

**(DEMB11)**

EXECUTIVE M.B.A. DEGREE EXAMINATION,  
DECEMBER 2019.

FIRST AND SECOND YEAR

Second year

BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

1. Answer any THREE questions
  - (a) Strategy
  - (b) Corporate policy
  - (c) Swot analysis
  - (d) Portfolio analysis
  - (e) Strategic choice
  - (f) Turn around Management

SECTION B — (3 × 15 = 45 marks)

Answer any THREE of the following

2. What is a corporate strategy? Explain its significance.
3. Discuss the functions of Board of Directors.
4. Explain the steps in competitive analysis.
5. Examine steps in Mergers and Acquisitions.
6. Outline the steps involved in strategy evaluation.
7. What is diversification? Write the advantages and disadvantages of diversification.

SECTION B — (10 marks)

8. Case Study (Separate Sheet enclosed)

In a market dominated by behemoths like SAIL and TISCO, finding a niche is of crucial importance for a small player. What could a Lloyds do with a meagre annual capacity of making six lakh tonnes of HR coils while SAIL sold over 1,600 lakh tonnes in the same time? Should Lloyds follow the market leader or adopt its own unique approach to its business strategy? It is in the context of such questions that Lloyds' attention came to rest on the manufacturing process.

Almost all steel producers adopt the blast furnace technology. In this, the process starts with a clear differentiation among the ultimate products to be manufactured. So, manufacturing batch size has to be large enough to take up customized orders. The raw material, iron ore, has to pass through several complex stages of manufacturing.

Lloyds looked for an alternative technology that could suit its requirements. The solution lay in the Electric Arc Furnace technology where the unique feature was that initial manufacturing stages need not differentiate among different products. Such a differentiation came at a much later stage. Translated into a business proposition, what it meant was that Lloyds could operate with a much smaller size lot, say 100 tonnes and deliver quickly. For instance, a 1,000-tonnes small order of specialised product custommade to buyer(s) specification could be delivered in as little as 15 days. Such a quick delivery schedule would not be possible for a large, integrated steel manufacturer. In this manner, analogous to small gunboats that could effectively torpedo a large, slow-moving ship, Lloyds carved out a niche in the highly competitive steel market.

Question: Comment on the nature of the business strategy of Lloyds. What are the conditions in which such a strategy would succeed? Could fail?

**(DEMB 12)**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, DECEMBER 2019.

Second Year

## INTERNATIONAL BUSINESS

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) F.D.I.
- (b) MNC
- (c) Role of International Business
- (d) Corporate culture
- (e) LDCs
- (f) Multilateral agreements.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Discuss the factors influencing International Business.
3. Explain the role of Technology in International Business.
4. Write the structure of strategic management of an MNC.
5. What is performance? How do you evaluate performance of an MNC? Explain.
6. Discuss the significance of negotiations in International Business.
7. Explain the role of IMF in International business.

SECTION C — (10 marks)

8. Case study :

Lately many companies have planned for significant investment in organised retailing in India. Several factors have prompted their decisions in this regard.

Customer income is rising. People have developed a taste for better quality products even though they may have to pay more. The aspiration levels have increased. The government has also liberalised its economic policies in this regard and permitted even cent percent foreign direct investment in some sectors of retailing.

- (a) Identify changes in business environment under different heads — economic, social, technological, political and legal that have facilitated the companies' decisions to plan significant investments in organised retailing.
  - (b) What has been the impact of these changes with regard to globalisation and privatisation?
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**(DEMB 13)**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, DECEMBER 2019.

Second Year

## MANAGEMENT INFORMATION SYSTEMS

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE of the questions.

1. (a) Importance of MIS.
- (b) System design
- (c) Computer Networks
- (d) Software
- (e) DBMS
- (f) Query Language

SECTION B — (3 × 15 = 45 marks)

Answer any THREE of the following.

2. Write and discuss the conceptual frame work of MIS.
3. What is Information Resource Management? Explain.
4. Discuss the steps in system development life cycle.
5. Write the future trends of DBMS.
6. Explain the concept of data communication.
7. What is system analysis? Explain.

