

**OPEN BOOK THIRD SEMESTER M.B.A. EXAMINATIONS,
JAN/FEB – 2021**

(NEW SCHEME) (COMPULSORY)

**COURSE -13 : ENTREPRENEURIAL DEVELOPMENT AND
SMALL BUSINESS**

Max.Marks : 80

SECTION -A

1. Answer any five sub-question. Each sub question carries three marks (5X3=15)

- a) Who is an intrapreneur?
- b) Define post training phase.
- c) What is venture capital?
- d) Define Business Environment.
- e) State the three functions of IDBI.
- f) Mention any three problems of women entrepreneurs.
- g) What are Angel investors?

SECTION -B

Answer any four question. Each question carries five marks (4X5=20)

2. Explain the major factors influencing for development of entrepreneurship activity.
3. Describe the different phases of entrepreneurship development programme.
4. Explain the importance of business environment.
5. Elucidate the major steps for starting new business.
6. List out the marketing problems in small business.
7. Discuss five strategies to promote the development of MSME in India.

SECTION -C

Answer any three question. Each question carries ten marks **(3X10=30)**

8. What is KVIC? What are the major schemes implemented by KVIC?
9. What is rural entrepreneurship? Discuss the problems and prospectus of rural entrepreneurship in India.
10. Explain detailed venture capital scenario in India.
11. What are internal funds? Discuss their advantages and disadvantages.
12. What is social entrepreneurship? Explain the types of social entrepreneurship.

SECTION -D

13. Case (Compulsory) **(1x15=15)**

Mercy Charitable Foundation this NGO established a high quality, health conscious, for-profit restaurant. It supplies up to 110 free meals a day while training clients in culinary job skills. Profits are used to support a hunger relief program, teach healthy lifestyles and provides jobs to Mercy's clients. Mercy focuses assistance on low-income families as a means to prevent homelessness for at-risk children and offering services to the elderly and substance abusers. With the exception of McDonald's, Mercy's Kovcheg Café is the only place in Ukraine where people can enjoy a meal in a smoke-and alcohol-free environment.

Since launching the café, Mercy has started new social enterprises: three thrift shops that sell secondhand goods donated by the public and collected through the churches. Through the experience Mercy has learned how to leverage its assets and now rents the vehicles it uses to distribute humanitarian assistance to other NGOs when they are idle. Mercy has also invested in a farm to provide vocational training and rehabilitation to former drug addicts and alcoholics. The farm provides a refuge for people in recovery. The farm, though not yet an income-generating venture, provides agricultural products to the café and to Mercy's free meals program. Mercy received grants from CAP to assist with marketing and product development.

Questions :

1. Discuss the circumstances for this case and give suitable suggestions for growth of social entrepreneurship?
2. What are all the negative impact of social entrepreneurship related to this case study?

**OPEN BOOK THIRD SEMESTER M.B.A. EXAMINATIONS,
JAN/FEB – 2021**

(NEW SCHEME) (COMPULSORY)

COURSE -14 : SERVICES MANAGEMENT

Max.Marks : 80

SECTION -A

1. Answer any five sub-question. Each sub question carries three marks

(5X3=15)

- a) Define services.
- b) Give the meaning of value chain analysis.
- c) What is Queuing theory?
- d) What is JIT?
- e) What is service guarantee?
- f) Mention the features of Insurance Services.
- g) Define service trinity.

SECTION -B

Answer any four question. Each question carries five marks

(4X5=20)

2. Briefly explain the scope of services management.
3. What are the essential features of banking services?
4. Highlights the factors of service operation system.
5. Write a note on business process outsourcing.
6. Explain the role of IT in service management.
7. What are the factors influencing market segmentation?

SECTION -C

Answer any three question. Each question carries ten marks

(3X10=30)

8. Explain the marketing mix strategy for hospitality industry.
9. Discuss the contribution of services to growth of GDP.
10. Examine the role of Government in Indian tourism.
11. Explain the various factors affecting facility location.
12. What is service quality? Explain the various factors considered for measuring service quality.

