MBA

I SEM QUESTION PAPERS

S.V.K.P. &Dr.K.S. RAJU ARTS & SCIENCE COLLEGE (A)
Penugonda-534320, W. G. Dt., A.P.

MBA– I Semester

PAPER –I: PERSPECTIVES OF MANAGEMENT (19MBA1C1)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Henry Fayol
2. Management is art or science
3. Planning Vs. Forecasting
4. Purpose of Planning
5. Line Organisation
6. Decentralisation
7. Motivation
8. TQM

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Out line the main functions of management?

(OR)

B) Define management. Explain about social responsibility of management?

10. A) Examine the nature and importance of planning?

(OR

B) Discuss the benefits and limitations of decision tree analysis?

11. A) Briefly explain about different kinds of organisational structures?

(OR)

B) Explain about organisational conflicts?

12. A) What is leadership? Explain its types?

(OR)

B) Discuss about Herzberg's two factor theory of motivation?

13. A) Describe the steps in controlling?

(OR)

B) Explain the concepts of PERT and CPM?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. Mr. Ranjan Kumar is the Managing director of Soaps manufacturing company. To increase the sales, the board of directors wanted to start a full-fledged marketing department. Mr. Kumar is entrusted with task of finding a suitable candidate to head the proposed marketing department. After considering a number of co-candidates, he has narrowed down his choice to two persons: Viswanath Dutt and Rajnarayan.

Mr. Viswanth Dutt has an excellent track record in the company. During his fruitful association with the company, to be precise ten years, he has always shown a high degree of enthusiasm and initiative in his work. He is still young (35Years) dynamic and aggressive. He is result oriented and he is more interested in ends rather than means. One of the workers, testifying his leadership qualities, remarked thus: "though he is harsh at times, you will known where you stand when you work with him. When you have done a good a job, he lets you know it". Mr Dutt is willing to shoulder additional responsibilities. He decides things quickly and when action is required, he is 'always on his toes'.

During his 15 years tenure in the company. Mr. Rajnarayan has endeared him self to all his colleagues by his superior workmanship and pleasing manners. He always believes in the principle of employee participation in the decision making process. Unlike Mr. Dutt he encourages his subordinates to come out with innovative ideas and use full suggestions. Before arriving at a decision he always makes it a point to consult his subordinates. Nor surprisingly all his subordinates are very pleased to work under him and prays his leadership qualities. They readily admit that the participative climate has encouraged them to use their talents fully in the service, if organisation record also bear evidence for the increase in the production soon after Rajnarayan become the head of his department.

Questions:

1. Analyse the leadership qualities and styles of Mr.Dutt and Mr. Rajnarayan.
2. Between the two people, whom would you recommended for the position of a marketing manager? Why?

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MBA– I Semester

PAPER –II: ACCOUNTING FOR MANAGEMENT (19MBA1C2)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding One page each.

1. Nature of Management account
2. Cost accounting
3. Profit and Loss account contents
4. Financial accounting systems
5. CVP analysis
6. Significance of break even analysis
7. Special order pricing
8. Flexible budget

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Define Management Accounting discuss the role of accountant in modern organization? .

(OR)

B) Distinguish between Financial accounting, cost accounting and management Accounting?

10. A) Explain generally accepted accounting principles?

(OR)

B) What is balance sheet its need, contents and present the format of balance sheet Explain?.

11. A) Differentiate between absorption Costing and Marginal Costing?

(OR)

B) Explain the managerial uses and limitations of CVP analysis in profit planning?.

12. A) What are difference cost concepts for decision making explain?

(OR)

B) With the help of the following data. Advice a manufacturer whether to buy an item from the market or to produce in factory .

	Proposed Make (Rs)
Sales	18,00,000
Costs: Variable	11,00,000
Fixed	6,00,000
Capital required	14,00,000

If the product is purchased from the market, the price would be Rs.10,00,000 and fixed cost would be Rs.5,00,000.

13. (A) What is Budget? Explain different types of budgets?

(OR)

(B) the budget expenses of a factory working at 70% level of activity with 700 hours of variable – 1400, semi variable -1600, fixed – 2000.

The semi variable expenses go up by 10%. Between 85 and 95% level of activity, and by 25% above 95% activity . Prepare a flexible budget for 80,90,100 percentage level of activity.

SECTION-C (15 Marks)

Case Study (Compulsory)

14. The following are the details of sales and profits of Rao Limited .for two years

	2012 Rs.	2013 Rs.
Sales	4,00,000	5,50,000
Profit	1,00,000	1,50,000

Your are required to determine:

(i) P/V ratio

(ii) Fixed Cost

(iii) Breakeven point and

(iv) Sales required to earn a profit of Rs.1,75,000

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MBA– I Semester

PAPER –III: BUSINESS ENVIRONMENT (19MBA1C3)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Political environment
2. Technological environment
3. Private Sector
4. Joint sector
5. Social responsibility
6. Ethics in business
7. Trade Unions
8. WTO

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) What is business Environment ? Explain its components and significance?

(OR)

B) What are external factors influencing business environment?

10. A) Define economic system outline the advantages and disadvantages of mixed economic systems?

(OR)

B) Explain about 1991 industrial policy?

11. A) Explain the changes and challenges in international business?

(OR)

B) What are the emerging trends in Indian business environment?

12. A) What are the various methods of correcting balance of payments?

(OR)

B) How exchange rate will be determined?

13. A) Explain about WTO origin and objectives?

(OR)

B) Explain about organizational structure and functioning of WTO?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. Analyse the Case and answer the questions raised at the end:
Economics have been trying, with some frustration, to paint stripers of India since 1991. It is more appropriate to picture India as an elephant that has begun to lumber and move ahead; it may never have speed but it will always have stamina. India's positioning between capitalism and democracy suggests that India might have a more stable, peaceful and negotiated transition into the future than, say, China. It will also avoid some of the harmful side effects of an unprepared capitalist society, such as Russia. Although slower, India is likely to preserve its way of life and its civilization of diversity, tolerance and spirituality against, the global culture. If does then it is, a wise elephant.

Questions:

(a) Discuss the present business environment in India?.

(b) Based on the above points how would you assess the future business environment in India?

(c) What culture would you suggest?

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MBA– I Semester

PAPER –IV: MANAGERIAL ECONOMICS (19MBA1C4)
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding One page each.

1. Profit maximization
2. Wealth maximization
3. Law of demand
4. Elasticity of demand
5. Isoquants curves
6. Isocost curves
7. Monopoly
8. Business cycle

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Managerial economics is the displine which deals with the application of economic theory of business management. Explain?

(OR)

B) Discuss the main objectives of the firm?

10. A) Distinguish between price elasticity and income elasticity of demand?

(OR)

B) Explain the quantitative and qualitative techniques of demand forecasting methods?

11. A) Explain and illustrate isoquants and isocost curves?

(OR)

B) Explain difference between short run and long run production function?.

12. A) How price will determin in monopolistic competations?

(OR)

B) Bring out the basic characteristics of perfect competition.

13. A) What are the various types and causes of inflation?

(OR)

B) What are the various measures to control inflation?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. An umbrella manufacturer makes an average profit of Rs 2.50 per piece in selling at price of Rs.14.30 by producing and selling 60,000 pieces or 60 percent of potential capacity. This cost of sales is

Direct material	Rs. 3.50
Direct wages	Rs. 1.25
Works overheads	Rs. 6.25 (50% Fixed)
Sales overheads	Rs. 0.80 (25% Variable)

During the current year, he intense to produce the same number but the anticipates that his fixed charges will go up by 10% , while rates of direct labour and direct material will increase by 8% and 6% respectively. But he has no option of increasing the selling price. Under this situation, he obtains an offer from a further 20% of total capacity. What minimum price will you recommend for the offer to ensure manufacturer an overall profit of Rs. 1,673 lakhs? Give reasons for your recommendation.

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MBA– I Semester

PAPER –V: MANAGERIAL COMMUNICATION SKILLS (19MBA1C5)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Oral Communication
2. Good Listening
3. Formal Communication
4. Johari Window
5. Interpersonal Perception
6. Semantic Barriers
7. Oral Presentation
8. Report Writing

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Explain the role of communication in Business ?

