



K22P 1007

Reg. No. :

Name :

**III Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
Elective : Marketing
MBA 3E04 : INTERNATIONAL MARKETING**

Time : 3 Hours

Max. Marks : 80

Instruction : Answer all Sections.

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Suppose you have been appointed as Export Manager of a company manufacturing and marketing sewing machines. You have been asked by your Managing Director to locate a few foreign markets holding export prospects for sewing machines made by your company.

OR

- b) Discuss the major approaches used to identify and select foreign markets by explaining the significance of market selection in International marketing.
2. a) Identify the principal elements of an export sales contract. What are the respective rights and obligations of exporters and importers under f.o.b. and c.i.f. contract ?

OR

- b) Discuss the different modes of entry into the International market. In your assessment, which is the most suitable strategy for an American company to enter the Asian market ?

P.T.O.



SECTION – B

Answer **any six** questions from this Section. **Each** question carries **1** mark for Part **a**, **3** marks for Part **b** and **5** marks for Part **c**. **(6×9=54)**

3. a) What is International Promotion Mix ?
b) Distinguish between indirect and direct distribution channels.
c) Explain the information requirement for new product development in an International market.
 4. a) List out the important forms of economic integration.
b) Differentiate between Regionalism and Multilateralism.
c) Explain the emerging trends in International marketing.
 5. a) What is International Market Positioning ?
b) Describe the scope of International marketing.
c) Describe the factors affecting International price determination.
 6. a) What is polycentric approach ?
b) Describe the importance of International Market Segmentation.
c) Explain an overview of International Marketing Management Process.
 7. a) What is Brand Identity ?
b) Differentiate between product standardization and adaptation.
c) Discuss the pricing strategies that can give optimal results in business in reference to the product life cycle.
 8. a) What is International Marketing Management ?
b) Distinguish between brand image and brand positioning.
c) 'Documentation is a crucial activity of an export transaction'. Examine the statement critically.
 9. a) What do you understand by International marketing logistics ?
b) Distinguish between 'waterfall' and 'sprinkler' strategies for launching new products in International markets.
c) Explain the factors which determine the choice of a suitable kind of distribution channel.
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K22P 1004

Reg. No. :

Name :

**III Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
Elective : MARKETING
MBA 3E 01 : Consumer Behaviour**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Explain the types of reference groups and their implications on consumer behaviour.

OR

b) Explain the characteristics of Indian consumer buying process.

2. a) Explain the evolution of consumer behaviour in India.

OR

b) Explain Engel, Kollat and Blackwell Model of consumer behaviour.

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **9** marks. (1 mark for part **(a)** **3**, marks for part **(b)** and **5** marks for part **(c)**. **(6×9=54)**

3. a) What is cognitive dissonance ?

b) Explain decision process approach to consumer behaviour.

c) List out the forms of social influence.

P.T.O.



4. a) What do you mean by social class ?
b) Explain joint decision-making process.
c) Describe social influence on consumer behaviour.
 5. a) Explain 'life time value' of a customer.
b) How opinion leaders influence buying process ?
c) Explain the basic model of consumer decision making.
 6. a) What is test marketing ?
b) Explain the perceived value components.
c) What is the impact of positioning on buying behaviour ? Explain.
 7. a) What is ideal image of a product ?
b) Explain consumers' self-concept.
c) Explain the attributes used for brand evaluation.
 8. a) What is impulse buying ?
b) What are the perceived risks ?
c) Explain perception-intention framework of buying.
 9. a) What is inward impact of branding ?
b) Explain the dynamics of perceptions.
c) Describe the framework for developing brand image.
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K22P 1013

Reg. No. :

Name :

III Semester M.B.A. Degree (CBSS – Regular/Supplementary)

Examination, October 2022

(2019 Admission Onwards)

Elective : Human Resources

MBA3E18 : TRAINING AND DEVELOPMENT : SYSTEMS AND PRACTICES

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) How training needs are identified ? Briefly explain the methods of identifying training needs.

OR

b) How is the Indian corporate sector being affected by the current trend of issues related to training and development ?

2. a) Explain the process of designing and implementing effective development programme.

OR

b) Explain the concept of training evaluation. Describe Kirk Patrick's model.

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **9** marks. (1 mark for Part **(a)**, **3** marks for Part **(b)** and **5** marks for Part **(c)**). **(6×9=54)**

3. a) What is knowledge analysis ?

b) Explain systems approach to training.

c) "Training is an investment and not an expense". Comment.

P.T.O.



