

ST. JOSEPH'S DEGREE & PG COLLEGE

Autonomous, Affiliated to Osmania University

DEPARTMENT OF BUSINESS MANAGEMENT

MBA II Year IV Semester Internal – I Examination, April 2021 CONSUMER BEHAVIOUR

Programme:	MBA	Date:	29-04-2021
Subject Code/Course Code:	MBA 2020-407	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Consumer Behaviour	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	Define Consumer Behaviour.	3	BL1
2	Outline the concept of Motivation in Consumer Behaviour.	3	BL2
3	What is meant by Encoding of information?	3	BL1
4	What is meant by Long Term store?	3	BL1
5	Examine the concept of Perception in Consumer Behaviour.	3	BL2

SECTION –B

Answer all questions

(2 QX 5 Marks= 10 Marks)

6. a.	Explain the Freudian Theory of Personality.	5	BL2
b.	Discuss Consumer Research Process in detail.		BL2
7. a.	Elaborate the concept of Conditioning.	5	BL3
b.	Explain the steps involved in Information Processing Theory		BL3

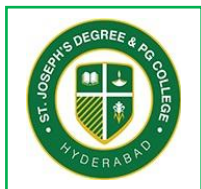
SECTION –C (CASE STUDY)

Compulsory Question

(1 Q X 5 Marks = 5 Marks)

8. a.	<p>Health Conscious Consumers:</p> <p>Consumers are becoming health-conscious and would like to consume foods which are balanced and have all the required nutrients in proper quantities. A survey was made by a company to find out the food attitudes of consumers. This was done to find out how products could be designed, advertised and positioned to attract health-conscious consumers. The analysis revealed that basically customers could be classified into three categories.</p> <p>Category 1: Older Consumers: these were health-conscious old people, and we concerned about sugar, salt, greasy foods etc. they eat meals regularly at regular timings and took great precautions for the food. They used branded products and played very safe in eating outside and not consuming food not prescribed for them.</p> <p>Category 2: Buyers of Convenience food: these are young consumers keeping busy mostly outside the house, or skip lunch or breakfast. They rely on convenience food and fast foods. They have a hectic lifestyle. They have a regular schedule for meals. They also dislike cooking and want to utilise time for leisure and other activities rather than for cooking. They are not concerned about a balanced diet and would have greasy burgers or any other fast food to suit their convenience.</p> <p>Category 3: Cooking own food: they like to cook their own food and get involved in the kitchen. They love to make an assortment of dishes. This is also done to cut costs. They like to buy their own groceries in cooking stuff do not want to waste money on fancy packings.</p>	5	BL5
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	<p>Questions: 1) What inferences can be drawn by marketers from the above study? 2) How does it help them to process information for advertisement, positioning etc.?</p> <p style="text-align: center;">OR</p> <p>b. As the world is reeling under COVID-19, few things changed. The world is in one of the deepest and most serious pandemics most people had experienced in their lifetimes.</p> <p>Consumers are confused and caught off guard, but they reacted quickly. They made swift changes in their consumer behaviour and spending. People started staying home more—eating out less and cutting back on family vacations. Data from Nielsen research identified many product categories that were seeing some drop-in sales, and at the same time categories with increases in their sales patterns.</p> <p>Questions: 1. Will consumer return to their old free-spending ways when the economy improves, or has their attitude toward spending versus saving changed forever? 2. What can brands do to gain back consumer trust?</p>		BL5
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ST. JOSEPH'S DEGREE & PG COLLEGE

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DEPARTMENT OF BUSINESS MANAGEMENT

MBA II Year IV Semester Internal – I Examination, April 2021 Entrepreneurship & Start-up Management

Programme:	MBA	Date:	26-04-2021
Subject Code/Course Code:	MBA 2020-401	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Entrepreneurship & Start-up Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	Explain the concept of Entrepreneurship.	3	BL1
2	List out the characteristics of Entrepreneur.	3	BL1
3	Define Creativity.	3	BL1
4	Analyse the importance of culture and values of entrepreneurship.	3	BL4
5	Discuss about Rural Entrepreneurship.	3	BL2

SECTION –B

Answer all questions

(2 QX 5 Marks= 10 Marks)

6. a.	Distinguish between an Entrepreneur and Manager.	5	BL3
	OR		
b.	Elaborate on types of Entrepreneurship.		BL1
7. a.	Discuss various entrepreneurial competencies.	5	BL2
	OR		
b.	Explain McClland's N-Arch Theory.		BL1