(OR)

B) Discuss the methods of communication?

10. A) Discuss the merits and demerits of informal communications?

(OR)

B) Explain the methods of interpersonal communications ?

11. A) Write a note on gate ways to effective inter personal communications?

(OR)

B) Discuss the role of emotion in interpersonal communications?

12. A) Explain the essentials of effective business correspondence ?

(OR)

B) Explain the importance of technology in business communication?

13. A)Explain various stages in writing formal and long business report?

(OR)

B) Explain the different types of reports?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. " I don't want to hear your excuses. Just get those planes in the air", Jim Tuchman was screaming at his gate manager. As head of American Airlines operations at the Mexico city airport, Tuchman has been consistently frustrated by the attitude displayed by his native employees. Transferred from Dallas to Mexico city only three months ago, Tuchman was having difficulty adjusting to the Mexican style of work. " Am I critical of these people ? You bet I am They don't listen when I talk. They think things are just fine and fight every change I suggest. And they have no appreciation for the importance of keeping on schedule".

If Tuchman is critical of his Mexico City Staff, it's mutual. They universally dislike him. Here's a few anonymous comments made about their boss : " He's totally insensitive to our needs". " He thinks if he yells and screams that things will improve. We don't see it that way". I have been working here for four years. Before he came here, this was a good place to work. Not anymore .I'm constantly in fear of being chewed out. I feel stress al the time, even home. My husband has started commenting on it a lot.

Tuchman was brought in specially to tighten up ther Mexico City operation. High on his list of goals is improving American's on-time record in Mexico City, increasing productivity, and improving customer service. When Tuchman was asked if he thought he had any problem with his staff, he replied, "Yep, We just can't seem to communicate.

Questions:

1. Does Jim Tuchman have a communication problem? Explain?
2. What suggestions, if any would you make to Jim to help him improve his managerial effectiveness?

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MBA– I Semester

PAPER –VI: ORGANISATIONAL BEHAVIOUR (19MBA1C6)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding One page each.

1. Organizational Behaviour
2. Personality traits
3. Motives
4. Group Dynamics
5. Conflict
6. Negotiation
7. Change Process
8. Ethical Organization

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Discuss the challenges for the organizational behavior?

(OR)

B) Examine the foundations of individual behavior?

10. A) Explain any one of motivational theory?

(OR)

B) Explain the various leadership styles?

11. A) Explain the concept of organizational conflict and their consequences?

(OR)

B) Explain the negotiation process?

12. A) What is resistant to change what steps management take to over come resistant to change ?

(OR)

B) Explain different approaches to organizational change?

13. A) What do you meant by organizational culture influence individual and organizations?

(OR)

B) Define stress management explain the causes of stress and suggest measure to overcome it?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. Mr. Kamal Nayan joined as Office Manager, Industrial Products Limited, Bombay , after coming back U.S.A from where he got his M.B.A. degree with specialisation in personnel management. He was young and energetic and believed in results. Before proceeding to U.S.A he had several years of experience in India in different capacities. When Mr.Nayan joined Industrial Products Limited, its office time was 10.30 A.M to 5.30P.M. He felt that the timing should be changed to 10.00 to 5.00 P.M because he knew that office personnel in U.S.A did not work after 5.00 P.M. He thought this to be true for India also and to ensure more availability of effective time for office, he changed it to 10.00 A.M to 5.00P.M. He announced the change officially.

No one reacted initially but after two days Mr.Nayan received a written memorandum by all office personnel that old office timing be restored. Mr.Nayan didi not yield to this demand . However he was convinced that the first step was to build co-operative spirit among his employees through informal get-together. Therefore be prepared a scheme of having monthly dinner party of all members of the office. In the party, all members were to bring their homemade dishes. Their wives and children were to be encouraged to attend the monthly dinner party. The scheme was announced through placing it on the information bulletin of the company. The notice also invited suggestions from the members for making, the scheme successful. Two weeks elapsed and no suggestion came. On one occasion when the day was nearing for the first dinner meeting, he overheard the following conversation between two of his office members.

First Employee : " So, what are you brining for the party? As for my self, I will bring Bhelpuri".

Second Employee: " I will bring Chana" (both laughed)

Mr Nayan felt that nobody seemed to be concerned in his scheme.

Questions:

(a) What were the reasons for not supporting the actions of Mr. Kaml Nayan by his employees ?

(b) Advise Mr.Kamal Nayan how he should proceed in the matter.

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MBA– I Semester

PAPER –VII: QUANTITATIVE TECHNIQUES FOR MANAGEMENT (19MBA1C7)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding One page each.

1. Write the importance of Quantitative Techniques?
2. Explain Quantitative Techniques?
3. Discuss various measures of Central Tendency?
4. What is Correlation?
5. Multiplication rule of probability
6. Normal distribution
7. Sampling distribution and standard error
8. Test of difference of proportions.

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9 A)Describe Nature, Scope of Quantitative Techniques in business decisions?

(OR)

B) Explain the Significance of Quantitative Techniques in business problems?

10 A) Discuss the managerial uses and limitations of correlation and regression analysis?

(OR)

B) Find the coefficient of correlation from the following data :

X :	10	6	9	10	12	13	11	9
Y :	9	6	9	11	13	8	4	4

11 A) What is Baye's theorem and state its application in business decisions?

(OR)

B) If a probability of defective bolts be 1/10,find the following for the binominal distribution of defective bolts in a total of 400. Find,

i) Mean ii) S .D ii) Skewness

12 A) The mean life of a sample of 100electric bulbs produced by a company is to be 1570 hour. With standard deviation of 120 hours. if population mean life time of all the bulbs produced by a company is 1600 hour against the alternation hypothesis using a level of significance at 5%.

(OR)

B) What is sampling ? discuss various sampling methods with merits and demerits?

13 A) What is meant by analysis of variance? Explain the procedure for conducing "F" test?.

(OR)

B) The following table gives the classification of 100 workers according to their gender and nature of work. Test whether the nature of work is dependent upon the gender of the worker.

Gender	Nature of work	
	Skilled	Unskilled
Male	40	20
Female	10	30

SECTION-C (15 Marks)

Case Study (Compulsory)

14 As head of the department of a consumers research organisation, you have the responsibility for testing and comparing life times of 4 brands of electric bulbs . Suppose you test the life-time of 3 electric bulbs of each of the 4 brands. The data are shown below, each entry representing the life-time of an electric bulb, measured in hundreds of hours.

Brand			
A	B	C	D
20	25	24	23
19	23	20	20
21	21	22	20

Can we infer that the mean lifetimes of the 4 brands of electric bulbs are the same ?

(Use ANOVA. Give $F_{3,8}$ (0.05)=4.07)

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MBA

II SEM QUESTION PAPERS

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Penugonda-534320, W. G. Dt., A.P.

MBA– II Semester

PAPER –I: MARKETING MANAGEMENT (19MBA2C1)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Industrial Market
2. Service Market
3. Consumer Behaviour
4. Market segmentation
5. Product life cycle management
6. Brand Management
7. Channels of distribution
8. Emergency trends in marketing?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. (A) Explain the importance and scope of marketing?

(OR)

(B) Define concepts of markets and marketing environment?

10 (A) Develop a Marketing Information System for Mobile phone marketing?

(OR)

(B) Explain different types in Buyer Behavior Models with example?

11. (A) Explain the stages of Product Life Cycle and strategies to adopt at every Stage?

(OR)

(B) What is a Product – Mix? Discuss various products – Mix strategies?

12 (A) Illustrate the different pricing strategies with suitable examples?

(OR)

(B)Explain the major channels of distribution?

13 (A) Define Sales Promotion and explain the methods of sales promotion in the current competitive market?

(OR)

(B)Explain Guerilla marketing and green marketing with suitable examples?

SECTION-C (15 Marks)

Case Study (Compulsory)

14.Sachin and virat are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virat fund raising was a serious handicap for mass production. However, the first trail batch of mushrooms that they produced was bought by Star Hotels in Bangalore. Further, the hotel placed orders for supply of 20kgs every day.

Now mushrooms industry is run by small entrepreneurs, like Sachin and Virat. Another big player M/s Ashtavinayaka Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virat have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions:

- How will you advice Sachin and Virat, as how to increase the consumer awareness about this new food?
- What would be your suggestions for distribution channel for mushrooms?

