

(DEMB 11)

EXECUTIVE M.B.A. (2 Year) DEGREE EXAMINATION, NOVEMBER 2021.

First and Second Years

BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Business policy
- (b) Strategy
- (c) Diversification
- (d) Display Matrices
- (e) Operating Analysis
- (f) Financial Analysis.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Discuss the concept of corporate strategy? Explain the corporate Policy and planning in India.
3. Discuss the Role and skills of Corporate Management.
4. Differentiate between the Portfolio analysis and Display Matrices.
5. State the strategic alternatives in the organizational development and change.
6. Explain the process of turnaround management.
7. How does the Financial and operational analysis impact on the organization?

SECTION C — (10 marks)

Compulsory.

8. Case study:

Bajaj auto is India's biggest scooter and motor cycle manufacturer. Yet it faces intense competition from some of the world's leading scooter and motor cycle manufactures.

In 1998, Bajaj Auto India's biggest scooter and motorcycle manufacturer was struggling to shake off a strong challenge from Honda, Suzuki and Piaggio in its home market. The family-owned company, which lacks the technological resources of its competitors, had to compensate by watching its expenses. Its aim to remain the lowest cost producer in the world.

Bajaj tries to control costs and improve productivity at its plants near pune, in West India, the incremental savings were meager. This is because most of the costs are incurred before the components enter Bajaj's factory gates. In house cost make up only about 10 to 12% of the sale price. Advertising and distribution cost account for a further 3 to 4%, By contrast, about 65% of the sales price comes from costs outside Bajaj's direct control. This can rise to 75% for new models. Bajaj has recently realized that further big cost savings are more likely to come from its suppliers than from the manufacturing process.

Questions

- (a) What are the main problems facing Bajaj Auto? To what extent are they related to operations issues?
 - (b) What lessons can companies draw from the experience of Bajaj on the application of the strategic issues?
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(DEMB 12)

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, NOVEMBER 2021.

First and Second Years

INTERNATIONAL BUSINESS

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) International Business
- (b) Multinational Corporate Culture
- (c) International Logistics
- (d) Regional Trade Blocks
- (e) Exports
- (f) International Production.

SECTION B — (3 × 5 = 15 marks)

Answer any THREE questions.

2. Describe the Role and Process of International Business.
3. Briefly Explain the Appropriate structure of strategic management considerations.
4. Give brief note on control system in Multinational companies.
5. Describe the International Business in LDCs.
6. Explain the regional trade blocks in multilateral agreements.
7. How do you assess the Measurement and Evaluation of Performance in MNC'S?

SECTION C (10 Marks)

Compulsory

8. Case Study:

The case deals with the restructuring initiatives Dabur took in the early 2000s. In order to cater to a wider audience, Dabur decided to reposition itself as an FMCG company with a herbal plank, moving away from its earlier image of an Ayurvedic medicine manufacturer. In order to convey a new vibrancy, the company has adopted new product offerings and new packaging. Dabur's promotional campaigns includes leading Bollywood actors and sportstars. Dabur moved away from an umbrella branding strategy and went in for individual branding. It pruned products which were not aligned with its brand architecture. It also took concerted steps towards geographical expansion to international markets, and within India,

focused on regions like southern India, which it had earlier neglected. The company's revenues in 2004-05 reveal that the changes undertaken by the company' have started showing results.

Questions

- (a) Analyze the reasons that impelled Dabur to refine its Ayurvedic image to that of a herbal FMCG company?
 - (b) What were the action plans Dabur undertook as part of its restructuring? How did they help close the chinks in its marketing armor?
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(DEMB 13)

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, NOVEMBER 2021.

First and Second Years

MANAGEMENT OF INFORMATION SYSTEMS

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Decision Making
- (b) Design Consideration
- (c) Data communication
- (d) Design consideration
- (e) Caribbean community
- (f) Computerization at IFFCO

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Describe the Conceptual foundations of Information Technology.
3. Discuss the Designing the line and Distributed environment.
4. State the Trends in Information Technology.
5. Discuss the DBMS implementation in future trends.
6. Explain the aspects of Information Technology and policy making in Caribbean community.
7. How do computerization at IFFCO?

SECTION C — (10 marks)

(Compulsory)

8. Case Study :

In 2000, PC Quest, a leading IT magazine, chose Fabmart for its Editors' Choice Award as the 'best-focused e-commerce shop', on the basis of a survey of 66 e-commerce sites. In the same year, the readers of Chip magazine chose Fabmart as the 'Most popular online shopping site. Fabmart was one of the first online stores in India. Launched as a music store, it gradually expanded to include a wide range of products. It

gained a reputation for the huge number of brands it showcased and for its unique promotional campaigns. When it began in 1999, Fabmart tried to do everything right to develop its online shopping site. "It chose the right categories, set up a foolproof fulfilment mechanism and kept its costs down," said V. Ravi, Executive Director, India Research.

All its initiatives paid off, with Febmart's customer database increasing to 1,60,000 shoppers worldwide by early 2002. By early 2003, Fabmart widened its field of operations, concentrating on three main areas. Its first area of focus was electronic retailing; the site had a variety of stores in different categories. Secondly, it focused on web services by offering corporate services like payment gateways and web-based Business Process Outsourcing (BPO) solutions. Thirdly, it concentrated on its physical chain of grocery supermarkets in Bangalore and planned to expand it to different cities with a mixture of physical retailing formats.