SECTION -D

13. Case (Compulsory)

(1x15=15)

Growell is Mumbai based company engaged in web based retail business. They have a group of suppliers who display their products on the Growell's website. The customers place orders online. The Growell company wanted to improve its financial performance and tried to selected only profitable suppliers. They wanted to hire a Chief Financial Officer at Rs 75,000/- per month.

The 'Virtual CFOs' – an another Mumbai based company, that provides all financial services online, contacted Growell and agreed to take up that project. Growell plugged all its financial data in to an excel software template set up by Virtual CFOs and the programmed generated balance sheet and cash flow statements. The spread sheet were emailed to Virtual CFOs and the company assigned a chartered accountant who interpreted the data analyzed by software and advised Growell strategy. Virtual CFOs performed a number of other financial and tax services to Growell. They charged only Rs 25,000/- per month.

Questions :

1. Do you think it is better to outsource financial services to a third party or should the company hire a CFO for its own operations?

**OPEN BOOK THIRD SEMESTER M.B.A. EXAMINATIONS,
JAN/FEB – 2021**

(NEW SCHEME) (COMPULSORY)

COURSE -15 : PROJECT MANAGEMENT

Max.Marks : 80

SECTION -A

1. Answer any five sub-question. Each sub question carries three marks

(5X3=15)

- a) Define Project Management.
- b) What is feasibility report?
- c) What is Break-Down structure?
- d) What do you mean by critical path?
- e) Define Free float.
- f) What is virtual team?
- g) Define quality audit.

SECTION -B

Answer any four question. Each question carries five marks

(4X5=20)

- 2. Explain the Role of Project Manager.
- 3. What are the different types of opportunities in project planning & Identification?
- 4. Explain briefly the importance of enterprise location.
- 5. What are the difference between PERT & CPM?
- 6. What are the key attributes of successful virtual teams?
- 7. Briefly explain the project performance management.

SECTION -C

Answer any three question. Each question carries ten marks (3X10=30)

8. Explain the evolution of integrated project management system and the way of aligning projects with organization strategy.
9. What is Risk Management? Explain the application of Risk Management in Project Management.
10. Explain the Weber's theory of Industrial location.
11. What are the different approaches to performance measurement of project team, project quality? Explain.
12. A construction project consists of 12 activities which are given below with duration of each activity. Construct the network & determine.
 - a) Critical path for the network.
 - b) Total slack, free slack & independent slack for each activity.

Activity	1 – 2	1 – 3	2 – 3	2 – 5	3 – 4	3 – 6	4 – 5	4 – 6	5 - 6	6 - 7
Duration (Weeks)	15	15	3	5	8	12	1	14	3	14

SECTION -D

13. Case (Compulsory) (1x15=15)

Cordova Research Group spent more than 30 years conducting pure & applied research for a variety of external customers. With the reduction, however, in R & D funding, Cordova decided that the survival of the firm as well as performing R & D. The R & D culture was close to informal project management with the majority of the personnel holding advanced degrees in technical disciplines. To enter the manufacturing arena would require hiring hundreds of new employees, mostly nondegreed.

Questions :

- a) What strategic problems must be solved in this situation?
- b) What project management problems must be solved in this situation?
- c) If excellence can be achieved, Would it occur most likely using formal or informal project management?

**OPEN BOOK THIRD SEMESTER M.B.A. EXAMINATIONS,
JAN/FEB – 2021**

(NEW SCHEME)

ELECTIVE A : FINANCE

COURSE -16 A : FINANCIAL MARKETS AND INSTITUTIONS

Max.Marks : 80

SECTION -A

1. Answer any five sub-question. Each sub question carries three marks (5X3=15)

- a) What is commercial banks?
- b) Define capital market.
- c) State the concepts of over the counter.
- d) Define private equity.
- e) What is CRR?
- f) Define right issue.
- g) What is a credit card?

SECTION -B

Answer any four question. Each question carries five marks (4X5=20)

2. Explain the functions of commercial banks.
3. Discuss the various objectives of Reserve Bank of India.
4. What are the services of stock exchange?
5. Differentiate between FDI and FPI.
6. Discuss the guidelines of SEBI for investor protection.
7. Explain money market mutual fund.