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MBA– II Semester

PAPER –II: FINANCIAL MANAGEMENT (19MBA2C2)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Explain the role of a financial manager?
2. What is operating ratio?
3. Financial leverage
4. Define cost of capital
5. Initial investment?
6. Time value of Money?
7. Bonus shares?
8. Techniques of cash budgeting?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9 (A) What is financial management ? Explain the difference between profit maximisation Vs wealth maximization?

(OR)

(B) What is cash flow analysis ? Describe the importance and process of preparing Cash flow in details ?

10 (A) Explain EBIT/EPS analysis? What is the indifference point in EBIT /EPS Analysis?

(OR)

(B) Discuss factors influencing of capital structure ?

11 (A) What is capital budgeting ? Explain the process of capital budgeting ?

(OR)

(B) What do you mean by IRR? Discuss its advantages & dis-advantages ?

12 (A) x limited company belongs to a wrist class for the appropriate capitalization rate is 10%. It currently has outstanding 5000 shares selling at Rs. 100/- each the firm is declaring a dividend of Rs.6/- per share at the end of current financial year. The company experts to have a net income of 50,000 & has a proposal for making new investment of 1,00,000/-, show that the payment of dividend does not effect. The value of a firm using MM hypothesis.

(OR)

(B) What is dividend? Explain the types of dividend policy?

13 (A) What is meant by working capital ? Explain the classification and signification of Working capital?.

(OR)

(B) Calculate the EOQ from the following calculation

(i) annual usage – 20,000 units (ii) cost of placing & receiving one order is 100/-

(iii) Cost of material per unit – 50/- annual carrying cost of 1 unit 10% of inventory value.

SECTION-C (15 Marks)

Case Study (Compulsory)

14) Determine the EPS of the textile company which has EBIT of Rs.1,60,000/-. It capital structure consists of the following securities.

Particulars	
10% Debentures	5,00,000
12 % preference shares	1,00,000
Equity shares (of Rs.100/-)	4,00,000

The company is in the 35% tax bracket.

1. Determine the firm EPS

2. Determine the percentage change in EPS associated with 30% increase in EBIT..

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MBA– II Semester

19MBA2C3: HUMAN RESOURCE MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Ethical aspects of HRM
2. HR challenges
3. HR Planning process
4. Interview Techniques
5. Employee performance
6. Counselling
7. Incentives and rewards
8. Trade unions

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9 (A) Explain Definitions, importance and Principles of Human Resource Management?

(OR)

(B)Describe in brief the nature and scope for Personnel Function in an Organization. What are the indicators of its working in an Organization ?

10 (A) Explain Human Resource Planning Process ?

(OR)

(B) Describe the selection process?

11 (A) Explain importance, need and objectives of training?

(OR)

(B) What do you understand about on the job training and off the job training Methods?

12 (A) Discuss about the concepts and principles of compensation?

(OR)

(B) Explain current trends in compensation methods?

13(A) Explain the importance of industrial relations ? What are the major reasons For the poor industrial relations in india?

(OR)

(B) What is collective bargaining process? Explain collective bargaining strategies?

SECTION-C (15 Marks)

Case Study (Compulsory)

Mr.Kishore is a Branch Manager of Indian Bank at one of its village Branches. His staff included two clerks and and attender.Very often Mr.Kishore was left alone in the bank after 5.p.m. to tally accounts, day books and complete all other formalities. On the 30th December Mr. Kishore was working till past 2 a.m. tallying the accounts since hardly one day is left for closing the accounts for the year. On this fateful night, the Branch Manager was attacked by a bad of robbers, who looted Rs. % lakhs after brutally wounding Mr.Kishore's right hand, which had to be amputated later. After his recovery, the Branch Manager applied for compensation. The Bank Manager was of the opinion that Mr. Kishore violated the job specification by working beyond the stipulated hours of work. He, in their views, was not entitled to any compensation as the accident occurred during non-employment hours. They also called for an explanation as to why the amount lost cannot be recovered from his salary and provident fund.

Questions

1.How do you justify the bank's stand in this case?

2.What modification do you suggest in job specification to overcome such incidents in Future?

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MBA– II Semester

PAPER –IV OPERATIONS MANAGEMENT (19MBA2C4)
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Define Operations Management
2. Manufacturing Systems
3. Gantt Charts
4. Aggregate Planning
5. Plant Location
6. Material Handling
7. Method Study
8. Quality Circles

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9 (A) Explain the Nature, Scope and Historical evaluation of Operations Management?

(OR)

(B) Explain the Importance of Operations Management?

10 (A) What are the different stages in Production Planning and Control?

(OR)

(B) Explain the concept of preventive maintenance in a manufacturing organization?

What is its significance?

11(A) Explain different types of Plant Lay Out?

(OR)

(B)What are the models used in lay out designs?

12(A) What do you mean by process flow chart? What is its significance?

(OR)

(B) Explain the factors affecting Productivity?

13(A) Discuss about ABC Analysis with suitable example?

(OR)

(B) Explain how Just in time production Tata Quality Management?

SECTION-C (15 Marks)

Case Study (Compulsory)

14 (A)What are the costs associated with inventory? Distinguish between deterministic and Stochastic models in Inventory Theory?

(B) The annual demand for pens is 5000 unit cost is Rs.8 and inventory carrying cost 25% per annum. If the cost per procurement is Rs. 15 compute

(i) Economic order quantity?

(ii) No. of orders per years?

(iii) The Optimal Cost?

(iv) Time between two consecutive orders?

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MBA– II Semester

PAPER –V OPERATIONS RESEARCH (19MBA2C5)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Write four definitions of OR?

2 What is degeneracy in TP?

3 Write the general goal programming model?

4 Sensitivity analysis in LPP?

5 Monte Carlo simulations?

6 Dominance in game theory?

7 Difference between PERT and CPM?

8 Queue discipline?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9(A) Solve the following LPP by Simplex method :

Maximum $z + 10x_1 + 5\,x_2$

Subjects to the conditions :

$3x_1+3x_2\le 36$

$2x_1\cancel{+6x}\,_2\le 60$

$5x_1+2x_2\le 50$

$x_1,x_2\le 0$

(OR)

(B) Using Big-M method, solve the following LPP :

Maximize $z = 3x_1 + 2x_2+3x_2$

Subject to :

$2x_1+x_2+x_3\le 2$

$3x_1+4x_2+2x_3\ge 3$

$X_1,X_2,X_3\ge 0$

10 (A) Solve the following transportation problem to maximize profit :

Profit (Rs.)/Unit

Destination

	A	B	C	D	supply
	40	25	22	33	100
	44	35	30	30	30
	38	38	28	30	70
Demand	40	20	60	30	

(OR)

(B) Differentiate between integer and goal programming problems. Discuss various applications of the two programming problems.

11(A) A store is manned by one attendant who can attend 8 mechanics in an hour on an average . The arrival rate of the mechanics average 6 per hour. Assuming that the pattern of mechanics arrived in Poisson distributed and the servicing time is exponentially distributed: determine

(i) Expected time spent by a mechanic in the queue

(ii) Expected number of mechanics in the system.

(OR)

(B) Solve the following LPP using simplex method

Minimize : $z = 2500x_1+2000x_2+500x_3$

$10x_1+5x_2+x_3 \geq 23$

$6x_1+10x_2+2x_3 \geq 32$

$X_1, x_2, x_3 \geq 0$

12(A)Customers arrive at a railway reservation counter manned by a single operator at the rate of 15 per hour. The operator takes 3 minutes on the average to serve a customer.

(i) What is the average queue length ?

(ii) What is the average waiting time of a customer in the system ?

(iii) What is the probability that a customer will have to wait for service on his arrival?

(OR)

B) State interger linear programming problem, where are the consequences of approximating in L.P solution to the nearest integer solution ?

13.(A)An agricultural research institute has suggested to a farmer to spread out at least 4800kgs of a special phosphate fertiliser and no less than 7200 kgs. Of nitrogen fertilizer to rise productivity of crops in his ingredients, namely, mixture A and mixture B. Both of these are available in bags weighing 100 kgs each and costs Rs.400 and Rs.240 respectively. Mixture A contains phosphate and Nitrogen equivalent to 20 Kgs and 80 kgs respectively while mixture B contains these ingredients equivalent to 50 kgs each. Formulate this as a LPP and determine how many bags of each type should the farmer buy in order to obtain the required fertilizer at minimum cost.

