

ST. JOSEPH'S DEGREE & PG COLLEGE

AUTONOMOUS COLLEGE – AFFILIATED TO OU

DEPARTMENT OF BUSINESS MANAGEMENT

MBA II Year III Semester Internal – II Assessment Test

DATA ANALYTICS USING SPSS

DECEMBER 2020

Programme:		MBA		Date:		14-12-2020	
Subject Code/Course Code:		MBA 2020-302		Duration:		1 Hr 30 Mins.	
Subject Name/Course Name:		Data Analytics using SPSS		Max. Marks:		30 Marks	
Name of the Student:				Roll No:		121419672_____	
Blooms Taxonomy Level	BL1	BL2	BL3	BL4	BL5	BL6	
	Remember	Understand	Apply	Analyze	Evaluate	Create	

SECTION –A

Answer all questions

(5Q x 3 marks = 15 marks)

Q. NO		Bloom's Taxonomy																																																																																																																						
1	<p>Interpret the KMO Test from the following Output:</p> <table><tr><td colspan="4">KMO and Bartlett's Test</td></tr><tr><td>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</td><td></td><td>.879</td><td></td></tr><tr><td>Bartlett's Test of Sphericity</td><td>Approx. Chi-Square</td><td>563.252</td><td></td></tr><tr><td></td><td>Df</td><td>55</td><td></td></tr><tr><td></td><td>Sig.</td><td>.000</td><td></td></tr></table>	KMO and Bartlett's Test				Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.879		Bartlett's Test of Sphericity	Approx. Chi-Square	563.252			Df	55			Sig.	.000		BL2																																																																																																		
KMO and Bartlett's Test																																																																																																																								
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.879																																																																																																																						
Bartlett's Test of Sphericity	Approx. Chi-Square	563.252																																																																																																																						
	Df	55																																																																																																																						
	Sig.	.000																																																																																																																						
2	Write down the steps involved in Applying t-test for one Sample using SPSS.	BL2																																																																																																																						
3	Write down the steps involved in finding the Correlation Coefficient between two variables (x and y) using SPSS.	BL2																																																																																																																						
4	Give the step-by-step procedure of applying Standard Multiple Regression using SPSS.	BL2																																																																																																																						
5	<p>The following is the SPSS Output for Chi-Square Test. Write down the Null and Alternate Hypotheses for the given situation and interpret the results based on the p-significant value of "Pearson Chi-Square".</p> <table><tr><th colspan="7">Age of the Respondent * Marital Status Cross tabulation</th></tr><tr><th colspan="7">Count</th></tr><tr><th colspan="2" rowspan="2"></th><th colspan="4">Marital Status</th><th rowspan="2">Total</th></tr><tr><th>Unmarried</th><th>Married</th><th>Divorced/ Separated</th><th>Prefer Not to Say</th></tr><tr><th rowspan="6">Age of the Respondent</th><th>Up to 20 years</th><td>240</td><td>30</td><td>0</td><td>0</td><td>270</td></tr><tr><th>21-30 years</th><td>13</td><td>311</td><td>3</td><td>2</td><td>329</td></tr><tr><th>31-40 years</th><td>9</td><td>247</td><td>2</td><td>7</td><td>265</td></tr><tr><th>41-50 years</th><td>3</td><td>47</td><td>0</td><td>0</td><td>50</td></tr><tr><th>51-60 years</th><td>3</td><td>75</td><td>0</td><td>0</td><td>78</td></tr><tr><th>61 years and above</th><td>0</td><td>8</td><td>0</td><td>0</td><td>8</td></tr><tr><th colspan="2">Total</th><td>268</td><td>718</td><td>5</td><td>9</td><td>1000</td></tr><tr><th colspan="7">Chi-Square Tests</th></tr><tr><th colspan="2"></th><th>Value</th><th>df</th><th colspan="3">Asymptotic Significance (2-sided)</th></tr><tr><td colspan="2">Pearson Chi-Square</td><td>738.415^a</td><td>15</td><td colspan="3">.000</td></tr><tr><td colspan="2">Likelihood Ratio</td><td>749.134</td><td>15</td><td colspan="3">.000</td></tr><tr><td colspan="2">Linear-by-Linear Association</td><td>287.185</td><td>1</td><td colspan="3">.000</td></tr><tr><td colspan="2">N of Valid Cases</td><td>1000</td><td></td><td colspan="3"></td></tr><tr><td colspan="7">a. 13 cells (54.2%) have expected count less than 5. The minimum expected count is .04.</td></tr></table>	Age of the Respondent * Marital Status Cross tabulation							Count									Marital Status				Total	Unmarried	Married	Divorced/ Separated	Prefer Not to Say	Age of the Respondent	Up to 20 years	240	30	0	0	270	21-30 years	13	311	3	2	329	31-40 years	9	247	2	7	265	41-50 years	3	47	0	0	50	51-60 years	3	75	0	0	78	61 years and above	0	8	0	0	8	Total		268	718	5	9	1000	Chi-Square Tests									Value	df	Asymptotic Significance (2-sided)			Pearson Chi-Square		738.415^a	15	.000			Likelihood Ratio		749.134	15	.000			Linear-by-Linear Association		287.185	1	.000			N of Valid Cases		1000					a. 13 cells (54.2%) have expected count less than 5. The minimum expected count is .04.							BL2
Age of the Respondent * Marital Status Cross tabulation																																																																																																																								
Count																																																																																																																								
		Marital Status				Total																																																																																																																		
		Unmarried	Married	Divorced/ Separated	Prefer Not to Say																																																																																																																			
Age of the Respondent	Up to 20 years	240	30	0	0	270																																																																																																																		
	21-30 years	13	311	3	2	329																																																																																																																		
	31-40 years	9	247	2	7	265																																																																																																																		
	41-50 years	3	47	0	0	50																																																																																																																		
	51-60 years	3	75	0	0	78																																																																																																																		
	61 years and above	0	8	0	0	8																																																																																																																		
Total		268	718	5	9	1000																																																																																																																		
Chi-Square Tests																																																																																																																								
		Value	df	Asymptotic Significance (2-sided)																																																																																																																				
Pearson Chi-Square		738.415^a	15	.000																																																																																																																				
Likelihood Ratio		749.134	15	.000																																																																																																																				
Linear-by-Linear Association		287.185	1	.000																																																																																																																				
N of Valid Cases		1000																																																																																																																						
a. 13 cells (54.2%) have expected count less than 5. The minimum expected count is .04.																																																																																																																								