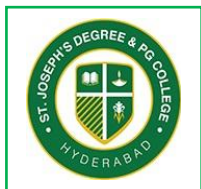
SECTION –C (CASE STUDY)

Compulsory Question

(1 Q X 5 Marks = 5 Marks)

8. a.	<p>During its initial years of operation, Field Fresh had found out how difficult it was to build a supply chain for produce in India. The company had been through a phase of experimentation where it tried different sourcing models, logistical options, and crops. After less than stellar results, the company had decided to concentrate on one crop, baby corn. Over the next 24 months, the Field Fresh team adapted logistics to overcome crowded and crumbling roads, irregular power supply, and bureaucratic procedures. The company worked with thousands of farmers to gain their trust. By 2010, the Field Fresh team had been able to create an efficient supply chain for baby corn across Punjab and Maharashtra at all levels— input delivery, credit, irrigation, timely scientific advice, production as per specifications of European market, careful harvesting, improved produce handling, clean and fast transportation, proper management of cold chain storage environment, gaining safety certification, as well as grading, packaging, and labelling to meet international standards.</p> <p>But success brought with it the expectation of growth. Nandrajog had a number of questions to answer before he could articulate a plan. Should Field Fresh grow opportunistically into different foreign markets as retailers and wholesalers demanded different products for their respective markets?</p> <p>1. Should Field Fresh continue to focus on baby corn, whose supply chain-market linkages it had perfected, or should the company expand the range of products it would supply?</p>	5	BL2
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	<p>2. Should Field Fresh continue to maintain its primary export focus, or shift relative emphasis to the growing domestic market?</p> <p style="text-align: center;">OR</p> <p>b. Diaz reflected on his journey to this point. When he came to the Yale School of Management, he had already decided to eschew a traditional job search and explore the possibility of entrepreneurship. A chance conversation during his second year led him to organize a search fund – a vehicle that would allow him to find, purchase and lead a company. He set his sights on acquiring a company in his native Dominican Republic. In the subsequent two years, Diaz found that raising a search fund and beginning the hunt for a company to take over had been a bit of a roller coaster ride. He had come close to making a couple of deals, but for various reasons the acquisitions had not materialized.</p> <p>Now nearing the end of his search period, Diaz believed he had found a company to purchase. Contact Centers Dominicana (CCD), a Dominican based inbound and outbound call center, fit a number of Diaz’s investment criteria, and its current ownership appeared ready to make a deal at what seemed to be a fair price and Diaz was placating and managing the seller's inquiries about his ability to close on a timely basis. Furthermore, he was somewhat confident he could access funds from his current investors to purchase the company despite several investors being slow in their response to commit.</p> <p>However, Diaz still wondered if making the investment was the right move.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. How would he transition from the search to being CEO and actually running a company? 2. Would the acquisition provide suitable financial returns for his investors and himself? 		BL3
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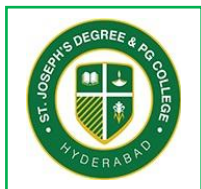
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DEPARTMENT OF BUSINESS MANAGEMENT

MBA II Year IV Semester Internal – I Examination, April 2021 FINANCIAL RISK MANAGEMENT

Programme:	MBA	Date:	27-04-2021
Subject Code/Course Code:	MBA 2020-403	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Financial Risk Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	What are the sources of risk?	3	BL1
2	What do you mean by risk indicators?	3	BL1
3	Compare Stress Testing and Back testing.	3	BL2
4	List out the methods of computing VAR.	3	BL2
5	What is risk reporting process?	3	BL1
<u>SECTION –B</u>			
Answer all questions		(2 QX 5 Marks= 10 Marks)	
6. a.	Explain the risk management process. OR	5	BL2
b.	Discuss the types of risk.		BL6
7. a.	Explain non insurance methods of risk management. OR	5	BL6
b.	Explain the RBI guidelines of ALM.		BL5
<u>SECTION –C (CASE STUDY)</u>			
Compulsory Question		(1 Q X 5 Marks = 5 Marks)	
8. a.	Determine VAR of ABC Ltd which has invested 100 Lakhs in a portfolio returns 30% over 2 years duration when standard deviation is 20% at 99%confidence interval. OR	5	BL5
b.	Solve the problem using Value at Risk formulae when company is investing 50 Crores in the project with a return of 29%, risk at 12% at 95% confidence interval.		BL6



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DEPARTMENT OF BUSINESS MANAGEMENT

MBA II Year IV Semester Internal – I Examination, April 2021 INDUSTRIAL RELATIONS & LABOUR LAWS