(OR)

(B) Define stimulations, State the applications of simulation models. Outline the advantages and disadvantages. what is the procedure for Monte Carlo simulation ?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. Find the optimum solution to the following transportation problem, given the profit Matrix?.

		Destination		
Origin	X	Y	Z	Supply
A	9	10	6	90
B	12	9	5	50
C	7	4	12	80
D	9	6	7	60
Demand	120 100	110		

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MBA– II Semester

PAPER –VI COMPUTER APPLICATIONS IN MANAGEMENT (19MBA2C6)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Elements of a computer
2. Software
3. Input –Output Devices
4. Printing Presentations
5. Graphs and charts by MS Excel
6. Applications of MS Word in Business Correspondence
7. Navigating in MS Power Point
8. Types of Network

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9 (A) Explain the characteristics of a computer

(OR)

(B) Discuss in detail the classification of computer

10 (A) Explain Software and give its nature and qualities.

(OR)

(B) Explain Windows Operation System function.

11. (A) Discuss various applications of Microsoft Excel.

(OR)

(B) How to construct Tables and Queries by using MS Access.

12.(A)Explain Designing Presentation in MS Power Point.

(OR)

(B) Explain Toolbar, their Icons and Commands in MS Power Point.

13(A) Discuss the Protocols of Net work.

(OR)

(B) Explain about communications Media of Computer Networks.

SECTION-C (15 Marks)

Case Study (Compulsory)

14 Amer Raja battery is a Battery Company engaged in manufacturing and selling of different types of batteries in India and abroad. You are a newly appointed management trainee in the company. The Chairman asked you to make a power point presentation before a foreign delegation. How do you structure your presentation?

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MBA– II Semester

PAPER –VII RESEARCH METHODOLOGY FOR MANAGEMENT (19MBA2C7)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Research Process
2. Hypothesis
3. Stratified Sampling
4. Quota Sampling
5. Primary Data
6. Nominal Scale
7. Data Editing
8. Multivariate Analysis

SECTION-B (5 X 8 = 40 Marks)

Answer all questions

9 (A) Explain the significance and scope Research in present business scenario?

(OR)

(B) Discuss the process of research?

10 (A) Explain the role of Research Design?

(OR)

(B) Explain various sampling methods?

11(A) Difference between Primary and Secondary data?

(OR)

(B) Describe the procedure of conducting a survey of consumer's preference for Good articles. Give a brief questionnaire that would be used for the survey?

12 (A) Write about the Importance of Editing, Coding and Tabulation of data?

(OR)

(B) Explain the features of good research report?

13. (A) Explain the concepts and applications of discriminate analysis

(OR)

(B) Discuss what a Factor analysis is?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. Fit a multiple linear regression equation of Y on x_1 and x_2 from the following data And interpret the results.

y :	16	13	7	11	10
x_1 :	8	7	9	10	6
x_2 :	18	16	9	10	8

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MBA

III SEM QUESTION PAPERS

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MBA– III Semester

PAPER –II: ENTREPRENEURSHIP (19MBA3C1)
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. What is meant by entrepreneurship?
2. Social responsibilities?
3. What are functions of commercial banks?
4. NIESBUD
5. What is meant by ideas planning?
6. State the need for women entrepreneurship?
7. Problems of women entrepreneurs?
8. What id E-Business?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. a)Explain the significance of entrepreneurship in a global economy?

(OR)

b) Discuss the need for business ethics and social responsibilities of a corporate

10.a) Examine the role of IDBI in promoting entrepreneurship?

(OR)

b) Examine the pros and cons of entrepreneurial development programs in India?

11 a) Describe the performance appraisal system for trainees relating to existing Entrepreneurs?

(OR)

b) Discuss the essential elements in training programs in India?

12 a) Explain the profit of women entrepreneurs in details?

(OR)

b) Examine the problems and prospects of women entrepreneurs in Indian business environment?

13. a) Describe the interrelationship between entrepreneurship and creativity?

(OR)

b) Explain the system of new venture management?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. The case is about Mr.Darshan Singh, a small-scale entrepreneur in Panesar,

But what blew my mind completely was meeting Darshan Singh Panesar and listening to his story. "He manufactures tractors", our contact in Ludhiana had told us when he was sharing names of SMEs we should meet. There was some talk about how he was struggling to manage this capita- intensive manufacturing business. After all, he was up against biggies like Mahindra.Eicher, Esorts,and Sonalikas of India. By the time we arrived at his factory in Sahnewal,situated on the outskirts amidst the fields, it was 8.30 in the evening. We were shown into his chamber, outside which stood a tractor produced in his factory. Long used to looking at apps (read products) on high-end smart phones, it was good to look at a 'real' product, if you know what I mean, Darshan Singh looked at us with skepticism, wondering why someone should come all the way from Bangalore just to her his story.

By the time we were done talking, he has switched to Punjabi." I run startup, you see";he tole us. And he was right in a way. Of Course he did not have venture funding. He had invested how own money (Rs. 50 crore) to set up a manufacturing facility spread across 3,00,000 sq feet area. But when you compare his production of 200 tractors against the capacity of the tractor manufacturing giants, he sure looks like a startup Mahindra alone has a capacity to produce 150,000 plus tractors a year. But he claims," If they compete with me, they will lose".

Questions:

01. What is Mr.Darshan Singh's business and how did he succeed in that?

02. What can one assume by his statement "if they complete with me,they will lose"?

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MBA– III Semester

PAPER –II: VUCA MANAGEMENT (19MBA3C2)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Concept of volatility?
2. Globalization
3. What is turnaround Strateg?
4. Types of derivatives?
5. Acquisition?
6. Talent Management?
7. Challenges of promotion to VUVA?
8. Supply Chain Mangement?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9.A) What do you understand by VUCA? Explain the evolution of VUCA in details?

(OR)

B) Explain social inclusion? Measures and strategies for social inclusion?

10 A) What are financial derivatives. Explain the types of financial derivatives?

(OR)

B) What do you understand by sensitive analysis? What are its objectives?

11. A) Explain about Mergers & acquisitions?

(OR)

B) What are the key challenges of business sustainability in the globalized economy?

12.A) Define crisis management? Explain in detail about crisis management model?

(OR)

B) Explain talent management, meaning, need objectives?

13.(A)What do you understand about production management in VUCA ?

(OR)

B) Define supply chain Management in cloud computing environment? Advantages of cloud computing for supply chain Management?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. One of the largest computer firms in the world is Dell Computers,. Dell grew from 12 billion revenue firm to currently a 61billion dollar revenue firm in 10 years. It has over 30% market share of computers in USA and around 14% in Europe and around 11% in Asia. Dell does not sell its product in retail stores. Customers have to visit the website of Dell in order to purchase a Dell computer with available machine configurations. Dell eliminated wholesale and retail channels and these used build-to-order manufacturing process across over 100 cities worldwide. They processed constant flow of information about customer requirements and refined product offerings. They introduce relevant technological products in quick time. They offered array of services with flexibility and choice. They have telephone based telephones sales people as well as online sales help at www.dell.com. They have been to two markets leaders in India. Dell began customer centre in Benguluru and expanded to Hyderabad, Chandigarh and Guragoan. It has 13,000 employees in India and 2nd biggest operations after USA. In March 2007,revenues of Delhi in India crossed half –a-billion and three years later they crossed billion mark in revenue.

Questions:

1. Discuss the growth strategy of Dell in India.
2. Discuss the entry strategies Dell used to begin operations in India.

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MBA– III Semester

PAPER –III: CORPORATE LEGAL FRAMEWORK (19MBA3C3)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Importance of Business Laws?
2. Classification of Contracts?
3. Warranties?
4. Unpaid Seller?
5. Geographical Indications?
6. Trade Marks?
7. Unfair Trade Practices?
8. Kinds of Companies?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Explain the essentials of Contract?

(OR)

B) Elaborate the process of Performance of a Contract?

