcome resistance to change?	BL1
9	Elaborate on different Challenges in leading for creativity and innovation.	BL6
10	<p>COMPULSORY QUESTION: It's been 6 months since Kolab was hired to lead a large, nonprofit organization called, International Education Center (IEC), which provides international education and information to the citizens of a Midwestern state. The organization provides opportunities for individuals to learn about different cultures and to gain an understanding about their role as citizens of the world. It does this by connecting the people of the state with visitors from all over the world in order to meet and learn from one another.</p> <p>Prior to the job at the IEC, Kolab directed national programming and services for the Office of Refugee Resettlement (ORR) in Washington, D.C. Before her job at the ORR, she worked for an international relief agency and traveled extensively throughout Southeast Asia and Africa, working in the organization's field offices, managing its daily operations. Kolab, born in Cambodia, fled with her parents to the United States as refugees during the regime of Pol Pot and the Khmer Rouge (the followers of the Communist Party who ruled Cambodia from the 1975-1979). Her experiences growing up as a refugee fuel her motivation and passion for international work. It also shaped her expectations and working style. She is known to her colleagues as a "go-getter" and a "high performer."</p>	BL6

The board of trustees thought Kolab's international experiences and goal-oriented, achievement-focused attitude was just what they needed to expand the organization on a national level. The previous president, Hanh, did not have the strategic thinking and vision to move IEC, even though she was very effective at building relationships throughout the state. After 10 years with IEC, Hanh decided to step down from her leadership role. This gave the board of directors an opportunity to hire someone like Kolab who can challenge employees and push the organization to reach its financial and fundraising goals.

Since Kolab's hire, employee productivity and motivation has decreased. Staff used to enjoy coming to work, talking with one another, and planning programs and services for the community. Now they come to work because "we need a paycheck," and they accomplish their tasks because "Kolab told me to do so." There is no enthusiasm for the mission of the organization and the vision for the new work that Kolab and the directors created in a strategic planning meeting. A couple of times, when Kolab passed employee cubicles, she heard comments like, "She works us all like we don't have a personal life," "She's so impersonable," "I miss just chatting with people," and "Hanh was never like this. She always made time to talk to us."

Just last week, Kolab had a staff meeting, and the majority of staff sauntered in late. Throughout the meeting, they gave her blank stares, and, as soon as the meeting was over, they quickly left. Kolab is tired of the staff attitudes and behaviors. "The culture of this organization can't operate the way it used to. I am determined to change it," she thinks to herself.

1. How does Kolab's self-concept influence her ability to lead?
2. What cultural value dimensions does the organization operate under? What about Kolab?
3. What cultural intelligence strategies do you recommend for Kolab and her employees?



ST. JOSEPH'S DEGREE & PG COLLEGE (AUTONOMOUS)

MBA II Year – III Semester (2019-21) Main Examinations, February - 2021

MARKETING COMMUNICATION & DISTRIBUTION MANAGEMENT

Programme:		MBA				Date:	17-02-2021	
Subject Code/Course code:		MBA2020-308				Duration:	2 Hours	
Subject Name/Course Name:		Marketing Communication & Distribution Management				Max. Marks:	60 Marks	
Name of the Student:						Roll No:		
	Blooms Taxonomy Level	BL1	BL2	BL3	BL4	BL5	BL6	
		Remember	Understand	Apply	Analyze	Evaluate	Create	

Q. No.	SECTION – A (60 Marks) Answer any Five Questions (5 Q * 12 = 60 Marks)	Bloom's Level
1	Define marketing communication and explain the basic model of communication process	BL1
2	As a marketing manager, how do you use communication channels in launching new brand of electrical bikes in Rural Area?	BL5
3	Explain the personal selling process and various approaches in it.	BL2
4	If you are a marketing manager for recommending sales promotion plan for launching of a new brand of cosmetic product in retails, what promotional tools would you consider?	BL6
5	Name and describe the types of trade sales promotions.	BL1
6	As a marketing manager, construct a sales promotion strategy in expanding supermarkets in rural areas?	BL5
7	Effective supply chain system will support effective distribution of Cargo business. Evaluate.	BL3
8	What factors does a cosmetics company need to consider when designing its marketing channels for a new low-price line of cosmetics?	BL6
9	Explain the various new techniques of managing distribution of FMCG products.	BL4
10	<p>COMPULSORY QUESTION: Integrated Components Used: The integrated components used by Coca Cola employed a mass media methodology which included television advertising, print media and banner ads. The approach utilized a marketing mix of advertising, direct marketing, as well as Web based interactive and social media marketing and sales promotion.</p> <p>Coca Cola advertising has historically been among the most prolific in marketing history. The various ad campaigns throughout the company's one hundred twenty-nine-year history have often had a major impact on culture and society, including a hit song which received airplay on popular radio stations in 1971. The logo and bottle designs are immediately recognizable throughout the world, and are integral to the brand's image and recognition in the marketplace (Wikipedia, 2015). In the southern U.S. the beverage is so pervasive that all soft drinks, typically referred to variously as soda, pop, or soda pop, are called Coke (McConchie, 2015). Coca Cola has repeatedly been ranked as the number one soft drink in the world as a direct result of their aggressive advertising campaigns, and was even the first soft drink consumed by astronauts in space (Hartlaub, 2015).</p>	BL5

