



# ST. JOSEPH'S DEGREE & PG COLLEGE

Autonomous, Affiliated to Osmania University  
DEPARTMENT OF BUSINESS MANAGEMENT

## MBA II Year IV Semester Internal – II Examination, June 2021 CONSUMER BEHAVIOUR

Programme:	MBA	Date:	10-06-2021
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	Illustrate the influence of Sub culture on Consumer behaviour with an example.	3	BL2
2	Assume a product that can be targeted to Honeymooners (in FLC) and explain about it.	3	BL4
3	Explain the importance of Consumer Innovators.	3	BL2
4	Distinguish between Actual State and Desired State in Problem Recognition.	3	BL4
5	Apply the Economic Model of Buying Behaviour to a consumer product of your choice and explain.	3	BL3

### SECTION –B

**Answer all questions**

**(2 QX 5 Marks= 10 Marks)**

6. a.	Appraise the different stages of Traditional Family Life Cycle.	5	BL
b.	Assess the various Sub Cultural categories that affect Consumer Behaviour.		BL5
7. a.	Explain the various stages involved in Consumer Decision Making Process.	5	BL5
b.	Dissect the Diffusion of Adoption Process.		BL4

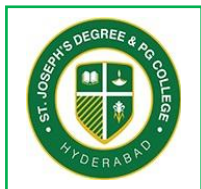
### SECTION –C (CASE STUDY)

**Compulsory Question**

**(1 Q X 5 Marks = 5 Marks)**

8. a.	Star Cruise is making huge investment towards catering the customers who prefer to enjoy sightseeing and enjoying the longer luxurious vacations. The major point in this aspect is the consideration that whether there are enough customers in the market who are willing to invest their time and money in moving ahead with such vacations. Deduce the various steps of consumer decision making process for this particular case.	5	BL6
b.	A major financial services provider wanted to increase adoption of its online self-service channel. The company had successfully attracted early adopters to the system, but didn't know how to encourage the next generation of adopters. This is a common issue among technology products and services, and a tough one to address by simply adding new product features, as the next generation needs more than just new bells and whistles. Suggest marketing strategies that will help the company to increase its adopters at a faster pace.		BL6

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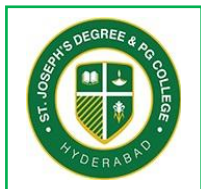
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DEPARTMENT OF BUSINESS MANAGEMENT

## MBA II Year IV Semester Internal – II Examination, June 2021 ENTREPRENEURSHIP & START-UP MANAGEMENT

Programme:	MBA	Date:	07-06-2021
Subject Code/Course Code:	MBA 2020-402	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 Social Entrepreneurship.	3	BL1
2	Enlist barriers to enter International Trade.	3	BL1
3	Define Lean Start up.	3	BL1
4	Explain the concept ‘climate for Intrapreneurship’.	3	BL3
5	Discuss about Crowd funding.	3	BL2
<b><u>SECTION –B</u></b>			
<b>Answer all questions</b>		<b>(2 QX 5 Marks= 10 Marks)</b>	
6. a.	Elaborate on Ideas, Opportunities, and Innovations in Social Entrepreneurship.	5	BL3
b.	OR Differentiate between International and Domestic Entrepreneurship.		BL1
7. a.	Explain National Innovation & Start up Policy2019- Strategies & Governance.	5	BL2
b.	OR Discuss on “Corporate Vs Entrepreneurial culture”.		BL1
<b><u>SECTION –C (CASE STUDY)</u></b>			
<b>Compulsory Question</b>		<b>(1 Q X 5 Marks = 5 Marks)</b>	
8. a.	Explain business canvas model by taking an example.	5	BL2
b.	OR Write a business plan using Market feasibility, Technical feasibility and Financial feasibility study for a firm		BL3

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## MBA II Year IV Semester Internal – II Examination, June 2021 FINANCIAL RISK MANAGEMENT