4. a) What is organisation intervention ?
b) What are the types of MDPs ?
c) Explain the components of career development.
 5. a) What is formative evaluation ?
b) What are the common employee development approaches ? Explain.
c) "Choice of a training method is matter of experience, competence are judgement of the trainer." Discuss.
 6. a) What is behavioral learning ?
b) What are the challenges for training ?
c) Explain the process of selection and preparation of training site.
 7. a) What is career breaks ?
b) Write a note on transfer of training.
c) Explain the role of external agency in training.
 8. a) What is plateauing ?
b) What are the outcome of TNA ?
c) Explain the principles of learning.
 9. a) What is symposia ?
b) Write a note on business embedded modal of training.
c) Describe companies strategies to employee development.
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K22P 1014

Reg. No. :

Name :

III Semester M.B.A. Degree (CBSS – Regular/Supplementary)

Examination, October 2022

(2019 Admission Onwards)

Elective : HUMAN RESOURCES

MBA 3E19 : Performance Management

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Describe the characteristics of an effective performance management.

OR

b) Discuss process of performance management.

2. a) Bring out and explain the 360 degree appraisal.

OR

b) How to implement performance management system ? Explain.

SECTION – B

Answer **any six** questions. **Each** question carries **9** marks. (1 mark for Part (a),

3 marks for Part (b) and **5** marks for Part (c).

(6×9=54)

3. a) Define performance appraisal.

b) Bring out the objectives of performance management.

c) Explain the benefits of performance management system.

P.T.O.



4. a) What is performance standard ?
b) What are the key result areas of performance management ?
c) Explain the objectives of performance management.
 5. a) What is competency ?
b) What do you mean by measurement for performance management ?
c) Discuss the conceptual model of performance management.
 6. a) What is performance matrix ?
b) How to plan performance management ?
c) How to develop job description ? Explain.
 7. a) What is performance review ?
b) Differentiate between performance appraisal and performance monitoring.
c) Bring out the characteristics of effective appraisals.
 8. a) Define e-appraisal.
b) Bring out the need for documentations of performance management.
c) Explain the significance of performance monitoring.
 9. a) What is coaching ?
b) Differentiate between counselling and mentoring.
c) What are the legal issues in performance management ? Explain.
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K22P 1009

Reg. No. :

Name :

**III Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
Elective : Finance
MBA 3E10 : FINANCIAL MARKETS AND INSTITUTIONS**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Elucidate the structure of a financial system.

OR

b) Describe the pre and post issue management activities.

2. a) Discuss the importance of financial institutions.

OR

b) Explain the functions of merchant bankers.

SECTION – B

Answer **any six** questions. **Each** question carries **9** marks. (1 mark for Part (a),
3 marks for Part (b) and **5** marks for Part (c). **(6×9=54)**

3. a) Define a financial system.

b) What do you mean by financial instruments ?

c) Differentiate between primary and secondary market.

4. a) What is a public issue ?

b) What are commercial papers ?

c) Explain the process of private placement.

P.T.O.

K22P 1009



5. a) What is money market ?
b) Bring out the features of capital market.
c) Describe the components of a money market.
 6. a) What is E-banking ?
b) Explain securitization.
c) Explain the advantages of E-banking.
 7. a) Define disinvestment.
b) What do you mean by capital adequacy norms ?
c) Discuss the need for disinvestment.
 8. a) What are mutual funds ?
b) Distinguish between open ended and closed ended mutual funds.
c) Explain the advantages of mutual funds.
 9. a) What is credit rating ?
b) Explain leasing.
c) Discuss the role of NBFCs.
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K22P 1008

Reg. No. :

Name :

III Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
Elective : FINANCE
MBA 3E09 : Security Analysis and Portfolio Management

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Describe the objectives of security analysis.

OR

b) An investor is evaluating the following three equity shares. The expected dividend for the first share is Rs. 1, 2 and 2.50 for first, second and third year respectively and after that dividends will grow at a constant rate of 5% per year with a current market price of Rs. 40. The expected dividend per share on the second equity share is Rs. 2. The dividend per share has grown over the past five years at the rate of 5 percent per year. This growth rate will continue forever in future. The current market price of the share is Rs. 50. Another share pays constant dividend of Rs. 10.75 and its current market price is Rs. 100. If the required rate of return is 10%, what is the value of the shares ? Offer your suggestion to the investor.

2. a) Discuss the tools of financial analysis.

OR

P.T.O.



- b) Compare the following two portfolios on the basis of Sharpe ratio, Treynor ratio, and Jensen's alpha and offer your comment. Risk free rate of return is 8 percent.