Programme:	MBA	Date:	28-04-2021
Subject Code/Course Code:	MBA 2020-406	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Industrial Relations & Labour Laws	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	Explain the concept and scope of Industrial Relations.	3	BL1
2	List out the types of Industrial Disputes.	3	BL1
3	Discuss Grievance Procedure as a preventive measure of industrial disputes.	3	BL1
4	Analyze the importance of 'Labour Welfare work' in preventing industrial disputes.	3	BL4
5	Enlist various types of strikes.	3	BL2

SECTION –B

Answer all questions

(2 QX 5 Marks= 10 Marks)

6. a.	Elaborate on the factors affecting Industrial Relations.	5	BL3
	OR		
b.	Explain Industrial Disputes Act, 1947 in detail.		BL5
7. a.	Discuss the process of collective Bargaining in detail.	5	BL2
	OR		
b.	Analyze the importance of Workers Participation in Management.		BL5

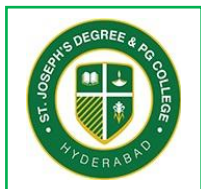
SECTION –C (CASE STUDY)

Compulsory Question

(1 Q X 5 Marks = 5 Marks)

8. a.	<p>In a company X, union had given a proposal to the management for a 20 % hike in the wages. The collective bargaining process was still going on.</p> <p>The Industrial relations manager was clever, so he called for an immediate meeting with the union. He tried to put the state of affairs in front of the union and asked them to find a solution. This is what he presented to the union:</p> <ul style="list-style-type: none"> ✓ The input prices (cost of raw material, electricity, water etc) have gone up by 10 % ✓ Due to competition the company has to reduce the product price by 10% ✓ At the same time the share holders are also expecting 5 % more returns from the existing 15 % <p>The IR manager puts forward the above circumstances in front of the union and asked them to give a solution.</p> <p>Questions:</p> <ol style="list-style-type: none"> How to develop a strategy to respond this situation? What are the areas that you can explore to find an answer? <p style="text-align: center;">OR</p>	5	BL2
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b.	<p>In a multinational company (MNC) the collective bargaining process was going on. The union puts up its demands to the management. But the management also had some issues to place before the unions. They said that they would consider the demands of the union only if the union is ready to make some compromise.</p> <p>The MNC was catering to the markets of USA and Europe. At the same time they had 50% dependence on domestic market. But due to Global Financial Crisis, the rest 50% export orders were affected. From 50%, it has gone down to 10%, a reduction of 40%. This is a grave situation indeed. The company may not survive only with the domestic market.</p> <p>So, the management made a request to the Union that they are ready to listen to the demands of the Union, only when they fulfill either of the following conditions:</p> <ul style="list-style-type: none"> • Reduce manpower by 20 % or • Reduce wages to meet the slack in demand. <p>Question: What should be response of the Union to such demands? Can you suggest some alternative and fruitful solution to this demand?</p>		BL2
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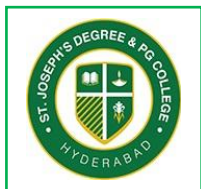
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DEPARTMENT OF BUSINESS MANAGEMENT

MBA II Year IV Semester Internal – I Examination, April 2021 INTERNATIONAL FINANCE

Programme:	MBA	Date:	27-04-2021
Subject Code/Course Code:	MBA 2020-404	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	International Finance	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	Define International Financial Management.	3	BL1
2	Explain Sterilised Intervention.	3	BL2
3	Define Global bonds.	3	BL1
4	Write a note on IMF.	3	BL1
5	Explain the functions of Euro currency market.	3	BL2
<u>SECTION –B</u>			
Answer all questions		(2 QX 5 Marks= 10 Marks)	
6. a.	Explain the evolution of International Financial System.	5	BL2
b.	Explain the significance of International Finance.		BL6
7. a.	Explain the difference between foreign bonds and Global bonds.	5	BL2
b.	Explain the working of Off shore banks.		BL2
<u>SECTION –C (CASE STUDY)</u>			
Compulsory Question		(1 Q X 5 Marks = 5 Marks)	
8. a.	In India, Agriculture is the back bone of the Indian Economy but Industrial Development was considered as one of the important sector. In the year 1991 during the Regime of Congress Government under the leadership of our Prime Minister, Late shri P.V Narasimha Rao Garu India opened the Avenues for many Companies under LPG. MNC’S played a vital role in the Economic Development of the country and adds to the National Development, What are the important advantages and disadvantages according you discuss.	5	BL4
b.	The role of the RBI as the apex body is very vital not only for domestic financial transactions but also for the International financial transactions. Explain the role and functions of RBI during the devaluation of currency and appreciation of currency in detail.		BL6



