



**K19P 0858**

**Reg. No. :** .....

**Name :** .....

**IV Semester M.B.A. Degree (Regular/Supple.) Examination, July 2019  
(2014 Admission 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) Define mission. Explain the characteristics of a good mission statement with relevant examples.

**OR**

- b) How will a comprehensive system of strategic control operate in a large-sized business organisation ? Explain.

**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 a matrix organisation ?  
b) State the cultural aspect of strategic choice.  
c) Explain the process of structural implementation of strategy.
3. a) What is portfolio analysis ?  
b) What is the importance of strategic advantage profile ?  
c) Explain GE's nine cell matrix.

**P.T.O.**



4. a) What is business ethics ?  
b) How to overcome competition through joint venture ?  
c) How to develop profile of a company ?
  5. a) What is cost leadership ?  
b) Describe value chain approach.  
c) Explain the process of strategic choice.
  6. a) What is horizontal integration ?  
b) Explain internal analysis of a firm.  
c) Explain important corporate level strategies.
  7. a) What is a premium plus strategy ?  
b) How to create strategic business relations ?  
c) Explain the significance of competitive advantage strategy.
  8. a) What is turn around strategy ?  
b) Explain the merits and demerits of mergers and acquisitions.  
c) Explain the procedure to analyse industry competition.
  9. a) What is SWOT analysis ?  
b) Explain the role of a manager in implementation of strategy.  
c) Illustrate major strategic control techniques.
-



**K19P 0860**

**Reg. No. : .....**

**Name : .....**

**Fourth Semester M.B.A. Degree (Reg./Supple.)  
Examination, July 2019  
(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) Explain the consumer decision making process in retail management.

**OR**

B) Customer service is one of retailing's most important issues. How can retailers that emphasize price (such as discounts stores, category specialists and off-price retailers) improve customer service without increasing costs and thus prices ? **(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 retail management ?  
b) Enlist the activities carried out by the retailers.  
c) Explain the significance of retailing.
3. a) What is a retail format ?  
b) State the different types of retail formats.  
c) Explain retail life cycle theory of retailing.

**P.T.O.**



4. a) What is store location ?  
b) Mention the different types of locations.  
c) Explain the steps involved in choosing a location.
5. a) Define Trade Area.  
b) What is trade area analysis ?  
c) How do retailers determine trade area ?
6. a) Who is a retail shopper ?  
b) What are the factors affecting retail price ?  
c) Explain the common strategies retailers normally adopt in pricing.
7. a) What is retail merchandising ?  
b) State the functions of retail merchandising.  
c) Explain the process of merchandising buying.
8. a) Define market research.  
b) Enlist the steps in market research.  
c) Explain the use of market research in understanding the consumers.
9. a) What is store image ?  
b) What are the components of exterior design ?  
c) Explain the importance of visual merchandising in retailing.

**(6×11=66)**

---





**K19P 0869**

**Reg. No. :** .....

**Name :** .....

**IV Semester M.B.A. Degree (Regular/Supplementary)**

**Examination, July 2019**

**(2014 Admission 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) 'Managing the organisational development is a critical process.  
Analyse the statement.

**OR**

- b) Bring out the challenges and future for the organisation in view of change management.

**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). **(11×6=66)**

2. a) What is planned change ?  
b) Explain organisational development.  
c) Describe common organisational goals.
3. a) What is resistance to change ?  
b) Explain career planning in an organisation.  
c) Elaborate performance management in organisations.



4.
    - a) What is feedback mechanism ?
    - b) Explain survey feedback.
    - c) Bring out the assumption of OD.
  5.
    - a) What do you mean by diagnosis of an organisation ?
    - b) Explain team building process.
    - c) What are the characteristics of effective interventions.
  6.
    - a) What is human process in organisation ?
    - b) What is process consultation ?
    - c) Explain the benefits of third party intervention.
  7.
    - a) What is sensitivity training ?
    - b) Explain the significance of goal setting.
    - c) What are the benefits of employer empowerment.
  8.
    - a) What do you mean by role play ?
    - b) Explain wellness interventions.
    - c) What is the significance of organisational restructuring ?
  9.
    - a) What is Job enrichment ?
    - b) Explain total quality management.
    - c) What are the ethical issues in organisational development ?
-



**K19P 0864**

**Reg. No. :** .....

**Name :** .....

**IV Semester M.B.A. Degree (Regular/Supple.) Examination, July 2019  
(2014 Admission Onwards)**

**Elective – II : Finance**

**MBA4E13 : FINANCIAL DERIVATIVES**

**Time : 3 Hours**

**Max. Marks : 80**

**SECTION – A**

Answer **any one** question in this section. Question carries  
**14 marks.**

**(1×14=14)**

1. a) Elucidate different types of financial derivatives.

