Paper I : PERSPECTIVES OF MANAGEMENT

Time : Three Hours  Maximum : 75 marks

PART A - (3X5 = 15 marks)
Answer any THREE of the following.

1. (a) Management Vs. Administration
   (b) Management by objectives
   (c) Game theory
   (d) Plural executive
   (e) Direction
   (f) Recruitment policy.

PART B- ( 3 X 15 = 45 marks)
Answer any THREE questions.

2. Explain the scope and significance of management.
3. Discuss the strategies and policies of planning.
4. What is delegation of authority and state the barriers to delegation?
5. Explain the different leadership styles.
6. Discuss the social responsibilities of business and managers role.
7. What are the factors that influence span of supervision?

PART C- (15 marks)
This question is Compulsory

8. Case Study:
   In 1984, the catholic bishops issued statements about catholic social teaching and the U.S. economy. The first draft was debated and criticized as being too negative about the free-market economy in the United States. A second draft was then issued that softened the tone, but the message was the same. Some of the key points are the following:
   - Economic decisions must be made with due consideration as to whether they help all people
   - Government, Corporations and individuals must help to reduce the inequities created by the free market system
   - More resources should be allocated for helping the poor and the jobless instead of for military uses.

   The purpose of the document is to influence governmental and individual decisions in a way that would bring about a more humane society. The poor, the letter suggests, have not adequately shared the economic resources, and the government has a role to play to bring this about. There are the same of the recommendations in the draft.
Pursue fiscal and monetary policies that result in full employment
Support job creating programs
Remove employment barriers for women and minorities through affirmative action and job training
Reform the welfare system to provide minimum levels of benefit for the poor
Support international agencies to reduce poverty in third world countries.

(a) What are the implications for managers?
(b) How does the letter relate to the various managerial functions?

Paper II : BUSINESS ENVIRONMENT

Time : Three Hours
Maximum : 75 marks

SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) Define business environment?
   (b) What do you mean by small scale industries? Explain.
   (c) What is legal environment?
   (d) What are business ethics?
   (e) Define balance of payments.
   (f) What do you mean by privatisation?

SECTION B- ( 3 X 15 = 45 marks)
Answer any THREE of the following

2. Outline the different factors that influence business environment.
3. Mention the reasons for poor performance of PSEs.
4. Explain about the important features of Indian plans.
5. Outline the strengths and weaknesses of Indian economy.
6. What are the objectives of fiscal policy in a developing country like India?
7. State the growth and structure of India’s foreign trade in nineties.

SECTION C- (15 marks)
This question is Compulsory

8. Do you think that the present economic environment is favourable to business? Discuss and give your suggestions.
SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) Demand function
   (b) Dual pricing
   (c) Functional profit
   (d) What is managerial economics?
   (e) Time value of money
   (f) Features of oligopoly.

SECTION B- (3 X 15 = 45 marks)
Answer any THREE questions.

2. Explain the Basic Techniques of managerial economics.
3. What is demand forecasting and explain the criteria for a good forecasting method?
4. Discuss the managerial uses of production function.
5. Explain how the price is determined under monopoly.
6. Evaluate the managerial uses of break-even analysis.
7. Explain the concept of capital budgeting and state difference between Risk and uncertainty.

SECTION C- (15 marks)
This question is Compulsory

8. Case Study:
   A company is considering an investment proposal to install a new machine. The project cost is Rs. 50,000/-. The life period is 5 years. The expected cash flows are given below:

<table>
<thead>
<tr>
<th>Year</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10,000/-</td>
</tr>
<tr>
<td>2</td>
<td>12,000/-</td>
</tr>
<tr>
<td>3</td>
<td>15,000/-</td>
</tr>
<tr>
<td>4</td>
<td>14,000/-</td>
</tr>
<tr>
<td>5</td>
<td>25,000/-</td>
</tr>
</tbody>
</table>

The cost of capital is 10% you are required to calculate net present value and suggest whether the project should be accepted or not.
Paper IV : ACCOUNTING FOR MANAGERS

Time : Three Hours
Maximum : 75 marks

SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) Accrual concept of accounting
    (b) absorption costing
    (c) Long-term Liabilities
    (d) Stock dividend
    (e) Schedule of changes in working capital
    (f) Difference between accounting concepts and conventions.