SECTION -C

Answer any three question. Each question carries ten marks

(3X10=30)

8. Discuss briefly the origin and growth of merchants banking.
9. What is disinvestment? What are its objectives? Explain.
10. Differentiate fund flow and income statement and fund flow statement and balance sheet.
11. Financial system is must for economic growth of India, Discuss.
12. Explain the various reasons for the downfall of stock market.

SECTION -D

13. Case (Compulsory)

(1x15=15)

Recently many countries around the globe have under gone financial sector reforms due to global economic crisis such as restructuring or privatizing state owned banks and established of capital markets. In Indian economy consists of many rigorous problems in the smooth functioning of the capital markets? It has been made to bring out the phase-wise development in respect of the capital markets in India. While this development was taking place, there may have been some barriers causing hindrance to the development of capital market. These problems or barriers may be political, socio-economic or administrative in nature.

While the capital market playing vital role of developmental activity in the economy, to know the many hindrances involved in their activity and also India is developing country, how it helps to develop?

Questions :

1. Problems involved in capital market.
2. Factors affecting to capital market.

**OPEN BOOK THIRD SEMESTER M.B.A. EXAMINATIONS,
JAN/FEB – 2021**

(NEW SCHEME)

ELECTIVE B : MARKETING MANAGEMENT

COURSE -16 B : ADVERTISING AND SALES PROMOTION

Max.Marks : 80

SECTION -A

1. Answer any five sub-question. Each sub question carries three marks (5X3=15)

- a) What are advertising themes and appeals?
- b) What are the promotional mix elements?
- c) Differentiate between web bases static advertising and dynamic advertising.
- d) Distinguish between pre-testing and post testing of advertising.
- e) Recommend ways to develop strong advertising agents-client relationship.
- f) State the need for ethics in advertising.
- g) What are the Key activities in event management?

SECTION -B

Answer any four question. Each question carries five marks (4X5=20)

2. Explain the different types of advertising.
3. Describe the concept of DAGMAR approach in setting advertising objectives.
4. Elaborate the reasons for the failure of an advertisement copy.
5. Highlights the roles and responsibilities of advertising agencies with examples.
6. Outline characteristic features of various electronic media for advertising used by business organizations.
7. Define personal selling. Explain the steps involved in personal sell.

SECTION -C

Answer any three question. Each question carries ten marks (3X10=30)

8. Highlight the concepts of integrated marketing communication (IMC). Explain the role of IMC in marketing process.
9. Identify the factors to be kept in mind while determining the advertising budgets. Elaborate important methods for advertising appropriation.
10. Explain the factors affecting in selection of Advertising agency for positioning of a new product.
11. Define Advertising media planning. Discuss the process of media planning with the help of an example.
12. Define advertising effectiveness. Discuss various methods of measuring advertising effectiveness.

SECTION -D

13. Case (Compulsory) (1x15=15)

Walt University has a challenging task ahead to attract graduates to its newly launched post-graduate curriculum in business administration. The university, in its 20 years of existence has acquired a name to produce good quality students, particularly in the fields of engineering and technology. The university has a sprawling-campus spreading over 2-8 square kilometers bestowed with lush greeneries and panoramic lakes. The natural environment surrounding the university lends a community prestige to this, educational fortress; The university is also equipped with rich libraries, labs, teaching faculties, infrastructure and IT supports health care unit, gymnasium and other facilities. In spite of all this, the university has failed to pull enough students unlike other universities in the same state. Few problems can be cited to this regard:

- a) Admission procedure is too rigid and competitive.
- b) Advertisements for admission to various courses are posted only in two regional news papers.
- c) A common perception of high academic standard debars ordinary students to show enthusiasm in getting admission tickets.

Recently, the university has opened a public relation cell engaging a senior public relation officer that has started campaigning with advertisements in newspapers, cable TV, and outdoor hoardings in strategic positions to drive out misconceptions among students

and their guardians. Announcement of few scholarship for top ranked students and waiving of the tuition fees up to fifty per cent for poor but academically deserving students is also a part of this promotion, The campaign at the same time focuses on social orientation, value system, performance:, and other positive Features. This promotion programme has, indeed enabled the university to attract a large chunk of students from different socio-economic strata and improves the roll strength significantly. A good communication programme obviously has helped to reach target groups and build conviction amongst potential students.