**OR**

- b) Calculate the value of a call option using B-S model given the following information :

Current market price of the share      Rs. 75

Standard deviation      0.45

Exercise price      Rs. 80

Risk-free-rate      0.12

Time to expiration 6 months

If an investor wants to buy a put with same exercise price and expiration date as call option, what will be the value of put ?

**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 is margin requirements for futures ?

- b) What do you mean by profit or loss on futures contract ?

**P.T.O.**





- c) On 15<sup>th</sup> October 2017, Rajesh bought one October NIFTY futures contract which cost him Rs. 2,10,000. For this he had to pay an initial margin of Rs. 21,520 to his broker. Each NIFTY future contract is for delivery of 200 NIFTYs. On 25<sup>th</sup> October 2017, the index closed at Rs. 1,280. How much profit or loss did he make ? Comment on your result.
3. a) What is cost of financing the underlying asset ?  
b) What is calender spreads using futures ?  
c) Bharti was declaring a dividend of Rs. 20 per share after 10 days of purchasing the contract. Assume the futures share price of Bharti is Rs. 235 per share. The investment was financed by 15% percent bank loan. Compute the fair value of futures price. Comment on the results.
4. a) What is short position ?  
b) Bring out the features of forwards contract.  
c) Consider a three month long forward contract of a non-income paying security. The risk free rate of interest is 10 percent. The stock price is Rs. 50 and the delivery price is Rs. 44. Compute the value of forwards contract.
5. a) What is energy derivatives ?  
b) Differentiate between forwards and futures contract.  
c) Give an account of financial derivatives markets in India.
6. a) What is forward rate agreement ?  
b) Differentiate between bond and interest rate forward.  
c) Explain the types of financial forward contracts.





7. a) What is market making ?  
b) Write a note on valuation of individual contracts.  
c) Explain concept of futures contract.
  8. a) What is American option ?  
b) Differentiate between call option and put option.  
c) Explain the pay-off of put option buyer.
  9. a) What is at the money option ?  
b) Bring out the characteristics of swaps.  
c) Explain the regulatory framework for derivatives.
-



**K19P 0865**

**Reg. No. :** .....

**Name :** .....

**IV Semester M.B.A. Degree (Reg./Supple.)**  
**Examination, July 2019**  
**(2014 Admission Onwards)**  
**Elective – II : Finance**  
**MBA4E14 : INTERNATIONAL FINANCIAL MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

1. a) Bringout and explain the nature of global financial environment.

OR

b) Elucidate the significance of Economic and monetary union in the present dynamic global environment.

**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) Define balance of payments.

b) Explain the disequilibrium in BOP.

c) Explain different approaches to balance of payment adjustments.

3. a) What is commodity standard ?

b) Differentiate between economic and monetary unions.

c) Explain the role of IMF in the foreign exchange market.

P.T.O.



4. a) Define Spot rate.  
b) Explain exchange rate quotation.  
c) Describe the structure of foreign exchange market.
  5. a) What is an Euro market ?  
b) Bring out the significance of Euro market.  
c) Explain the structural model of exchange rate determination.
  6. a) Define hedging.  
b) Bring out role of RBI in foreign exchange market.  
c) Explain the risk management process.
  7. a) What do you mean by FII's ?  
b) Explain international project appraisal.  
c) Explain limitations of FDI's.
  8. a) What is a forward contract ?  
b) What do you mean by covering a transaction exposure ?  
c) A French importer is to pay 10000 USD in three months' time. The exchange rates are being quoted as follows :

Spot	3-month forward
FFr 5.60/USD	FFr 5.80/USD

The importer covers himself by buying USD in the forward market. What is the loss if on the date the rate was as on the date of contract ? What is the effect on contract, if the rate had appreciated to FFr 6.00/USD ?
  9. a) What is arbitrage gain ?  
b) Differentiate between bid price and ask price.  
c) Are there any arbitrage gains possible from the data given below ? Assume there are no transaction costs.

Rs. 55.500 = £ 1 in London
Rs. 35.625 = \$ 1 in Delhi
\$ 1.5820 = £ 1 in New York
-





**K19P 0870**

**Reg. No. : .....**

**Name : .....**

**IV Semester M.B.A. Degree (Reg./Supple.) Examination, July 2019  
(2014 Admission Onwards)**

**Elective – III : Human Resources**

**MBA 4E 23 : INDUSTRIAL RELATIONS AND LABOUR LAWS**

**Time : 3 Hours**

**Max. Marks : 80**

**SECTION – A**

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

**(1×14=14)**

1. a) 'Changes in employment practices bring changes in industrial relations'. Critically analyse the statement.

**OR**

- b) Elaborate settlement machineries available to settle the industrial dispute as per ID Act, 1947.

