

MBA (3RDSEM) Examination, 2021

SECURITY ANALYSIS & INVESTMENT MANAGEMENT

Paper-FM301

Time Allotted: Three Hours

Maximum Marks: 70

SECTION A

NOTE: Attempt any 4 questions out of 6. Each carries 7 marks

4x7=28

1. What is new issue market? Explain briefly.
2. Define Risk & Return.
3. Explain briefly about Bulls and Bear.
4. What do you mean by Investment Alternatives?
5. Explain the objectives of Security Analysis.
6. What do you mean by Government Securities?

SECTION B

NOTE: Attempt any 3 questions out of 5. Each carries 14 marks

3x14=42

1. Explain in details the single index model.
2. Describe the Efficient Market Theory.
3. Explain the Investment Instrument of the Money Market.
4. What are the different attributes to be considered before investing? Discuss.
5. Explain the Technical Approach of Stock Market Analysis.

MBA (3RDSEM) Examination, 2021
WORKING CAPITAL MANAGEMENT

Paper-FM302

Time Allotted: Three Hours

Maximum Marks: 70

SECTION A

NOTE: Attempt any 4 questions out of 6. Each carries 7 marks

4x7=28

1. What is Working Capital ? Explain the difference between Gross and Net working Capital.
2. Explain the Sources of Working Capital for an Organisation.
3. Define Ordering Cost and Carrying Cost
4. Define EOQ and ABC classification of Inventories.
5. Explain the different Cash Management Models.
6. Define Budget. Define Cycle of Working Capital.

SECTION B

NOTE: Attempt any 3 questions out of 4. Each carries 14 marks

3x14=42

7. How does an efficient Cash Management system helps in overcoming the liquidity crunch in an organization.
8. Explain how the credit policy is formulated and executed in Receivable Management ?
9. What is Inventory Management? Explain the different techniques of Inventory Management ?
10. Write a detailed note on new trends in Financing of Working capital by Banks.
11. Define "Cash Credit Arrangement ". Explain the factors affecting working capital requirements in a Manufacturing organization.

MBA (3RDSEM) Examination, 2021
WORKING CAPITAL MANAGEMENT

Paper-FM302

Time Allotted: Three Hours

Maximum Marks: 70

SECTION A

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MBA (3RDSEM) Examination, 2021
MANAGEMENT OF INDUSTRIAL RELATIONS

Paper-HM301

Time Allotted: Three Hours

Maximum Marks: 70

SECTION A

NOTE: Attempt any 4 questions out of 6. Each carries 7 marks

4x7=28

1. Explain the nature of collective bargaining. What are the conditions for successful collective bargaining in organization?
2. Discuss the main features of the emerging industrial relation scene in India. "Lok-Adalat solving industrial dispute" ----explain with some example.
3. Explain the concept of employee empowerment. How can it be linked with improving employees' performance?
4. Discuss about the impact of technological change in industrial relations. How work culture effect employee relation?
5. What is a trade union? What are the conditions of recognition of trade union in India?
6. Write the main provisions of Trade Union Act, 1926.

SECTION B

NOTE: Attempt any 3 questions out of 5. Each carries 14 marks

3x14=42

1. What is meant by Grievance? Discuss in details the grievance redressal procedure. What would be future of trade union in era of Industry 4.0?
2. Critically examine systems theory as applicable to Industrial relation. Suggest measures to improve industrial relations in the country.
3. What are the main causes of industrial disputes in India? What are the machineries for settlement of such disputes make a critical analysis. "Workers participation in management scheme in India has not been a resounding success". Do you agree? Give your arguments.
4. What do you understand with participative management and how it is different from traditional management? Give examples. Discuss the technological revolution in industrial relation.
5. What are the legal provisions to go on strike? What is the role of Negotiation in Industrial Relation and discuss its importance?

MBA (3RDSEM) Examination, 2021
MANAGEMENT TRAINING & DEVELOPMENT
Paper-HM302

Time Allotted: Three Hours

Maximum Marks: 70

SECTION A

NOTE: Attempt any 4 questions out of 6. Each carries 7 marks

4x7=28

- Q1.** Discuss the main Dimensions of Organizational eliminate prevailing in a training institution.
- Q.2.** Explain the significance of training evaluation and give suggestions for a good Evaluation. Explain the training Policy.
- Q.3.** Write a note on the Role and Responsibility of a training Managers. State the methods of career planning.
- Q.4.** What are the levels of instructional objectives? Explain some good training aids.
- Q.5.** Differentiate between training and development. Explain the measures of ROI of training.
- Q.6.** Describe the Jhon Keller's ARCS model during the design of the training Program
- Q.7.** Explained the leader cantered techniques of management development.