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DEPARTMENT OF BUSINESS MANAGEMENT

MBA II Year IV Semester Internal – I Examination, April 2021 LOGISTICS & SUPPLY CHAIN MANAGEMENT

Programme:	MBA	Date:	30-04-2021
Subject Code/Course Code:	MBA 2020-409	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Logistics & Supply Chain Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	Define what is Supply Chain Management?	3	BL1
2	Outline the scope of Supply Chain Management?	3	BL1
3	Explain the process of Supply Chain Management?	3	BL2
4	Illustrate the objectives of Logistics Management?	3	BL2
5	Highlight what is reverse Logistics Management?	3	BL1

SECTION –B

Answer all questions

(2 QX 5 Marks= 10 Marks)

6. a.	Why Supply Chain Management is important? OR	5	BL1
b.	Outline the process of Supply Chain Management?		BL1
7. a.	Summarise the elements of Logistics Management? OR	5	BL2
b.	Demonstrate the competitive gains with Logistic Management?		BL2

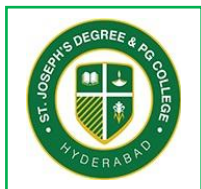
SECTION –C (CASE STUDY)

Compulsory Question

(1 Q X 5 Marks = 5 Marks)

8. a.	<p>AERO SPACE INDUSTRY:</p> <p>Aerospace Industry is characterized by high material costs (about 65-80%). Manufacturing systems and regulatory compliance are considered to be very complex, coupled with the limited number suppliers due to the high barriers to entry. Moreover, the aircraft manufacturers have to do whatever it takes to win the order long before the commencement of production.</p> <p>There are two things Boeing and Airbus have in common, utilization of lean manufacturing system and strategic sourcing concept. However, the overall implementation of strategic sourcing is a bit different between the two companies.</p> <p>Boeing and Airbus Supply Chain Strategy:</p> <p>Boeing wants to encourage more flight frequency and direct route using a smaller capacity aircraft. Then they decide to outsource many things such as the design, testing and production of key components to key industrial partners and try to reduce number of components that go to assembly. The ultimate goal is to finish the final production process within 3 days.</p> <p>Airbus takes a bit different marketing approach. They want to utilize high capacity airplane to help airlines drive the operating cost down. They decide to selectively outsource the production of parts and keep the design and production of key components in-house.</p> <p>Which is having the best Supply Chain management? Why?</p>	5	BL4
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	OR		
b.	<p>FAST MOVING CONSUMER GOODS INDUSTRY: FMCG industry is typically the products sold to customers at a low cost and will be completely consumed within 1 year. The nature of this industry is the short product life cycle, low profit margin, and high competition and demand fluctuation. This section will present the case studies of P&G, Unilever and Coca-Cola respectively.</p> <p>Forecasting and new product introduction has always been the issues for many FMCG companies; P&G is no exception. To cope with this, P&G conducts merchandise testing at the pilot stores to determine the customer's response to new product before the launch. The result is that the forecast accuracy is improved because a demand planner has an additional source data to make a better decision. Moreover, products can be shipped to stores in-time then lost sales are minimal.</p> <p>Unilever also feels that the competition in FMCG industry has significantly increased. They have to launch the new products on regular basis but the forecasting of new product is difficult. So they create a better classification of new products (base, relaunch, repack, new) using a regression model to identify potential forecast errors for each type of new product.</p> <p>Coca-Cola doesn't really have many stock keep units when compared with other companies in the same industry. However, products go to over 2.4 million delivery points through over 430 distribution centers. Managing transportation at this scale is the absolute challenge.</p> <p>In order to streamline the delivery, Coca-Cola implemented a vehicle routing software. The reason is that is the software vendor has a very good relationship with Coca-Cola's legacy ERP software vendor. Moreover, the vendor has a solid connection with the university who can help to develop the algorithm that fits in with the business' needs. The result is that transportation planners at each distribution center can use the new tool to reduce travelling time/distance on daily basis.</p> <p><i>Which company Logistics/Supply Chain Management is efficient? How?</i></p>		BL4



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DEPARTMENT OF BUSINESS MANAGEMENT

MBA II Year IV Semester Internal – I Examination, April 2021 PERFORMANCE & COMPENSATION MANAGEMENT