10. A) Explain Conditions and Warranties?

(OR)

B) Discuss the concept of transfer of Property?

11. A) Define IPR? What are the types of IPR?

(OR)

B) Explain Copy Rights in India?

12. A) Evaluate the Consumer Protection Act 1986?

(OR)

B) Describe the Machinery of redressal of Grievances?

13. A) Explain Memorandum of Association and Article of Association?

(OR)

B) Evaluate the powers and duties of Directors?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. Mr.Radhashyam and his wife Ms.Radha working in a local news channel owned of piece of land at busy place signed a contract with quality Constructions Company of Delhi as builders of the property. The both parties agreed to have equal share after completion. In the process of the construction Mr.Radhashyam has shown lot of interest and used to spend much of his time after one year when project was about complete Mr.shyam started imposing new conditions on builders and in turn builders ignored his unwritten conditions and the both parties started blaming each other. In the process the builders have sold their fifty percent share. The owner threatened the builders for legal consequences.

Questions:

1. Discuss the case taking the data available in the case?
2. What are essential issues that are missing in the case?
3. Is contract valid?
4. If you are approached for solution how do you solve the problem?

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MBA– III Semester

(19MBA3EB1) FINANCIAL MARKETS AND SERVICES

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Capital Market?
2. Functions of Stock Exchange?
3. Financial Services?
4. Types of Merchant banking?
5. Venture Capital?
6. Bill Discounting?
7. De-Mat Services?
8. Micro finance?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9 a)Explain the role of financial systems in economic growth and development?

(OR)

b) What do you mean by developed money market? What are the essential requirements of a developed money market?

10. a) Explain the concepts, functions and growth of financial services in India?

(OR)

b) What is merchant banking? Discuss and detail the various functions performed by merchant bankers ?

11.a) Briefly discuss the venture capital funds operated by commercial banks in India?

(OR)

b) Define factoring? Discuss the various steps and functions involved in factoring?

12 a) Define Credit rating and what are the benefits and limitations of credit rating?

(OR)

b) Classify the mutual funds and distinguish between Open ended and closed ended mutual funds?

13 a) Explain the significance of microfinance and discuss the problems involved in Indian Rural Financial System?

(OR)

b) Classify the microfinance models and discuss about NABARD model and SIDBI model?

SECTION-C (15 Marks)
Case Study (Compulsory)

14. A bank named "Dhan Sangraha Karta" allows Kapoor family to deposit their money time and again in it. It gives a definite return to this family which is in the form of interest. To get this interest the money stored in the household of Kapoor family gets entry into this bank. Nearby there is a stock exchange, Mr.Rajan Kapoor, who is the head of the family, goes there and buys securities. He says that in this way more return in earned by him on his saved money though the risk is also there.

Questions:

1. Identify the process in above case performed by the bank and the stock exchange?
2. What are the roles of the bank and the stock exchange with respect to each other?
3. Name a condition for the bank of perform its role in this process?
4. Name a condition for the stock market to perform its role in this process?

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MBA– III Semester

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (19MBA3EA2)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Investment Vs Speculation?
2. Calculation of SENSEX?
3. Systematic Vs Non Systematic risk?
4. Intrinsic value?
5. Company analusis?
6. Market value of share??
7. Balance portfolio?
8. Open-end Vs Closed-end

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. a) Why do people invest? What are the factors which are favourable for making Investment in an economy?

(OR)

b) Difference between new issues market and stock market?

10 a) What are the basic valuation models of bonds? How do you calculate"yield" on bonds?

(OR)

b) What is systematic risk explain in detail with examples?

11 a) The random walk hypothesis resembles the fundamentals school of throught But is contrary to the technical analysis? Discuss?

(OR)

b) discuss the ODD – LOT theory and its importance in technical analysis?

12. a) What is Markowitz's efficient frontier? Explain with illustrations?

(OR)

b) Discuss the single index model as described by Sharpe to get the optimum portfolio?

13 a) What are the different kinds of investments companies? Do their strategies in Portfolio management differ for individuals?

(OR)

b) State the reason for the Sharpe- Treynor indices-giving conflicting performance ranking?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. An Indian importer expects appreciation of US Dollar while importing goods for US$1,000. So he goes for buying $1,000 one month forward coinciding the time of Payment for the import. The spot rate and forward rate are, respectively, Rs.40,and Rs. 40.50 per US Dollar. Surprisingly the future spot rate is only Rs.40.50.

Questions:

1) Will the forward deal be beneficial or loss
2) Is there any intrinsic value? Comment

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MBA III Semester

CONSUMER BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT
(19MBA3EB1)
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Define consumer behaviour and its importance?
2. What is the need for studying consumer behavior?
3. Define perception and its significance?
4. Maslow's Hierarchy Need theory?
5. What is attitude? How to measure attitude?
6. What is the life style marketing?
7. Define Consumer decision process?
8. What is the process of CRM?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. a) Briefly explain the determinants of consumer behavior?

(OR)

b) Describe the profile of the Indian consumer?

10. a) Define Motivation what factors are responsible to motivate consumer?

(OR)

b) Explain the significance of perception and personality in marketing strategy?

11. a) What is the self concept and life style marketing?

(OR)

b)What is the influence of social and cultural factors on consumer behavior?

12. a) Examine the problems arising while searching information for consumer Decision making?

(OR)

b) Discuss in detail about Organizational buyer behavior?

13. a) Explain the importance of customer relationship management?

(OR)

b) What is customer loyalty? Explain different types of customer loyalty?

SECTION-C (15 Marks)
Case Study (Compulsory)

14. In December, 2009, Godrej India Ltd. A well known hardware manufacturer and vendor wanted to conduct a marketing research survey in North India and South India separately. The prime reason for the survey is to identify the fall in sales in North India when compared with south India (office appliances and house hold furniture) the previous three quarters. The company hired large force of interns, trained them to how to collect data, where to collect data and another modus operandi of the research.

The interns went on collecting the data for a period of three months, they collected the data in three phases, approached lakhs of consumers across India and used different items for data collection. The management collected the data, collated and analyzed the data and it revealed surprising facts about the consumer behavior in North and Southern parts of India.

North Indians showed that they are not brand conscious: they are price conscious, they are willing to trade quality, longevity for price. Thus sales dipped in North India because Godrej prices are more when compared with other company's products. In South India, people are brand conscious and are willing to pay more money for brand quality, durability and strength.

Questions:

1. What is the problem you find in the case, why it is important to address the issue?
2. What are the findings of the study?

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MBA– III Semester

PAPER –VII: SERVICES MARKETING (19MBA3EB2)

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Services Triangle?
2. Services Strategy?
3. Services Positioning?
4. Services Product?
5. Services Quality Audit?
6. Total Quality Services Marketing?
7. Internal Marketing?
8. Moments of Truth?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Define Services Marketing and Explain the Characteristics of Services?

(OR)

B) Describe the role of services sector in Indian Economy?

10. A) Explain Consumer Behavior in services marketing?

(OR)

B) What is the importance of Demand Management in Services Marketing?

11. A) Explain GAP Model of Service Quality?

(OR)

B) Evaluate Various Pricing concepts in Services Marketing?

12. A) Explain the Distribution Channels of Services Marketing?

(OR)

B) Explain the concept of Physical Evidence in the Services Marketing?

13. A) What is External Marketing? Explain Word of Mouth Communication in Services Marketing?

(OR)

B) Describe the importance of Interactive Marketing in Services Marketing?

SECTION-C (15 Marks)

Case Study

(Compulsory)

14. Kerala had always been considered the 'backwaters' of India-- in a negative way. Tourists thought of it as a nice but far away place, to be visited if you had the time, after covering the more popular destinations like the Taj Mahal, Delhi, Jaipur and Goa. But all that has changed, with a single great campaign, based on a memorable line—God's Own Country. As tourism marketers know, a tourist destination sells imagery first, and then depends on the tourists themselves to recommend the destination to their friends, relatives and peer groups. For a long time, Kerala has advertised its boat races held in Alleppey(now known as Alappuzha) and the elephant ritual at "Thrissur Pooram", and gained some mileage from these too. However, the advertising really started getting into the limelight after the tagline "God's Own Country" was added to the beautiful images. In addition to the foreign tourists, the campaign successfully drew the attention of domestic tourists, and as a result Kerala has successfully entered the tourist map of the world. New investments in Kerala include tourism-related projects at Bekal in the Malabar (north Kerala) region.