SECTION –B

Answer all questions

(2Q X 5 Marks= 10 Marks)

6. a.	<p>The following the Rotated Component Matrix Output obtained by applying Factor Analysis to reduce the data variables. From the below table, answer the following:</p> <ol style="list-style-type: none"> How much number of factors was obtained after applying Factor Analysis? Categorize the variables that are associated with each factor or component (based on the component value shown in the table) separately. <table border="1"> <thead> <tr> <th colspan="4">Rotated Component Matrix^a</th> </tr> <tr> <th></th><th colspan="3">Component</th> </tr> <tr> <th></th><th>1</th><th>2</th><th>3</th> </tr> </thead> <tbody> <tr> <td>Finding products on the website</td><td>.186</td><td>.746</td><td>.299</td> </tr> <tr> <td>Purchasing products on the website</td><td>.380</td><td>.687</td><td>.268</td> </tr> <tr> <td>Promotions on the website</td><td>.313</td><td>.826</td><td>.021</td> </tr> <tr> <td>Layout of the website</td><td>.162</td><td>.774</td><td>.349</td> </tr> <tr> <td>Delivery options available i.e. Express, Standard, Guaranteed, Pick up</td><td>.261</td><td>.442</td><td>.596</td> </tr> <tr> <td>Delivery Tracking</td><td>.220</td><td>.186</td><td>.831</td> </tr> <tr> <td>Delivery Prices</td><td>.213</td><td>.201</td><td>.763</td> </tr> <tr> <td>Shoes</td><td>.722</td><td>.118</td><td>.371</td> </tr> <tr> <td>Clothing</td><td>.785</td><td>.201</td><td>.206</td> </tr> <tr> <td>Fitness Accessories</td><td>.663</td><td>.392</td><td>.216</td> </tr> <tr> <td>Customize-able Products</td><td>.665</td><td>.375</td><td>.148</td> </tr> <tr> <td>Quality</td><td>.787</td><td>.207</td><td>.132</td> </tr> <tr> <td>Price</td><td>.369</td><td>.484</td><td>.409</td> </tr> </tbody> </table> <p>Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 5 iterations.</p>	Rotated Component Matrix ^a					Component				1	2	3	Finding products on the website	.186	.746	.299	Purchasing products on the website	.380	.687	.268	Promotions on the website	.313	.826	.021	Layout of the website	.162	.774	.349	Delivery options available i.e. Express, Standard, Guaranteed, Pick up	.261	.442	.596	Delivery Tracking	.220	.186	.831	Delivery Prices	.213	.201	.763	Shoes	.722	.118	.371	Clothing	.785	.201	.206	Fitness Accessories	.663	.392	.216	Customize-able Products	.665	.375	.148	Quality	.787	.207	.132	Price	.369	.484	.409	BL5
Rotated Component Matrix ^a																																																																		
	Component																																																																	
	1	2	3																																																															
Finding products on the website	.186	.746	.299																																																															
Purchasing products on the website	.380	.687	.268																																																															
Promotions on the website	.313	.826	.021																																																															
Layout of the website	.162	.774	.349																																																															
Delivery options available i.e. Express, Standard, Guaranteed, Pick up	.261	.442	.596																																																															
Delivery Tracking	.220	.186	.831																																																															
Delivery Prices	.213	.201	.763																																																															
Shoes	.722	.118	.371																																																															
Clothing	.785	.201	.206																																																															
Fitness Accessories	.663	.392	.216																																																															
Customize-able Products	.665	.375	.148																																																															
Quality	.787	.207	.132																																																															
Price	.369	.484	.409																																																															
b.	<p style="text-align: center;">OR</p> <p>Explain the procedure of Factor Analysis in SPSS along with the assumptions.</p>	BL3																																																																

7. a. By considering the following SPSS Output of Correlation Coefficient, construct the hypotheses to measure the relationship between the two variables “General Purchase Pattern and Role of Promotion”. Also, write appropriate interpretation for the results obtained in the output.