Questions :

1. Apply AIDAS model to examine the effects of its components to reach the communication objectives for Walt University.
2. Good public relation calls for 'good deeds followed by good words'. How far is this observed in public relation campaign?

**OPEN BOOK THIRD SEMESTER M.B.A. EXAMINATIONS,
JAN/FEB – 2021**

(NEW SCHEME)

ELECTIVE : HUMAN RESOURCE

COURSE -16 C: STRATEGIC HUMAN RESOURCE MANAGEMENT

Max.Marks : 80

SECTION -A

1. Answer any five sub-question. Each sub question carries three marks (5X3=15)

- a) Write a note on HRD at macro and micro levels.
- b) Differentiate between training and development.
- c) Mention the various HRD interventions.
- d) What are the sources of stress?
- e) What are the HRD strategies for competitive advantages?
- f) Define Human Resource Accounting.
- g) What are the recent trends in HRD?

SECTION -B

Answer any four question. Each question carries five marks (4X5=20)

2. Explain the various qualities of a good human resource manager.
3. Explain how the problems can be avoided in appraising performance.
4. Discuss the prominent techniques of employee training.
5. Describe the various career development programme.
6. What are the factors to be considered for resolving organizational change?
7. Explain the impact of globalization on HRD.

SECTION -C

Answer any three question. Each question carries ten marks (3X10=30)

8. Define HRD. Trace the evolution of human resource development as a management philosophy.
9. Discuss about the skills required for effective coaching and need for coaching effectiveness.
10. Discuss the contribution of organizational development to change management.
11. How can HRD audit be used as an OD intervention in an organization? Briefly describe the significance of HRD score card of a firm.
12. What is the value of workforce diversity in organizations? Discuss the various approaches of managing diversity.

SECTION -D

13. Case (Compulsory) (1x15=15)

Jim Delaney, president of Apex Door Company, has a problem. No matter how often he tells his employees how to do their jobs, they invariably “decide to do things their way”, as he puts it and arguments ensue between Delaney, the employee and the employee’s supervisor. One example is in the door-design department. The designers are expected to work with the architects to design doors that meet the specifications. Although it’s not “rocket science”, as Delaney puts it, the designers often make mistakes such as designing in too much steel- a problem that can cost Apex tens of thousands of wasted dollars, especially considering the number of doors, in say, a 30-story office tower.

The order processing department is another example. Although Jim has a specific, detailed way he wants each order written up, most of the order clerks don’t understand how to use the multipage order form, and they improvise when it comes to a question such as whether to classify a customer as “industrial” or “commercial”.

The current training process is as follows. None of the jobs have training manuals per se, although several have somewhat out-of-date job descriptions. The training for new employees is all on the job; Usually, the person leaving the company trains the new person during the 1 or 2 week overlap period, but if there’s no overlap, the new person is trained as well as

possible by other employees who have occasionally filled in on the job in the past. The training is basically the same throughout the company-for machinists, secretaries, assemblers and accounting clerks.

Questions :

1. What do you think of Apex's training process? Could it help to explain why employees "do things their way", and if so, how?
2. What role do job descriptions play in training?
3. Explain in detail what you would do to improve the training process at Apex. Make sure to provide specific suggestions.

**OPEN BOOK THIRD SEMESTER M.B.A. EXAMINATIONS,
JAN/FEB – 2021**

(NEW SCHEME)

ELECTIVE : FINANCE

COURSE – 17A : ADVANCED CORPORATE FINANCE

Max.Marks : 80

SECTION -A

1. Answer any five sub-question. Each sub question carries three marks (5X3=15)

- a) Define Capital Structure?
- b) What is Information Asymmetry?
- c) What is Trade- off Theory?
- d) Define Ideal Capital Market.
- e) What is Capital rationing?
- f) State Put-call parity theorem.
- g) Define capital budgeting.