**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 negotiation ?  
b) Explain the relevance of ethical codes in industries.  
c) Bring out the significance of employee participation and involvement.
3. a) What is an adjudication ?  
b) Explain arbitration process.  
c) State the procedure of conciliation in detail.

**P.T.O.**



4.
    - a) What are the causes for industrial unrest ?
    - b) Differentiate between grievance and dispute.
    - c) State the role of trade unions in harmonious industrial relations.
  5.
    - a) Define the term industry.
    - b) Explain the process of collective bargaining.
    - c) State the major provisions of the Maternity Benefit Act 1961.
  6.
    - a) What is misconduct ?
    - b) Explain positive employee relations.
    - c) What are the factors to be considered for preparing a charter of demand ?
  7.
    - a) What do you mean by unfair labour practice ?
    - b) What are the major objectives of the Bonus Act, 1965 ?
    - c) Write a note on Voluntary Retirement Schemes in Indian Industries with examples.
  8.
    - a) What is three tier system of industrial relations ?
    - b) Enumerate the objectives of Industrial Employment (Standing Order) Act, 1946.
    - c) Explain the emerging challenges in the trade union movement.
  9.
    - a) Define strike and lock-out.
    - b) What are the functions of a trade union ?
    - c) Explain the influence of ILO on Indian labour legislations.
-

Reg. No. : .....

Name : .....

**Fourth Semester M.B.A. Degree (Reg./Supple.)**  
**Examination, July 2019**  
**(2014 Admn. Onwards)**  
**Elective – 1 : Marketing**  
**MBA4E06 : ADVERTISING AND BRAND MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

1. A) Critics of advertising charge that advertising seeks to manipulate its audience, whereas supporters claim that it merely seeks to persuade. Comment.

OR

- B) Explain the steps in the strategic brand management process.

(1×14=14)

**SECTION – B**

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

2. a) What are the elements of effective advertising ?  
b) List the benefits of advertising.  
c) Briefly explain the role of advertising in the society.





3. a) Define media.  
b) What is media strategy ?  
c) Explain the significance of media planning.
4. a) What do you mean by Advertising Budget ?  
b) What are the most commonly used advertising budgeting methods ?  
c) Explain the advantages of each of the method of determining advertising budget.
5. a) Distinguish between brand loyalty and brand equity.  
b) What are the marketing advantages of branding ?  
c) Explain the important brand strategy decisions. Give examples.
6. a) Define target audience.  
b) What are the different level of target audience identification ?  
c) Explain the necessity of identifying the target audience.
7. a) What is 'Brand Positioning' ?  
b) State the various brand positioning errors.  
c) Explain the importance of brand positioning.
8. a) What do you understand by co-branding ?  
b) What are the advantages and disadvantages of Co-branding ?  
c) Highlight the features of Aaker model of brand equity.
9. a) What is brand extension ?  
b) Why do brands have Extensions ?  
c) Explain the importance of brand reinforcement and brand revitalization.

(6×11=66)

---



**K19P 0859**

Reg. No. : .....

Name : .....

**IV Semester M.B.A. Degree (Regular/Supple.) Examination, July 2019  
(2014 Admission Onwards)**

**MBA4C19 : ENTREPRENEURSHIP DEVELOPMENT AND PROJECT  
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) "Entrepreneur and Entrepreneurship are catalysts in the process of economic development of a country." Explain with examples.

**OR**

- b) Describe the measures taken by the Government of India to promote women entrepreneurship in India.

**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) Who is an Intrapreneur ?  
b) Distinguish between an entrepreneur and a manager.  
c) Explain the role of SIDBI in promoting small industries in India.
3. a) What do you mean by Drone Entrepreneurs ?  
b) Explain the methods of scheduling projects.  
c) What are the recent trends in the development of women entrepreneurship in India ?



4. a) What is matrix organisation ?  
b) Explain critical path analysis.  
c) "Developing countries need imitative rather than innovative entrepreneurs". Comment.
  5. a) Define DPR.  
b) Explain the objectives of EDP.  
c) Explain the rules for network construction.
  6. a) Give the meaning of entrepreneurship.  
b) Differentiate between quantifiable and non-quantifiable projects.  
c) Explain the various steps in project control cycle.
  7. a) What is project organisation ?  
b) What are EOT and LOT ?  
c) Describe the types of entrepreneurs. Which one do you think most suitable for India ?
  8. a) Define Entrepreneurial motivation.  
b) Why a network analysis is needed by the entrepreneur ?  
c) Describe the contents of a project feasibility study.
  9. a) What is project formulation ?  
b) Explain the types of entrepreneurs.  
c) What are the guidelines for measuring the technical feasibility and financial viability of a new project ?
- (6×11=66)**
-