Correlations			
		General Purchase Pattern	Role of Promotion
General Purchase Pattern	Pearson Correlation	1	.527**
	Sig. (2-tailed)		.000
	N	1000	1000
Role of Promotion	Pearson Correlation	.527**	1
	Sig. (2-tailed)	.000	
	N	1000	1000

** . Correlation is significant at the 0.01 level (2-tailed).

BL5

- b. The following SPSS output exhibits the results of Regression Analysis to measure the impact of “role of promotion” on “General Purchase Pattern”. Construct the Null and Alternate Hypotheses for the following example and write the step-by-step procedure for applying Regression Analysis. And write the interpretation for the following results.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.277	.277	4.97250

a. Predictors: (Constant), Role of Promotion

BL5

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-20.429	2.733		.000
	Role of Promotion	1.898	.097	.527	.000

a. Dependent Variable: General Purchase Pattern

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-5)

(1Q X 5 Marks = 5 Marks)

8. a. A t-test for independent samples was conducted to measure the significant differences among satisfaction levels of male and female respondents on the quality of a product. The SPSS outputs mentioned below displays the statistical values of independent samples t-test. Write down the procedure of “t-test for two independent samples and interpret the following results.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
How satisfied were you with the quality?	Male	52	2.40	.975	.135
	Female	48	2.29	.898	.130

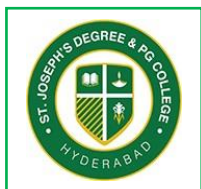
BL5

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
How satisfied were you with the quality?	Equal variances assumed	.547	.461	.597	98	.552	.112	.188	Lower	Upper
									-.261	.485

- b. ANOVA One-Way Classification has been applied on the primary data to measure the significant difference among the employees’ perceptions with respect to various age groups towards their stress causing through 2 different statements. Construct the two hypotheses for the two statements given in this example and write the steps involved in applying ANOVA using SPSS and interpret the results of each statement individually.

ANOVA ONE WAY							
		Sum of Squares	df	Mean Square	F	Sig.	
I have to do a lot of work in this job.	Between Groups	7.589	2	3.795	4.771	.009	
	Within Groups	152.698	192	.795			
	Total	160.287	194				
I meet the target set for me in my office with difficulty.	Between Groups	9.266	2	4.633	6.278	.002	
	Within Groups	141.688	192	.738			
	Total	150.954	194				

BL5



ST. JOSEPH'S DEGREE & PG COLLEGE

DEPARTMENT OF BUSINESS MANAGEMENT
AUTONOMOUS COLLEGE – AFFILIATED TO OU

MBA II Year III Semester Internal – II Assessment Test FINANCIAL SYSTEM & SERVICES DECEMBER 2020

Programme:	MBA	Date:	15-12-2020
Subject Code/Course Code:	MBA 2020-304	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Financial System & Services	Max. Marks:	30 Marks
Name of the Student:		Roll No:	121419672_____

Blooms Taxonomy Level	BL1 Remember	BL2 Understand	BL3 Apply	BL4 Analyze	BL5 Evaluate	BL6 Create
-----------------------	--------------	----------------	-----------	-------------	--------------	------------

SECTION –A

Answer all questions

(5Q x 3 marks = 15 marks)

Q.NO		Bloom's Taxonomy
1	Describe non-recourse factoring	BL2
2	Explain bill discounting	BL2
3	Define Venture capital as per SEBI	BL1
4	Briefly describe exit route strategies of Venture capitalist	BL2
5	What are Asset Based Securities (ABS)	BL2

SECTION –B

Answer all questions

(2Q X 5 Marks= 10 Marks)

6. a.	As a Factor, what functions you will have to perform to your clients through your factoring service.	BL3
	OR	
b.	As a customer, if you want to avail forfeiting service, how will assess the working of Forfeiting with its cost and benefits	BL3
7. a.	Let us assume that you a new entrepreneur, who needs to borrow Venture capital finance, how you will go through all the processes and procedures.	BL3
	OR	
b.	If you're a VC funder, how will you value your VC fund using various methods of valuation?	BL3

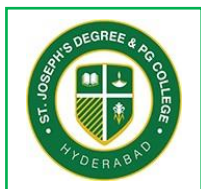
SECTION –C (CASE STUDY)

Compulsory Question- (Unit-5)

(1Q X 5 Marks = 5 Marks)

8. a.	<p>Starting with 100 million customers worldwide, and having achieved a billion by 2010, the group combined three brand names- Travellers, Salomon Smith Barney, and Citibank. With revenue of \$ 21.6 billion in 1997 in earnings, serving 98 countries, the group personalized various financial services and served customers from different modes of operating systems- front office, middle office and back office. The group also entered into new avenues of services like online banking, asset management, etc., because of its opportunities.</p> <p>Questions:</p> <p>I. As a customer, what can be your opinion on the services that the group offers, and its developments? (2)</p> <p>II. Could you describe the operating systems that the group follows? (2)</p> <p>III. What do you think that the varied services help the customers? (1)</p>	BL5
-------	--	-----

b.	<p style="text-align: center;">OR</p> <p>The silicon valley entrepreneurs were successful because of venture capitalists. However, the trend has changed that VCs are seen as bankers. It is a fact that venture capital plays a small role in funding innovation. However, VC plays important role in company's life when it begins to commercialize its innovation. VC is not long term money.</p> <p>I. VC fills the void between sources of funds for innovation- Argue (2)</p> <p>II. The VC avoids risks by coinvesting with other financial institutions- Explain. (2)</p> <p>III. It is believed that VCs returns are attractive. Could you substantiate? (1)</p>	BL5
----	---	-----



ST. JOSEPH'S DEGREE & PG COLLEGE

AUTONOMOUS COLLEGE – AFFILIATED TO OU

DEPARTMENT OF BUSINESS MANAGEMENT

MBA II Year III Semester Internal – II Assessment Test

GLOBAL BUSINESS

DECEMBER 2020

Programme:	MBA	Date:	14-12-2020
Subject Code/Course Code:	MBA 2020-301	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Global Business	Max. Marks:	30 Marks
Name of the Student:		Roll No:	121419672_____