SECTION -B

Answer any four question. Each question carries five marks (4X5=20)

- 2. Write a brief note on Modigliani and Millers Irrelevance Dividend Policy.
- 3. Explain the major sources of External financing.
- 4. State the assumptions of Traditional trade-off theory.
- 5. Explain Agency cost theory.
- 6. Compute the present value of the tax shield generated which smith company issues \$ 100 million of 8 percent perpetual debt. The corporate tax rate is 34%.
- 7. The expected returns on the firm/s debt and equity of a levered firm are $r_p = 7\%$ $r_e = 15\%$ respectively. The current market value of the equity and debt are $E=66$ and $D=44$ (E =equity, D =Debt). What is the firms weighted average cost of capital.

SECTION -C

Answer any three question. Each question carries ten marks (3X10=30)

8. Write a critical note on capital structure theories.
9. “Conglomerate firm shares tend to have a higher market value due to lower cost of capital” – Elucidate the statement.
10. Discuss the stages of financial distress and the dead weight cost associated with financial distress.
11. Calculate the value of Call and put option from the following data. Use Black Scholes option pricing model.
 - * Stock price = 280
 - * Exercise price = 290
 - * Volatility of stock price = 7%
 - * Time to maturity = 6 months
 - * Risk free rate of interest = 8% p.a.
12. The existing capital structure of Hero corp Ltd., is as follows.
 - a. Issue of 20,000 equity shares at a premium of Rs. 25 per share.
 - b. Issue of 10% preference share.
 - c. Issue of 9% Debentures.
 - d. Projected that P/E ratios in the case of equity, preference and debenture financing is 20, 17 & 16 respectively. Which alternative would you consider to be the best. Give reasons for your choice.

SECTION -D

13. Case (Compulsory) (1x15=15)

A firm is currently financed with equity, with a market value of $EL = 250$ and one issue of pure discount debt with a promised payment of $X=150$ in $T=5$ years, which has a market value of $D=100$. The risk free interest rate is $R_s = 4\%$. Using the put-call parity equity. Calculate the value of the equity holders implicit put option to default on the debt.

**OPEN BOOK THIRD SEMESTER M.B.A. EXAMINATIONS,
JAN/FEB – 2021**

(NEW SCHEME)

ELECTIVE B : MARKETING

COURSE -17B : RURAL MARKETING

Max.Marks : 80

SECTION -A

1. Answer any five sub-question. Each sub question carries three marks (5X3=15)

- a) Distinguish between Rural & Agricultural Marketing.
- b) List the factors affecting market segmentation in rural market.
- c) Briefly explain types of risks involved in agricultural marketing.
- d) Briefly write a note on rural market regulation.
- e) Describe briefly the role of advertising in rural markets.
- f) Briefly distinguish between rural market & urban market.
- g) Explain any two pricing strategies to be adopted in rural markets.

SECTION -B

Answer any four question. Each question carries five marks (4X5=20)

2. Write a note on co-operative marketing and cottage industries.
3. Describe various factors influencing rural marketing.
4. Discuss the problems of rural marketing in India.
5. Write a note on Agricultural Marketing and its economic importance.
6. Cite any 2 rural advertisements which were effective in promoting their products in rural Indian Market.
7. Write a note on characteristics of rural consumer.

SECTION -C

Answer any three question. Each question carries ten marks

(3X10=30)

8. Explain rural marketing mix.
9. Discuss rural market segmentation along with types of segmentation.
10. Describe types of agricultural marketing.
11. Write a note on APMC role in rural market & explain the role of media in rural marketing.
12. Discuss the types of channels of distribution in the context of rural market.

SECTION -D

13. Case (Compulsory)

(1x15=15)

Coca-Cola India adopted an innovative two-pronged approach in 2002 to gain a foothold in rural markets. It devised an innovative pricing strategy to attract price sensitive rural consumers, which was backed by rural-centric “Thanda matlab Coca-Cola” marketing campaign featuring the Bollywood star, Amir Khan.

Adopting an aggressive pricing strategy, the company reduced the price of a 200-ml bottle by half to INR 5-a psychological price point which worked in favor of the brand. A higher price than this means a consumer has to shell out a 10-rupee note which they tend to spend entirely, already having spent INR 7-8 on the bottle of Coca-Cola. This is why most rural consumers refrained from buying a cold drink in the past. Coinage pricing (at INR 5) addresses this psychological barrier. The combination of clever pricing and astute marketing worked to Coca-Cola’s advantage in rural markets.

