

**ASSIGNMENT - 1**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**BUSINESS POLICY AND STRATEGIC MANAGEMENT**  
**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Corporate strategy.
  - (b) Competitive analysis.
  - (c) Display matrices.
  - (d) Portfolio analysis.
  - (e) Turn-around strategy.
  - (f) Core Competency.
2. Discuss in brief about Corporate Policy and Planning in India.
3. Discuss the role of Board of Directors in an organization.
4. What are the financial plans involved in strategy implementation? Explain.

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**BUSINESS POLICY AND STRATEGIC MANAGEMENT**  
**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Explain the merits and demerits of Mergers.
2. Discuss about Environmental analysis and Internal corporate analysis.
3. Explain the steps involved in Turn-around management.
4. Case study.

Chocolate Makers 'Hershey's Inc. USA and Ferrero SpA, Italy are considering a joint bid to buy out' Cadbury Plc. which could help the British confectioner fend off a hostile take over by Kraft Foods Inc, USA this move is the strongest sign of a possible real bid to Kraft's \$ 16.7 Billion offer which Cadbury rejected and said was "derisory".

Parallely Ferrero could join financial investors and private equity players considered friendly to Cadbury, for a possible alliance. With this proposal, the advantage for Cadbury shareholders is that they would continue to hold shares in a high growth confectionery group having UK listing rather than being paid around 50% equity in a low growth US listed conglomerate having a turnover of \$ 11.7 billion a year. Ferrero, has an annual sale of \$ 9.3 billion with 18 factories and 21600 employees worldwide. It is also known for its Kinder 'Chocolates' and 'Tic - Tic' candy.

Questions:

- (a) Explain 'intensive' and 'integrated growth strategies' adopted by these conglomerates.
- (b) Explain the five types of competitive advantages pursued by Hershey's and Ferrero, while formulating their strategic plans; and
- (c) Why do companies resort to hostile bidding?

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EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**INTERNATIONAL BUSINESS  
MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Globalisation.
  - (b) Free trade.
  - (c) Multi National Companies.
  - (d) Business negotiations.
  - (e) LDCs.
  - (f) International logistics.
2. What is international business? Enumerate the modes of operations in international business.
3. Critically examine different theories of international trade in brief.
4. What are the various types of strategies in international business?

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

INTERNATIONAL BUSINESS  
**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Describe the role of WTO in strengthening business relations between countries.
2. What is HRM? What are the factors influencing HRM in international business?
3. State the factors influencing the culture of multinational corporates.
4. Case study.

Mid-West Manufacturing Company manufactured electronic sensing -equipment and had revenues of about \$ 20 million. The president of Mid-West had founded the company five years ago and had been fairly successful in developing sales and acquiring capital to run the corporation. Two years ago a major oil company acquired 35% of Mid-West's shares and provided funds for expansion of plant and capital equipment. Continued rapid growth of the company, however, was causing continual cash-flow problems. The cash-flow problems were compounded by extensive price cutting by competitors which reduced Mid West profit margins considerably.

Mid-West's President was never a believer of corporate planning. But the executives of oil company through their representation on the board began insisting on a 3-year business plan. Mid-West never had even an annual plan for the corporation. Since the President was against planning the oil company executives approached the executive Vice President and key managers and requested that a plan be developed.

Marketing Manager told the executive Vice President that it would be difficult for him to contribute to the plan without specific delineation of corporate, goals from the President. If the goal was to increase market share and corporate revenues. Mid-West Would have to sell their products slightly below the competition. This strategy in the near-term would certainly cause red ink in the bottom line. If the goal was to be profitable, he would go after only high profit margin market niches and be big in small markets. This would mean lower revenues and less prominent position in the industry. Marketing Manager said bluntly that unless he had specific direction (strategic objectives) from the top, he would not participate in the planning process.

Director of Engineering was convinced that if minor improvements were made to the production process they would yield immediate reduction in manufacturing costs. But the president was against making these changes. The current production process, even though a little expensive gave a distinguished look to Mid-West's products He contended that if the changes were made, their product would look like every body else's.

Director of R & D had specific – projects that needed approval from the President. The success in these projects would result in 10 to 30% cost reduction in key products. The President was reluctant to approve these projects, because it would mean drastic changes to the original

process developed by the President himself. President believed that his process was still the best and could-not be improved upon.

The executive Vice President Summarized the Position of Mid-West to the oil company executives as follows. Mid-West needs to resolve specific issues both on technical and marketing side. All these require major decisions from the president. Some issues in solve specific philosophy and beliefs. Unless we-get resolution and clarification, the planning would be worthless. The key issue was the absence of top management support for formulation of mission, objectives and strategies, i.e. conceptual planning.

Questions:

- (a) What Steps are necessary to begin a planning function at Mid-West?
- (b) What would be the consequences of not developing corporate plan on company's Future?
- (c) Why was Mid-West so successful without corporate planning up to now? What has changed that requires planning in future?