Blooms Taxonomy Level	BL1 Remember	BL2 Understand	BL3 Apply	BL4 Analyze	BL5 Evaluate	BL6 Create
-----------------------	-----------------	-------------------	--------------	----------------	-----------------	---------------

SECTION –A

Answer all questions

(5Q x 3 marks = 15 marks)

Q.NO		Bloom's Taxonomy
1	What do you understand by the term Turnkey Project?	BL2
2	Explain the concept of Cost and Benefit Analysis in International Entry Strategies	BL2
3	List out objectives of MAI Scheme.	BL1
4	Write a brief notes India brand equity foundation	BL2
5	Explain the term KPO	BL2

SECTION –B

Answer all questions

(2Q X 5 Marks= 10 Marks)

6. a.	Evaluate various special entry strategies into international markets based on their advantages and limitations.	BL4
	OR	
b.	Elucidate on decision factors for choosing international entry strategy.	BL3
7. a.	Analyse the new FTP 2015-2020 with respect to its benefits to promote exports in India.	BL4
	OR	
b.	Compare ECGC and NEIA.	BL4

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-5)

(1Q X 5 Marks = 5 Marks)

8. a.	Analyse the various approaches for international Recruitment based on their advantages and disadvantages.	BL4
	OR	
b.	<p>Abstract of the case:</p> <p>The Walt Disney Company is a leading family entertainment and media enterprise with total assets of 81,241 million USD. Disney Studio has a global presence through its consumers' offerings namely movies, music and stage plays. During the last one and half decade, Walt Disney had made the successful acquisitions and alliances namely Pixar, Marvel, Playdoms and Lucas films. This diversification augmented the efficacy of Disney Studios. This case focuses on Walt Disney's acquisition strategy as means to maintain competition and to be creative in the industry.</p> <p>Question: Does Walt Disney have a successful corporate level strategy? Critically evaluate the decision.</p>	BL5



ST. JOSEPH'S DEGREE & PG COLLEGE

DEPARTMENT OF BUSINESS MANAGEMENT
AUTONOMOUS COLLEGE – AFFILIATED TO OU

MBA II Year III Semester Internal – II Assessment Test INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT DECEMBER 2020

Programme:	MBA	Date:	15-12-2020
Subject Code/Course Code:	MBA 2020-303	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Invest Analysis & Portfolio Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	121419672_____

Blooms Taxonomy Level	BL1 Remember	BL2 Understand	BL3 Apply	BL4 Analyze	BL5 Evaluate	BL6 Create
-----------------------	-----------------	-------------------	--------------	----------------	-----------------	---------------

SECTION –A

Answer all questions

(5Q x 3 marks = 15 marks)

Q.NO		Bloom's Taxonomy
1	Explain constant growth model of equity valuation.	BL2
2	An Investor holds shares of TVS the price at the end of the yr is 350/- and expected dividend is Rs.7 with cost of capital is 15% calculate the price of the share.	BL3
3	Write a note on APT model.	BL2
4	What are the assumptions of CAPM?	BL2
5	Explain the Jensen index of portfolio performance.	BL2

SECTION –B

Answer all questions

(2Q X 5 Marks= 10 Marks)

6. a.	For the first four yrs XYZ firm is assumed to grow at a rate of 10%. After 4 yrs the growth rate is expected to be 8 %. From 7 th yr onwards the firm's growth is 6 % pa forever. The dividend paid by the company is Rs 2 last yr and Required Rate of return is 14 %. Calculate price of the Share.	BL3
b.	<p style="text-align: center;">OR</p> <p>The Visual computer corporation has been experiencing an above normal growth rate of 25% for the past 5 yrs. The above normal growth rate is expected to continue for another 5 yrs before it levels off at a rate of 7% forever. The last dividend paid by the company is Re.1. Determine the current value of the stock if its rate of Return is 20%.</p>	

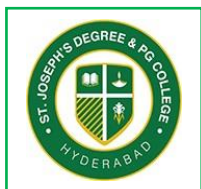
7. a.	<p>Assume yourself as portfolio manager and with the help of the following details find out the Securities that are Overpriced and Under-priced in terms of the CAPM. Given $R_f=8\%$; $R_m=15\%$ and Expected Returns and Betas are as follows.</p> <table border="1"> <thead> <tr> <th>Stock</th><th>Expected Returns</th><th>Beta</th></tr> </thead> <tbody> <tr> <td>JIO</td><td>14%</td><td>0.75</td></tr> <tr> <td>TATA</td><td>16%</td><td>1.2</td></tr> <tr> <td>Aditya Birla</td><td>12%</td><td>1.6</td></tr> <tr> <td>Samsung</td><td>20%</td><td>1.5</td></tr> <tr> <td>LG</td><td>10%</td><td>0.8</td></tr> </tbody> </table> <p style="text-align: center;">OR</p> <p>Calculate Portfolio Returns and Risk from the following Data</p> <table border="1"> <thead> <tr> <th>Stock</th><th>Returns</th><th>Risk</th></tr> </thead> <tbody> <tr> <td>A</td><td>15%</td><td>8%</td></tr> <tr> <td>B</td><td>20%</td><td>12%</td></tr> <tr> <td>Correlation AB</td><td>1</td><td></td></tr> </tbody> </table> <p>Assume the weights as equal.</p>	Stock	Expected Returns	Beta	JIO	14%	0.75	TATA	16%	1.2	Aditya Birla	12%	1.6	Samsung	20%	1.5	LG	10%	0.8	Stock	Returns	Risk	A	15%	8%	B	20%	12%	Correlation AB	1		BL4
Stock	Expected Returns	Beta																														
JIO	14%	0.75																														
TATA	16%	1.2																														
Aditya Birla	12%	1.6																														
Samsung	20%	1.5																														
LG	10%	0.8																														
Stock	Returns	Risk																														
A	15%	8%																														
B	20%	12%																														
Correlation AB	1																															