SECTION B- ( 3 X 15 = 45 marks)
Case study THREE questions.

2. Explain the accounting information and its applications.
3. Define debenture and discuss the accounting for debentures issues.
4. What is a Balance Sheet? Why it is prepared?
5. Explain the use of Break-even analysis.
6. Discuss the legal requirements relating to auditing.
7. Explain the difference between marginal costing and absorption costing.

SECTION C- (15 marks)
This question is Compulsory

8. From the following information, prepare a funds flow statement.

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>31.3.2005</th>
<th>31.3.2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share capital</td>
<td>1,00,000</td>
<td>1,25,000</td>
</tr>
<tr>
<td>General reserve</td>
<td>25,000</td>
<td>30,000</td>
</tr>
<tr>
<td>P &amp; L Account</td>
<td>15,250</td>
<td>15,300</td>
</tr>
<tr>
<td>Bank loan</td>
<td>35,000</td>
<td>20,000</td>
</tr>
<tr>
<td>Creditors</td>
<td>75,000</td>
<td>47,600</td>
</tr>
<tr>
<td>Provision for taxation</td>
<td>15,000</td>
<td>17,500</td>
</tr>
</tbody>
</table>

| Total Liabilities     | 2,65,250  | 2,55,400  |
### Assets

<table>
<thead>
<tr>
<th></th>
<th>31.3.2005</th>
<th>31.3.2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loan and Buildings</td>
<td>1,00,000</td>
<td>95,000</td>
</tr>
<tr>
<td>Plant</td>
<td>75,000</td>
<td>85,400</td>
</tr>
<tr>
<td>Stock</td>
<td>50,000</td>
<td>36,000</td>
</tr>
<tr>
<td>Debtors</td>
<td>40,000</td>
<td>32,200</td>
</tr>
<tr>
<td>Cash</td>
<td>250</td>
<td>300</td>
</tr>
<tr>
<td>Goodwill</td>
<td>_</td>
<td>6,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,65,250</strong></td>
<td><strong>2,55,400</strong></td>
</tr>
</tbody>
</table>

Additional information:

(a) Dividend of Rs. 11,500 was paid.
(b) Depreciation on Plant Rs. 9,000.
(c) Income tax paid during the year Rs. 16,500.
3. What do you mean by secondary data? What are the precaution to be taken in their use?
4. Explain with examples the rules of Addition and Multiplication in theory of probability.

5. The following data give the hardness (x) and tensile strength (y) of 7 samples of metal in certain units. Find the linear regression equation of y on x.

| X  | 146 | 152 | 158 | 164 | 170 | 176 | 182 |
| Y  | 75  | 78  | 77  | 89  | 82  | 85  | 86  |

6. The number of automobile accidents per week in a certain city were as follows:

12, 8, 20, 2, 14, 10, 15, 6, 9, 4.

Are these frequencies in agreement with the belief that accident conditions were the same during this 10 week period?

7. Calculate the trend values by the least squares method for the following data:

| Values (Rs.): | 1900 | 2000 | 3250 | 3600 | 3450 |
| Year: | 2001 | 2002 | 2003 | 2004 |
| Values (Rs.): | 3100 | 3350 | 4750 | 5200 |

**SECTION C- (15 marks)**

This question is Compulsory

8. You are supplied by the following data about heights of boys and girls in a college.

<table>
<thead>
<tr>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>3,372</td>
</tr>
<tr>
<td>Average height</td>
<td>68”</td>
</tr>
<tr>
<td>Variance</td>
<td>296</td>
</tr>
</tbody>
</table>

You are required to find

(a) Combined average of heights of boys and girls

(b) Coefficient of variation for each group.
Paper VI: INFORMATION MANAGEMENT AND COMPUTER APPLICATIONS

Time: Three Hours                      Maximum: 75 marks

SECTION A - (3 X 5 = 15 marks)
Answer any THREE of the following

1. (a) Information Technology
   (b) Financial Functions in MS Excel.
   (c) Social dimensions of computerisation.
   (d) Specific phases in system development.
   (e) Characteristics of a system.
   (f) Scope of MIS.