Programme:	MBA	Date:	28-04-2021
Subject Code/Course Code:	MBA 2020-405	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Performance & Compensation Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	Differentiate Performance Appraisal from Performance Management.	3	BL4
2	Give the concerns of Performance Management.	3	BL1
3	Give the objectives of Performance Appraisal.	3	BL1
4	What are Potential Appraisal and Performance Review Discussion?	3	BL1
5	Discuss Mercer's Human Capital Wheel.	3	BL2

SECTION –B

Answer all questions

(2 QX 5 Marks= 10 Marks)

Answer all questions (2 Questions – 10 Marks)			
6. a.	Explain the conceptual Model of Performance Management.	5	BL2
OR			
b.	Discuss various Approaches to measure Performance along with its advantages.		BL5
7. a.	Mention various methods of Performance Appraisal. Discuss the modern methods.	5	BL2
OR			
b.	Give your opinion on rating-less appraisal for the future of PMS with its conditions.		BL5

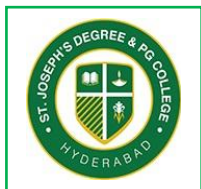
SECTION –C (CASE STUDY)

Compulsory Question

(1 Q X 5 Marks = 5 Marks)

8. a.	Netflix's performance management is built on the core idea of 'context, not control'. This means that managers must give employees an understanding of context to enable autonomy and sound decisions. So rather than setting goals in isolation, managers should make their employees aware of: the link to the organisation's goals, the relative priority of the goal, the level of refinement required, key stakeholders and the definition of success. The onus here is clearly on the manager to provide the best environment for employees to excel. Speaking directly to managers, the Netflix culture doc says: "When one of your talented people does something dumb, don't blame them. Instead, ask yourself what context you failed to set." Netflix has also moved away from annual reviews to a more frequent feedback process. In an article for Harvard Business Review , co-author of the Netflix culture doc Patty McCord explains: "If you talk simply and honestly about performance on a regular basis, you can get good results—probably better ones than a company that grades everyone on a five-point scale." High frequency feedback is something I'm a huge advocate for. And it's one of the key elements of Agile Performance Management	5	BL5
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	<p>1. Netflix’s performance management is built on the core idea of ‘context, not control’. Analyse</p> <p>2. What is the key element of Agile Performance Management system? Elaborate</p> <p style="text-align: center;">OR</p> <p>b. Mr. Shroff is a talented and well experienced human resources manager of Britestar Company. It is because of Mr.Shroff’s 15 years of experience of working in HR departments helped him to get acquainted with various Performance Appraisal methods for evaluating the performance of his employees in a better way every time. He had always been implementing only those methods which he found result-oriented in terms of enabling the employees to know about their performance in the organization, to help them in providing adequate training, if required, to increase their potential, to provide concrete feedback and evaluate their current job performance to determine transfer, retention and termination of employees. centers. He has been working in Britestar since last 5 years and has gained good amount of respect and faith from his employees due to his appropriate and fair performance appraisal techniques that facilitated the uses of performance appraisal. The mostly used techniques by him are Checklist method, 360°Feedback and Assessment. Because of Mr. Shroff’s good rapport and close relations in the recent months with his subordinates Ram Kumar and P.K. Gupta, he has developed a new tendency to appraise the performance of those employees known to Kumar and Gupta with leniency and because he finds them similar to him (personality and knowledge wise). As a result of this unfair and inappropriate appraisal of Mr. Shroff, he also evaluates the performance of the employees taking into account their recent performances only. Hence, most of the employees’ productivity has reduced and is inefficient, even some of the good employees have become irresponsible towards their tasks along with different behavior showing no interest to put in their best efforts to realize the goals and mission of the company. Some employees are planning to resign as no proper feedbacks are provided when required and no better prospects for Promotions are expected to see the light of the day</p> <p>1. “Most of the employees’ productivity has reduced and is inefficient” Examine the reasons behind it.</p> <p>2. If you are HR manager, which Performance appraisal technique you would use. Give reasons.</p>		BL5
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DEPARTMENT OF BUSINESS MANAGEMENT

MBA II Year IV Semester Internal – I Examination, April 2021 PROJECT CHAIN MANAGEMENT

Programme:	MBA	Date:	30-04-2021
Subject Code/Course Code:	MBA 2020-410	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Project Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	How do you define a project?	3	BL2
2	Outline the phases of a project life cycle.	3	BL2
3	What is meant by a feasibility report?	3	BL2
4	In how many ways we can arrange finance for your projects? Explain each in brief.	3	BL2
5	List out the various forms of project organizations.	3	BL1