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-5)

(1Q X 5 Marks = 5 Marks)

8. a.	<p>The following results were obtained from a study for a period of six months in 2019</p> <table><tr><th>Fund</th><th>Rp</th><th>Std Dev</th><th>Beta</th></tr><tr><td>Birla</td><td>25.38</td><td>4</td><td>0.23</td></tr><tr><td>ICICI</td><td>36.28</td><td>6.86</td><td>0.52</td></tr><tr><td>Alliance</td><td>45.56</td><td>4.31</td><td>0.63</td></tr><tr><td>S&P CNX 500</td><td>36.74</td><td>3.69</td><td>1</td></tr><tr><td>Govt Securities</td><td>9</td><td></td><td></td></tr></table> <p>Using the given inputs rank the funds.</p> <p style="text-align: center;">OR</p> <p>The following three portfolios provide the particulars given below</p> <table><tr><th>Portfolio</th><th>RP</th><th>Std DEV</th><th>Correlation</th></tr><tr><td>A</td><td>18</td><td>27</td><td>0.8</td></tr><tr><td>B</td><td>14</td><td>18</td><td>0.6</td></tr><tr><td>C</td><td>15</td><td>8</td><td>0.9</td></tr><tr><td>Market</td><td>13</td><td>12</td><td>-</td></tr><tr><td>T Bills</td><td>9</td><td>-</td><td>-</td></tr></table> <p>Rank three portfolios using Sharpe and Treynor's Method.</p>	Fund	Rp	Std Dev	Beta	Birla	25.38	4	0.23	ICICI	36.28	6.86	0.52	Alliance	45.56	4.31	0.63	S&P CNX 500	36.74	3.69	1	Govt Securities	9			Portfolio	RP	Std DEV	Correlation	A	18	27	0.8	B	14	18	0.6	C	15	8	0.9	Market	13	12	-	T Bills	9	-	-	<p>BL5</p> <p>BL5</p>
Fund	Rp	Std Dev	Beta																																															
Birla	25.38	4	0.23																																															
ICICI	36.28	6.86	0.52																																															
Alliance	45.56	4.31	0.63																																															
S&P CNX 500	36.74	3.69	1																																															
Govt Securities	9																																																	
Portfolio	RP	Std DEV	Correlation																																															
A	18	27	0.8																																															
B	14	18	0.6																																															
C	15	8	0.9																																															
Market	13	12	-																																															
T Bills	9	-	-																																															



ST. JOSEPH'S DEGREE & PG COLLEGE

DEPARTMENT OF BUSINESS MANAGEMENT
AUTONOMOUS COLLEGE – AFFILIATED TO OU

MBA II Year III Semester Internal – II Assessment Test LEADERSHIP & CHANGE MANAGEMENT DECEMBER 2020

Programme:	MBA	Date:	16-12-2020
Subject Code/Course Code:	MBA 2020-306	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Leadership & Change Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	121419672_____

Blooms Taxonomy Level	BL1 Remember	BL2 Understand	BL3 Apply	BL4 Analyze	BL5 Evaluate	BL6 Create
-----------------------	-----------------	-------------------	--------------	----------------	-----------------	---------------

SECTION –A

Answer all questions

(5Q x 3 marks = 15 marks)

Q.NO		Bloom's Taxonomy
1	Define Strategic Leadership and explain what do strategic leaders do?	BL1
2	Mention the importance of 'Women Leadership'	BL4
3	Discuss various types of Organizational Change.	BL2
4	Enlist the three components of Productive Change.	BL4
5	Explain Kotter's 8-Step model of change.	BL3

SECTION –B

Answer all questions

(2Q X 5 Marks= 10 Marks)

6. a.	Understand the concept and importance of Leadership Development Programmes.	BL1
b.	OR Elaborate on Self Leadership.	BL1
7. a.	Define Organizational Change. Analyse the importance of organizational Change.	BL1
b.	OR Discuss Kurt Lewin's model of Organizational Change.	BL3

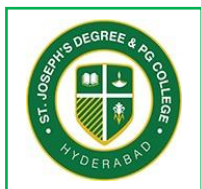
SECTION –C (CASE STUDY)

Compulsory Question- (Unit-5)

(1Q X 5 Marks = 5 Marks)

8. a.	<p>Read the case and answer the questions given.</p> <p>Case:</p> <p>Situation:1 Often, Metis Strategy's work on change management has been part of a client's broader operating model, organizational change or transformation efforts. A large information services and publishing company sought to redesign its technology organization to more closely align it with business units and adopt a geographic footprint strategy that would sustain future growth. The client hired Metis Strategy to develop an accountability framework and change management roadmap.</p> <p>Situation: 2 In another case, a global professional services company hired Metis Strategy to investigate the value of creating an Enterprise Office of the CIO (OCIO) and Program Management Office across the firm's individual operating companies and IT departments. Q. In the case, Which Leadership model was used by Metis?</p>	BL5
-------	--	-----