SECTION B - (3 X 15 = 45 marks)
Answer any THREE questions.

2. Explain the features of COBOL and its applications.
3. What are the different types of systems and explain their functions?
4. Discuss the role and uses of personal computers in management.
5. Explain the legal dimensions of computerisation.
6. Discuss briefly the computer based Inventory systems.
7. Explain the generations and uses of computers.

SECTION C - (15 marks)
Case study is Compulsory

8. Comment precisely on the following:
   (a) “A company’s strategic plan, its attitude towards the use and integration of
       information and technology and its financial position are the key factors in determining the
       information related direction it takes”.
   (b) What impact would “Research and Development” and “Information Explosion”
       have on the need for by management in a manufacturing company?
Paper VII: FINANCIAL MANAGEMENT

Time: Three Hours  Maximum: 75 marks

SECTION A - (3 X 5 = 15 marks)
Answer any THREE of the following

1. (a) Capital market
   (b) Financial decisions
   (c) Combined leverage
   (d) Specific cost of capital
   (e) ABC analysis
   (f) Liquidation value

SECTION B - (3 X 15 = 45 marks)
Answer any THREE questions.

2. Define Financial management and state its objectives.
3. Explain the traditional view on the optimum capital structure.
4. Discuss the concept of working capital and state the determinants for estimating working capital.
5. A firm has sales of Rs.10,00,000, variable cost of Rs. 7,00,000; Fixed cost Rs. 2,00,000 and debt of Rs. 5,00,000 at 10% interest. What are the operating, Financial and combined leverages? If the firm wants to double its EBIT, how much of a rise in sales should be needed on percentage basis?
6. XYZ Co. Ltd has the following capital structure:

   Rs.
   Equity capital  40,00,000
   Reserves  20,00,000
   15% Debentures  30,00,000
   15% Long-term Loans  10,00,000

   Total  1,00,00,000

   The market price of the company’s share is Rs.40. the company is to pay a dividend of Rs. 4 per share next year and the dividend will grow at 7% per year. The tax rate is 60%. Compute weighted average cost of capital of the company.

7. The following are the details regarding the operations of a firm during a period of 12 months:
Sales: Rs. 12 lakhs
Selling price per unit: Rs. 10
Variable cost per unit: Rs. 7
Total cost per unit: Rs. 9
Credit period allowed to customers one month.

The firm is considering a proposal for a more liberal extension of credit which will result in increasing. The average collection period from one month to two months. This relaxation is expected to increase the sales by 25% from its existing level. Advise the firm regarding adoption of the new credit policy, assuming that the firms required rate of return on investment is 25%.

SECTION C- (15 marks)
Case study is Compulsory

8. There are two exclusive capital expenditure proposals before a professionally managed company. The cost of capital for the proposal is 15%. The finance director considers that the NPV method should be relevant, whereas the managing director feels that IRR method is most appropriate for choosing from the alternatives. Following are the details of the two proposals.

<table>
<thead>
<tr>
<th>Year</th>
<th>Cash flows Proposal A (Rs. Lakhs)</th>
<th>Cash flows Proposal B (Rs. Lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>-200</td>
<td>-200</td>
</tr>
<tr>
<td>1</td>
<td>35</td>
<td>216</td>
</tr>
<tr>
<td>2</td>
<td>80</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>90</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>70</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>20</td>
<td>4</td>
</tr>
</tbody>
</table>

You are required to calculate:
(a) NPV and IRR of each project
(b) Recommend with reasons which project you would suggest.
(b) What do you mean by “Forward buying”? Explain.
(c) What is the concept of ABC analysis?
(d) Discuss the MRP programme.
(e) Compare value engineering with industrial engineering.
(f) List out the various functions of stores management.

SECTION B - (3 X 15 = 45 marks)
Answer any THREE questions.