SECTION –B

Answer all questions

(2 QX 5 Marks= 10 Marks)

6. a.	Into how many categories a project can be categorized? Analyze on what basis this categorization is done.	5	BL4
b.	Assume that, you are leading a software development project. Compare the steps taken by you to complete the project with the phases of a project life cycle.		BL4
7. a.	How do you evaluate whether a project is profitable or not? Explain the methods adopted in evaluation process.	5	BL3
b.	What is Cost Estimation in Project Management? Explain are the various techniques of cost estimations adopted in Project Management?		BL3

SECTION –C (CASE STUDY)

Compulsory Question

(1 Q X 5 Marks = 5 Marks)

	<p>Alok had done his M.Sc. in Physics from Indian Institute of Technology, Kharagpur. Before completing his Ph D, Alok took up a job in an electronics component. During a visit to India in 1981, he met Ranjan, who had a mechanical engineering degree from the Regional Engineering College, Durgapur and a Masters in Business Administration from Delhi University. When Alok returned to the US after his holiday he started looking for possible products which he could manufacture in India with Ranjan. Button cell was one of the products they had considered. Alok had access to a feasibility study for button cells prepared by a consultant for his employers Generic Electric (GE).</p> <p>The manufacturing process consisted of preparing the two main components, caps and cans, and assembling them together with the help of a gasket. Both caps and cans had to be made from nickel clad stainless steel imported from the US. The cap after depositing certain chemicals formed the anode of the cell and certain metallic oxide mixed with chemicals when made into a tablet and placed inside the can formed the cathode. Once the cathode and anode were prepared they were assembled automatically and hermetically sealed with the help of a nylon gasket.</p> <p>The estimated and actual project cost came to nearly rupees one crore (see Table below).</p>
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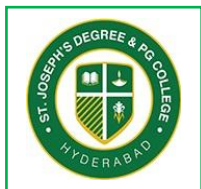
PROJECT COSTS					
(Rs. In lakh)					
Capital Cost	Estimated	Actual	Means of Financing	Estimated	Actual
1) Land	1.00	2.75	1) Equity Capital	15.00	1.11
2) Building	6.00	5.50	2) Interest-free deposits from promoters	5.00	3.00
3) Plant & Machinery a. Imported 40.00 b. Indigenous 10.00	50.00	52.30	3) Capital subsidy	10.00	9.50
4) Training	1.00	1.26	4) Seed Capital Assistance	10.00	7.50
5) Know-how	12.00	13.20	5) Term Loans a. IIC 40.00 b. SFC 20.00	60.00	62.00
6) Miscellaneous Fixed Assets	2.00	3.60			
7) Preliminary & pre-operative expenses	8.00	7.50			
8) Provision for contingencies	6.00	--			
9) Working capital margin	12.00	12.00			
	100.00	98.11		100.00	98.11

Though the collaborator was prepared to supply the complete plant on a turn-key basis, after considering the costs involved, Alok decided to procure various subsystems from different suppliers abroad, ship them to India and put them together at the site. Each of the subsystems was contra ted with the express consent of the collaborator.

Ranjan studied the facilities available at various locations and selected a plot in the electronics industrial estate set up by the state government in Gandhinagar (Gujarat). This estate was set up to house a host of high-tech electronics projects and offered various benefits such as capital investment subsidy and sales tax exemption for seven years from the date of commercial production. Ranjan also initiated a dialogue with the State Financial Corporation (SFC) and the State Industrial Investment Corporation (IIC) for financial assistance, which included seed capital assistance.

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8. a.	Analyze the planning process of Alok and Ranjan in starting of their new project (New cell industries) in India.	5	BL4
b.	List out and Analyze the factors that are considered by Alok and Ranjan in preparing the budget estimations for Newcell Industries Project? Explain the cost estimation technique used in the project.		BL4



ST. JOSEPH'S DEGREE & PG COLLEGE

Autonomous, Affiliated to Osmania University

DEPARTMENT OF BUSINESS MANAGEMENT

MBA II Year IV Semester Internal – I Examination, April 2021 SERVICES MARKETING

Programme:	MBA	Date:	29-04-2021
Subject Code/Course Code:	MBA 2020-408	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Services Marketing	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	State the difference between goods and services.	3	BL2
2	What are the unique characteristics of services?	3	BL1
3	Explain the goods – services Continuum.	3	BL2
4	State the five dimensions of SERVQUAL Scale?	3	BL2
5	Suggest any four suitable bases for segmenting services market.	3	BL2

