



K20P 0203

Reg. No. :

Name :

IV Semester M.B.A. Degree (Reg./Supple.) Examination, April 2020
(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. **(1×14=14)**

1. A) Discuss in detail the emerging trends in Indian retailing. What impact you expect it will have on traditional stores ?

OR

- B) In what way is the knowledge of consumer behaviour essential for the success of retail strategies. Discuss.

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 a retail format ?
b) What are the various types of retail formats ?
c) Critically evaluate the lifecycle theory of retailing.
3. a) What is store based retailing ?
b) What are the advantages of store based retailing ?
c) Explain the environmental theory of retailing.
4. a) What is market research ?
b) Mention the steps involved in market research.
c) Explain the use of market research in understanding the consumers and markets.

P.T.O.



5. a) What do you mean by store location ?
b) What are the benefits of locating a store in the urban area ?
c) Explain the steps involved in choosing the store location.
 6. a) What is a pricing strategy ?
b) What are the different methods of pricing retailers follow ?
c) Explain the factors affecting pricing strategy.
 7. a) What is retail merchandising ?
b) State the functions of retail merchandising.
c) Explain the process of merchandising buying.
 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) What do you understand by retail store design ?
b) Is there any relationship between store design and store image ?
c) Explain in detail the components of store design.
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K20P 0206

Reg. No. :

Name :

IV Semester M.B.A. Degree (Regular/Supple.) Examination, April 2020
(2014 Admission Onwards)
Elective – I : Marketing
MBA 4E08 : SERVICES MARKETING

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. A) Elaborate the factors contributing to the growth of service sector in India.

OR

B) Discuss the impact of physical evidence and SERVICESCAPES on customer perception with reference to McDonald's fast food chain.

SECTION – B

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

2. a) Define service.

b) What are the elements of service marketing mix ?

c) Briefly explain few elements of services marketing mix.

3. a) What is Service GAP ?

b) Briefly explain the factors influencing the consumer behaviour for services.

c) Explain the GAP model of service quality.

4. a) How are services positioned ?

b) Briefly explain the service positioning matrix.

c) Explain the positioning strategies utilized in service marketing.

P.T.O.



5. a) What is SERVICESCAPES ? Give example.
b) Write a note on service mapping.
c) Explain the role of physical evidence in service marketing.
 6. a) Differentiate between products and services.
b) Briefly explain the role of information technology in services.
c) Explain some recent developments in the field of service marketing.
 7. a) Define Customer Relationship Management.
b) What are the pros and cons of complaining customers ?
c) Explain the benefits of CRM.
 8. a) What is Servqual ?
b) What is integrated service marketing communication mix ? Explain.
c) Discuss some guidelines for developing service communications.
 9. a) What is Service delivery system ?
b) Enumerate the marketing problems caused by intangibility.
c) Briefly explain the role of employee in service delivery.
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K20P 0201

Reg. No. :

Name :

**IV Semester M.B.A. Degree (Regular/Supple.) Examination, April 2020
(2014 Admn. Onwards)**

MBA 4C18 : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. a) Define strategic management and discuss the important steps involved in strategic management process.

OR

- b) Critically analyse the strategic implications of different SBUs/Products in an organisation's portfolio that are plotted on the BCG matrix.

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)).

2. a) What is competitive advantages ?
b) Write a note on balanced score card.
c) Explain the various phases of strategy formulation with an illustration.
3. a) What is mission and vision ?
b) What are functional level strategies ?
c) Discuss the advantages and limitations of growth strategies with examples.
4. a) What do you mean by environmental appraisal ?
b) What are the generic competitive strategies ?
c) Bring out human resources activities that contribute to the effective strategy implementation.

P.T.O.