2. What are the types of stores? How are these organised?
3. Explain the various factors that are to be taken into account for plant location. Discuss in connection with setting up an electric equipment plant.
4. Define the purpose, objective and scope of value engineering. Illustrate your answer with examples.
5. Define standardisation. What is its importance and relevance to modern industries?
6. What are the basic responsibilities of those individuals who are engaged in the management of an organisation’s operations?
7. Write an essay on product planning.

SECTION C - (15 marks)
This question is Compulsory

8. A manufacturer requires 10,000 items per year. Price discount as follows:

Rs.4 upto 2000 items, Rs. 3.80 between 2000 and 4000 items. Rs.3.70 for quantities above 4000. Ordering cost = Rs. 50.

Comparative inventory cost = 25% per year of average inventory price. Determine the optimum purchase policy under discount.

Paper IX: MARKETING MANAGEMENT

Time: Three Hours
Maximum: 75 marks

SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) Definition of Marketing.
(b) Marketing Mix.
(c) Factors influencing purchase
(d) Product Mix
(e) What is meant by branding?
2. Explain the forces operating in a marketing Environment?
3. Define Market Segmentation and explain its relevance in marketing ready made garments?
4. “Marketing starts with the consumer and ends with the consumer”. Explain the statement?
5. Explain the different marketing strategies to be followed during different stages of product-life cycle.
6. “Cost plus pricing may appear to be a simple idea but there are practical difficulties in adopting such a policy”. Discuss.
7. Explain the significance of the channel of Distribution.

SECTION C- (15 marks)
This question is Compulsory

8. A French company Jeanne Arches Perfumes has introduced a perfume under the brand name SK, named after the charismatic celebrity Shah Rukh Khan. The perfume is available in two variants, SK Silver for men and SK Gold for Women. The perfumes are priced at Rs.500 for a 100ml pump spray bottle. The strategy may be to capture a large number of consumers who are oriented towards film celebrities. Advertising is planned through television satellite channels and magazines. You are required to:
   (a) Analyse the decision to make a perfume after a cinema star from the view point of “reference group” behaviour.
   (b) Examine the risks associated with this kind of decision.
SECTION B- (3 X 15 = 45 marks)
Answer any THREE questions.

2. Describe the advantages and disadvantages of promotion.
3. Compare and contrast Maslow's need hierarchy theory with Herberg's two factors theory of motivation.
4. Explain the different barriers to effective communication. How do you identify them?
5. Give the components of a complete safety and health programme.
6. Discuss the impact of employee absenteeism.
7. Explain the different methods of human resources development.

SECTION C- (15 marks)
This question is Compulsory

8. Mrs. Krupa Devi worked for 20 years in the Horlicks Biscuits Ltd, she joined very recently the Nutrine Biscuits Ltd, as the production manager, she was supposed to attend a routine departmental heads meeting last Friday at 4.30 p.m., which was presided over by the managing director of the company. She did not attend the meeting as there was no formal or informal communication to her, the managing director didn't like her absence as there were many important items to be discussed regarding production department, Mrs. Krupa Devi was called by the managing director on the next day and asked explanation for not attending the meeting Mrs. Krupa Devi replies that there was no information. The secretary said that it was a routine meeting and as such information was not sent to any departmental head. But all other heads, except Mrs. Krupa Devi, attended the meeting.

(a) Who is responsible for the occurrence of such a mistake?
(b) Find out the reason for the incident. How do you propose to solve such problems in future?

Paper XI: BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time: Three Hours Maximum: 75 marks

SECTION A - (3 X 5 = 15 marks)
Answer any THREE of the following

1. (a) Concept of corporate strategy (b) Objectives of Business Policy
    (c) Strategic Planning (d) Top management skills
    (e) Turn around management (f) Mergers and acquisitions.

SECTION B- (3 X 15 = 45 marks)
Answer any THREE questions.
2. Describe the different approaches adopted in strategic decision-making.
3. Explain the role and functions of Board of directors.
4. Discuss briefly about Internal corporate analysis.
5. How can a SWOT analysis help in short listing strategic alternatives?
6. Describe the different elements that constitute the evaluation process for operational control.
7. What is SWOT analysis and discuss in the case of Hindustan Tractors Ltd.