Tangible things such as good air and road/rail connections, and availability of different types of hotels and resorts also helped, along with the cosmopolitan food habits of Kerala, which is probably the only state apart from Goa where meat and seafood of all types are easily available, to cater to the palates of foreigners who may be predominantly non-vegetarian. Ayurveda practitioners also abound in Kerala, and the oil massages add to the mystique of the destination. Apart from traditional hill stations like Munnar, Kerala offers a forest experience at Thekkady (periyar wildlife sanctuary), and in the hills of Wayanad district bordering Tamilnadu and Karnataka.

Questions:

1. Develop a campaign for your own state/any other state in India, to attract foreign tourists?
2. Develop a similar campaign for domestic tourists?

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MBA– III Semester

(19MBA3EC1) Paper-: INDUSTRIAL RELATIONS

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each

1.1. Types of Industrial Relations
2. Recent Trends in Industrial Relations
3. Functions of Trade Unions
4. Weakness of Trade Unionism in India
5. Conciliation
6. Code of Discipline
7. Disciplinary action
8. Collective Agreements

SECTION-B (5 X 8 = 40 Marks)

Answer ALL questions

2. a)What do know about Concept, definitions, Scope, objectives of Industrial Relations ?

(or)

b) What are the Causes and Consequences of Industrial Disputes? Suggestion for Improve industrial Peace?

3. a)Can you explain Trade Union Structure and Movement in India?

(or)

b) What do know about Industrial Employment (Standing orders) ?

4. a)Explain Machinery for Prevention and Settlement of Industrial Disputes?

(or)

b) What do you understand about Conciliation procedings?

5.a)Explain Causes Of Employee Grievances?

(or)

b)Causes Of Indiscipline ?Procedure For Taking Disciplinary Action?

6 a)What is the importance of Collective Bargaining in Industrial Relations?
Is Collective Bargaining successful in India?

(or)

b) Explain Schemes of Workers' Participation in Management in India.

Section-C (Compulsory)

1 x 15 = 15 M

A Multinational Company specialised in food processing has been operating in India for about 3 decades. The Company has recently decided to expand its production. It was decided to shift the factory to a new location about 20 kms. away from its present site. As the workers transferred to the new site were living in town, the union demanded an increase of Rs. 60/- per month in the salary, but the Company offered to give Rs. 25/- only to cover the transport cost.

When the plant was being shifted to the new site, negotiations went on uninterrupted between the Management and the Union on this issue. However both the parties could not come to a settlement even after 6 months.

The Management was firm on their decision even though the union indicated some flexibility. The Union refused to compromise fully on the issue. They adopted go-slow tactics to pressurize the Management. The production went down drastically, but still the Management was firm on their stand. In the meanwhile the Management charge-sheeted some of the Trade Union leaders and suspended them pending enquiry.

Questions :

a) Analyse the case given above and elucidate the problem and causes.
b) Do you justify the Management's decision ? If Yes/No- why ?
c) Are the workers right in their approach ? Comment.
d) As a General Manager – HR of this Company how would you resolve the problem ?

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MBA– III Semester

(19MBA3EC2) **Paper-: COMPENSATION AND WELFARE MANAGEMENT**

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each

1.1. Fair wage

2. Methods of Wage Fixation

3. Reward Systems

4. Wage Differentials

5. Welfare Policy

6. Voluntary Agencies

7. Extra Moral welfare facilities

8. Plant Level Labour Welfare Administration

SECTION-B (5 X 8 = 40 Marks)

Answer ALL questions

9. a) Explain Definition, Meaning, Objectives, Components and Importance of Employee Compensation?

(or)

b) What do you understand about Factors Influencing Wage and Salary Determination?

10 a) Explain Job Evaluation Methods? What is Methods of Wage Payment?

(or}

b) Do you know about Minimum Wages Act, 1948 ?

11.a) Can you explain Employee Welfare Concept, objectives, Scope and Significance?

(or)

b) Explain Role of Employee Welfare Agencies?

12.. a) What do you know about Statutory and Non-Statutory Welfare Programmes?

(or)

b) Explain Social Security Measures offered by the organization?

13 a) Do you know about Labour Welfare Administration at Plant Level, State and Central Levels?

b) What do you understand about Role, Status and Functions of Labour Welfare Officer?

Section-C (Compulsory)

. Case study

1 x 15 = 15 M

14.Roshans Limited-Transport Facility

The personnel Manager of Roshans Limited have received an application for the introduction of company conveyance for employees staying in town. Although Roshans Limited has provided living facilities to its employees about 60 percent of its 1000 employees still have to commute an average of 10 km to come to work. The union and some of the employee s living on campus have supported the demand . Though the management might favour such a move some sections of the work force are concerned that the introduction of the company conveyance facility may cut down their wages .the company under disguise of compensation allowancepays Rs.20/- per month for traveling to employees staying more than 8 km away from the company premises.

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IV SEM QUESTION PAPERS

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MBA– IV Semester

19MBA4C1: STRATEGIC MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

15. Importance of Strategic Management?
16. Ethics in Strategic Management?
17. Integration Strategies?
18. Diversification Strategies?
19. Internal Analysis?
20. Cultural Aspects in Strategy?
21. Resources Allocation?
22. Nature of Strategy Evaluation?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

23. A) What is strategic management? Explain the stages of strategic management?

(OR)

B) Explain the model of strategic management?

24. A) Define mission and explain the characteristics of mission statement?

(OR)

B) Describe porter generic strategies?

25. A) How external analysis is important in strategy formulation?

(OR)

B) Explain "BCG-Matrix" concept?

26. A) Explain the concept of implementing strategies in functional areas?

(OR)

B) Evaluate strategy and structure?

27. A) What is strategy evaluation? Explain the characteristics of effective evaluation system?

(OR)

B) Describe the Mechanism for strategic control?

SECTION-C (15 Marks)

Case Study (Compulsory)

TATA'S $2,500 PEOPLE'S CAR IS HERE

28. In Mid-2008, Tata motors unveiled the much-talked-about $2,500 car at the 9th Auto Expo in New Delhi. The company is the largest Indian automobile firm and ranks number 2 in passenger cars. It also produces trucks and buses being sold in various parts of the world. The company also has a joint venture with Flat.

The people's car could change the automobile industry not only in India, but in many other countries as well. The car to be officially launched in the latter part of 2008 is a four door, four-to-five-seater with a 30 horsepower, two-cylinder car. The estimated 54 US miles per gallon car comes at the time when oil sells for over $140 per barrel. The people's Car by the name of Nano will raise some eyebrows if not law suits by Apple Computer which carries a Nano model in its iPod selection.

The just over three meter long car is considered stylish as well as comfortable. It will be available in different colors in the standard and deluxe kind. The fuel-efficient small 623 cc engine delivers 33 horsepowers. The people's car is not only environment-friendly; it also meets India's safety requirements.

Questions:

3. Would the Nano fit your needs? Would you consider buying the Nano? Why or why not?
4. What do you like about the car?
5. What do you dislike?
6. In what other countries would there me an interest in buying the Nano?

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MBA– IV Semester

19MBA4EA1: FINANCIAL DERIVATIVES

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Forwards ?
2. Currency Futures ?
3. Options Vs Futures ?
4. Value At Risk (VAR) ?
5. Interest rate Futures ?
6. Put options ?
7. Pricing Models ?
8. Swaps ?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9.A) Bring out the historical development of financial derivatives?

(OR)

B) Explain the regulatory frame work of of Derivatives Trading in India ?

10 A) Discuss the futures market frading mechanism in India ?

(OR)

B) Explain what is meant by basis risk and price risk when futures contents are used for hedging?

11. A) What do you understand by options and options market? Discuss with suitable Examples. Also explain its significance in financial markets?

(OR)

B) What are various positions of options? Discuss with suitable examples and diagram?

12.A) What do you understand by Binominal option pricing Model? What are the briefly Assumptions discuss its important Characteristics?

(OR)

B) " Price of an option depends upon a number of factors" . Comment on the statement in the light of various factors which affect the option value ?