Portfolio	Return (%)	σ (%)	β
A	10	10	1.1
B	11	20	0.70
C	12	25	0.60
D	10	13	0.40
E	20	26	3.00
Market Portfolio (M)	9	18	1

SECTION – B

Answer **any six** questions. **Each** question carries **9** marks. (1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c).

(6×9=54)

3. a) What is organized security market ?
 b) Bring out the objectives of SEBI.
 c) Explain the characteristics of secondary market.
4. a) Define fundamental analysis.
 b) Differentiate between intrinsic value and market value.
 c) Explain different forms of market efficiency.
5. a) What do you understand by risk factors ?
 b) Write note on risk return relationship.
 c) Describe the projection of earnings under different conditions.
6. a) Define option.
 b) Bring out the features of futures.
 c) Explain the pay off of call option buyer.



7. a) What is technical analysis ?
- b) What do you mean by portfolio criteria ?
- c) Two stocks have the same return and risk (standard deviation) : 10 percent return with 20 percent risk. You form a portfolio with 50 percent each of stock 1 and stock 2 to examine the effect of correlation on risk. Calculate the portfolio return and risk if the correlation is 1.0. Calculate the portfolio return and risk if the correlation is 0.0. Comment on the result.
8. a) What is efficient set ?
- b) Write a note on portfolio selection.
- c) An investor is considering adding a hedge fund allocation to a portfolio that has returned 18% over the last year. The current risk-free rate is 3%, and the annualized standard deviation of the portfolio's monthly returns was 12%. The investor believes that adding the hedge fund to the portfolio will lower the expected return to 15% for the coming year, but also expects the portfolio's volatility to drop to 8% as a result. The risk-free rate is expected to remain the same over the coming year. Find the Sharpe ratio and comment on the result.
9. a) Define portfolio evaluation.
- b) Differentiate between portfolio diversification and portfolio management.
- c) Discuss the need for portfolio evaluation.
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K22P 1016

Reg. No. :

Name :

**III Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
Elective : HEALTH CARE MANAGEMENT
MBA 3E33 : Health Care Management**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Describe the environmental factors that influence health care management.

OR

b) Explain the institutional setting of a modern hospital.

2. a) Bring out and explain the overview of health care sector in India.

OR

b) Discuss the role of IMA in regulating health care services in India.

SECTION – B

Answer **any six** questions. **Each** question carries **9** marks. (1 mark for Part (a),
3 marks for Part (b) and 5 marks for Part (c)). **(6×9=54)**

3. a) Define environmental scanning.

b) Differentiate between internal and external environment.

c) Describe the importance of environmental scanning.

4. a) What is a casualty service ?

b) What are medical services ?

c) Explain the need for casualty service.

P.T.O.



5. a) What is tertiary care ?
b) Differentiate primary care and secondary care.
c) Explain the role of preventive care in Indian health care.

 6. a) What do you mean by health care regulation ?
b) Write a note on WHO.
c) Explain the objectives of MCI.

 7. a) What is drug policy ?
b) Distinguish between paramedical and supporting staff.
c) Explain the need for hospital management.

 8. a) What is the goal of preventive care ?
b) Write a note on medical education policy.
c) What are the uses of epidemiology ? Explain.

 9. a) What is epidemiology ?
b) What is experimental epidemiology ?
c) Explain the aims of epidemiology.
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Reg. No. :

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III Semester M.B.A. Degree (CBSS-Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
Elective : HEALTH CARE MANAGEMENT
MBA 3E36 : Hospital Administration

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Discuss the role of hospital in health care system of our nation.

OR

b) Describe the different types of hospitals in India.

2. a) Explain the systems approaches to hospital administration.

OR

b) Bring out and explain the significance of public relations in the effective administration of hospitals.

SECTION – B

Answer **any six** questions. **Each** question carries **9** marks. (1 mark for Part (a),
3 marks for Part (b) and **5** marks for Part (c). **(6×9=54)**

3. a) Define Hospital care.

b) Bring out the peculiarities in hospitals.

c) Write a note on the peculiarities in hospitals.

4. a) What do you mean by distribution in hospital administration ?

b) How to control hospitals ?

c) Bring out the history of hospital development.