SECTION C- (15 marks)
Case study is Compulsory

8. Do you think that the globalisation concept followed in India is in the right direction? What is impact of globalisation on Indian companies with special reference to Nalanda State Small Industries Corporation Ltd. Explain Specifically.

Paper XII: INTERNATIONAL BUSINESS

Time : Three Hours
Maximum : 75 marks

SECTION A - (3 X 5 = 15 marks)
Answer any THREE of the following

1. (a) International Monetary Fund. (b) Multinational Corporate Culture.
   (c) International Business LDCs. (d) Regional Trade grouping.
   (e) Joint Ventures (f) Strategic Plan.

SECTION B- (3 X 15 = 45 marks)
Answer any THREE questions.

2. Describe the different forms of economic liberalisation between countries and their impact on international business.
3. Define strategic management. What is meant by strategic considerations?
4. Explain briefly the important theories of international trade.
5. Discuss how Human Resource Management is important for MNCs.
6. Briefly explain the concept of negotiations in International Business.
7. “In the recent years WTO has contributed significantly to the growth of International Business”. Comment.
8. Case Study:

Four senior executives of the world’s largest firms with extensive holdings outside the home country speak.

Company A: “We are a multinational firm. We distribute our products in about 100 countries. We manufacture in over 17 countries and do research and development in three countries. We look at all new investment projects both domestic and overseas- using exactly the same criteria”.

The execution from Company A continuous, “of course most of the key posts in our subsidiaries are held by home-country nationals. Whenever replacements for these men are sought, it is the practise, if not the policy, to look next to you at the head office and pick someone (Usually a home country national) you know and trust”.

Company B: “We are a multinational Firm- only 1 percent of the personnel in our affiliate companies are non-national. Most of these are us executives in temporary assignments. In all major markets, the affiliates managing director is of the local nationality”.

He continuous, “of course there are very few non-Americans in the key posts at headquarters. The few we have are so Americanized that we usually do not notice their nationality. Unfortunately, you cannot find good foreigners who are willing to live in the United states, were our headquarters is located – American executives are more mobile. In addition, American have the drive and initiative we like. In fact, the European nationals would prefer to report to an American rather than to some other European”.

Company C: “We are a multinational Firm- Our product division executives have world wide profit responsibility. As our organizational chart shows, the United States is just one region on a par with Europe, Latin America, Africa, etc., in each division”.

The executives from Company C goes on to explain “the World Wide product division concept is rather difficult to implement. The senior executives in charge of these divisions have little overseas experience. They have been promoted from domestic posts and tend to view foreign consumer needs as really basically the same as ours. Also, product division executives tend to focus on the domestic market because the domestic market is larger and generates more revenue than the fragmented foreign markets. The rewards are for global performance, but strategy is to focus on domestic. Most of our senior executives simply do not understand what happens overseas and really do not trust foreign executives, even those in key positions”.

Company D (non-American): “We are a multinational Firm. We have at least 18 nationalities represented at our headquarters. Most senior executives speak at least two languages. About 30 percent of our staff at headquarters are foreigners.”
He continuous by explaining that “Since the voting shareholders must by low come from
the home country, the home country’s interest must be given careful consideration. But we are
proud of our nationality, we should not be ashamed of it. Infact, many times we have been reluctant
to use home-country ideas overseas, to our detriment, specially in air U.S. subsidiary-our country
produces good executives, who tend to stay with us a long time. It is harder to keep executives
from the United States.

Questions:
(a) Which company is truly multinational?
(b) What are the attributes of a truly multinational company?
(c) Why quibble about how multinational a company is?

Paper XIII: MANAGEMENT INFORMATION SYSTEMS

Time : Three Hours  Maximum : 75 marks

SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) Open and closed system
    (b) Database processing
    (c) Enterprise Resource Planning
    (d) Data entry system
    (e) Difference between LAN and WAN
    (f) Communication model.