13.A) Define the coancept " Swap " and discuss the features of swap contracts?

(OR)

B) What is an Equity swap ? What are the two legs of an Equity swaps ? Briefly discuss the applications of Equity swaps in the derivatives market ?

SECTION-C (15 Marks)
Case Study
(Compulsory)

14. From the following data, calculate the price of the call option and the put potion by using Black-Scholes option pricing model.

i) Current stock price = Rs. 160 per square

ii) Volatility of the share = 20%

iii) risk-free interest rate = 8% P.A

iv) Exercise Price = Rs 150

v) These is a call option as well as put option on the share, expiring in 6 months,

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MBA– IV Semester
19MBA4EA2: BEHAVIORAL FINANCE
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks

Answer any FIVE questions not exceeding one page each.

1. Anchoring?
2. Market Efficiency ?
3 Value anomalies?
4. Debt Equity Ratio?
5. Stock Market Bubble ?
6. Systematic Risk ?
7. Emotional Influence?
8. Neurofinance?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9.A) What is Behavioral Finance ? Explain its nature, Scope and objectives?

(OR)

B) Discuss the detail the categories of cognitive biases?

10A) Explain the decision making process under the conditions of uncertainty?

(OR)

B) Elaborate on the decision process as per Expected Utility theory (EUT)

11. A)What are the evidences that support the EMH theory ?

(OR)

B) How does technical analysis differ from the fundamental analysis?

12. A)Write a note about the Agency theory and its importance in Behavioural Corporate Finance?

(OR)

B) How eos financial policy affect equity issues debt issues and capital structure?

13. A) Describe various emotional mechanisms in risk perception in investment?

(OR)

B) What do you know about theory of planned behavior?

SECTION –C

Case Study (COMPULSORY) **(1 X 15 = 15)**

Use the APT to determine the Equilibrium line for the following equilibrium portfolios.

Portfolio	P1	P2
Return	15%	20%
Risk	0.85	1.65

Also determine if there is an arbitrage opportunity if another portfolio (P3) ,gives A returns of 18% and has a beta of 1.85

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MBA– IV Semester

19MBA4EA3: INTERNATIONAL FINANCIAL MANAGEMENT

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. International financial system
2. Exchange rate regimes
3. Transaction exposure
4. Management of exposure
5. Euro loans
6. Loan syndication
7. Corporate strategy
8. Transfer pricing

SECTION-B (5 X 8 = 40 Marks)

9. A) Trace the growth and recent development in European monetary system?

(or)

B) Give a detailed account on the birth and collapse of Breton Woods System?

10. A) What do you understand by foreign exchange risk?

(or)

B) What is currency derivates? Explain the forwards, futures options agreements?

11. A) Discuss briefly the Euro currency debt market?

(or)

B) Write about Global Depository Receipt (GDRs) and American Global Receipt ADRs?

12. A) Discuss the methods of evaluating international investment decisions?

(or)

B) Discuss the flow of foreign direct investment in India since 1991?

13. A) What is transfer pricing? Explain the types of transfer pricing?

(or)

B) How does the internal financial transfer system add value to the multinational firm?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. A firm borrows from the pound market. The rate of interest in pound market is 10%, but their currency is to appreciate by 3% on the other hand, the interest rate in dollar market is 11%, but dollar is expected to depreciate by 3%.

A) From which market, should a firm borrow in order to lower the effective cost of funds?

B) What will be the effective cost of capital in the pound market if interest rate is 10% and if the pound is to depreciate by 3%?

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MBA– IV Semester
19MBA4EB1: SALES AND DISTRIBUTION MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)
MODEL QUESTION PAPER

Time: 3 hrs. **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Sales management
2. Sales organization
3. Market potential
4. Sales quotas
5. Recruitment sources
6. Sales control
7. Marketing channels
8. Channel conflict

SECTION-B (5 X 8 = 40 Marks)

9. A) What is sales management? What are the recent trends in sales management?

(or)

B) Explain different types of sales organizations?

10. A) Discuss the various techniques used in forecasting sales. Explain the merits and demerits of each technique?

(or)

B) Briefly explain about sales territory management?

11. A) Explain the salesmen selection process with reference to a service industry?

(or)

B) Briefly explain about various compensation methods?

12. A) What are various channels of distribution and explain its role in achieving the marketing objectives?

B) Explain the various channel designs with reference to FMCG company?

13. A) Explain the process of evaluating the performance of channel members?

(or)

B) What are the factors influencing marketing logistics? How does a firm plan for marketing logistics?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. Mr. Suresh Chandra, A young post graduate in marketing management has received the call letter from Ramoji Film City. Ramoji Film City, a Gunnies record holder for being larges film city in the world and has huge popularity as entertainment provider. He applied for a job of Team Leader in marketing & sales. After an interview which lasted in 30 minutes, he received an offer letter through mail on the next day. He was appointed for the position of management trainee for operations. Though he expected to be part of marketing & sales wing in the prestigious film city, he was forcefully joined in the film city due to financial concerns. After an initial training of 2 days, he was assigned to manage a team of 10 members. His first assignment for the film city was to provide the facilities to a film making team which was scheduled at a location in film city. He managed the assignment successfully but did not get satisfaction due to not having the co-operation from his team members. The concerned manager assigned another duty of supporting for a film team which was scheduled for one week.

He asked the manager about willingness to shift to marketing and sales. Though the manager accepted his request, he promised him to promote the marketing and sales wing after the schedule of shooting. He was force fully agreed and completed his part as a team leader. Though, he managed the shooting work done peacefully, he got huge dissatisfaction with the performance of his team members. When he complained to the manager, he received the answer 'you are very new to this type of environment, they are already experienced, time will mould you to get adjusted with the existing team members'. The answer did not give satisfaction to him, and deliberately he absented to the job for one week and retuned to his home.

After 10 days, when he checked his mails he was shocked to see a mail from the manager. The letter was quoted, Mr. Suresh, the management felt satisfaction with your performance as operations trainee and promoted you for the position of team leader for marketing and sales which was requested by you. You are requested to report to the duties in couple of days, otherwise this offer letter would be considered as terminated and we would give the opportunity to the next best performer.

Questions:

A) After considering Mr. Suresh's experience as team leader for operations, do you feel he can cope up with marketing and sales wing?

B) Do you agree with Mr. Suresh's decision to skip for duties? What skills do you exhibit to would your sales team members?

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Penugonda-534320, W. G. Dt., A.P.
MBA– IV Semester
19MBA4ECB2: ADVERTISING AND BRAND MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Introduction to advertisement?
2. Media Mix Decisions?
3. Layout Design?
4. Advertising Agencies?
5. Home Shopping?
6. Direct Mail?
7. Brand Management?
8. Measuring Brand Performance?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9.A) What are the challenges and opportunities in Advertising ?

(OR)

B) Explain the Economic, Social aspects of advertising ?

10.A) Explain about creative strategy and copy writing?

(OR)

B) Discuss about different types of advertising appeals ?

11. A) What are the various methods of formulating advertising budget ?

(OR)

B) What are the various types of evaluating advertising effectiveness?

12.A) Explain the role of Internet advertising and international advertising on business?

B) Explain the impact of culture & customs on advertising ?

13. A) How to evaluate brand performance ? Discuss?

(OR)

B) What are the various emerging trends in Brand Management ?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. The refrigerator market has almost revived after the introduction of no-frost models and the entry of a number of brands in recent times. Godrej,LG and BPL are some of the brands which have come out with campaigns to get into the "consideration set" of the consumer mindset.

Whirpool had launched a campaign for its range of frost-free fridges with an appeal different from those of the competitive brands. The advertisement projected Whirlpool as a very dependable brand in social situations avoiding embarrassment in front of hosts. It emphasizes the capability of the refrigerator to produce ice quickly when it is most needed.

You are required:

(A) to study the various appeals of refrigerators in the market and comment on the appeal of Whirlpool in particular

(B) Identify the specific conceptual appeal involved and comment on the positive and negative aspects of the appeal

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MBA– IV Semester

19MBA4EB3: RETAIL MANAGEMENT

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Multi Channel Retailing?
2. Global Retailing?
3. Retail Strategy?
4. Retail Lifecycle?
5. Site Analysis?
6. Retail Service Quality?
7. Store Design?
8. Store Atmosphere?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Define Retailing? Explain types and functions of retailing?

