



K18P 0655

Reg. No. :

Name :

Fourth Semester M.B.A. Degree (Regular/Supple.) Examination, July 2018
MBA4C19 : ENTREPRENEURSHIP DEVELOPMENT AND PROJECT
MANAGEMENT
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any one** question in this Section. **Each** question carries **14** marks. **(1×14=14)**

1. a) "The main objective of various industrial policies of the Government of India has been to protect, develop and promote micro and small enterprises in the country". Elaborate.

OR

- b) "The traditional form of organisation is not suitable for the management of projects". Comment.

SECTION – B

Answer **any six** questions from this Section. **Each** question carries **11** marks. **(2 marks for Part (a), 3 marks for Part (b) and 6 marks for Part (c)).**

2. a) What is financial feasibility ?
b) What are EOT and LOT ?
c) "The greatest problem of women entrepreneurs is that they are women". Discuss.
3. a) What is entrepreneurship ?
b) Distinguish between entrepreneur and entrepreneurship.
c) Explain the procedure for determining the critical path.



4. a) What is project organisation ?
b) Discuss the difference between total float, free float and independent float.
c) Explain the functions of the DICs.
5. a) What is project feasibility study ?
b) Explain the objectives of EDIs.
c) Explain the prerequisites for successful implementation of projects.
6. a) What do you mean by Fabian entrepreneurs ?
b) What steps involved in PERT analysis ?
c) "EDP is a process of grooming entrepreneurs". Explain.
7. a) Define project management.
b) How is an intrapreneur different from an entrepreneur ? Explain.
c) Explain the method of project evaluation.
8. a) Give the meaning of crashing of activities.
b) Explain the views of economists on the making of an entrepreneur.
c) Why does the control of projects in practice tend to be ineffective ?
9. a) What is entrepreneurial development ?
b) Explain the features of a project.
c) Discuss the procedure of CPM analysis with the help of a simple example.

(6×11=66)

Reg. No. :

Name :

IV Semester M.B.A. Degree (Regular/Supplementary) Examination, July 2018
Elective – II : FINANCE
(2014 Admn. Onwards)
MBA4E13 : Financial Derivatives

Time : 3 Hours

Max. Marks : 80

SECTION – AAnswer **any one** question in this section. Question carries **14** marks. **(1×14=14)**

1. a) Bring out and explain the benefits of derivatives market.

OR

- b) Determine the price of a call option on a share that does not pay dividend. The current share price is Rs. 60 the exercise price is Rs. 55, the risk-free-rate is 10 percent per annum. The share return volatility is 40 percent per annum and the time to expiration is six months.

SECTION – B

Answer **any six** questions in this section. **Each** question carries **11** marks. **2** marks for Part (a), **3** marks for Part (b) and **6** marks for Part (c). **(6×11=66)**

2. a) Define futures contract.

b) Bring out the importance of margin trading in futures.

- c) On 15th January 2018 Mr. Aravind bought January NIFTY futures contract which cost him Rs. 2,69,000. For this he had to pay an initial margin of Rs. 30,000 to his broker. Each NIFTY futures contract is for delivery of 200 NIFTYs. On 25th January, the index closed at Rs. 1,360. Had he exercised on the same day, what would have been the profit or loss ? Comment on the result.

3. a) What is arbitrage on cost of carry ?

b) Bring out the applications of stock index futures.

- c) The Tata Tea trades on the spot market at Rs. 177. The cost of financing is 12 percent. What is the fair value of one month futures on Tata Tea ? Explain the effects of hedging.



4. a) What is long position ?
b) Explain forwards trading mechanism.
c) In a six months forwards contract on a security where 10 percent annual continuous dividend is expected. The risk free rate of interest is 15% per annum. The asset current price is Rs. 100. Calculate the forwards Price and comment on the result .
 5. a) What do you mean by insurance derivatives ?
b) Differentiate between arbitrageurs and speculators.
c) Write a note on exchange traded derivatives.
 6. a) Define options.
b) Why to regulate derivative market ?
c) Bring out the regulation of financial derivatives in India.
 7. a) What is swaps ?
b) Explain the working of swaps.
c) Explain the types of swaps.
 8. a) What do you mean by interest rate option ?
b) Explain out-of-the money option.
c) Explain the pay-off of call option seller with example.
 9. a) What is commodity futures ?
b) Explain the characteristics of futures contract.
c) Explain the working of weather derivatives.
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K18P 0665

Reg. No. :

Name :

Fourth Semester M.B.A. Degree (Regular/Supplementary)

Examination, July 2018

(2014 Admn. Onwards)

ELECTIVE III : HUMAN RESOURCES

MBA4E22 : Organisational Development

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any one** question in this Section. Question carries **14** marks. **(1×14 =14)**

1. a) Elaborate the role and competencies of an OD practitioner.

OR

b) Define OD. Critically evaluate the OD process in a planned change.