SECTION B

NOTE: Attempt any 3 questions out of 5. Each carries 14 marks

3x14=42

- Q.1.** Elaborate the challenges of training managers in the wake of dynamic HR scenario. How Human Resource Information System(HRIS) helps in Training and development?
- Q.2.** What is e-learning? Discuss its advantages and disadvantages. Discuss some training evaluation models.
- Q.3.** Discuss the basic principles of learning, retention and transfer. What are the necessary attribute of a good trainer?
- Q.4.** Discuss in details the importance of management games. Give detailed write up for two management games. How do you introduce remedial training Program?
- Q.5.** How do you determine the training needs of an industrial organizations? "Outward Bound Learning (OBL) is a method of behavioural training" Explain.
- Q.6.** "Training techniques must be subservient to the aims of the training sessions". In the background of this statement explain in detail various methods and techniques used for training.
- Q.7.** What do you understand by Training Modalities? Explain various types of modalities chosen to provide the desired effects.

MBA (3RDSEM) Examination, 2021

BUSINESS POLICY AND STRATEGIC ANALYSIS

Paper-MB301

Time Allotted: Three Hours

Maximum Marks: 70

SECTION A

4x7=28

NOTE: Attempt any **FOUR** questions out of **SIX**. Each carries 7 marks

1. Discuss briefly essentials of a good business policy.
2. State the differences between Business Policy and Business Strategy.
3. Differentiate between Mergers, Acquisitions & Takeovers.
4. Discuss SWOT Analysis as a tool for environmental scanning.
5. Differentiate between Mergers, Acquisitions & Takeovers.
6. Explain in brief at least four reasons for corporate acquisitions.
7. Explain Vision & Mission statements of a business.
8. Discuss in brief atleast three strategies taken by Indian companies to boost up their sales during Covid-19 pandemic.

SECTION B

3x14=42

NOTE: Attempt any **THREE** questions out of **FIVE**. Each carries 14 marks

1. Explain the GEC model of strategic management in details. Explain in detail PEST Analysis as a tool for external environment scanning.
2. Discuss in detail with examples the generic business level strategies – Differentiation & Cost Leadership.
3. How do the five forces of competition in an industry affect its profit potential? Explain very briefly through Porter's Model.
4. What is Value Chain Analysis? Explain with a proper diagram.
5. Discuss briefly some reasons for which firms choose to diversify their operations?

MBA (3RDSEM) Examination, 2021

DSS and MIS

Paper-MB302

Time Allotted: Three Hours

Maximum Marks: 70

SECTION A

NOTE: Attempt any **FOUR** questions out of **SIX**. Each carries 7 marks
4x7=28

1. Write a short note on development of decision support system.
2. What is the role of "Brainstorming" in decision-making process? Explain with an example.
3. How can information systems support a company's business operations, decision making by their managers, and give them a competitive advantage? Give examples to illustrate your answer.
4. Differentiate between a DSS and an MIS system.
5. Discuss the advantages and limitations of Prototyping approach of software development.
6. Write short notes on any two: -
 - (a) System entropy
 - (b) Open and closed systems
 - (c) Value of information

SECTION B

NOTE: Attempt any **THREE** questions out of **FIVE**. Each carries 14 marks
3x14=42

1. Discuss major application areas of A.I in following-
 - (a) Cognitive Science Application
 - (b) Robotic Application
 - (c) Natural Interface Applications
2. Why cannot a file-based system perform as consistently and reliably as a Relational database based system? Explain. Discuss Simons Model of flowchart for Decision Process"
3. Explain the decision making powers. How does it change in certainty/Risk/Uncertainty. Give examples. Discuss all six stages of "Nolans Stage Hypothesis".
4. Discuss the capabilities of an electronic spreadsheet system for providing support in managerial decision making. How MIS support Risk Analysis.
5. Discuss the stages of SDLC. Also, differentiate in detail between Analysis and Design phase. Explain Codd's rule.

MBA (3RDSEM) Examination, 2021

CONSUMER BEHAVIOUR

Paper-MM301

Time Allotted: Three Hours

Maximum Marks: 70

SECTION A

NOTE: Attempt any 4 questions out of 6. Each carries 7 marks

4x7=28

1. State five reasons for understanding the importance of Consumer Behaviour.
2. Write a note on Consumer perception with example
3. Explain the concept of opinion leadership.
4. Discuss consumer behavior with reference to information search process
5. How do personality factor affects attitude formation.

