

**(DEMB 11)**

Total No. of Questions : 8]

[Total No. of Pages : 02

**EXECUTIVE M.B.A. DEGREE EXAMINATION, DEC. - 2018**

**First and Second Years**

**BUSINESS POLICY & STRATEGIC MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks : 70**

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**Section - A**

*(3 x 5 = 15)*

**Answer any three questions**

- Q1)** a) Role of Top Management.  
b) Vision.  
c) Internal Corporate Analysis.  
d) Types of Mergers.  
e) Diversification.  
f) Operating Analysis.

**Section - B**

*(3 x 15 = 45)*

**Answer any three questions**

- Q2)** Discuss role and functions of Board of Directors.
- Q3)** Explain how organisations respond to environmental uncertainty, complexity and dynamism.
- Q4)** Explain the method of constructing BCG matrix. What are its uses and limitations?
- Q5)** Explain the Shell's directional policy matrix. Is it different from GE business screen?
- Q6)** "Evaluation of strategy is a difficult exercise". Do you agree with this statement? Give reasons.

**Q7)** Why are Joint Ventures promoted? What are the problems associated with Joint Venture Projects?

**Section – C**

**(10)**

(Compulsory)

**Q8)** Case Study :

SR Limited (SR) is a producer of health foods. The company was set up in 2006 by Suman Raj who was formerly a Production Executive with one of the larger producers of packaged foods in India. Mr. Banarjee always wanted to own and operate his own business. He welcomed the change to breakaway from what he termed a giant bureaucracy. In 2007, SR was earning a return on investment of 20 percent. The company sale in that year was Rs. 260 lakh. Mr. Banarjee felt that the firm was very successful but his objective was to increase sales and profits. In his own opinion as a marketer, this could be accomplished without continually adding new products.

The company produced several items like salt free nuts, roasted nuts, dehydrated fruits, and almond and cream biscuits. The other items like packed teas, coffee, vitamins and ice creams produced from other producers and used the SR brand on them. Mr. Banarjee has targeted on middle and upper middle class living in urban areas. Some of his competitors aimed upper middle and luxury class while some others oriented their marketing mix primarily on health conscious people.

SR distributed its products throughout the country using wholesalers. Four Regional managers of the company supervised these. 24 Area managers reported to these Regional managers. In 2009, some of the company operating personnel came up with a new cereal product they felt could be profitably sold by the firm. The product resembled corn flakes in structure, but had a nutty flavour. Further, it contained most of the vitamins recommended by the physicians plus folic acid, minerals, iron and calcium. The feedback upon testing was encouraging; Mr. Banarjee decided to introduce it to the mass consumer market. In his opinion, the major super market chain would be invited to carry this product. He branded the product as X.

Questions :

- a) What are the new product launching strategies available for X? Explain.
- b) Do you think Mr. Banarjee is following the right distribution strategy?
- c) Develop a marketing mix strategy for X.



**(DEMB 12)**

Total No. of Questions : 8]

[Total No. of Pages : 02

**EXECUTIVE M.B.A. DEGREE EXAMINATION, DEC. - 2018**

**First & Second Years**

**INTERNATIONAL BUSINESS**

**Time : 3 Hours**

**Maximum Marks : 70**

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**Section - A**

*(3 x 5 = 15)*

**Answer three questions**

- Q1)** a) International Trade.  
b) Free Trade Vs. Protection.  
c) MNCs.  
d) Business Negotiations.  
e) LDC's.  
f) International Logistics.

**Section - B**

*(3 x 15 = 45)*

**Answer three questions**

- Q2)** Define International business. Describe its process.
- Q3)** Critically examine different theories of International Trade in brief.
- Q4)** Examine the significance of strategic planning in International business.
- Q5)** Describe the role of WTO in strengthening business relations between countries.
- Q6)** Explain the significance of HRM in MNCs.
- Q7)** State the factors influencing the culture of multinational corporates.

## Section – C

(10)

(Compulsory)

**Q8)** Case Study :

Mr. Pratap Mehta went to Saudi Arabia for the first time on a business visit in 1998. During his sojourn at Riyadh, he purchased a match box for one Riyal. He was surprised at the price of the match box as one Riyal is equal to Rs.10 (nearly) and the match box in India costs Re.0.50. The price of a match box in Riyadh was ringing in his mind that night. At one point of time he got a wonderful idea. The idea included :

- Preparing a feasibility report for establishing a match box factory in Saudi Arabia.
- Importing necessary machinery from India.
- Obtaining necessary permissions from the Government of Saudi Arabia.
- Selecting the market intermediaries in Saudi Arabia.
- Finally establishing the match box factory in Riyadh or Jeddah.