SECTION C — (1 × 10 = 10 marks)

(Compulsory)

8. Case study

In a manufacturing company of 2000 employees a new systems group of our professionals started work on a complete marketing, forecasting, production and personnel MIS. They worked closely with the managers for nearly a year on the design of the MIS. The change over to the new computerized system was carried out over a two week period so that workers could be shifted to their new jobs and trained for the new operations. With in a month confusion was rampant. Sales orders were misplaced, production was Jammed up, and the personnel update file was a mixture of obsolete and new update cards. Both the systems designers and managers felt that the MIS design was an efficient one, well within the capabilities of the employees to implement.

- (a) Define the problem and its cause as you see it.
  - (b) Suggest several alternative solutions.
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**(DEMBE 1)**

EXECUTIVE M.B.A (2 Years) DEGREE EXAMINATION, DECEMBER 2019.

Second Year

THEORY AND PRACTICE OF BANKING IN INDIA

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.  
All questions carry equal marks.

1. Examine the role of commercial banking in economic development.
  2. What are the recent changes in banking legislation systems?
  3. What do you mean by priority sector? Explain its role on economic development.
  4. Describe the features of retail banking.
  5. Discuss benefits and limitations of co-operative banking in detail.
  6. What are the challenges faced by money lenders?
  7. What are the various types of services offered by banks to its customers?
  8. What are the features of collecting banker?
  9. What are the loans offered against immovable properties?
  10. Explain features and objectives of FDRs.
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**(DEMBE2)**

EXECUTIVE M.B.A. DEGREE EXAMINATION,  
DECEMBER 2019.

First and Second years

Second Year

Paper — MANAGEMENT OF FINANCIAL SERVICE

Time : Three hours

Maximum : 70 marks

SECTION A — (# × # = # marks)

Answer any FIVE of the following. All questions carry equal marks

1. Explain the nature and scope of financial services.
  2. Discuss the methods in management of risk in financial services.
  3. Write the functions of stock Exchange.
  4. Explain the major sources of project financing.
  5. Explain various services in Asset financing.
  6. What is Venture capital? Explain the sources of Venture capital.
  7. What is a merger? Explain the process of mergers.
  8. Discuss the features of smart cards.
  9. What is mutual funds? Write the types of mutual funds.
  10. Discuss about venture capital in brief.
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**(DEMBE 3)**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, DECEMBER 2019.

Second Year

INSURANCE AND RISK MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the causes and benefits of insurance.
  2. Explain the kinds of insurance.
  3. Write the evolution of Insurance in India.
  4. Write the legal framework of Indian Insurance.
  5. Examine the taxation aspects of Insurance.
  6. Write the objectives and principles of underwriting.
  7. Write the features of General Insurance.
  8. Explain the fundamentals of insurance pricing.
  9. Explain the role of intermediaries in insurance sector.
  10. Discuss the methods in measuring performance of an insurance company.
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**(DEMBE 4)**

EXECUTIVE M.B.A. (2 Year) DEGREE EXAMINATION, DECEMBER 2019.

Second Year

PRINCIPLES AND PRACTICE OF LIFE AND GENERAL INSURANCE

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the principles of insurance.
  2. Explain the importance of insurance in a country like India.
  3. What is crop insurance? Discuss its importance.
  4. Write the features of life insurance.
  5. Discuss the essentials of life insurance contract.
  6. Examine the factors affecting the premium determination.
  7. Discuss the rights of policy holders.
  8. Explain the methods of settlement of claims.
  9. Explain the developments of Marine Insurance in India.
  10. What is Sickness Insurance? Explain in brief.
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**(DEMBE5)**

EXECUTIVE M.B.A. (2 years) DEGREE EXAMINATION, DECEMBER 2019.

Second Year

INSURANCE LAW

Time : Three hours

Maximum : 70 marks

Answer any FIVE of the following. All questions carry equal marks.

1. Discuss the salient features of IRDA Act, 1999.
  2. Explain the risks in insurance sector.
  3. Discuss the classification of contracts of insurance sector.
  4. Define voidable contract. Explain in brief with example.
  5. What is duty of disclosure? Explain in brief.
  6. Write the remedies of an unfair contract.
  7. Discuss the types of insurable interest.
  8. Explain the methods of contribution.
  9. What is termination of risk? Discuss in brief.
  10. Discuss the general principles of Reinsurance.
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