SECTION –B

Answer all questions

(2 QX 5 Marks= 10 Marks)

6. a.	Discuss the reasons of growth of service sector in India.	5	BL2
	OR		
b.	Define Service Marketing? Explain the various classification services.		BL2
7. a.	Discuss the 7P's of services marketing with suitable examples.	5	BL3
	OR		
b.	What is meant by Market Segmentation? How do we segment for services? What are various factors influencing it?		BL3

SECTION –C (CASE STUDY)

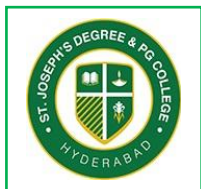
Compulsory Question

(1 Q X 5 Marks = 5 Marks)

8. a.	<p>Case study: HLL goes adult with its ice creams</p> <p>The summer looks hot. That isn't the weatherman talking, but the ice cream marketer, who seems to have abandoned an age-old positioning of the product (as a fun, family treat) in favour of a new one: as an adult indulgence. Leading the new strategy is HLL, which has reworked the marketing communication of its Kwality brand to something more risqué. Its TV and billboard ads show adults "pleasuring it up" quite suggestively. What's up? According to an HLL spokesperson, the repositioning is "a bid to reflect the sensorial awakening in society". "Evidence of which", the spokesperson continues, "is to be found in the spending one sees at malls and multiplexes". At any rate, says the spokesperson, given that half of the country's population is between 18 and 34, its new communication better reflects its image as a youthful and indulgent brand. Rivals haven't yet followed suit. On the contrary, ones like the Anand-based milk marketing cooperative Amul, whose officials were not available for comment, are sticking to their family-centric campaigns, Will HLL's new positioning put its Rs.89 crore (2004 revenue) ice cream business on the boil? Hard to say. For, this is one category where availability plays a bigger role than just branding.</p> <p>What are the market segmentation, targeting and positioning insights that you draw from this case? Why is HLL repositioning its Kwality brand of ice creams?</p> <p style="text-align: center;">OR</p>	5	BL5
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b.	<p>IRCTC and the Dynamics of Marketing Rail Tourism:</p> <p>Indian Railway Catering and Tourism Corporation (IRCTC) was instrumental in introducing and promoting rail tourism in the country. A dynamic marketing strategy in association with public and private agencies, tour operators, transporters, hoteliers, GSA's and local tour agents has been developed by IRCTC to give shape to rail tourism. IRCTC is a company wholly owned by the Ministry of Railways, Govt. of India. IRCTC presently has a mix of proprietary and monopolistic business lines that are clearly linked to Indian Railways and offers IRCTC access to different markets as well as business lines. For instance, IRCTC exclusive access from Indian Railways for food and beverage services encompassing trains and railway stations and is the only recognized entity for offering online ticketing services. But in other business lines such as hospitality and tourism, IRCTC is facing stiff competition from other players. The mission of IRCTC is to serve customer delight in travel, tourism, and hospitality by subscribing to the best global practices and technological know-how.</p> <p>The tourism products and services offered by IRCTC are value-added packages, special coaches, charter trains, budget hotels, and car rentals. The corporation has set up food plazas with private partnerships. Apart from manufacturing packaged drinking water (Rail Neer) for Indian Railway passengers, IRCTC manages the Departmental Catering Units taken over from Indian Railways. IRCTC also manages onboard catering services and static catering units on the Indian Railway network through licensed operations.</p> <p>The services of IRCTC also consist of operating special charter coaches and promotion of value -added tours and other tourist trains. IRCTC has set up an all India Call Centre – “dial 139”. The Internet ticketing program handled by IRCTC is an extended marketing arm of Indian Railways. On September 9, 2004 IRCTC introduced reservation services through mobile phones. This service is available for all GPRS and CDMA subscribers in India. By using SMS Rail 139 service customers can avail services like PNR enquiry, fare enquiry, trains' running time, accommodation availability, etc. The Bharat Darshan Tourist Train Village on Wheels is a brand new venture organized by IRCTC to lend a helping hand to the budget travelers to discover their motherland. The itinerary of this tourist train includes destinations of cultural, historical, and religious interests. IRCTC has established a joint venture with the premier travel company Cox & Kings for managing the 'Maharaja Express', a luxury tourist train which stands out as a synonym of the Royal Indian. The Mahaparinirvan Express (Buddhist Circuit Special Train) was awarded National Tourism Award of Excellence by the Ministry of Tourism in 2009. IRCTC offers charter services on a number of scenic mountain railway routes including Darjeeling Himalayan Railway.</p> <p>There are different types of marketing tools for promoting and selling rail tour packages. For marketing tours packages, IRCTC integrates many mediums to advertise events, including social networking websites, internet banners, commercials, and the travel section of print media. The prominent marketing initiatives of</p>		BL6
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	<p>IRCTC include E-Mailers (IRCTC is having three sites which are www.irctc.com, www.irctc.co.in & www.railtourismindia.com). Irctc.co.in is the biggest e-commerce site in the whole of Asia.</p> <p>IRCTC participates in travel marts and exhibitions. It is to the credit of IRCTC that they successfully manage exclusive and inimitable products such as Bharat Darshan, and Fairy Queen Express.</p> <p>Rail tourism is a novel concept and needs robust marketing strategies. The marketing dynamics of tourism can be used by IRCTC to have good leverage for its operations.</p> <p>Discuss how IRCTC can enhance its services marketing functions.</p>		
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ST. JOSEPH'S DEGREE & PG COLLEGE