Fabmart's e-tailing model had its share of bottlenecks too. It took a long time to download items from the site. The entire process of making an order seemed cumbersome and complicated. There were also complaints that the site did not contain some famous books and CDs. Occasionally customers complained that goods were not delivered on time and that there was no feedback on the status of the order made. Nevertheless, Fabmart put up a tough fight to its competitors like indiatimes.com, sifymall.com and rediff.com. It strove hard to remain loyal to its customers and emerged as a strong and credible brand.

- (a) Discuss the e-tailing strategy adopted by Fabmart and discuss the primary reasons for its success.
 - (b) How did you justify this case?
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(DEMBE 1)

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, NOVEMBER 2021.

First and Second Year

E-Banking and Insurance Management

THEORY AND PRACTICE OF BANKING IN INDIA

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

- 1.Explain the role and functions of commercial banks in economic development.
 - 2.Discuss and explain the role and functions of Reserve Bank of India.
 - 3.Explain the changing scenario of Indian Banking.
 - 4.Discuss the objectives and Functions of Merchant Banking in India?
 - 5.Explain the process and types of factoring in detail.
 - 6.Discuss the requirements of valid cheques and promissory note.
 - 7.Explain the role of Collecting Banker and Paying Banker.
 - 8.Discuss about the general principles of secured advances? How are they granted?
 - 9.Describe the Procedure involved in taking loans on immovable property.
 10. Briefly explain priority sector advances.
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(DEMBE 2)

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, NOVEMBER 2021.

First and Second Year

MANAGEMENT OF FINANCIAL SERVICES

Time : Three hours

Maximum : 70 marks

Answer any five questions.

All questions carry equal marks.

1. Explain the concept of Financial Systems and Markets in India
 2. Discuss the regulatory framework of financial services.
 3. Explain briefly about functions of Stock Exchange.
 4. Discuss the relevant regulations guiding mutual funds.
 5. Explain the concept, Nature and Functions of Merchant Banker
 6. Explain the various sources by which a project can be financed?
 7. Explain the differences between Leasing and Hire Purchasing.
 8. Describe the concepts of Housing Finance and Credit Rating Agencies
 9. Explain the advantages and disadvantages of possessing credit cards.
 10. Explain the concept, types and process of Factoring.
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(DEMBE 3)

EXECUTIVE M.B.A. (2 years) DEGREE EXAMINATION, NOVEMBER 2021.

First and Second Years

Banking and Insurance Management

INSURANCE AND RISK MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define Risk. Discuss the different types of Risk.
 2. Discuss the Theories of Risk Management.
 3. Explain the Insurance Sector Reforms in India.
 4. Describe the Accounting Principles and taxation aspects of insurance.
 5. Analyze the Organization structure of Indian companies.
 6. Define Underwriting. Discuss the objectives and principles of underwriting.
 7. State the Fundamentals of insurance Pricing objectives and Types.
 8. How the companies adopt the techniques of Marketing of Insurance Products?
 9. Briefly Explain the Insurance Intermediates and Distribution of Insurance Products.
 10. Define role of reinsurance Explain the Nature and Techniques of Reinsurance.
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(DEMBE 4)

EXECUTIVE M.B.A. (Two years) DEGREE EXAMINATION, NOVEMBER 2021.

First and Second Years

E-Banking and Insurance Management

PRINCIPLES AND PRACTICE OF LIFE AND GENERAL INSURANCE

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. Describe the Primary and Legal Principles of Insurance.
 2. Explain the classification of insurance contract.
 3. What is Premium plan? Explain the factors affecting the premium determination.
 4. Explain the history and development of Insurance in India.
 5. Discuss the whole-life policies related to lives covered and participation in profits.
 6. Explain the Fire insurance Contracts and fire insurance coverage.
 7. Briefly explain methods of settlements of claims.
 8. Briefly examine the insurance Principles applied to Marine business.
 9. Examine the concepts of Engineering insurance, Cattle insurance, Crop insurance.
 10. Discuss the insurance of Motor Employer's liability insurance and Persona accident and sickness insurance.
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(DEMBE 5)

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, NOVEMBER 2021.

First and Second Years

E-Banking and Insurance Management

INSURANCE LAW

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Briefly discuss the salient features of insurance Act 1938?
 2. Explain the history and growth of Insurance in India.
 3. What is Contracts of Insurance? Explain the classification of Contract of Insurance.
 4. Explain the various terms, conditions and exceptions of policy — UTMOST GOOD FAITH.
 5. How does the consideration and object must be lawful to the void agreements.
 6. Explain the concept of Discharge of Contract and Breach of Contract in Insurance Contracts
 7. Explain the conditions necessary for right of Contribution and methods of contribution.
 8. Discuss the general principles in Reinsurance and explain the types of Agents in insurance.
 9. Differentiate the Agents and Insurance Brokers.
 10. Examine the Extent of risk covered, commencement and duration, termination of risk
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