SECTION – B

Answer **any six** questions in this Section. Each question carries **11** marks. **2** marks for Part (a), **3** marks for Part (b) and **6** marks for Part (c). **(6×11= 66)**

2. a) What do you mean by OD intervention ?

b) Explain the objectives of goal setting.

c) Elaborate career planning process in organisations.

3. a) What is culture change ?

b) Explain management by objectives.

c) How performance management system help organisational development ?

4. a) What is a learning organisation ?

b) Explain quality circles.

c) Describe the process of sensitivity training.



5. a) What is job enrichment ?
b) Explain T-group training.
c) Explain total quality management process.
6. a) What does the organisation structure contains ?
b) Explain wellness intervention.
c) What is the relevance of organisational restructuring ?
7. a) What is sensitivity training ?
b) Explain the significance of team building.
c) What are the benefits of employee empowerment ?
8. a) What is process consultation ?
b) State the characteristics of effective feedback.
c) Explain major HRM intervention.
9. a) What is organisational value ?
b) What is the significance of confrontation meeting ?
c) State the future trends in OD.



K18P 0661

Reg. No. :

Name :

**Fourth Semester M.B.A. Degree (Regular/Supplementary) Examination,
July 2018**

Elective II : FINANCE

**MBA4E14 : International Financial Management
(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any one** question. **Each** question carries **14** marks. **(1×14=14)**

1. a) Explain the structure of Indian balance of payment.

OR

b) Explain the different methods of exchange rate determination.✓

SECTION – B

Answer **any 6** questions. **Each** question carries **11** marks. **2** marks for Part (a),
3 marks for Part (b) and **6** marks for Part (c). **(6×11=66)**

2. a) What is balance of payment disequilibrium ?

b) Differentiate between current account and capital account.

c) Explain the different approaches to adjustments.

3. a) What is an international monetary system ?

b) Explain gold standard.

c) Explain the structure of international monetary system.

P.T.O.



4. a) Define exchange rate.
b) What is spot rate ?
c) Explain the factors influencing foreign exchange rates.
 5. a) What is cross rate ?
b) What do you mean by exchange rate determination ?
c) Explain the nature of foreign exchange market in India.
 6. a) What do you mean by risk exposure ?
b) Bringout types of foreign exchange risk.
c) Explain the role of RBI in controlling foreign exchange risk.
 7. a) Define exchange rate risk.
b) Explain international project appraisal.
c) Explain the significance of FII's.
 8. a) What is exchange rate quotations ?
b) Bringout different types exchange rate quotations.
c) The spot rate of the Singapore dollar in the US is USD 0.70 and that of the INR is USD 0.025. What is the exchange rate of the Singapore dollar in India ? If the Singapore dollar is quoted in India at SGD/INR 30, how can an arbitrage make a profit in this situation ?
 9. a) What is hedging ?
b) How hedging works in foreign exchange market ?
c) A US MNC has sold its product to a firm in UK. The invoice amount is USD 5 million. The payment is due after three months from today. The current spot rate is USD/GBP 0.5000. It is expected that the USD will depreciate by 6% over the three month period. The three month forward rate as quoted at USD/GBP 0.5500. What is the expected loss to the UK based firm, and how it can be hedged ?
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K18P 0666

Reg. No. :

Name :

**Fourth Semester M.B.A. Degree (Regular/Supplementary) Examination,
July 2018**

**Elective – III : HUMAN RESOURCES
MBA4E23 : Industrial Relations and Labour Laws
(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any one** question in this Section. Question carries **14** marks. **(1×14=14)**

1. a) Bring out the major recommendations of the Second National Labour Commission.

OR

- b) Critically evaluate the industrial relations scenario in India with reference to legal and technological change.

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **11** marks.

2 marks for Part (a), **3** marks for Part (b) and **6** marks for Part (c). **(6×11=66)**

2. a) What are the causes of labour unrest ?
b) What is the difference between a grievance and dispute ?
c) Explain the factors affecting industrial disputes.
3. a) What is negotiation ?
b) Explain ethical codes in industries.
c) Explain workers participation in management.



4. a) What is an arbitration ?
b) Explain conciliation process.
c) Elaborate provisions for adjudication as per ID Act, 1947.
 5. a) What do you mean by provident fund ?
b) Explain positive employee relations.
c) Bring out recent trends in collective bargaining.
 6. a) Define 'wages'.
b) Explain the procedure to fix minimum wages.
c) What are the deductions allowed from the wages of an employee as per Payment of Wages Act, 1936 ?
 7. a) What is strike and lockout ?
b) Explain unfair labour practices.
c) Explain grievance handling procedure.
 8. a) What is charter of demands ?
b) What are the major objectives of Maternity Act, 1961 ?
c) Explain the compensation payable to an injured as per the Workmen's Compensation Act, 1923.
 9. a) What do you mean by minimum wages ?
b) Explain the structure of ILO.
c) State international dimensions of industrial relations.
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K18P 0657

Reg. No. :

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Fourth Semester M.B.A. Degree (Reg./Supple.) Examination, July 2018
(2014 Admn. Onwards)
Elective – I : MARKETING
MBA4E06 : Advertising and Brand Management

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **one** question in this Section. **Each** question carries **14** marks.