5. a) What is grand strategy ?
b) Write a note on features of strategy.
c) Discuss Porter's five force model of industry analysis with suitable illustration.
 6. a) What do you mean by cost leadership ?
b) What is the importance of matching organization structure with strategy ?
c) Explain the principles of corporate governance.
 7. a) What is cash flow implication in strategic planning ?
b) What are the types of expansion strategy ?
c) What is the use and importance of 7S model in strategic implementation ?
 8. a) What is turnaround strategy ?
b) Explain retrenchment strategies with examples.
c) Discuss the process of strategic evaluation and control.
 9. a) What do you understand by Competitive cost dynamics ?
b) What are the characteristics of a good mission statement ?
c) Describe the importance of SWOT analysis and ETOP.
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K20P 0208

Reg. No. :

Name :

**IV Semester M.B.A. Degree (Regular/Supple.) Examination, April 2020
(2014 Admission Onwards)**

Elective – II : FINANCE

MBA4E14 : International Financial Management

Time : 3 Hours

Total Marks : 80

SECTION – A

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

1. a) Describe the different factors of global financial environment.

(OR)

- b) Describe different exchange rate regimes.

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 balance of payment disequilibrium ?

- b) Write a short note on international financial environment.

- c) Explain the structure of balance of payment.

3. a) What is monetary union ?

- b) Bring out the objectives of monetary union.

- c) Describe the component of global money market.

4. a) What is international monetary system ?

- b) Explain special drawing right.

- c) Explain the objectives of IMF.

P.T.O.



5. a) Define spot rate.
b) Differentiate between spot rate and forward rate.
c) The spot rate in Singapore dollar in the United States is USD 0.654 and that of the INR is USD 0.0226. What is the exchange rate of the Singapore dollar in India ? If the Singapore dollar is quoted in India at SGD/INR 31, how can an arbitrage make a profit in this situation ?
6. a) What is an arbitrage ?
b) Bring out the advantages of forward contracts.
c) A UK importer has to pay \$ 100000 in a month's time. He fears an appreciation of the dollar. What can he do with the knowledge of the following data ?
1 month interest rate : US\$: 4 percent per annum and UK£ : 5 percent per annum.
Spot rate : \$ 1.5537/£
7. a) What do you mean by political risk ?
b) Explain country risk.
c) Describe the management of political risk management.
8. a) Define swaps.
b) Differentiate between options and futures.
c) Explain the role of RBI in exchange rate risk management.
9. a) What are FDIs ?
b) Explain international cost of capital.
c) Describe the need for FIIIs.
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K20P 0207

Reg. No. :

Name :

IV Semester M.B.A. Degree (Regular/Supple.) Examination, April 2020
(2014 Admn. Onwards)
Elective – II : Finance
MBA 4E 13 : FINANCIAL DERIVATIVES

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) Discuss the regulatory framework for derivatives markets in India.

OR

- b) Calculate the value of a call option using the Black and Scholes model given the following information :

Current market price of the share (S) : Rs. 75

Volatility (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 **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) :

2. a) What do you mean by energy derivative ?
b) Explain the uses of energy derivatives.
c) Describe the purpose of insurance derivative.

P.T.O.



3. a) What is speculation ?
b) Differentiate between arbitrage and speculation.
c) How arbitrage works in the market ? Explain.
4. a) What is straddle ?
b) Explain commodity option.
c) Explain the characteristics of a financial option.
5. a) What is index future ?
b) Explain the interest rate future.
c) Explain the futures market trading mechanism.
6. a) When should a put option be exercised ?
b) Explain the out-of-the-money option.
c) Explain the call option seller's pay-off at expiration with example.
7. a) What is a currency swaps ?
b) Explain the risk associated with swaps.
c) Explain different currency swaps.
8. a) What is forward rate agreements ?
b) Explain the features of forward contracts.
c) Compute the value of a forward contract of a non-income paying security.
Contract period : 3 months
Risk free rate of interest : 10 percent
The stock price : Rs. 40 and the
Delivery price : Rs. 35
9. a) What do you mean by short position ?
b) Explain the arbitrage with stock futures.
c) On 15th October Mr. X 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 futures contract is for delivery of Rs. 200 NIFTYs. On 25th October, the index closed at Rs. 1280. How much profit or loss did he make ? If the selling price goes down to Rs. 950 what is the loss ?

(6×11=66)



K20P 0212

Reg. No. :

Name :

**IV Semester M.B.A. Degree (Reg./Supple.)
Examination, April 2020
(2014 Admission Onwards)
Elective – III : HUMAN RESOURCES
MBA 4E22 : 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) Explain the Organisational Development techniques with examples.

OR

B) Discuss the issues involved in implementing team developments interventions.