Mr. Pratap conducted a survey and concluded that the idea was commercially feasible and financially profitable. Immediately, he approached a consultant in Jeddah and finalized the deal for getting the necessary permissions from the Government of Saudi Arabia. The consultant arranged to get all the permissions. Mr. Pratap got all the permissions to establish the factory in Jeddah. Then he arranged to import the machinery and equipment from India. After importing the machinery and equipment, Mr. Mehta established the factory and started producing the match boxes on a commercial scale in January, 2000.

Mr. Mehta conducted another market survey, and fixed the price of each match box at Riyal 0.50 as the competitor's match boxes were price at Riyal 1.00 in order to hit all the competing firms and get as much market share as possible.

Mr. Mehta released the first batch of match boxes into the market in March 2000. The first batch of the match boxes were sold like hot cakes and Mr. Pratap was very much thrilled of the success of his project. He released the second batch of match boxes into the market. But, unfortunately, he could not sell even a single match box of the second batch. The same was the case of the subsequent batches. Ultimately, Mr. Pratap was forced to close the factory.

Questions :

- a) What were the reasons for the highly positive response for the first batch of products?
- b) What was the reason for very poor response for second batch of products?
- c) Why did Mr. Pratap Mehta fail in his project?

**(DEMB 13)**

Total No. of Questions : 8]

[Total No. of Pages : 02

**EXECUTIVE M.B.A. DEGREE EXAMINATION, DEC. - 2018**

**First and Second Years**

**MANAGEMENT INFORMATION SYSTEMS**

**Time : 3 Hours**

**Maximum Marks : 70**

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**Section - A**

*(3 x 5 = 15)*

**Answer any three questions**

- Q1)** a) Information System.  
b) Real time System.  
c) DBMS  
d) Transmission.  
e) Rational Operations.  
f) Query Language.

**Section - B**

*(3 x 15 = 45)*

**Answer any three questions**

- Q2)** Bring out the evolution of MIS and describe information resource assessment process.
- Q3)** Give an overview on the phases in the system analysis and design.
- Q4)** Explain in detail the trends in information technology.
- Q5)** What is RDBMS? Explain its application in the industry.
- Q6)** Explain query processing with suitable examples. Describe database in a distributed processing environment.
- Q7)** Explain about computer applications in steel industry.

## **Section – C**

(10)

(Compulsory)

**Q8)** Case Study :

ABC Company manufactures 10 cosmetic products through its 24 sales offices throughout India with an average of 5 sales representatives per office. Every week sales reports in each office are tabulated by a clerk to sales representative, product and customers. The reports are mailed to headquarters they are combined by clerks using calculating machines. The results are then typed and given to marketing research and to management. While top management is studying the reports, marketing research analyzes them and forecasts sales for the next six months. Unfortunately, by the time the management receives the reports, they are from three to six weeks old.

A new system has been devised in which daily sales by salesperson, product and customer are sent over a data communication line from each office to headquarters. A new computer is to be installed to compile and analyse the data and forecast sales. The computer will also handle payroll calculations and replace three clerks in payroll.

The detailed design has been approved by management. The company's system designer is now ready to detail plans for implementation. Nobody in the company has had any experience with computers or computer languages. About 2000 fee or floor space is available at present for the computer centre. The kind of data transmission equipment and computer has not yet been specified.

Provide the ABC Company with a thorough set of plans for implementing their new MIS.



**(DEMBE1)**

Total No. of Questions : 10]

[Total No. of Pages : 01

**EXECUTIVE M.B.A. DEGREE EXAMINATION, DEC. – 2018**

**First and Second Years**

**E – BANKING AND INSURANCE MANAGEMENT**

**Theory & Practice of Banking in India**

**Time : 3 Hours**

**Maximum Marks : 70**

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*Answer any Five questions  
All questions carry equal marks*

- Q1)** Describe the changing dimensions of regulatory framework of banking institutions.
- Q2)** Explain role of Commercial Banks in Industrial Finance.
- Q3)** What is Merchant Banking? Explain its functions.
- Q4)** Explain about the importance of Foreign Banks in India.
- Q5)** Discuss the role of Commercial Banks in economic development.
- Q6)** Explain priority sector advances by Commercial Banks.
- Q7)** What is Factoring? Explain its advantages.
- Q8)** What are the differences between Payment banker and Collecting banker.
- Q9)** Explain procedure involved in taking loans against immovable property.
- Q10)** Write about FDRs.