SECTION B- ( 3 X 15 = 45 marks)
Answer any THREE questions.

2. Explain the need, meaning and functions of MIS?
3. Discuss the stages of a system development life cycle.
4. Explain the recent trends in Information Technology.
5. What are the features of Database Management Systems?
6. Explain business process reengineering and its concepts
7. Describe with the help of a suitable diagram the conceptual structure of MIS.

SECTION C- (15 marks)
Case study is Compulsory

8. The director of information systems of a major engineering firm is pondering whether to
break apart and totally reconfigure his computer operations centre. At present, a single large
computer supports the company’s batch and online systems. Work loads are quite erratic and in the past year long response time delays on the online systems, combined with batch schedules, have put him under considerable pressure to provide more responsive service.

Questions:
(a) Suggest several alternative hardware configurations and evaluate them in terms of both overall efficiency and responsiveness to user needs.
(b) What other actions might be taken to improve responsiveness to user needs without reconfiguring the hardware?

GROUP A - MARKETING
Paper I: SALES AND ADVERTISING MANAGEMENT

Time : Three Hours Maximum : 75 marks

SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) Crossed transactions
(b) Life style display of sales
(c) Sales job specifications
(d) Product based sales organisation
(e) List of any six popular advertising agencies in India.
(f) Colour associations in an advertisement.

SECTION B- ( 3 X 15 = 45 marks)
Answer any THREE questions.

2. Enumerate the qualities of a good sales personnel.
3. Distinguish between setting and negotiation. Explain the steps involved in sales presentation.
4. Describe the steps involved in sales force training process.
5. Explain various methods of sales control.
6. How do you manage consumer promotion schemes in order these to be effective?
7. Describe the steps followed in the process of advertising message development.

SECTION C- (15 marks)
This question is Compulsory

8. 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.
Whirlpool 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 emphasises 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.

(DEMBA 2)

GROUP A - MARKETING
Paper II: SERVICES MARKETING AND CRM

Time : Three Hours
Maximum : 75 marks

SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) Goods Vs. Services marketing
(b) Service management trinity
(c) Classification of services
(d) Benefits of CRM
(e) e-CRM
(f) Data mining.

SECTION B- ( 3 X 15 = 45 marks)
Answer any THREE questions.

2. Discuss the elements of expanded marketing mix for a service business.
3. Describe the consumers decision process in the purchase of healthcare services.
4. Define “service recovery”. Explain various ways to recover the service failures.
5. Examine the origin and growth of services marketing in India.
6. Define CRM. Enumerate various applications of CRM in services marketing.
7. Distinguish between CRM and e-CRM. Explain the process of implementation e-CRM.

SECTION C- (15 marks)
This question is Compulsory

8. Keeping pace with economic growth of this country, the housing loan has been becoming a most lucrative and large marketable product of banking and non-banking financial institutions.
ICICI, HDFC, SBI, Andhra Bank are the leaders of house loans in Andhra region. It is observed that of late there is a mismatch between demand for and supply of house loans in this region with increasing demand for and less of supply of this financial service.

You are required to:

(a) List out common causes of this mismatch between demand and supply in India.
(b) Explain the strategies to match them.

GROUP A - MARKETING
Paper III: RURAL AND RETAIL MARKETING

Time: Three Hours
Maximum: 75 marks

SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) Differences between rural and urban markets.
(b) Explain socio-cultural factors in buying behaviour.
(c) What are the Trends in consumer behaviour?
(d) Explain in brief product modification decision
(e) What are the functions of a retailer?
(f) Explain in brief about retail marketing.

SECTION B- (3 X 15 = 45 marks)
Answer any THREE questions.

2. Explain the differential aspects of buying behaviour.
3. Discuss the product adoption process
4. Describe the physical distribution process
5. What are the functions of a retailer?
6. Describe the development of rural markets in India.
7. What are the steps involved in developing a retail strategy?

SECTION C- (15 marks)
This question is Compulsory

8. Indian agriculture is characterised by low productivity and low income and hence investment in agriculture is also declined. This vicious circle has to be broken, money has to be pumped into the system in ways other than the conventional means of agricultural credit. UTI Bank at this context wants to exploit the present opportunity with suitable products and prices. That is “agricultural credit cards”.