5. a) Who is hospital administration ?
b) What are the specialties of hospital administration ?
c) Explain the role of hospital administrator.
 6. a) What do you mean by hospital as system ?
b) Write a note on role of hospital in education.
c) Explain the profile of hospital administration.
 7. a) What is human relation ?
b) What are special issues in administration ?
c) How to manage special issues in administration ?
 8. a) What do you mean by training manpower in hospital ?
b) How to train paramedical manpower in hospital ?
c) Explain the need for training medical and paramedical manpower in hospital.
 9. a) What is interpersonal relationship ?
b) Bring out the importance of counseling.
c) How to manage conflict management ? Explain.
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K22P 1003

Reg. No. :

Name :

**III Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
MBA 3C17 : MANAGEMENT INFORMATION SYSTEM**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Describe the components of information system.

OR

b) Explain the significance of business information system.

2. a) Bring out and explain the challenges of information system.

OR

b) Discuss the information system planning methodologies.

SECTION – B

Answer **any six** questions. **Each** question carries **9** marks. (1 mark for Part (a),
3 marks for Part (b) and **5** marks for part (c). **(6×9=54)**

3. a) Define information system.

b) Write a note on operation support system.

c) What are the benefits of having information systems in a business ? Explain.

4. a) What do you mean by systems approach to problem solving ?

b) What is expert system ?

c) Explain the trends in technology.

P.T.O.



5. a) What is accounting information ?
b) Differentiate between accounting and financial information system.
c) Explain the transaction processing system.
 6. a) What is artificial intelligence ?
b) What do you mean by management of information ?
c) What are the applications of artificial intelligence ? Explain.
 7. a) What is business process reengineering ?
b) Write a note on virtual company.
c) How to improve business quality through ERP ? Explain.
 8. a) What is enterprise management ?
b) What do you mean by information privacy ?
c) Explain the critical success factors of IS.
 9. a) Define hacking.
b) Describe computer aided planning.
c) How to control hacking ? Explain.
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Reg. No. :

Name :

**III Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
MBA 3C16 : BUSINESS LAW**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Describe the important provisions of Consumer Protection Act, 1986.

OR

b) Explain the major provisions of Companies Act, 2013.

2. a) What are the provisions related to negotiable instruments as per the Act ?

OR

b) Discuss the essentials of a contract of sale as Sale of Goods Act, 1930.

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **9** marks. [1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c)] **(6×9=54)**

3. a) What do you mean by cyber crime ?

b) What are the causes for industrial dispute ?

c) Explain the methods to determine minimum wages as per Minimum Wages Act.

4. a) What do you mean by consumers protection ?

b) What are the salient features of Consumer Protection Act, 1986 ?

c) Discuss the procedure for disposal of consumer's complaint.



5. a) Define a joint stock company.
b) What are the different types of company meetings ?
c) Discuss the process of winding up of a company.
 6. a) Define negotiable instrument.
b) What are the characteristics of negotiable instruments ?
c) Explain the parties to a negotiable instrument and their capacity.
 7. a) Define condition and warranty.
b) Explain the procedure to transfer of property.
c) What are the remedies for breach of contract ?
 8. a) What do you mean by consideration ?
b) Explain the performance of contract.
c) Describe the legal rules of a valid acceptance.
 9. a) What do you mean by quasi-contract ?
b) What are the consequences of illegal contracts ?
c) Describe indemnity and guarantee.
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K22P 1001

Reg. No. :

Name :

**III Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
MBA3C15 : INDIAN MANAGEMENT ETHOS AND PRACTICES**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Elucidate the evolution of business ethics as a field of study in East and West.
OR
b) Explain the role of Indian Government in enforcing ethical behaviour.
2. a) Explain the need for value based holism in management in India.
OR
b) Enumerate the impact of ethics and corporate governance on Indian business sector.

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **9** marks (1 mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c). **(6×9=54)**

3. a) What is Unitarianism ?
b) What are Indian ethos for work life ?
c) Explain work life according to Bhagavat Gita.
4. a) What is value system ?
b) What is value for hierarchy and status ?
c) Explain the provisions of competition law in India.

P.T.O.



5. a) What is CSR ?
b) Write a note on man machine equation.
c) Explain the concept of utilitarianism and universalism.
 6. a) What is corporate mission statement ?
b) Write the relationship between law and ethics.
c) Explain Indian value for work place.
 7. a) What is code of ethics ?
b) Write a note on business ethics and profits.
c) Explain the ethics for transnational business in view of globalization.
 8. a) Define organizational culture.
b) What are the objectives of ethics ?
c) Explain the role of ethics in the changing world.
 9. a) What is ethical dilemma ?
b) What is the dharma of Indian organizations ?
c) Explain basic principles of management as per ancient Indian wisdom.
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