Programme:	MBA	Date:	08-06-2021
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 features of derivative?	3	BL1																												
2	Explain the types of margins to be maintained in a future contract?	3	BL2																												
3	What are the assumptions of Black and Schole's Model?	3	BL1																												
4	Distinguish between American and European Option.	3	BL4																												
5	List out the types of swaps.	3	BL1																												
<b><u>SECTION –B</u></b>																															
<b>Answer all questions</b>		<b>(2 QX 5 Marks= 10 Marks)</b>																													
6. a.	Distinguish between Forward and Future Contract.	5	BL4																												
b.	OR Apply the formula and find out the value of the future contract. Stock of XYZ Ltd. is traded at 900 Rs, 3 months future contract is available at Rs 950 with risk free interest rate of 8%.Should the investor only buy this future contract when there is no dividend yield during the period.		BL3																												
7. a.	Apply Black and Schole's model to the following data to Calculate the value of Call? S=50, K=50, r=0.10, σ =0.30, Time=6 Months	5	BL3																												
b.	OR The following Information is related to Some Options. State Whether each one of the following is In-The Money, At-The Money ,Out -of the Money		BL3																												
<table><tr><td>S. No.</td><td>Option</td><td>Stock Price (S)</td><td>Exercise Price(K)</td></tr><tr><td>1</td><td>Call</td><td>58</td><td>55</td></tr><tr><td>2</td><td>Call</td><td>40</td><td>40</td></tr><tr><td>3</td><td>Put</td><td>112</td><td>100</td></tr><tr><td>4</td><td>Put</td><td>104</td><td>110</td></tr><tr><td>5</td><td>Put</td><td>12</td><td>15</td></tr><tr><td>6</td><td>Call</td><td>37</td><td>35</td></tr></table>			S. No.	Option	Stock Price (S)	Exercise Price(K)	1	Call	58	55	2	Call	40	40	3	Put	112	100	4	Put	104	110	5	Put	12	15	6	Call	37	35	
S. No.	Option		Stock Price (S)	Exercise Price(K)																											
1	Call		58	55																											
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5	Put	12	15																												
6	Call	37	35																												

<u>SECTION –C (CASE STUDY)</u>													
Compulsory Question		(1 Q X 5 Marks = 5 Marks)											
8. a.	The share of pharmacy ltd is currently sold for Rs.50/-There is a call option available at strike price of Rs.46/- for a period of 6 months. find out the value of Call option given that the rate of return of the investor is 12% and the Std Dev of 20%.Apply the Blacks and Schole's model.			BL5									
b.	<p style="text-align: center;">OR</p> A Ltd and B Ltd. Have been offered the following rates per annum on 1000000 Rs for 10 Years Loan. Design a swap.	5		BL6									
	<table><tr><th>Company</th><th>Fixed Rate</th><th>Floating Rate</th></tr><tr><td>A Ltd.</td><td>10%</td><td>LIBOR +0.5%</td></tr><tr><td>B Ltd.</td><td>11.8%</td><td>LIBOR +1%</td></tr></table>	Company	Fixed Rate	Floating Rate	A Ltd.	10%	LIBOR +0.5%	B Ltd.	11.8%	LIBOR +1%			
Company	Fixed Rate	Floating Rate											
A Ltd.	10%	LIBOR +0.5%											
B Ltd.	11.8%	LIBOR +1%											
	When company A wants to have Floating rate and Company B Fixed rate.												

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# ST. JOSEPH'S DEGREE & PG COLLEGE

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## MBA II Year IV Semester Internal – II Examination, June 2021 INDUSTRIAL RELATIONS AND LABOUR LAWS

Programme:	MBA	Date:	09-06-2021
Subject Code/Course Code:	MBA 2020-406	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Industrial Relations and Labour Laws	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	Classify Labour Laws.	3	BL3
2	Discuss 'Child Labour Act, 1986' briefly.	3	BL1
3	What are the various determinants of wages?	3	BL1
4	Examine 'Payment of Bonus Act, 1965'.	3	BL4
5	Enlist various forms of Collective Bargaining.	3	BL2

### SECTION –B

**Answer all questions**

**(2 QX 5 Marks= 10 Marks)**

6. a.	Elaborate on 'Industrial Employment (Standing Orders) Act-1946'.	5	BL3
b.	OR Explain the provisions made under The Factories Act, 1948.		BL1
7. a.	Explain the provisions made under Minimum Wages Act, 1948.	5	BL1
b.	OR Discuss "Employee provident funds and miscellaneous provisions act, 1952".		BL2