Basing on the situation, you are required to design a marketing mix for this financial product to be introduced into rural markets in Andhra Pradesh, so that agriculturists can be uplifted.
SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) Learning model of consumer behaviour.
   (b) Selective attention
   (c) Role of opinion leaders on consumer behaviour.
   (d) Product motives
   (e) Media research
   (f) Mechanical instruments used in marketing research.

SECTION B- ( 3 X 15 = 45 marks)
Answer any THREE questions.

2. Define the concept of consumer behaviour and explain the need for its study.
3. Define reference group. How does it influence in the purchase of a personal computer?
4. How do you manage customer satisfaction?
5. Bring out the scope of marketing research in the case of TV purchase and use.
6. Explain the various techniques of analysing the primary data.

SECTION C- (15 marks)
This question is Compulsory

8. The Indian PC market is increasing at rapid strides. The giants in this market are HCL, Wipro, LG, HP, and IBM. The computers is no more perceived as a product needed for software engineers. It is being used even school going children, internet users, colleges, universities, engineers, doctors etc. keeping in view the attitude towards the computer, you are required to design a model to study about the consumer behaviour to know about various factors that influence consumer behaviour in India for a new brand of a computer.
GROUP A - MARKETING
Paper V: GLOBAL MARKETING

Time: Three Hours
Maximum: 75 marks

SECTION A - (3 X 5 = 15 marks)
Answer any THREE of the following

1. (a) Joint venture mode of market entry
    (b) Political risk
    (c) EPZ
    (d) Letter of credit
    (e) International sources of marketing research data.
    (f) International channel members.

SECTION B - (3 X 15 = 45 marks)
Answer any THREE questions.

2. Elucidate the reasons and motivations underlying international marketing.
3. Examine the role of:
   (a) The Trade Development Authority (TDA), and
   (b) Export Credit Guarantee Corporation (ECGC)
4. Bring out the elements of cultural environment in the international marketing.
5. Enumerate the features of the new EXIM Policy of India.
6. Explain the key determinants of international product mix policy.
7. Describe the factors that influence international market selection and segmentation.

SECTION C - (15 marks)
This question is Compulsory

8. The ITC wants to market its cigarettes in Saudi Arabia and south Africa. However, the marketing manager wants to make a marketing research to find the possibility of various modes of entry into these two countries.

You are required to design a marketing research plan to help the marketing manager in this situation.
GROUP B – FINANCIAL MANAGEMENT
Paper I: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time: Three Hours

SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) Define the term risk.
   (b) Explain the meaning of the term “New Issue Market”.
   (c) Distinguish between dividend and yield.
   (d) What is the meaning of the company analysis?
   (e) What is Random Walk Theory?
   (f) What are index funds? Explain.

SECTION B- (3 X 15 = 45 marks)
Answer any THREE questions.

2. Discuss SEBI regulations relating to mutual funds.
3. Critically examine the recent trends in primary market in India.
4. How is technical analysis different from fundamental analysis in investment management?
5. Do you think that the effect of a combination of securities can bring about a balanced portfolio? Discuss.
6. What are the measures taken by SEBI for increasing liquidity in stock markets?
7. “Most investors are risk average”. Elaborate.

SECTION C- (15 marks)
This question is Compulsory

8. The ABC Corporation has been experiencing an above normal dividend growth rate of 20 per cent per year for the last five years. The above normal growth rate is expected to continue for another five years before it levels off at a more normal rate of 6 per cent. ABC’s last dividend was 0.50 per share.

Determine the current value of ABC’s stock if its required gate of return is 15 per cent.

GROUP B – FINANCIAL MANAGEMENT
Paper II: FINANCIAL MARKETS AND DERIVATIVES

Time: Three Hours

SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) What is money market? Explain.
(b) What are ropos? State the different types of ropos.
(c) How are funds mobilised in the primary market?
(d) Explain the badla system.
(e) Distinguish between American and European options.
(f) What is a swap agreement?