In the summer of 2003, CCI came up with a new commercial featuring Aamir Khan, to further strengthen the Coca-Cola brand image among rural consumers. The commercial aimed at making coke a generic name for ‘Thanda’. Of the reason for picking up the word ‘Thanda’, Praseon Joshi, national creative director – McCann Erickson, the creator of the commercial, said, “Thanda is a very North India-centric phenomenon. Go to any restaurant in the north, and attendants would promptly ask, ‘thanda ya garam?’ ‘Thanda’ usually means lassi or nimbu pani, ‘garam’ is essentially tea. Because the character, in itself, represented a culture, we wanted to equate Coke with ‘Thanda’, since ‘Thanda’ too is part of the popular dialect of the north. Thus making ‘Thanda’ generic for Coca-Cola. With the long-playing possibilities of the ‘Thanda’ idea becoming evident, ‘Thanda’ became the central

idea. Once we decided to work on that idea, the creative mind just opened up'13. Between March and September 2003, CCI launched three commercials with the 'Thanda Matlab Coca-Cola' tag line. All the three commercials aimed to make rural and semi-urban consumers connect with Coca-cola. The first and featured Aamir Khan as a 'tapori' (street smart); in the ad he makes the association between Coca-Cola and the word 'Thanda'. The second commercial in the series featured Aamir Khan as a "Hyderabadi shop-keeper"; here again he equates the word 'Thanda' with Coca-Cola. The third commercial featured Aamir Khan as a 'Punjabi farmer' who offers Coca Cola to ladies asking for Thanda.

Questions :

- 1) What was the critical success factor for Coca-Cola in rural markets? With your knowledge on pricing, elaborate on clever pricing strategy adopted by Coca-Cola. (10 marks)
- 2) According to analysts, CCI's 'Thanda Matlab Coca-Cola' advertisement was a major hit and made rural consumers connect with the product. Discuss the importance of advertising in rural marketing (5 Marks).

**OPEN BOOK THIRD SEMESTER M.B.A. EXAMINATIONS,
JAN/FEB – 2021**

(NEW SCHEME)

ELECTIVE : HUMAN RESOURCE

COURSE -17C : INDUSTRIAL RELATIONS

Max.Marks : 80

SECTION -A

1. Answer any five sub-question. Each sub question carries three marks (5X3=15)

- a) Define Industrial Relations.
- b) What is Code of conduct?
- c) Mention few objectives on Importance of Trade Union.
- d) What is Industrial Unrest?
- e) Who is responsible for discipline in the organization?
- f) Write a short note on nature of collective bargaining.
- g) Define Labow Welfare.

SECTION -B

Answer any four question. Each question carries five marks (4X5=20)

2. Explain Negotiation Process.
3. Discuss Weber's social action approach.
4. Discuss on the problems of Trade Union in India.
5. Write a short essay on preventive measures for industrial disputer.
6. What are the consequence of employee grievance?
7. What are the types of disciplinary problems, explain briefly.

SECTION -C

Answer any three question. Each question carries ten marks

(3X10=30)

8. Explain collections bargaining process.
9. Explain the reasons for failure of WPM in India.
10. Discuss the procedures for settlement of grievance.
11. Explain the concept and importance of Industrial relations.
12. Write an essay on Industrial Disputers.

SECTION -D

13. Case (Compulsory)

(1x15=15)

The Union of the workers given a Demand Notice U/s 2k of I.D Act to the Management and negotiation on the said Demand Notice are going on between the management. The Union has told the workers to adopt go slow tactics and as a result thereof Mr. A while on duty on 17.02.2K at 4:00 pm in combination with others deliberately slowed down the work and also instigated M/s B, C & D to adopt 'go slow' tactics. Mr. A also threatened Mr. E who did not follow his suit. Slowing down production in concerted manner and threatening workers on duty is misconduct under the Certified Standing Orders of the Company.