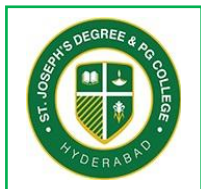
### SECTION –C (CASE STUDY)

**Compulsory Question**

**(1 Q X 5 Marks = 5 Marks)**

8. a.	At the beginning of the Industrial revolution, in Western Europe and elsewhere, those who had accumulated capital in pre-industrial entrepreneurs and commercialized the mass production technology. Most of those who became workers in the factories were pushed out of their rural-non industrial communities by economic necessity. Questions: 1. What new experiences did these workers undergo? 2. What were the predictions made by Karl Marx and on what assumptions?(Write in brief)	5	BL2
b.	OR According to the Case study 2, The Employee Federation of India conducted 3 surveys of the collective Bargaining agreements. The first study published in 1962, showed 114 agreements made. The second survey showed 344 agreements and the third survey showed 109 agreements. Questions: 1. What were the various issues on which the agreements were made? List out for three years separately and substantiate.		BL2

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## MBA II Year IV Semester Internal – II Examination, June 2021 INTERNATIONAL FINANCE

Programme:	MBA	Date:	08-06-2021
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 Nominal Exchange Rate (NEER).	3	BL1
2	Write a note on Purchasing Power Parity (PPP) Theory.	3	BL2
3	Explain KEMP theory of FDI.	3	BL1
4	Explain APV Method.	3	BL4
5	Explain the concept of Hedging.	3	BL2

### SECTION –B

**Answer all questions**

**(2 QX 5 Marks= 10 Marks)**

6. a.	Write a note on Foreign Exchange Market and its participants in detail.	5	BL4
	OR		
b.	Write a note on International Fisher Effect. Is it true that interest rate differential equals inflation rate differential?		BL3
7. a.	Define Foreign Direct Investment (FDI). Write a note on the different strategies of FDI.	5	BL3
	OR		
b.	Write a detailed note on the International Cash Management objectives and Complexities.		BL3

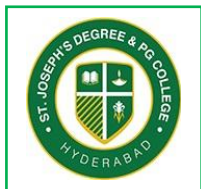
### SECTION –C (CASE STUDY)

**Compulsory Question**

**(1 Q X 5 Marks = 5 Marks)**

8. a.	<p>India is a developing country, Which has abundant natural resources and human capital. Do you all think that India is in a position to attract the FDI from other countries? Does the pandemic Covid 19 have an effect? If Yes or No, state reasons or quote the examples of acquiring the FDI, for the economic growth and prosperity of the country.</p> <p style="text-align: center;">OR</p> <p>A company has the following Capital Structure</p> <table border="1"> <tr> <td>12% Debentures</td> <td>26,00,000/-</td> </tr> <tr> <td>8% Preferred Stock</td> <td>20,000/-</td> </tr> <tr> <td>Share premium</td> <td>1,00,000/-</td> </tr> <tr> <td>Equity Stock (50,000 shares @ 50/- each)</td> <td>25,00,000/-</td> </tr> </table> <p>The equity stock is currently selling at Rs 60/- per share and is expected to get the dividend of Rs 4/-. Stock holders anticipate that the equity stock dividend will grow at the rate of @ 6% per annum in the near future. The company has a tax rate of 60%. From the above information you are required calculating the cost of capital of the company.</p>	12% Debentures	26,00,000/-	8% Preferred Stock	20,000/-	Share premium	1,00,000/-	Equity Stock (50,000 shares @ 50/- each)	25,00,000/-	5	BL5
12% Debentures	26,00,000/-										
8% Preferred Stock	20,000/-										
Share premium	1,00,000/-										
Equity Stock (50,000 shares @ 50/- each)	25,00,000/-										
b.		BL6									

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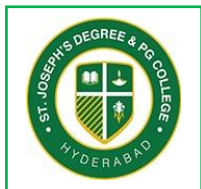
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DEPARTMENT OF BUSINESS MANAGEMENT