Direct marketing efforts by Coca Cola are myriad. The devices operated incorporate vendor company partnerships designed for exclusivity, i.e. restaurants and movie theatres only offering Coke products, eliminating any direct competition. They sponsor sporting events via use of the company, e.g. baseball fields, again offering attendant consumers the brand's products solely. This allows for one-to-one sales to important clients in especially reserved seating areas. Mobile marketing endeavors send out text messages in an attempt to personalize promotions, and viral marketing exertions rely heavily on word-of-mouth communication from brand loyalists (Wilkin, 2009).

Web based and social media marketing campaigns constitute industry benchmarks. Because the brand is so universally recognized throughout the world, little if any audience building is necessary. Fans number over eighty six million across social media channels engaged by the brand. Differing tactics are provided on individual social networking sites, yet a consistently unified message is upheld. Crowd-sourced content as well as direct engagement are hallmarks of Coca Cola's social media marketing (Shively, 2014). Web based interactive marketing is focused on design and functionality, relying on banners, video and public relations. New products, online games, and social, cultural and sporting events are the focus of the Coca Cola Website content (Darakeva, 2013). Coca Cola's commitment to a campaign of audience engagement throughout their online marketing crusades is well recognized.

Sales promotion for Coca Cola is aimed at two strategies, retail and food service. Retail efforts are directed toward company partnerships, direct store delivery and point-of-sale (POS) techniques. Reliance on exclusive company partnerships wherein restaurants only offer Coke products eliminates competition. Direct store delivery is a crucial link in the value chain, and offers mobile advertising with bright red delivery trucks emblazoned with the brand logo. POS displays include brand specific coolers for in-store sales along with vending machines which carry Coke products. Food service activities emphasize Coke products in food pairings, menu optimization, and specialty beverages. Meals comprised of convenience foods such as hamburgers, hot dogs, French fries, etc., are often supplemented by the suggestion of Coke products for accompaniment. Such foods may be combined with Coca Cola brand drinks for menu optimization, which may include specialty beverages such as Diet Coke, Cherry Coke, and others (Coke Solutions, 2014).

1. Evaluate the success of (point of sales) POS technique used for sales promotions of retail and food services of Coca Cola?
2. Interpret how Coca-Cola is effectively handling its social media marketing campaigns?



ST. JOSEPH'S DEGREE & PG COLLEGE (AUTONOMOUS)

MBA II Year – III Semester (2019-21) Main Examinations, February - 2021

MATERIALS MANAGEMENT

Programme:		MBA			Date:		19-02-2021		
Subject Code/Course code:		MBA2020-309			Duration:		2 Hours		
Subject Name/Course Name:		Materials Management			Max. Marks:		60 Marks		
Name of the Student:					Roll No:				
	Blooms Taxonomy Level	BL1	BL2	BL3	BL4	BL5	BL6		
		Remember	Understand	Apply	Analyze	Evaluate	Create		