b.	<p style="text-align: center;">OR</p> <p>Read the case and answer the questions given.</p> <p>Case: Victor is the head of a division in a state agency. He has been in his management position for 15 years and has worked his way up to his current position. Throughout his career, he has seen many people leave and join the department. He has stayed because he enjoys public service and working with familiar faces in the agency. He also knows that he brings his many years of experiences in a public agency to the table when solving problems. His personality fits the working environment of a state agency; he likes working with the familiarity of rules and procedures.</p> <p>Victor is proud of his service, but he is really looking forward to his retirement, which, for him, is not coming soon enough. Within the last few years, lots of changes have occurred on a department level that is also changing much of the familiar procedures, rules, and norms that Victor has been accustomed to during his 25 years in the department. Some of these changes include hiring younger staff, reorganization of job responsibilities, performance plans to increase staff competencies and skills in new areas, and recent layoffs to help balance the budget.</p> <p>As part of his attempt to make his mark on the division and to bring in past experiences that he thinks can be of value, Victor proposed numerous ideas for the division at a staff meeting. His staff — <i>which, in recent years, has become increasingly more diverse in demographics and cultural backgrounds</i>—suggests improvements and changes to his ideas. They are not so sure that his changes are the most appropriate given the overall strategic directions of the department. Furthermore, they are not sure how they can implement strategies when the ideas call for outdated resources and technology. Some of the younger staff members are more vocal and mention recent trends and practices in strategic thinking that could be more beneficial to accomplishing the division goals.</p> <p>Victor views these suggestions as attacks directed at him and as resistance on the part of the staff. He feels like every time he makes a suggestion, he is thrown a curveball from one of the younger staff members. Why is this happening to him now? He knows he has to manage this. He cannot let this type of dynamic go on for an additional five years - or could he?</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. What cultural assumptions fuel Victor’s perspective as a leader of a state agency? 2. Where does Victor’s motivation to lead come from? 3. How would you describe Victor’s self-concept and the influence of it on his leadership? 	BL5
----	--	-----



ST. JOSEPH'S DEGREE & PG COLLEGE

DEPARTMENT OF BUSINESS MANAGEMENT
AUTONOMOUS COLLEGE – AFFILIATED TO OU

MBA II Year III Semester Internal – II Assessment Test MARKETING COMMUNICATION & DISTRIBUTION MANAGEMENT DECEMBER 2020

Programme:	MBA	Date:	17-12-2020
Subject Code/Course Code:	MBA 2020-308	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Marketing Communication & Distribution Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	121419672_____

Blooms Taxonomy Level	BL1 Remember	BL2 Understand	BL3 Apply	BL4 Analyze	BL5 Evaluate	BL6 Create
-----------------------	-----------------	-------------------	--------------	----------------	-----------------	---------------

SECTION –A

Answer all questions

(5Q x 3 marks = 15 marks)

Q.NO		Bloom's Taxonomy
1	Explain any two promotional tools with suitable examples	BL2
2	Discuss the following: (i) Internet marketing (ii) Publicity and Public relations	BL1
3	How do you select the channel members?	BL1
4	Explain the role of Supply Chain Management in Distribution.	BL2
5	Explain Physical Distribution Management.	BL2

SECTION –B

Answer all questions

(2Q X 5 Marks= 10 Marks)

6. a.	Enumerate the role of different elements of support media.	BL2
	OR	
b.	Explain the significance of public relations in promotional programmes.	BL2
7. a.	Describe the role and function of channel of distribution.	BL3
	OR	
b.	What are the various types of channels? Elaborate.	BL3

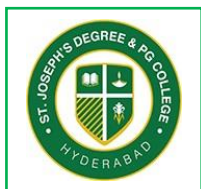
SECTION –C (CASE STUDY)

Compulsory Question- (Unit-5)

(1Q X 5 Marks = 5 Marks)

8. a.	<p>Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.</p> <p><i>What would be your suggestions for distribution channel for mushrooms?</i></p> <p style="text-align: center;">OR</p>	BL5
-------	---	-----

b.	<p>India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions. As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market. Times have changed and also the buying behaviour of the customer. Earlier it was cash and carry system. Now dealers play an important role in selling; now the systems are exchange for old “bring your old refrigerator and take a new one with many gifts”. A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand. Researchers have revealed that urban and city sales are declining and hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customisation of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the strategy of increasing the dealer network by 30%. The market shares of the major players are as follows:</p> <p><i>Godrej 30% • Videocon 13% • Kelvinator 12% • Allwyn 10% • Voltas 5% • Whirlpool 27% • Daewoo 1% • L.G 1% • Others 1%</i></p> <p><i>Could the refrigerator market be segmented on geographical base planned by Electrolux?</i></p>	BL5
----	--	-----



ST. JOSEPH'S DEGREE & PG COLLEGE

DEPARTMENT OF BUSINESS MANAGEMENT
AUTONOMOUS COLLEGE – AFFILIATED TO OU

MBA II Year III Semester Internal – II Assessment Test

MATERIALS MANAGEMENT

DECEMBER 2020

Programme:	MBA	Date:	19-12-2020
Subject Code/Course Code:	MBA 2020-309	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Materials Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	121419672_____

Blooms Taxonomy Level	BL1 Remember	BL2 Understand	BL3 Apply	BL4 Analyze	BL5 Evaluate	BL6 Create
-----------------------	--------------	----------------	-----------	-------------	--------------	------------

SECTION –A

Answer all questions

(5Q x 3 marks = 15 marks)

Q.NO		Bloom's Taxonomy
1	What are purchasing principles and the policies involved?	BL2
2	What is E-Procurement and explain the process followed?	BL2
3	What is Value Analysis and list the benefits of adopting Value Analysis?	BL2
4	What is the significance of sampling inspection in material management?	BL2
5	What is Letter of Credit and explain various aspects associated with it?	BL2

SECTION –B

Answer all questions

(2Q X 5 Marks= 10 Marks)