## MBA II Year IV Semester Internal – II Examination, June 2021 LOGISTICS & SUPPLY CHAIN MANAGEMENT

Programme:	MBA	Date:	11-06-2021
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	Outline the Importance of Procurement?	3	BL2
2	Define E-Procurement and list the advantages?	3	BL1
3	Explain the Factors influencing Supply Chain Network Design?	3	BL1
4	Highlight various types of Material Handling methods?	3	BL2
5	Discuss the Concept of Bench Marking?	3	BL2
<b><u>SECTION –B</u></b>			
<b>Answer all questions</b>		<b>(2 QX 5 Marks= 10 Marks)</b>	
6. a.	Describe the Cold Chain Logistics and explain in detail?	5	BL1
	OR		
b.	Define Black Chain Logistics and summarise various issues involved?		BL1
7. a.	Describe the Supply Chain Network Design?	5	BL2
	OR		
b.	Explain the role of Distributors in Supply Chain Management?		BL2
<b><u>SECTION –C (CASE STUDY)</u></b>			
<b>Compulsory Question</b>		<b>(1 Q X 5 Marks = 5 Marks)</b>	
8. a.	Evaluate various types of Benchmarking methods and list the benefits?	5	BL4
	OR		
b.	Analyse Supply Chain Operations reference (SCOR) Model		BL4

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## MBA II Year IV Semester Internal – II Examination, June 2021 PERFORMANCE & COMPENSATION MANAGEMENT

Programme:	MBA	Date:	09-06-2021
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	Depict the balanced scorecard model of evaluating performance and mention its purpose.	3	BL2
2	Outline Performance pathway analysis.	3	BL2
3	Recall various types of compensation.	3	BL1
4	Explain briefly various types of incentives.	3	BL2
5	Outline the principles of compensation management.	3	BL1

### SECTION –B

**Answer all questions**

**(2 QX 5 Marks= 10 Marks)**

6. a.	Discuss briefly performance shaping factors	5	BL2
	OR		
b.	Evaluate whether Economic value added is appropriate for evaluating firms. Justify by giving arguments for and against.		BL5
7. a.	Examine performance- compensation linkage model and analyse the role of appraisal in rewarding performance	5	BL4
	OR		
b.	Identify the ways to strengthen pay for performance programmes in any organisation. Also give its possible limitations		BL4

### SECTION –C (CASE STUDY)

**Compulsory Question**

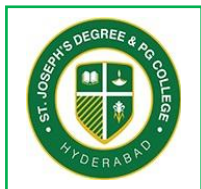
**(1 Q X 5 Marks = 5 Marks)**

8. a.	<p>The pay slip generated by one employee in operations in XYZ Company is as follows: All are in Rs. monthly</p> <p>Basic : 4000 Medical allowance: 600 Bonus: 400 House rent allowance 2000 Lunch allowance: 1000 Educational allowance: 200 Shift allowance 2200 City Conveyance allowance 393.33 Performance incentive 3000 Deductions include: provident fund: 480, ESI 217, Professional tax: 250</p> <p><b>Calculate the gross salary and net salary. Analyse the components of basic pay, city conveyance allowance, house rent allowance, performance incentive, bonus, Provident fund and ESI. Comment on the components whether they are as per the standard percentages and also identify them under core or fringe compensation.</b></p> <p>OR</p>	5	BL2
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b.	<p>Siddarth Ray (Ray), CEO of Ray Tech Pvt. Ltd. (Ray Tech) observed few delay in their projects and found that no proper cooperation and coordination was there between technical and marketing team. Ray was wondering what solution to be implemented to get the two teams to work in sync with each other.</p> <p><b>Q1: If you were in CEOs place, what type of plans you will suggest for the growth of the company. Justify with reasons.</b></p>		BL2
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# ST. JOSEPH'S DEGREE & PG COLLEGE

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## MBA II Year IV Semester Internal – II Examination, June 2021 PROJECT CHAIN MANAGEMENT