SECTION B- (3 X 15 = 45 marks)
Answer any THREE questions.

2. Explain the Black Scholes model and highlights its limitations.
3. What are derivatives? State the reasons for the explosive growth of derivatives.
4. “Treasury bills are an important short term source of finance for the government” discuss.
5. Describe the primary market scenario in India.
6. What are the measures taken by SEBI for increasing liquidity in stock markets?
7. Discuss the role played by the Reserve Bank of India in the Government securities market.

SECTION C- (15 marks)
This question is Compulsory

8. Cipla has a market price of Rs.890. The volatility on the share is 0.32; the risk-free interest rate is 5 percent. What would be the price of the call with a strike price of Rs.880, if the expiry date is 20 days ahead?

Assume there has not been any dividend announcement.

GROUP B – FINANCIAL MANAGEMENT
Paper III: INTERNATIONAL FINANCIAL MANAGEMENT

Time : Three Hours
Maximum : 75 marks

SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) Current Account Transactions
    (b) International Accounting
    (c) Global Deposit Receipt (GDR)
    (d) Transaction exposures.
    (e) Off-shore Banking centres.
    (f) Currency arbitrage in spot market.
SECTION B- (3 X 15 = 45 marks)
Answer any THREE questions.

2. Explain the various sources of international finance.
3. Mention the problems related to the process of cash optimisation.
4. What do you mean by consolidated net transaction exposure?
5. Explain briefly the participants in foreign exchange market.
6. Describe the benefits accruing to the issuer of Euro-equities.
7. How do the speculators operate in the market for currency options?

SECTION C- (15 marks)
This question is Compulsory

8. Case Study:
   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%. From which market, should a firm borrow in order to lower the effective cost of funds?
   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%?
6. Explain the guidelines for venture capital in India.
7. Discuss the present state of the mutual funds in India and outline the causes for their slow growth.

SECTION C- (15 marks)
This question is Compulsory

8. ABC Ltd., is in the business of manufacturing steel utensils. The firm is planning to diversify and add a new product line. The firm either can buy the required machinery or get it on lease.

The machine can be purchased for Rs.15,00,000. It is expected to have a useful life of 5 years with salvage value of Rs.1,00,000 after the expiry of 5 years. The purchase can be financed by 20 percent loan repayable in 5 equal annual instalments (inclusive of interest) becoming due at the end of each year. Alternatively, the machine can be taken on year-end lease rentals of Rs.4,50,000 for 5 years. Advice the company, which option it should choose. You may assume the following:

(a) The company follows written down value method of depreciation, the rate of depreciation being 25 percent.
(b) Tax rate is 35 percent and cost of capital is 18 percent
(c) Lease rents are to be paid at the end of the year.
(d) Maintenance expenses estimated at Rs. 30,000 per year are to be borne by the lessee.

(DEM 5)

GROUP B – FINANCIAL MANAGEMENT
Paper V: PROJECT MANAGEMENT

Time : Three Hours
Maximum : 75 marks

SECTION A - (3X 5 = 15 marks)
Answer any THREE of the following

1. (a) Feasibility study
(b) Market survey
(c) Least squares method
(d) Critical path method
(e) Project Management Information System
(f) Strategic planning

SECTION B- ( 3 X 15 = 45 marks)
Answer any THREE questions.

2. What aspects are considered in technical analysis?
3. Describe briefly the various means of financing a project.
4. Discuss the pre-requisites for successful project implementation
5. What steps are involved in PERT analysis?
6. Discuss measures for injecting greater rationality in project termination decisions.
7. Discuss briefly how do you formulate the detailed project report.

SECTION C- (15 marks)
This question is Compulsory

8. Case Study:
The expected cash flows of a project, which involves an investment outlay of Rs.1,00,000 are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash flow Rs.</td>
<td>2,00,000</td>
<td>3,00,000</td>
<td>4,00,000</td>
<td>3,00,000</td>
<td>2,00,000</td>
</tr>
</tbody>
</table>

The risk adjusted discount rate for this project is 18%. Is the project worthwhile?