Q. No.	SECTION – A (60 Marks) Answer any Five Questions (5 Q * 12 = 60 Marks)	Bloom's Level
1	Define Materials Management. Explain the objectives of materials management.	BL2
2	Analyze the importance of system approach of materials management.	BL4
3	What is the importance of forecasting in material management?	BL1
4	Explain the free control system and justify how it ensures free movement of material and product delivery.	BL6
5	What are the fundamental objectives of purchasing? Discuss how these objectives can be achieved.	BL2
6	What is price determination? How is a right price determined for different quality of material?	BL5
7	What are the various types of inspection? Recommend the type of inspection for FMCG Goods.	BL5
8	What is Letter of Credit? Determine how it facilitates the business.	BL5
9	Evaluate the Government purchasing policy and procedures.	BL5
10	<p>COMPULSORY QUESTION:</p> <p>Sunita Menon was sitting at her desk considering a perplexing problem. She was supposed to meet with Shirish Ratnaparkhi, her operations manager at A-CAT Corp., and discuss her ideas for curbing production costs. As a post-graduate of an inventory management course, Menon had thought of many avenues to cut costs. June 10, 2011 was her first general meeting since she had joined the company 12 days earlier. For five days, she had been crunching numbers, trying to find some new way through the techniques she had learned at business school. Though the task at hand had seemed very simple to her when it was assigned, it was only during these last few days that she had come to understand the real implications of various trade-offs. Menon now worried that this seemingly straightforward task could result in significant profit or loss for A-CAT Corp.</p> <p>Company Background: A-CAT Corp. (A-CAT) was a mid-sized manufacturer and distributor of domestic electrical appliances, catering primarily to the price-sensitive rural population in India. The firm operated two medium-sized facilities in a remote district in Vidarbha, a relatively undeveloped region in Maharashtra, one of India's most progressive states. Rather than compete with large-scale operations prevalent in the industry, A-CAT preferred to focus on the rural segment. Management believed there was more scope for success within this segment of the market and in the past, this belief had been proven right. A-CAT's manufacturing units had been in operation since 1986. Currently, the company had annual sales of Rs6,000,000 US\$120,000 and had about 35 employees.</p> <p>A-CAT manufactured a wide range of electrical appliances for household use, including television signal boosters, transformers, FM radio kits, electronic ballasts, battery chargers,</p>	BL5

voltage regulators, etc. The company's broad range of products catered to rural, low-income customers in and around the district.

Background of the Problem: Menon was assigned the task of preparing the operating plan for the next eight weeks for the product P0110, which was a regular order. P0110 was an assembly of two P0X units and two P0Y units. Each P0X unit required four P1X1 units and three P1X2 units. The final product had a unit price of Rs200. When Menon checked the store inventory, she found 240 P0110 units already in stock. The requirement for the first week was just 400 units, which was easily manageable based on current stock. However, the basic problem Menon faced was not deciding how much to produce to be able to meet the requirements, but deciding how to produce economically, taking into account the forecasted demand of the product. Menon knew that in order to decide, she would have to depend on some techniques and systems that she had learned as a business student.

Material Requirements Planning: The primary goal of the material requirements planning (MRP) system was to develop a detailed time-phased plan for when to place purchasing orders for raw materials and to determine how much material to order. The system's effectiveness depended on the inventory position and policies, the bill of materials and the demand requirements for finished goods and components.

Bill of Materials Menon prepared the bill of materials, which was a relatively simple task as there were only two components in level one and two more in level two. The final product at the top of the structure is always leveled zero.

Product Structure Diagram: To better explain the product structure diagram she had created, Menon included the levels zero, one and two to indicate the three stages involved in manufacturing P0110: the product assembly department, the sub-assembly section and the machine shop

Master Schedule: After clearly outlining the product cost structure, the next job at hand for Menon was to prepare the master schedule. This schedule would indicate the number of P0110 units required to be assembled for the next eight weeks. By following the pattern set in earlier master schedules and studying market demand forecasts in detail, Menon was able to finalize a master schedule.

On Hand Inventory: A-CAT had witnessed a significant decrease in sales owing to a number of factors that had occurred just before Menon joined the company. This was reflected in higher-than-normal levels of on-hand inventory. As a student of inventory management, Menon was able to relate this element of the problem. She decided to align the on-hand inventory with the demand forecast and develop the method needed to optimize production.

Costs Associated: With very little time at her disposal, Menon could not calculate the optimum carrying or set-up costs. She instead went to the accounts department and collected records of the current inventory carrying and set-up costs.

Dilemma: After collecting all the necessary data and working on the task for five days, Menon reached different solutions by applying different techniques. For every lot-sizing technique that she applied, she reached a different answer. Finally, she decided to send all of her work to a colleague who was skilled in operations management; Menon was now waiting desperately for his call before she received the receptionist's nod to enter the boardroom for her meeting with her operations manager.

a) What are the techniques adopted to control costs and also handle inventory?

b) Suggest two techniques for demand forecasting and method to optimize production.