What do you understand with the term "Institutional Buyer". **SECTION B**

NOTE: Attempt any 3 questions out of 5. Each carries 14 marks

3x14=42

1. What is Reference Group ? Why it is important in Consumer behavior ? Explain.
2. Explain in detail Consumer decision making process with example.
3. Explain in detail the Concept of Information Search Process.
4. Write a detailed note on "The present scenario of consumer behavior studies in India".
5. What do you mean by "Psychographics" ? How it affects decision making process.

MBA (3RDSEM) Examination, 2021

ADVERTISING MANAGEMENT

Paper-MM302

Time Allotted: Three Hours

Maximum Marks: 70

SECTION A

NOTE: Attempt any 4 questions out of 6. Each carries 7 marks

4x7=28

1. Define advertising and discuss the key points of the definition.
2. With suitable examples discuss the major elements of the promotional mix.
3. Advertisement objectives can be classified into four broad groups. – Discuss
3. What are the four steps of choosing an advertising message?
4. Mention some of the modern emerging media in advertisement with real life examples.
5. Indirect advertising appeals are either product-oriented or consumer-oriented. Give one real life example of each.
6. What are the qualities of a good advertisement copy?

SECTION B

NOTE: Attempt any 3 questions out of 5. Each carries 14 marks

3x14=42

1. Marketing managers can make five major decisions, known as the five M-s, in developing a successful advertising program. – Discuss.
2. Discuss about the role of advertising in meeting communication objectives. Then discuss about the role of advertising to meet business objectives.
3. Give one example (real life advertisement) for each of the following bases of advertisement classifications:
 - a) Based on Demand influence level
 - b) Based on Audience to which it is directed
 - c) Based on Objectives
 - d) Based on Timing of response it elicits
4. There are several approaches to advertising budget allocation. Discuss with examples.
6. What are the different types of Advertising Agencies? Briefly discuss about the different functions of a Full Service Advertising Agency?

MBA (3RDSEM) Examination, 2021

RETAIL CONCEPTS AND PRACTICE

Paper-RM301

Time Allotted: Three Hours

Maximum Marks: 70

SECTION A

NOTE: Attempt any 4 questions out of 7. Each carries 7 marks

4x7=28

1. Define retailing and discuss the key points of the definition.
2. With the help of a diagram, discuss about the position and relation of Retailing in the supply chain.
3. Briefly explain the steps involved in the buying process when a retailer is buying stock?
4. Space management is concerned with placing merchandise within the store in the most profitable manner. Discuss.
5. What is retail strategic planning? Name the four components of retail strategic planning.
6. Two basic retail formats that can be used to reach target markets are: store-based and non-store-based retailers. Give some examples of non-store-based retailers.
7. What are the five basic types of space needs in a store?

SECTION B

NOTE: Attempt any 3 questions out of 6. Each carries 14 marks

3x14=42

1. Discuss about the different stages of merchandising.
2. Every retailer has to buy stock in a managed and cost-effective manner and they have significant influence over certain factors. Discuss the factors.
3. Discuss about the retail strategic planning and operation management model.
4. Discuss with examples about some of the major retail formats prevailing in the market.
5. Certain types of stores layout have evolved over time and continue to be the basis for most store layouts. Discuss about some common store lay out models.
6. There are essentially six methods of on-shelf merchandising. Discuss with examples.

MBA (3RDSEM) Examination, 2021
MARKETING CONCEPTS IN RETAIL MANAGEMENT

Paper-RM302

Time Allotted: Three Hours

Maximum Marks: 70

SECTION A

NOTE: Attempt any 4 questions out of 6. Each carries 7 marks

4x7=28

1. What is supply chain management? How SCM is relevant in retail management?
2. Explain consumer behaviour in retail marketing. Analyse the theory of retailing.
3. Explain the need and importance of customer relationship management(CRM). Name some good CRM solution service provider.
4. What are the elements in retail mix? How they different flow marketing mix?
5. What are the principle of visual merchandise of retailers? Evaluate merchandising philosophy of your best retailers.
6. Narrate the role of social media in customer service. Give some example.

SECTION B

NOTE: Attempt any 3 questions out of 5. Each carries 14 marks

3x14=42

1. Discuss the tangible and intangible spectrum of services. Also explain its marketing implications. Identify some attractive plan of customer segmentation.
2. Distinguish between logistics and inventory management. Give an example of each. Explain servicing the retail customer.
3. What is the difference in relationship building between goods & services retailers? Explain retail merchandising.
4. Explain the role of advertising in Sales Promotions. How customer relationship management is important in retailing?
5. Explain the market segmentation techniques. How Analytics helps in market segmentation.