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EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

MANAGEMENT INFORMATION SYSTEMS

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Role of MIS in decision making.
  - (b) Topologies
  - (c) MIS Design
  - (d) Systems Engineering
  - (e) RDHMS
  - (f) ERP
  - (g) Mobile Computing
  - (h) IT Services
2.
  - (a) What is Management information system? Explain the types of information systems used in tactical level.
  - (b) Discuss the structure of information system.
3.
  - (a) Explain the contemporary approaches in acquiring information system.
  - (b) Discuss the steps in MIS planning procedure.
4.
  - (a) Discuss the scope and significance of decision support systems.
  - (b) What is artificial intelligence? Write the scope and features of A.I.

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

MANAGEMENT INFORMATION SYSTEMS  
**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. (a) Discuss the role of MIS in Human resource management.  
(b) Discuss the importance of international information system.
2. (a) Explain the intellectual rights of IT services.  
(b) Explain the ethical issues of a digital firm.
3. Case Analysis.

Xenon publication is developing a subscription system. They need to create and delete records of subscribers. Also records must be updated when there is an address change, name change or change in the expiration data (i.e. after a subscription is renewed). All issues sent are recorded on the individual record. One function of the system will be to print mailing labels. These should be printed in Zipcode in order to facilitate bulk mailings. Management is also concerned that the Zipcode was recently expanded by the postal service.

There are 15 million subscribers some of these people telephone the subscription dept. for a variety of reasons an issue has not been received, their payment check for subscription renewal has not been cleared, there is a change in their personal information etc. mail inquiries are also received.

Questions:

- (a) What type of file organization would you select? Why?
- (b) Within a record how would you compensate for the Zipcode.

**(DEMBE1)**

**ASSIGNMENT - 1**

**EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023**

**Second Year**

**THEORY AND PRACTICE OF BANKING IN INDIA**

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Explain the regulatory framework concerning banks.
2. 'Commercial banks are primary source for industrial finance'. Discuss.
3. What is merchant banking? What are its functions?
4. Explain the following:
  - (a) Indigenous bankers.
  - (b) Foreign banks.
5. What are the features of Co-operative banks?



**(DEMBE1)**

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

THEORY AND PRACTICE OF BANKING IN INDIA

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. What are the uses of call money market?
2. Define 'personal banking'. What are the uses of personal banking?
3. Who is a paying banker? Explain the responsibilities of paying banker.
4. State the precautions that should be kept in mind while sanctioning loans against immovable property.
5. State the restrictions for granting loans by banks.

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EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

MANAGEMENT OF FINANCIAL SERVICE

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Explain the nature and scope of financial services.
2. What is the regulatory framework concerning financial services?
3. Critically evaluate the working of stock exchanges in the recent past.
4. Discuss about the schemes floated by mutual funds.
5. What are the sources of finance for projects?

**(DEMBE2)**

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

MANAGEMENT OF FINANCIAL SERVICE

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. State the services rendered by merchant banks.
2. Enumerate the methodology followed by CRISIL.
3. Elucidate the tax implications of leasing.
4. Discuss the mechanism involved in factoring.
5. What are the features of Credit Cards?

**(DEMBE2)**

**(DEMBE3)**

**ASSIGNMENT - 1**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

INSURANCE AND RISK MANAGEMENT

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. What is risk? What are the types of risks?
2. Describe the use of probability in insurance.
3. What is the nature and role of reinsurance.
4. State the reforms introduced in the insurance sector in the recent past.
5. What are the objects and principles of underwriting?

**(DEMBE3)**

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

INSURANCE AND RISK MANAGEMENT

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Distinguish the pricing policies of general insurance and life insurance companies.
2. Discuss the channels of distribution employed by insurance companies in India.
3. Narrate the financial management practices of insurance companies.
4. State the impact of globalization on insurance industry in India.
5. Write a note on 'Investment Trends of Insurance companies in India'.

**(DEMBE3)**

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EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

PRINCIPLES AND PRACTICE OF LIFE AND GENERAL INSURANCE

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. What are the legal principles relating to a contract of insurance?
2. How does it differ from General Insurance and double insurance? Explain.
3. What are the essential features of Insurance?
4. Illustrate the concept of Insurable Interest.
5. What are various types of policies covered under life insurance?

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Second Year

PRINCIPLES AND PRACTICE OF LIFE AND GENERAL INSURANCE

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Explain the procedure for assessing premium plan.
2. Explain the essential features of a insurance contract and what are the rights of the insurer under such a contract?
3. Discuss the need and importance of Motor insurance.
4. Explain the meaning of fire in a fire policy? What are the different types of fire policies?
5. Illustrate different types of schemes and policies covered under Cattle and crop insurance.

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EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

INSURANCE LAW

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. What are the agreements void in insurance?
2. Explain consideration. Discuss the features of consideration
3. State the provisions of IRDA act, 1999.
4. Explain the provision of insurance Act, 1938.
5. Describe the inherent and contractual duties of good faith.



**(DEMBE5)**

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

INSURANCE LAW

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Explain the remedy for unfair contract.
2. Describe the conditions necessary for rights of contribution.
3. What are types of Insurance Interest? Explain the rights of insured.
4. Explain Re-insurance. What is the general principle of re-insurance?
5. “Insurance industry plays a vital role in Indian Economy”. Discuss.

**(DEMBE5)**