ST. JOSEPH'S DEGREE & PG COLLEGE (AUTONOMOUS)

MBA II Year – III Semester (2019-21) Main Examinations, February - 2021

ORGANIZATION DEVELOPMENT

Programme:		MBA				Date:		10-02-2021	
Subject Code/Course code:		MBA2020-305				Duration:		2 Hours	
Subject Name/Course Name:		Organization Development				Max. Marks:		60 Marks	
Name of the Student:						Roll No:			
	Blooms Taxonomy Level	BL1	BL2	BL3	BL4	BL5	BL6		
		Remember	Understand	Apply	Analyze	Evaluate	Create		

	SECTION – A (60 Marks)	Bloom's Level
	Answer any Five Questions (5 Q * 12 = 60 Marks)	
1	OD is both a field of applied science and scientific study and inquiry. Explain with suitable examples.	BL2
2	Explain the relevance of Laboratory Training for Millennials.	BL4
3	Explain the Six Box Model with relevance to changing environment.	BL4
4	Relate Lewin's Change Model to the COVID pandemic and relate the importance of change management.	BL 5
5	Explain Role Negotiation Technique (RNT) as one of the OD interventions.	BL2
6	Explain Force Field Analysis. What strategies would you adopt to overcome the restraining forces?	BL5
7	What is meant by Quality Circles? Explain the role of Quality Circles in Organizational Development.	BL5
8	Explain the role of Organizational Culture in Organizational Transformation.	BL5
9	What are the conditions for optimal success of Organizational Development? Explain.	BL5
10	<p>COMPULSORY QUESTION:</p> <p>Case Study on Team Dynamics at Suvasi Textiles:</p> <p>Right from inception, Suvasi Textiles had specialised in traditional Indian garments and had built a good reputation for quality and ethical business practices. It could charge a premium for its products and grow the business profitably. As the Indian economy liberalized in the 1990s, the garment industry underwent an upheaval led by the opening up of new export markets and availability of new technologies. The more aggressive players embraced these changes and quickly outgrew their competition. Suvasi Textiles adopted a conservative approach and largely confined itself to their traditional markets and conventional technologies. But opening up of the country also led to changes in consumer preferences and tastes. Over time Suvasi Textiles found that it was not immune to the shifting competitive landscape. By the time Preeti joined the firm, Suvasi Textiles' product range was no longer in customer favour and this had led to significant erosion of pricing power.</p> <p>After an initial on boarding phase, Preeti focused on increasing the efficiency and productivity of the firm. While her suggestions involving minor changes were appreciated</p>	BL 5

by the elders, she felt discouraged when she proposed a largely divergent action plan. Ashok pointed out frequently to her that while the firm might not have grown as fast as some of their competitors, they had managed to remain a profitable going concern unlike some of their contemporaries who had taken on large risks and failed. He attributed their survival to their cautions and conservative business practices and to not taking undue risks. He was also proud of the reputation of Suvasi Textiles held in the market, especially the respect of the company commanded amongst its peers for its integrity and fair practices.

Preeti was not disheartened by the resistance and continued to make new plans in an attempt to course-correct the business. She had been reaching out to foreign clients for the past one year. Recently a batch mate from her management school had introduced her to an overseas customer. The prospective customer, a large buyer for international fashion brands, was impressed with the quality and finish of the samples provided by Preeti. The customer indicated their interest to give a small initial order which could be followed by larger orders. But catering to this order involved substantial capital outlay for procuring new machineries and technologies. The payment terms were not very favourable and asked for significant addition to working capital apart from taking on a credit risk. Moreover, the limited operational capabilities of Suvasi Textiles meant that it would have to divert significant resources from its existing production to fulfill this order. It was also probable that some employees would have to be laid off and newer people with more relevant skills would have to be hired. Despite these concerns, Preeti was hopeful that fulfilling this order would set the company on a new path of aggressive growth fueled by new technologies and markets.

Preeti had informed the management team about this order during their last weekly meeting. As she feared, the discussion did not go well. While Vikram, her father, was encouraging and enthusiastic about exploring the new option, Sanjay was vocal with his discomfort around the risks involved, the financial risks. He was of the opinion that any loss from this order could have a crippling effect on the stability of the firm. Ashok, who looked skeptical throughout, put an end to the discussion by firmly rejecting the order and also gave an earful to Preeti for being callous with the legacy of the firm and its survival. Preeti had hoped to get some support from Rahul but he seemed distracted and did not pitch in favour of either side. Geeta was not present at the meeting.