Programme:	MBA	Date:	11-06-2021
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	What do you understand by delegation? How will it be implemented in Project Management	3	BL2
2	Write a brief note on why team building is important in project management.	3	BL2
3	Write a short note on project dairy.	3	BL2
4	What is project procedure manual?	3	BL2
5	What are the Administrative aspects of capital budgeting?	3	BL2

### SECTION –B

**Answer all questions**

**(2 QX 5 Marks= 10 Marks)**

6. a.	Write an essay on functions of Bureau of public enterprise.	5	BL2
b.	Write an essay on 'R' of contracting.		BL2
7. a.	Explain the process of Applying work break down structure in Project Management with a suitable example.	5	BL3
b.	Explain the procedure of contracting and analyse the process of contract bidding adopted by Govt. bodies inviting bidding for completing few civil works in railways		BL3

### SECTION –C (CASE STUDY)

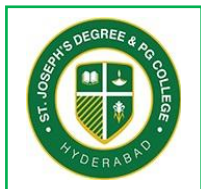
**Compulsory Question**

**(1 Q X 5 Marks = 5 Marks)**

8.	<p>“One of the crucial tasks of the corporate planning cell was to suggest a procedure for identification and evaluating opportunities for PPPL. We have developed one and put it to the corporate planning committee for approval,” said Mr.Gupta.</p> <p>The procedure the cell envisages required that the opportunity identification process would be participatory. Any employee could write to the manager (projects)and suggest opportunity ideas. The corporate planning cell would pick up these ideas and evaluate them using a point rating system. Based on this a shortlist of opportunities would be prepared for the considerations of the corporate planning committee and the board.</p> <p>According to Gupta, the suggested procedure was a major departure from the existing one. Earlier, the responsibility of identifying opportunities vested with the projects department and the criteria for evaluating the opportunities were not fixed. The prime consideration seemed to be the rate of return.</p> <p>The following is the suggested procedure for Identification and Evaluation of Opportunities at PPPL</p> <p>1.Idea, 2. Concept, 3. Pre-Feasibility, 4. Letter of Intent, 5. Project report 6. Foreign, 7.Detailed Project</p>	5	
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	<p>PPPL management Objectives is to give priority to project which a) Require minimum Investment b) Have short gestation c) Provide high turnover in relation to investment d)Yield an internal rate of return of not less than 18% e) Utilize the existing excess manpower f) Utilize the existing marketing set-up g) carter to customer having r4esources to pay</p> <p>Criteria for evaluation on a point scale of 9</p> <p>a)Investment &lt;100-800 Lakhs, b) Turnover to Investment ratio 1:1 to 5:1 &amp; Above c) Rate of return 15% to 25% d) Utilization of existing work force 10 -100 &amp; above e) Gestation period 6 months to 3 years f) utilization of existing marketing organization and distribution channels g) Type of customers.</p>		
a.	Analyze the Project Idea Generation & evaluation procedure adopted in PPPL.		BL4
	OR		
b.	What is the primary objective in choosing new Project at PPPL? Which statement in the case strengths your justification? Explain.		BL4

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# ST. JOSEPH'S DEGREE & PG COLLEGE

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## MBA II Year IV Semester Internal – II Examination, June 2021 SERVICES MARKETING

Programme:	MBA	Date:	10-06-2021
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	Explain the strategies for dealing with intangibility and inseparability.	3	BL2
2	Outline relationship Marketing.	3	BL1
3	What are public utility services?	3	BL1
4	Identify any four challenges in hospitality marketing.	3	BL2
5	What is Tourism Marketing?	3	BL2

### SECTION –B

**Answer all questions**

**(2 QX 5 Marks= 10 Marks)**

6. a.	Explain the key role of internal marketing and interactive marketing in a service organization with suitable examples. OR	5	BL2
b.	Illustrate - Marketing triangle in services marketing.		BL2
7. a.	Develop an appropriate marketing mix model for hotel services. OR		BL3
b.	Give Short notes on the better services strategies for the following areas. i. Travel services ii. Public Utility Services	5	BL3