**(DEMBE2)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, DEC. – 2018**

**First and Second Years**

**E – BANKING AND INSURANCE MANAGEMENT**

**Management of Financial Service**

**Time : 3 Hours**

**Maximum Marks : 70**

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*Answer any Five questions.  
All questions carry equal marks.*

- Q1)** Explain various kinds of Financial services.
- Q2)** ‘Risk Management is the major function in Financial services’. Discuss.
- Q3)** Explain the role of Merchant Banking in project appraisal.
- Q4)** Classify Mutual Funds and what factors should be considered while selecting Mutual Funds.
- Q5)** State the different approaches of ascertaining the purchase price acquiring firm.
- Q6)** What are the functions of Merchant Banking?
- Q7)** Discuss the advantages and disadvantages of leasing.
- Q8)** Emphasize the need for credit rating.
- Q9)** Critically assess the role of forfeiting as a source of financing.
- Q10)** Differentiate between Factoring and Bill discounting.





**(DEMBE3)**

Total No. of Questions : 10]

[Total No. of Pages : 01

**EXECUTIVE M.B.A. DEGREE EXAMINATION, DEC. – 2018**

**First and Second Years**

**E - BANKING AND INSURANCE MANAGEMENT**

**Insurance and Risk Management**

**Time : 3 Hours**

**Maximum Marks : 70**

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*Answer any Five questions  
All questions carry equal marks*

- Q1)** What is meant by re-insurance? Explain the techniques of re-insurance.
- Q2)** Write short notes on :
- a) Corporate agents.
  - b) Bank assurance.
  - c) Under writers.
  - d) Enterprise Risk Management.
- Q3)** State the principles of Insurance.
- Q4)** Explain the impact of globalization in insurance sector.
- Q5)** How do you market insurance products? Explain.
- Q6)** State the objectives of Insurance pricing.
- Q7)** How relevant is volatility forecasting for financial risk? Explain.
- Q8)** How do you measure the performance of insurance industries. Explain.
- Q9)** What are the accounting principles of insurance.
- Q10)** What are the objectives of risk management.



**(DEMBE4)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, DEC. – 2018**

**First and Second Years**

**E – BANKING AND INSURANCE MANAGEMENT**

**Principles & Practice of Life & General Insurance**

**Time : 3 Hours**

**Maximum Marks : 70**

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*Answer any Five questions  
All questions carry equal marks*

- Q1)** Explain importance of insurance from social and national point of view.
- Q2)** Explain about double insurance and reinsurance.
- Q3)** Discuss essential features of insurance.
- Q4)** Describe essentials of Life Insurance.
- Q5)** Discuss factors affecting premium determination.
- Q6)** Explain rights of the policyholders and restrictions.
- Q7)** Explain rate fixation and claim settlement in Fire Insurance.
- Q8)** Explain types of Marine Insurance. Also explain its status in India.
- Q9)** Explain about aviation insurance and Burglary Insurance.
- Q10)** Explain origin and development of Crop Insurance.



**(DEMBE5)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, DEC. – 2018**

**First and Second Years**

**E – BANKING AND INSURANCE MANAGEMENT**

**Insurance Law**

**Time : 3 Hours**

**Maximum Marks : 70**

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*Answer any Five questions  
All questions carry equal marks*

- Q1)** Discuss in detail about exercise of right of subrogation.
- Q2)** Define re-insurance. State its general principles.
- Q3)** Describe various types of agents in insurance field.
- Q4)** Explain about various methods of valid contribution.
- Q5)** Discuss in detail about contracted and statutory insurable interests.
- Q6)** What is unfair contract? State the remedies for unfair trade.
- Q7)** State the features of void, voidable and valid agreements.
- Q8)** Examine the remedies for breach of contract?
- Q9)** Explain about essentials of a valid insurance contract?
- Q10)** What are the various risks covered under insurance?