Frustrated by the overall apathetic response, Preeti decided to come up with an alternate plan for the next meeting. However, the challenge was that given the diverse personalities involved, she would have to take into consideration the personality profiles of all team members in order to influence them and get their consent for the potential order.

1. Highlight the impact of the dynamics on team effectiveness, conflict negotiation, response to change and stress management.



ST. JOSEPH'S DEGREE & PG COLLEGE (AUTONOMOUS)

A II Year – III Semester (2019-21) Main Examinations, February - 2021

PRODUCT & BRAND MANAGEMENT

Programme:		MBA				Date:		15-02-2021	
Subject Code/Course code:		MBA2020-307				Duration:		2 Hours	
Subject Name/Course Name:		Product & Brand Management				Max. Marks:		60 Marks	
Name of the Student:						Roll No:			
Blooms Taxonomy Level	BL1	BL2	BL3	BL4	BL5	BL6			
	Remember	Understand	Apply	Analyze	Evaluate	Create			

Q. No.	SECTION – A (60 Marks) Answer any Five Questions (5 Q * 12 = 60 Marks)	Bloom's Level
1	Illustrate Product Mix & Line with suitable examples.	BL2
2	A Product manager connects business strategy, design knowledge and customer needs” – Justify.	BL5
3	Define Diversification & Explain diversification strategies.	BL2
4	Innovation is essential throughout the NPD process – Elaborate.	BL6
5	Explain the Diffusion & Adoption models step wise.	BL2
6	List out various tests in product launching.	BL4
7	“Branding is the marketing practice of actively shaping your brand” – Demonstrate.	BL2
8	Analyze the importance and objectives of Brand Licensing & Franchising.	BL4
9	Define Brand Audit and elaborate branding in Retail Business with examples.	BL6
10	<p>COMPULSORY QUESTION:</p> <p>Is Vistara suffering from insufficient or lackluster branding efforts? -May be in march interview Vistara's chief commercial officer Giam Ming Toh had said the airline launched a marketing campaign in the online, radio, print and outdoor spaces. The airline was also looking at “fly and stay” tie-ups with Tata run Taj hotels Resorts and Palaces. But that may not be enough. “There is definitely more to be done on the premium economy and vistara's loyalty programme. You will see more action there”-O&M Delhi works on vistara's account.</p> <p>Q. “Vistara needs to work much on its branding and pricing” – Recommend.</p>	BL5



ST. JOSEPH'S DEGREE & PG COLLEGE (AUTONOMOUS)

MBA II Year – III Semester (2019-21) Main Examinations, February - 2021

TOTAL QUALITY MANAGEMENT

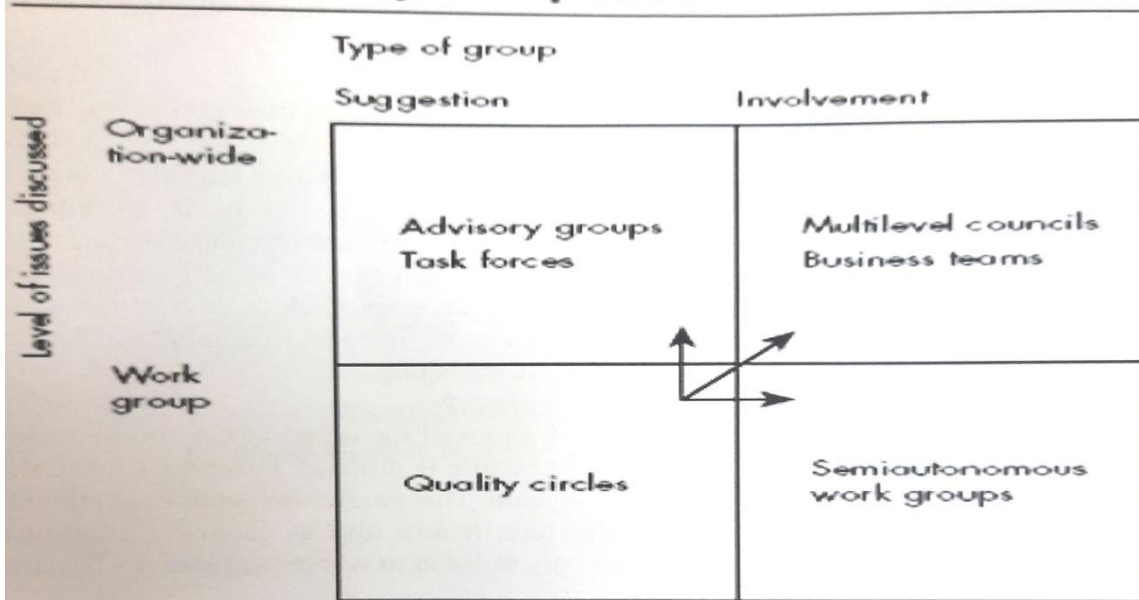
Programme:		MBA			Date:		22-02-2021	
Subject Code/Course code:		MBA2020-310			Duration:		2 Hours	
Subject Name/Course Name:		Total Quality Management			Max. Marks:		60 Marks	
Name of the Student:					Roll No:			
Blooms Taxonomy Level	BL1	BL2	BL3	BL4	BL5	BL6		
	Remember	Understand	Apply	Analyze	Evaluate	Create		