Autonomous, Affiliated to Osmania University

DEPARTMENT OF BUSINESS MANAGEMENT

MBA II Year IV Semester Internal – I Examination, April 2021 STRATEGIC MANAGEMENT

Programme:	MBA	Date:	26-04-2021
Subject Code/Course Code:	MBA 2020-401	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Strategic Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	Define the term Strategic Management.	3	BL1
2	Identify various elements in Model of Strategic Management.	3	BL3
3	What are various factors in Company's Macro environment?	3	BL1
4	What is Value Chain Analysis?	3	BL1
5	Identify differences between Vision and Mission using relevant examples.	3	BL3

SECTION –B

Answer all questions

(2 QX 5 Marks= 10 Marks)

6. a.	Outline the various steps in Managerial process of crafting and executing a strategy.	5	BL2
b.	Interpret Porter's Generic strategies sustaining competitive advantage.		BL2
7. a.	What are various factors in Porter's Five Forces model?	5	BL1
b.	Construct SWOT analysis using relevant example of an Organization.		BL3

SECTION –C (CASE STUDY)

Compulsory Question

(1 Q X 5 Marks = 5 Marks)

8. a.	<p>Vision, Mission of CCI.</p> <p>In 2012, Competition Commission of India is formed under the competition act of 2002 to enforce competition laws came under enormous public glare when it slapped a penalty of INR 6400 crore on account of violation of antitrade policies by eleven cement companies. However competition law was new for India and there was an urgent need to make companies and people aware about competition regulation across the length and breadth of the country. Recognizing the need for change and to craft a future roadmap for nascent organization, Ashok Chawla, the Chairperson of CCI, invited two professors from the Indian Institute of Management, Ahmedabad in 2013 and asked them to create a vision and mission for the organization.</p> <p>The IIM professors have studied the structure of the commission, duties of the commission and they have interviewed all the stakeholders of the commission and have arrived a Vision, Mission Statement.</p> <p>1. Do you think the process followed by the IIM professors in arriving at the vision, mission is correct.</p> <p>2. Why do you think crafting the vision and mission statements of CCI will help it in regulating the competition?</p> <p style="text-align: center;">OR</p>	5	BL2
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b.	<p>SWOT Analysis of Tata Motors Ltd.</p> <p>TATA Motors is one of the oldest multinational companies of India, founded in the year of 1945. It was previously known by the name TELCO. TATA Motors is the worlds' fifth-largest automobile manufacturing company. The founder and chairman of TATA are Ratan Tata, and the headquarters is in Mumbai, India. In its diversified portfolio, it has many types of products. The products include trucks, passenger cars, vans, buses, coaches, and military vehicles, construction equipment.</p> <p>The below are the Strengths, Weaknesses, Opportunities and Threats.</p> <p>Strengths-Diversified portfolio, Stabilized earning, recognized brand and number of employees</p> <p>Weaknesses-Indifferent to change, global presence, weak marketing policy, narrow domestic market</p> <p>Opportunities – Global positioning, opportunities for merger and acquisitions, increasing purchase power, expanding auto market</p> <p>Threats- Fuel price, government law on environment, market competition, increasing production cost.</p> <p>1. Analyze the SWOT of Tata Motors and suggest potential strategies that could possible lead Tata Motors Ltd to becoming stronger and having a chance in competing in the global car industry.</p>		BL3
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