6. a.	What are various sources of supplier and how do you select them?	BL4
	OR	
b.	What is Supplier Quality Assurance Programme and how it is useful in purchasing?	BL4
7. a.	What is Value Engineering and in what ways it can improve the performance?	BL4
	OR	
b.	Explain what are LIFO, FIFO and Weighted Average methods in purchasing?	BL4

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-5)

(1Q X 5 Marks = 5 Marks)

8. a.	<p>The Fitzgerald Machine Company Production/Operations Management, Don Bradish, recently hired to remedy problems meeting scheduled deliveries Jane Fitzgerald, VP of Operations, daughter of the company president The Fitzgerald Machine Company is a \$25MM per year custom metal fabrication shop. It has a work force of 30 machinists and 15 office personnel Don Bradish was hired from Peptine Corporation three months ago as Fitzgerald's production scheduler. His background includes an undergraduate industrial engineering degree and three years of purchasing experience with Peptine immediately after college. This made him a good fit for Fitzgerald's needs. He was hired by Jane Fitzgerald, Vice President of Operations and daughter of the company president. Recently the company has been having difficulty meeting delivery schedule deadlines. Don was hired to improve the company's performance in on-time deliveries. So far, he has been learning the systems of the operations and studying possible solutions, but he has not yet determined the best course of action to recommend.</p>	BL5
-------	---	-----

On Friday, June 21, a \$300,000 order, which had been in the shop for nearly two months, was scheduled for shipment. On the Wednesday before scheduled delivery, the customer called and asked that delivery be delayed due to a labor dispute and work stoppage at his location. Although he expected the strike to be settled within one week or less, he was concerned that delivery of the order from Fitzgerald during the strike might cause unnecessary misunderstandings in the labor dispute. Don discussed this request with Jane, and they agreed to accommodate the customer's request on the condition that the customer agrees to being billed on the originally scheduled delivery date and to pay on the originally contracted payment terms. The customer accepted those terms.

On Friday morning, June 21, the production manager reported to Don that the order would not be completed as scheduled and would probably require at least one more week to finish. Concerned about the impact of this delay on his job status, Don decided to investigate the cause of the delay before informing Jane of the problem. Before he could complete his inquiry, Jane called to inform him that she had just mailed the invoice for the order as agreed. She also suggested that Don negotiate with the customer a storage fee for the order, which would be paid in addition to the billing arrangement. Don wondered what he should say to Jane next.

OR

b. Stubbs

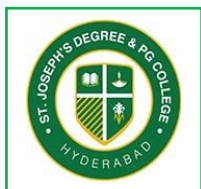
Nick (Stubbs), Punch Press Operator Tom, Loss Control Specialist
Annette, Manager of Human Resources

Stubbs is somewhat of a celebrity around the tool and die plant, a subsidiary of a large steel company. Six years ago, Stubbs (whose real name is Nick) had an accident involving a punch press. Tom, the new Loss Control Specialist, recently asked his boss, Annette, the Manager of Human Resources, to describe what happened. Apparently, Stubbs was using a machine that required the use of both hands to hold down machine buttons when starting and releasing the machine from cycling. Well, Stubbs decided that he could increase his piece rate if he depressed one of the buttons with his knee and used his free hand to move parts in and out of the machine. One day Stubbs placed his left hand in what is known as the "pinch point" of the punch press die areas while the machine was inadvertently activated. Three of "Stubbs" fingers were permanently severed, [whence] his nickname.

Though he received a workers' compensation settlement for the loss of those three fingers shortly after the incident, he has just filed a lawsuit against the company that originally manufactured the punch press machine. Furthermore, all punch press maintenance and inspection records preceding the incident are being subpoenaed. However, the company has responded that it abides by OSHA (Occupational Safety and Health Administration) regulations and record keeping (i.e., maintains records for only five years).

Tom and Annette know that OSHA requires that they keep records on machine use for five years. To date, Tom has uncovered over ten years of machine use activity. His boss, Annette, read through the compiled files and realized that some of the older records seriously exposed the company to damages. For instance, within those records is a citing by OSHA for a lack of safeguards (e.g., limit switches, electronic field sensors, plexiglass shields, and barrier guards) on the equipment. Such safeguards may have prevented the accident. Moreover, Annette knows that it is likely the manufacturer would countersue her company or use any machine records in its plea of innocent. As a result, she tells Tom to throw out all the older records. Finally, she orders Tom to have the piece of equipment chopped up and scrapped as quickly as possible so the lack of safeguarding devices couldn't be proven. Tom now ponders what he is asked to do. One thing he thinks about is whether this act would harm or help his friend Stubbs' chances for collection from the manufacturer (or the company he worked for). Either company could afford a few million, but "What about Stubbs?"

BL5



ST. JOSEPH'S DEGREE & PG COLLEGE

DEPARTMENT OF BUSINESS MANAGEMENT
AUTONOMOUS COLLEGE – AFFILIATED TO OU

MBA II Year III Semester Internal – II Assessment Test ORGANIZATION DEVELOPMENT DECEMBER 2020

Programme:	MBA	Date:	16-12-2020
Subject Code/Course Code:	MBA 2020-305	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Organization Development	Max. Marks:	30 Marks
Name of the Student:		Roll No:	121419672_____

Blooms Taxonomy Level	BL1 Remember	BL2 Understand	BL3 Apply	BL4 Analyze	BL5 Evaluate	BL6 Create
-----------------------	-----------------	-------------------	--------------	----------------	-----------------	---------------

SECTION –A

Answer all questions

(5Q x 3 marks = 15 marks)