Q. No.	SECTION – A (60 Marks) Answer any Five Questions (5 Q * 12 = 60 Marks)	Bloom's Level
1	Explain the difference between Manufacturing and Service Organizations and their implications for quality.	BL2
2	Discuss the implications of the Malcolm Baldrige criteria for E-Commerce. What are the specific challenges that E-Commerce companies face within each category of the criteria?	BL6
3	Explain the purpose of Seven (7) management and planning tools.	BL4
4	The Kaizen philosophy seeks to encourage suggestions, not to find excuses for failing to improve. Think of at least 5 excuses why people don't try to improve?	BL4
5	Explain the benefits of the quality function deployment approach. How does it help organizations to design better products and services?	BL2
6	Define Benchmarking. Explain the different types of Benchmarking.	BL5
7	Discuss about DMAIC.	BL6
8	Explain how Six Sigma can compliment lean thinking.	BL4
9	What are different service quality models? Explain.	BL2
10	<p>COMPULSORY QUESTION: Quality Circles After the Fad: The widespread adoption of quality circles (QCs) and other group suggestion programs has changed this in many companies. Although QC programs are relatively new in the United States, we have studied their effects in a range of situations.</p> <p>The Quality Circle Phenomenon: Nevertheless, what goes on across organizations is similar enough to allow us to speak with some confidence about how management usually operates quality circles.</p> <p>What is a Quality Circle? A quality circle is a group of employees that meets regularly to solve problems affecting its work area. Generally, 6 to 12 volunteers from the same work area make up the circle. The members receive...</p> <p>In Japan all company employees usually receive a financial bonus for the performance of the organization. The problem-solving groups that work in conjunction with the Scanlon Plan differ in some important ways from the typical quality circle. The groups often have the authority to make and implement decisions that affect their work area only.</p> <p>Developing a QC Program: Like virtually any planned organizational change effort, quality circles go through a series of stages in their growth. Each phase contains its own key activities as well as its own threats to the program (see exhibit 1). The time it takes to go through each phase varies, but almost without exception every QC program we studied that survives the threats of the first stage moves into the second stage, and so forth. They rarely skip stages or become stuck at one or another.</p>	BL5

Exhibit I Phases of a circle's life

Phase	Activity	Destructive forces
Start-up	Publicize Obtain funds and volunteers Train	Low volunteer rate Inadequate funding Inability to learn group-process and problem-solving skills
Initial problem solving	Identify and solve problems	Disagreement on problems Lack of knowledge of operations
Approval of initial suggestions	Present and have initial suggestions accepted	Resistance by staff groups and middle management Poor presentation and suggestions because of limited knowledge
Implementation	Relevant groups act on suggestions	Prohibitive costs Resistance by groups that must implement
Expansion of problem solving	Form new groups Old groups continue	Member-nonmember conflict Raised aspirations Lack of problems Expense of parallel organization Savings not realized Rewards wanted
Decline	Fewer groups meet	Cynicism about program Burnout

Exhibit II Moving circles to other forms of participation



Questions:

1. What are the phases of implementing the QCs as mentioned in the case?
2. How do you move circles to other forms of participation?