### SECTION –C (CASE STUDY)

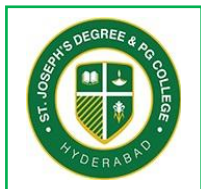
**Compulsory Question**

**(1 Q X 5 Marks = 5 Marks)**

8. a.	Fast Express courier Ltd. (FECL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What FECL really sells is on-time reliability. The company markets risk reduction and provide the confidence that people shipping packages will be “absolutely, positively, certain their packages will be there by 10.30 in the morning”.		BL6
b.	In fact, FECL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, the customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by FECL is part of the distribution centre for a very large computer firm. In other organizations, customers can place an order for inventory as late as midnight, and the marketer, because of FECL’s help, can guarantee delivery by the next morning. FECL has positioned itself as a company with a service that solves its customer’s problems. <b>Questions</b> (a) What is FECL’s product? What are the tangible and intangible elements of this service product?	5	BL6

	<p>(b) What are the elements of service quality for a delivery service like FECL?</p> <p style="text-align: center;"><b>OR</b></p> <p>You are the Chairman of a 50-year-old Private Sector Bank functioning with conservative approach. Your 200 branches are located mostly in Tamil Nadu. Your bank faced a few take-over threats in the past. The Ministry of Finance, Government of India is insisting merger of banks for viability and to face the competition from foreign banks. Automation is the order of the day. But the size of the bank does not permit huge investment on mechanization. Your product portfolio requires a change to woo new customers and to retain existing customers. The Board is expecting from you a thorough overhaul of marketing mix. How can you modify? Substantiate your approach.</p>		
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## MBA II Year IV Semester Internal – II Examination, June 2021 STRATEGIC MANAGEMENT

Programme:	MBA	Date:	07-06-2021
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	What is Balanced Score Card?	3	BL1
2	Explain BCG matrix.	3	BL2
3	Write a short note on Unbundling.	3	BL1
4	Explain why companies enter into Strategic Alliance?	3	BL2
5	Define the terms Social Responsibility and Corporate Governance.	3	BL2

### SECTION –B

**Answer all questions**

**(2 QX 5 Marks= 10 Marks)**

6. a.	Discuss the various Strategies for competing in Emerging industries.	5	BL2
b.	Illustrate the Various Industry Life cycle Stages?		BL2
7. a.	Explain the types of Diversification strategies.	5	BL4
b.	Can you identify and explain the various activities and benefits of Outsourcing?		BL4

### SECTION –C (CASE STUDY)

**Compulsory Question**

**(1 Q X 5 Marks = 5 Marks)**

8. a.	<p><b>Red bus Saga:</b> Red bus has been acquired by Ibibo in 2013. After finalizing the deal, Phanindra Sama went to a London trip with his family where he was unavailable on phone to handle any further issues that may arise due to this acquisition. Three of his employees at top management level resigned the job because they felt cheated by him. Ibibo felt that the merger went smoothly but the after running of the company was problematic due to non response of Mr. Phanindra Sama</p> <ol style="list-style-type: none"> <li>1. What do you think went wrong with the merger?</li> <li>2. Do you think ibibo has been cheated by the founder of Redbus?</li> <li>3. What according to you is the formal procedure of start up acquisition phase?</li> </ol> <p><b>OR</b></p> <p><b>Failure of Corporate Governance: ICICI Bank</b> A case of possible misconduct by ICICI CEO has spotlighted the concerns in corporate governance. ICICI Bank's troubles are rooted in a 2016 complaint by an investor alleging a quid pro quo deal between Bank CEO's immediate family members and the Videocon group which got a Rs. 3,250-crore loan from it. When this 'conflict of interest' complaint resurfaced in the public domain this year, chairman of board of directors of the bank personally inquired into it two years earlier and found nothing amiss. With the Central Bureau of Investigation and later the stock market regulator SEBI swooping in, the issue of whether the bank had failed to make adequate disclosures about its dealings with the borrower (who is now a defaulter) and a firm related to CEO's family member was spotlighted.</p> <ol style="list-style-type: none"> <li>1. What is the issue?</li> </ol>	5	BL2
b.			BL3

	2. What is ICICI misconduct case all about? 3. Mention some measures you think need to be taken by ICICI- Justify your answer.		
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