Q.NO		Bloom's Taxonomy
1	Define T-Group.	BL1
2	What are third party peacemaking interventions?	BL1
3	Define TQM.	BL1
4	Explain Organisational Learning.	BL2
5	Who is Consultant?	BL1

SECTION –B

Answer all questions

(2Q X 5 Marks= 10 Marks)

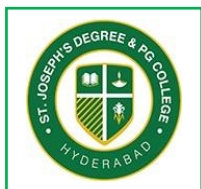
6. a.	What are the techniques used in team building?	BL4
	OR	
b.	Explain Lewin's Force Field Theory of Organization Change?	BL2
7. a.	Explain Techno-structural approach to Organizational Development?	BL2
	OR	
b.	Discuss the Structure and of Quality circles?	BL2

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-5)

(1Q X 5 Marks = 5 Marks)

8. a.	Imagine you are the Client and List out the Success Factors For An Ideal Client-Consultant Engagement	BL4
	OR	
b.	The research findings reveal that consultants perceive their contribution and role positively and perceive themselves as change agents and knowledge transmitters. Trust, active communication, and shared feedback were identified as the major determinants of success of the client–consultant relationship. The results support and help advance earlier research findings in the management consulting field. Consultants are conscious that a long-term relationship built on trust, active communication, and shared feedback, identified as major determinants of success in the client–consultant relationship, is essential.	BL4
	Discuss about the role of consultant for the success of client consultant relationship from the above paragraph.	



ST. JOSEPH'S DEGREE & PG COLLEGE

DEPARTMENT OF BUSINESS MANAGEMENT
AUTONOMOUS COLLEGE – AFFILIATED TO OU

MBA II Year III Semester Internal – II Assessment Test PRODUCT & BRAND MANAGEMENT DECEMBER 2020

Programme:	MBA	Date:	17-12-2020
Subject Code/Course Code:	MBA 2020-307	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Product & Brand Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	121419672_____

Blooms Taxonomy Level	BL1 Remember	BL2 Understand	BL3 Apply	BL4 Analyze	BL5 Evaluate	BL6 Create
-----------------------	-----------------	-------------------	--------------	----------------	-----------------	---------------

SECTION –A

Answer all questions (5Q x 3 marks = 15 marks)

Q.NO		Bloom's Taxonomy
1	Outline the role of Idea Screening in New Product Development Process?	BL2
2	Illustrate a Product map for automobile industry with any two variables.	BL2
3	Summarize the different types of brands.	BL2
4	Compare Brands Vs Products.	BL2
5	Explain the term "Brand Audit."	BL2

SECTION –B

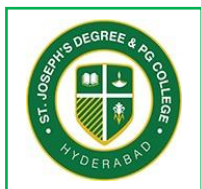
Answer all questions (2Q X 5 Marks= 10 Marks)

6. a.	Explain about the Diffusion of Adoption model.	BL2
	OR	
b.	Research & Development is crucial for New product development process. Explain.	BL2
7. a.	Dissect the steps involved in Building Brand Strategies for a firm.	BL4
	OR	
b.	Examine David Aaker's dimensions of Brand Equity.	BL4

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-5) (1Q X 5 Marks = 5 Marks)

8. a.	Create an Automobile brand in and elucidate the various Brand positioning strategies that can be adopted.	BL6
	OR	
b.	Build an own Retail brand and explain the emerging trends in its Brand management.	BL6



ST. JOSEPH'S DEGREE & PG COLLEGE

DEPARTMENT OF BUSINESS MANAGEMENT
AUTONOMOUS COLLEGE – AFFILIATED TO OU

MBA II Year III Semester Internal – II Assessment Test

TOTAL QUALITY MANAGEMENT

DECEMBER 2020

Programme:	MBA	Date:	19-12-2020
Subject Code/Course Code:	MBA 2020-310	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Total Quality Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	121419672_____

Blooms Taxonomy Level	BL1 Remember	BL2 Understand	BL3 Apply	BL4 Analyze	BL5 Evaluate	BL6 Create
-----------------------	-----------------	-------------------	--------------	----------------	-----------------	---------------

SECTION –A

Answer all questions

(5Q x 3 marks = 15 marks)

Q.NO		Bloom's Taxonomy
1	Describe Failure mode effect analysis.	BL1
2	Discuss Benchmarking with example.	BL2
3	What is Six Sigma? List the objectives of Six Sigma.	BL1
4	Discuss first pass yield with example.	BL2
5	Mention the meaning of Service Quality and List Garvin's quality dimensions with example.	BL1

SECTION –B

Answer all questions

(2Q X 5 Marks= 10 Marks)

6. a.	“Quality by design is a systemic approach and essential part of the modern approach for quality” Examine the statement.	BL4
b.	OR Examine activity based costing by comparing with traditional approach	BL4
7. a.	Explain DMAIC Methodology with an example.	BL4
b.	OR Investigate the roles and responsibilities of employees/members in Six sigma organisation.	BL4

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-5)

(1Q X 5 Marks = 5 Marks)

8. a.	Achieving quality starts with a research into customers' needs and expectations. An organization should clearly identify its internal and external customers and measure its own ability to meet their expectations. If this ability turns out to be insufficient, the organization should actively seek ways to enhance it. The organization should also develop a system of monitoring changes in customers' needs and expectations. Every customer-supplier interaction should be a part of a quality chain, in which all members demonstrate a straight-out commitment to quality. Question: In this case situation, discuss in detail the principles of TQM to be taken into account to have effective customer – supplier interaction. Justify your answer.	BL5
b.	OR Using SERVQUAL Model assess the quality delivered by Hospital of your choice?	BL5