Questions :

1. How do you solve this issue?
2. What disciplinary action you take against to Mr. A

**OPEN BOOK THIRD SEMESTER M.B.A. EXAMINATIONS,
JAN/FEB – 2021**

(NEW SCHEME)

ELECTIVE : FINANCE

COURSE -18A : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Max.Marks : 80

SECTION -A

1. Answer any five sub-question. Each sub question carries three marks (5X3=15)

- a) What is systematic risk?
- b) Define mutual fund.
- c) State the importance of stock exchanges.
- d) What is Risk Question?
- e) What is capital market line?
- f) Write a note on SEBI.
- g) Define the term portfolio.

SECTION -B

Answer any four question. Each question carries five marks (4X5=20)

2. Discuss the variance and standard deviation as a measure of risk.
3. A ₹ 1,000 per value bond, bearing a coupon rate of 12% will mature after 6 years.
What is the value of the bond if the discount rate is 16 percent?
4. Discuss the risks to which debt instruments are subject to.
5. Explain various factors affecting for investment.
6. The expected dividend per share on the equity share of Road King Ltd is ₹ 2.00. The dividend per share of Road king Ltd has growth over the post fine years at the rate of 5% per year. This growth rate will continue in future. Further, the market price of the equity share of Road King Ltd., too, is expected to grow at the some rate. What is a fair estimate of the intrinsic value of the equity share of Road King Ltd if the required rate is 15%?

7. How does investment differ from speculation and gambling?

SECTION -C

Answer any three question. Each question carries ten marks

(3X10=30)

8. Explain the basic assumptions underlying capital asset pricing model (CAPM).
9. The price of Q ₹ 1,000 per bond carrying a coupon rate of 7% and maturing after 5 years in ₹ 1040.
- a) What is the approximate YTM?
- b) What will be the realized YTM if the reinvestment rate is 6%?
10. What is mutual funds? Explain the concept of mutual funds.
11. Calculate the expected return of risk and standard deviation for the following probability distribution?
- | Probability | Returns | Returns |
|-------------|---------|---------|
| 0.4 | 0.12 | -0.04 |
| 0.2 | -0.06 | 0.09 |
| 0.1 | 0.08 | -0.06 |
| 0.3 | 0.05 | 0.08 |
12. What is insider trading? What steps SEBI has taken to curb insider trading?

SECTION -D

13. Case (Compulsory)

(1x15=15)

A Women aged 55 years approaches you for an advice about her investment. Her husband left her a portfolio that consists of low yielding growth stocks that approximate their adjusted cost. She has found that the income available is not nearly enough to maintain a comfortable standard of living. She needs Rs. 2,00,000 income before taxes from her investments. The current market value of the portfolio is ₹ 20,00,000 and its current yield is only 7%. She will need this higher income for next 10 years.

Questions :

1. List out investment avenues in order to increase the annual income to ₹ 2,00,000.
2. Mention the important investment attributes for widow.
3. Mention the proportionate investment of alternative security she can invest in order to increase portfolio returns & reduce portfolio risk.
4. List out the assumptions you made regarding the investment environment, conditions & Situations.

**OPEN BOOK THIRD SEMESTER M.B.A. EXAMINATIONS,
JAN/FEB – 2021**

(NEW SCHEME)

ELECTIVE B : MARKETING

COURSE -18B : CONSUMER BEHAVIOUR & MARKET RESEARCH

Max.Marks : 80

SECTION -A

1. Answer any five sub-question. Each sub question carries three marks (5X3=15)

- a) Define attitude.
- b) What is personality?
- c) What is brand image?
- d) What is social class system?
- e) What is Routine Consumer decision making?
- f) Define segmentation.
- g) Define Customer Delight.

SECTION -B

Answer any four question. Each question carries five marks (4X5=20)

2. Discuss Howard-Sheth model of consumer behavior.
3. Discuss the types of consumer behavior.
4. Explain NICOSIA model (Nicosia).
5. What is sub-culture. How does it influence consumer behavior.
6. What is consumer involvement? Discuss with suitable examples.
7. Write a note on consumerism.