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 a OD process ?

b) State few assumptions of OD.

c) Explain the different types of organisational changes.

3. a) What is a diagnostic process ?

b) State the various diagnostic models.

c) Briefly explain the diagnostic process.

4. a) Distinguish between experimentation intervention and perspective intervention.

b) What are the objectives of third party interventions ?

c) Explain the factors to be considered in selecting an appropriate intervention.

P.T.O.



5. a) What is sensitivity training ?
b) Why is sensitivity training important ?
c) Explain the benefits of instrumented training.
 6. a) Define OD.
b) Give reasons for organizational change.
c) Explain the managerial grid in detail.
 7. a) What is employee empowerment ?
b) State the ethical issues in OD.
c) Change is highly important to the success of an organization. Discuss.
 8. a) What is job enlargement ?
b) How to overcome resistance to change ?
c) "Organizations are coalitions of individuals and groups". Comment.
 9. a) Define culture change.
b) What are self-designing organisation ? Give example.
c) Explain the features of a learning organisation.
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K20P 0202

Reg. No. :

Name :

**IV Semester M.B.A. Degree (Regular/Supple.) Examination, April 2020
(2014 Admission Onwards)
MBA 4C19 : 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. a) Explain the role of Central Government and State Government in promoting Entrepreneurship in India.

OR

- b) Describe the role and importance of women entrepreneur in the development of an economy.

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).

2. a) Define entrepreneur and intrapreneur.
b) Explain the entrepreneurial functions.
c) Discuss the problems of women entrepreneurs.
3. a) Explain the concept of social enterprise.
b) What are the qualities of a successful entrepreneur ?
c) Describe the factors affecting entrepreneurial growth.
4. a) What is network analysis ?
b) What are the sources of finance from which an enterprise can raise the fund ?
c) Enumerate the need for training and development of entrepreneurs.

P.T.O.



5. a) Who is an induced entrepreneur ?
b) Write a note on project constraints.
c) Discuss the role of small scale industries in Indian economy.
 6. a) What is bridge finance ?
b) Discuss the need for a pre-feasibility study.
c) Describe the factors to be considered in screening of project ideas.
 7. a) What is project appraisal ?
b) What are the advantages of industrial incentive ?
c) Explain the contents of a project report.
 8. a) What do you mean by green channel clearance ?
b) What are the tools of financial analysis of a project ?
c) Examine the government policy for SSIs.
 9. a) What is optimum project strategy ?
b) What are the functions of SIDBI ?
c) Describe the elements of project formulation.
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K20P 0213

Reg. No. :

Name :

**IV Semester M.B.A. Degree (Reg./Supple.) Examination, April 2020
(2014 Admn. Onwards)**

Elective – III : HUMAN RESOURCES

MBA 4E23 : Industrial Relations and Labour Laws

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. A) Discuss the importance of industrial relations in the current economic scenario.

OR

- B) Discuss the importance of collective bargaining as a method of regulating relations between employers and employees.

SECTION – B

Note : 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) : **(6×11=66)**

2. a) What are Labour laws ?
b) Why are Labour laws framed ?
c) Explain any two labour laws and its benefits to the employees.
3. a) State the causes of industrial disputes.
b) What is the difference between general strike and unofficial strike ?
c) Explain the consequences of industrial disputes.
4. a) What is a grievance ?
b) What are the causes of grievances ?
c) Explain the procedure for the redressal of grievance.

P.T.O.



5. a) What is code of conduct ?
b) Mention the functions of Trade Union.
c) Highlight the essentials for the success of a Trade Union.
 6. a) What is Industrial Employment Standing Order ?
b) What are the objectives of Industrial Employment (Standing Order) 1972 ?
c) Explain the main provisions of Industrial Employment (Standing Order) 1972 ?
 7. a) Define the term Wages under the Payment of Wages Act.
b) What are the penalties for offences under the Payment of Wages Act ?
c) Bring out the salient features of Payment of Wages Act, 1936.
 8. a) Define Globalisation.
b) What are the advantages of globalisation ?
c) Explain the influence of globalisation on Industrial relations.
 9. a) Define Bonus.
b) What is the difference between wages and bonus ?
c) Explain the special provisions of the Payment of Bonus Act, 1965 in respect to new establishment.
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