1. A) Explain the integrated marketing communication process.

OR

- B) Discuss AIDA model and DAGMAR Approach to advertising. **(1×14=14)**

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **11** marks.
2 marks for Part (a), **3** for Part (b) and **6** marks for Part (c).

2. a) Define advertising.
b) What are the objectives of advertising ?
c) Enumerate the functions of advertising.
3. a) What do you understand by the term target audience ?
b) What are the different levels of target audience identifications ?
c) Elaborate the role of advertising in marketing mix.
4. a) What is advertising appropriation ?
b) State the various methods of advertising appropriation.
c) Explain any two methods of determining the advertising budget.
5. a) Define media.
b) What is media selection ?
c) Discuss the different types of media. Give any two examples with explanation.



6. a) What is advertising budget ?
b) How do you evaluate the effectiveness of advertising ?
c) What is the necessity of evaluation the advertising effectiveness ?
7. a) What do you understand by brand positioning ?
b) What is Celebrity endorsement ?
c) Explain the 3Cs of positioning.
8. a) What is ethics in advertising ?
b) List the ethical bodies regulating advertising.
c) Explain the social and legal aspects of advertising.
9. a) What is Social advertising ?
b) What are unethical advertisements ?
c) Explain the legal aspects of advertising.

(6×11=66)



K18P 0654

Reg. No. :

Name :

Fourth Semester M.B.A. Degree (Regular/Supplementary)
Examination, July 2018
(2014 Admn. Onwards)
MBA4C18 : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any one** question in this Section. Question carries **14** marks. **(1×14=14)**

1. a) How does the business organisation respond to local pressure and creative competitive positions in the market ? Explain with examples.

OR

- b) Explain strategic management process with a comprehensive model.

SECTION – B

Answer **any six** questions from this Section. **Each** question carries **11** marks.

2 marks for Part (a), **3** marks for part (b) and **6** marks for part (c). **(6×11=66)**

2. a) Define strategy.
b) What are the key drivers for a successful business strategy ?
c) Explain Porter's generic strategies.
3. a) What is strategic alliance ?
b) State the characteristics of a good mission statement.
c) Explain the process of environmental scanning.
4. a) What is turn around strategy ?
b) Explain any three business level strategies.
c) Elaborate portfolio analysis.



5.
 - a) What is hostile take over ?
 - b) Explain types of merger and acquisition.
 - c) Explain the process of industry analysis.
 6.
 - a) What is diversification strategy ?
 - b) Explain role of CEO in strategic implementation.
 - c) Elaborate strategic analysis.
 7.
 - a) What is product development strategy ?
 - b) How to create supportive culture ?
 - c) Explain balance score card approach.
 8.
 - a) What is taper integration ?
 - b) Explain SWOT analysis.
 - c) Explain strategic evaluation process.
 9.
 - a) What is a joint venture ?
 - b) Why companies go for internationalisation ?
 - c) Bring out techniques of strategic control.
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K18P 0656

Reg. No. :

Name :

Fourth Semester M.B.A. Degree (Reg./Supple.) Examination, July 2018
(2014 Admn. Onwards)
Elective – I : MARKETING
MBA 4E05 : Retail Management

Time : 3 Hours

Max. Marks : 80

SECTION – A

Note : Answer **any one** in this Section. Question carries **14** marks.

1. A) Discuss the drivers of changing face of retail structures in the developing world, particularly in the context of India.

OR

- B) Supermarkets often claim to be reducing prices and offering their customers the best possible value. Explain with examples whether you think these claims are true and discuss what pricing techniques are commonly employed.

(1×14=14)

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **11** marks.
2 marks for Part **(a)**, **3** for Part **(b)** and **6** marks for Part **(c)**.

2. a) What is the difference between retail and retailing ?
b) State the functions of Retailing.
c) What are the characteristics of retailing ?
3. a) What is a retail format ?
b) State the various retail formats.
c) Explain the factors that influence retail shoppers.
4. a) What is franchising ?
b) What are the advantages of Franchising ?
c) Discuss the role of franchising in retail business.

P.T.O.



5. a) What do you mean by store location ?
b) Mention the different types of store locations.
c) Explain the steps involved in choosing a location for a store.
6. a) Who is a vendor ?
b) What is the difference between own brand and manufacturers' brand ?
c) Explain the procedure for selecting the vendors.
7. a) What is retail pricing ?
b) What are the various types of retail pricing ?
c) How can consumer affect retail pricing policy ? Explain.
8. a) What is retail performance ?
b) How is retail performance measured ?
c) Critically evaluate the profit model as a measure of financial performance.
9. a) Define retail store design;
b) What is the relationship between store design and store image ?
c) Explain the components of store design.

(6×11=66)