(OR)

B) Explain organized Retailing in India?

10 A) What is retail strategy? Explain Growth Strategy in Retailing?

(OR)

B) Discuss the Strategy Planning Process in Retailing?

11 A) Describe various types of retail locations?

(OR)

B) What are steps involving in choosing a retail location?

12 A) What is Merchandising? Explain the process of Merchandising Planning?

(OR)

B) What are the factors effecting the buying merchandising? And also Explain Buying different organizations?

13 A) What is Category Management? What are the reasons for the emergence of category marketing?

(OR)

B) Explain Integrated Marketing Communications mix in Retailing?

SECTION-C (15 Marks)

Case Study (Compulsory)

Small is Beautiful: The Case of the Bookstore that Shrank

10. Crossword is a name familiar to many Indian book-lovers. But what has happened to it recently may make it familiar to many more in that segment. Starting out with properties of around 5,000-10,000 square feet in Mumbai and Pune, it has now gone and set up smaller corner bookstores around 300-1,000 square feet in size. Why is this happening?

There are several reasons, but the major one is the bad state of commuting in most of the Indian cities. People who once travelled miles to shop for books are no longer venturing out that far. Secondly, it is easier to manage smaller stores in terms of inventory, staffing, flexibility and so on. Also, in the true marketing spirit, it takes the bookstore to within "walking distance of desire", to paraphrase the famous cola drink vision.

For an investment of 5-10 lakhs, the corner Crossword stores are able to break even in a year's time. The stock turnover is 40 percent higher than at larger stores, and sales per square foot are around 50 percent higher.

Officially, the corner Crosswords target the light readers, who are not devoted enough or discerning enough to go long distances and browse long and hard, and buy dozens of books.

Questions:

1. What other strategies can Indian booksellers use to drive their market expansion or growth?

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13 A)What is Performance Management Practices in the ...

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MBA– IV Semester
19MBA4EC1: PERFORMANCE MANAGEMENT AND COUNSELLING
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each

1.1. Types of Performance Management

2. Performance management feedback

3.Identify performance problems

4.Advantage of Performance Review Counselling

5. Counselling

6. Conditions for effective performance counselling

7. Rewards and Recognition

8. Assessment Centre

Section-B

(5x 8 = 40 marks)

Answer ALL questions

9. A) Explain Definition,Meaning,Purpose & its Objectives: advantages and disadvantages of Performance management?

(OR)

B)Briefly clarify about Performance Management Vs Performance Appraisal?

10 A)What do you understand about Performance Analysis, Objectives and , Factors Influencing Performance Analysis ?

(OR)

B) Explain Methods of Appraisal Systems ?

11. A)What is Performance Review Counselling? Explain its process?

(or)

B)What are the factors effecting for Effective Performance Review Counselling?

12. A) Explain the relation between HRM and Performance Management?

(or)

B) What do you understand about Team Performance?

13 A)What is Performance Management Practices in the organizations?

(or)

B) Assess Pros and Cons of 360-Degree Performance Appraisal?

Section-C (Compulsory)

1 x 15 = 15 M

14.sick and the expectation on Subash's presence and income were growing day by day.

The team leader got stuck one day when he has to narrow down one of his subordinates for a promotion and transfer. Subash has not requested him for his transfer to the city near his village. Actually, this point is impressive for him on subash characteristic.

Team leader thought it is his responsibility to listen to the just needs of his employees and attend to them. Venu is highly suitable for the promotion but subash is in need of the transfer more than Venu and for that matter also fit for the promotion. Whom to select?

1.What is your suggestion?

2.What are the consequences of selection of a.Venu? b.Subash?

3.Is it unethical to think on employee welfare than organisational effectiveness?

4.What would be the state of Venu if subash is selected?

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MBA– IV Semester
19MBA4EC2: STRATEGIC HUMAN RESOURCE MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each

1. 1. HR Outsourcing
2. Global Competition
3. Business Strategy
4. Organizational Performance.
5. HR Planning
6. Career Paths
7. Rewarding
8. Social Dialogue

Section-B

(5x 8 = 40 marks)

Answer ALL questions

9. A)What do you understand about Human Resource Environment?

(OR)

B) Explain about Global Sourcing of Labour?

10 A) Briefly clarify about Strategic Perspective of HRM ?

(OR)

B) What is HR and Business Policy Linkages?

11. A) What do you understand about Strategic Responses of Organizations?

(OR)

B) Explain about Strategically Oriented Performance Measurement Systems?

12. A) What are the Strategic Requirements for Compensation Systems?

(OR)

B) How Individual and Team Contribution improve Organization Performance?

13 A) Explain Strategic Approach to Industrial Relations?

(OR)

B) What are the factors impact on to secure Harmonious Relations in industry?

<u>**Section-C (Compulsory)**</u>

1 x 15 = 15 M

14 Case study

XYZ organization has been in the business for more than 25 years. It has been rated as the best place to work for by many of the top rated magazines and consultancy groups.

The main base for the success of XYZ is taking time to educate the employees, paying them well and treat them as equals.

XYZ takes considerable time and effort to hire employees who fit the company's values and culture. Additional time is spent by the HR managers in selecting the right employee. The organization also pays higher than its competitors and offers a competitive benefits package. The organization also spends considerable time in training its employees. The training time in XYZ is also more than its competitors. The managers of XYZ maintain constant communication with the employees and help out in various jobs. HR and line managers takes the responsibility of motivating the work force and there by inculcating the sense of loyalty and commitment in the work force.

All these activities take considerable time, effort and money. Sales of the company increases every year by a considerable margin and the loyal customer base has been on the increase very year. Obviously, XYZ has the right employee base.

Read the above case and answer the following questions:

1. Discuss how the culture of XYZ is nurtured by the HR activities and practices used.

2. Compare the culture at your present employer to the culture given in the above case. What recommendations will you make to the executives where you work?

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19MBA4EC3: INTERNATIONAL HUMAN RESOURCE MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs. **MODEL QUESTION PAPER** **Max. Marks: 75**

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. HR challenges at global level?
2. Cultural Environment?
3. Selection Tests?
4. Dual-career couples?
5. Multinational Teams?
6. Expatriate training?
7. Hardship premium?
8. International Labour Unions?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Explain the trends and issues of International Human Resource management?

(OR)

B) What are the similarities and difference between domestic and International HRM?

10A) What are the key issues effecting recruitment and selection for International Assignment?

(OR)

B) Discuss the various recruitment approaches of International HRM?

11 A) What are the various components of Training Explain?

(OR)

B) Explain the issues of Developing International staff?

12.A) Write in details about various compensation practices across the countries?

(OR)

B) Discuss the different factors involved in International compensation?

13A) Explain the nature and scope of IR at global organizations?

(OR)

B) What roles do you foresee for trade Unions in the near future at global level?

SECTION-C (15 Marks)
Case Study
(Compulsory)

14 Mr. William worked at the headquarters of the worldwide motorbike company. His task was to process warranty claims and advises service engineers working in the field with distributors throughout the world. Then he heard of an opening for a field engineer. As a first step, William approached his immediate superior, Donald, and asked to be considered as a field engineer in Smith's department. The idea was rejected with the comment, "Let's talk about it later". When Mr. Donald left for a business trip, William approached Smith; the service manager for international operations, who was not only Donald's superior but was also responsible for the field engineers. During the discussion, Ms. Smith, who favoured promoting young talent from within the company, recognized that William was well qualified for the position of field engineer. She promised to talk to Mr. Donald after his return from the trip.

One week later Mr. Donald called William into his office and opened the conversation as follows: 'I heard that you talked to Ms. Smith while I was out of town, about the position of field engineer. I cannot let you take this position. We just switched to a computerized claim-processing system and I need you because you have the broadest experience of any of my seven subordinates". William was shocked. Should he be denied the promotion because he was the best person in the group? Two weeks later' a field engineer was hired from outside the firm. William wondered what he should do next.

Questions:

A) If you were William, what would you do?

B) What do you think about the staffing practices of the company? What policies, if any, would you recommend?

C) What do you think about Mr. Donald's managerial behavior?

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