SECTION -C

Answer any three question. Each question carries ten marks (3X10=30)

8. Explain how market segmentation positioning and targeting are inter related.
9. While short notes on any two.
 - a) Global Consumer Behavior.
 - b) Marketing Information System.
 - c) Rural & Urban consumer behavior.
10. Elaborate stages of consumer behavior process with suitable examples.
11. How do customers handle their dissatisfaction with the product they have purchased? Explain with examples.
12. Is social class, a useful way to segment the Indian Market? Discuss

SECTION -D

13. Case (Compulsory) (1x15=15)

Sweetposh Incorporation was a company carrying on business to cosmetics and perfumes. It was not following the marketing concept and was catering to a target market which was using its products, In other words, it only concentrated on what it would make, and did not bother about changes in preferences or its target market. It was later joined by Mr. Arvind, a marketing graduate who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the product. He emphasized upon the income and social factors only. He modernized the products to a great extent, and invested about 40 lakhs on company did not seem to have a proportionate increase in sales. The assistant manager and the product manager were not very happy with the changes, and thought that although on effort has been make in the right direction, some important factors concerning consumer behavior had been neglected.

Questions :

1. Do you agree with the assistant and product managers, and why?
2. What other factors, if any, could have been considered? Elaborate in detail.

**OPEN BOOK THIRD SEMESTER M.B.A. EXAMINATIONS,
JAN/FEB – 2021**

(NEW SCHEME)

ELECTIVE C : HUMAN RESOURCE

COURSE -18 C : CM & PERFORMANCE APPRAISAL

Max.Marks : 80

SECTION -A

- 1. Answer any five sub-question. Each sub question carries three marks (5X3=15)**
- a) What is living wage?
 - b) What is 'piece-rate system' in compensation management.
 - c) Define MBO.
 - d) Who are blue collar employees?
 - e) Define Job Analysis.
 - f) Define performance appraisal.
 - g) What is incentive?

SECTION -B

Answer any four question. Each question carries five marks (4X5=20)

- 2. Explain expectancy theory of motivation.
- 3. Briefly explain the steps in performance appraisal.
- 4. Describe essential characteristic of good wage system.
- 5. Define job evaluation, What are its advantages?
- 6. Describe in detail challenges of compensation.
- 7. Write a note on pay commission in India.

SECTION -C

Answer any three question. Each question carries ten marks

(3X10=30)

8. Critically examine Maslow's need hierarchy theory.
9. What are the reasons responsible for higher executive pay? Explain.
10. Define Bonus and explain the objectives of minimum Bonus Act.
11. What are the factor needed to consider while preparing the compensation plan? Explain.
12. Examine the role of fringe benefit in boosting employee's morale.

SECTION -D

13. Case (Compulsory)

(1x15=15)

Mr. Alok Banarjee is the Chief Executive of a medium sized pharmaceutical firm in Calcutta. He hold a Ph.D in Pharmacy, he has not been involved in research and development of new products for two decades. Though turnover is not a problem for the company. Mr. Banarjee and his senior colleagues noticed that the workers on hourly basis are not working upto their full potential. It's well known fact that they filled their days with unnecessary and unproductive activities and worked only for the sake of a pay cheque. In the recent post the situation has become quite alarming as the organization began to crumble under the weight of uneconomical. The situation demanded immediate managerial attention and prompt remedial measures. Mr. Banarjee knew very well that the only way to progress and prosper is to motivate workers to peak performance through various incentive plans. One fine morning Mr. Banarjee contacted the personal manager and enquired; "What is the problem with the workers on hourly basis? The wage bill shows that we pay them the highest in the industry. Our working condition are fine. Our fringe benefits are excellent. Still these workers are not motivated. What do their require really? The personal manager gave the following reply: I have already informed you a number of times, that money, working condition and benefits are not enough. Other things are equally import one of worker in that group recently gave me a clue as to why more and more worker are joining the bandvagon of non performers. They felt bad that hard worker and efficiency go unnoticed and unrewarded in our organization. Our promotion and benefits are plans are tied to length of services. Every lazy worker, accordingly enjoy all the benefits in the organization, which, infact according to workers should go only to those who work hard. Mr Banarjee then wanted the personal

manager to look into the problem more closely and find out a solution to the problem of workers on hourly basis.

Questions :

- 1) Explain the motivational problem in this case by relating to Herzberg's theory.
- 2) What should you response to the Banarjee's statement, if you vere the personal manager of the company?
- 3) If you were the manager, how would you to motivate the employees so that they work better?