

DEMB11)

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2017

First and Second Years

BUSINESS POLICY & STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks: 70

SECTION-A

(3 × 5 = 15)

Answer Three questions

- Q1)** a) Nature of corporate planning.
b) Board of Directors.
c) Operating analysis.
d) Mergers.
e) Strategic control.
f) Innovative strategies.

SECTION-B

(3 × 15 = 45)

Answer Three questions

- Q2)** Describe the nature and significance of strategic management.
- Q3)** Examine the role of Board of Directors in corporate management.
- Q4)** State the benefits and limitations of acquisitions.
- Q5)** Give an overview on strategic alternatives.
- Q6)** What is turn – around management? Bringout its objectives.
- Q7)** Discuss the concept and importance of cost analysis.

SECTION-C

(10)

Compulsory

Q8) Case study:

ABC limited a large Indian company producing and distributing cold drinks in India. The company has been existence for last 15 years. It has a big manufacturing plant situated in Delhi and a fleet of trucks for the purpose of controlled and efficient distribution of cold drinks in neighbouring states as well as in Delhi, with its ask supply chain management. Employees working in the company are fully satisfied with service conditions, promotional avenues and welfare schemes launched by the company for them. The customers do also feel comfortable and satisfied with the drink both in terms of quality and satisfaction. But after the entry of two big multinational companies, the entire situation has changed and the company has lost 90% of its market share to these companies and thus binding difficulty for competing with them and survival in the market.

Questions:

- a) Make a SWOT analysis of ABC Ltd.
- b) Suggest suitable strategies to regain its market share.
- c) Explain how the company can work out its survival strategies in light of competition from multinational companies.

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(DEMB12)

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2017

**First and Second Years
INTERNATIONAL BUSINESS**

Time : 3 Hours

Maximum Marks: 70

SECTION-A

(3 × 5 = 15)

Answer Three questions

- Q1)** a) International Trade.
b) Free trade Vs. protection.
c) MNCs.
d) Business negotiations.
e) LDCs.
f) International logistics.

SECTION-B

(3 × 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.

Compulsory

Q8) Case study.

The impact of the WTO

China's entry into the WTO in 2001 has made it more active in the field of international trade through interactions with other LDCs. Long before joining the WTO, China lowered its tariff rates on several occasions and realized the need for convertibility of the Chinese currency (RMB). After becoming a member, it has cut the average tariff level of over 5000 imported goods from 15.3 percent to 12 percent. China is opening its agricultural goods and general goods markets, as well as services markets. It is expected that all these will boost foreign investment in China. However, it will not be an unmixed blessing for China. The import bill now is likely to be much Higher than before. So, if China is not able to constantly increase its exports, its current account balance of payment may pose a problem as in other developing countries. The downside of its entry to the WTO is that there would be an expanded pressure of neo-liberal globalization and Western influence in China, which may affect its traditional taboos and culture. China also actively participates in the activities of the Asian-Pacific Economic Cooperation Organization and plays a very decisive role in all its policy making processes. China's role in bilateral trade relations with many developed countries including the USA, the EU, Russia, and Japan are strengthened every year. India's experience with the WTO is not a happy one. Before the introduction of agricultural liberalization In India, agricultural commodity prices were lower than their international market prices. Hence, exports of farm products from a country like India were rather a lucrative proposition for the peasants, and as farmers are price-responsive, they used to increase production for exports. This trend continued in the first phase of globalization in the 1980s. However, the trend reversed since the 1990s, particularly after the so-called special and differential treatment of the less-developed agriculture by the WTO. The typical LDCs studied by the FAO showed a rise in the export of agricultural products based on their performance in the phase of globalization of the 1980s; but in the 1990s, in spite of the WTO's special and differential policy, the imports of agricultural products as a result of subsidy-induced price fall in the international market increased several times in these developing countries (FAO 2000).

Since the prices of agricultural products have become lower in the international market, Indian farm products' exporters have become much poorer. This has led to widespread protests, frustration, and even farmers suicides. The growing economic problem has now become a human problem (Datta 2004). In India, agricultural exports as a percentage of total exports went down from 30.7 (1980-81) to 19.4 (1990-91) to 15.4 (1999-2000), to 13.5 (2000-01). The situation is quite opposite of what was expected. The large amount of imports has created two adverse problems-export-import imbalance and fall in the prices of domestic food products. Although exports went up by 83 per cent, the import of agricultural products in India escalated to 168 per cent. This export-import imbalance in India has been responsible for a structural adjustment that led to lower the compound rates of growth of food grains production in India. However, there has been some sort of apathy towards the agricultural sector, as it is not remunerative any longer. Kulaks are shifting to other business in the non-agricultural sector, city-ward migration has been increasing and, employment in agriculture, mining and quarrying, and community and personal services has indeed decelerated.

Discussion Questions:

- a) 'India's experience with the WTO is not a happy one.' Explain.
- b) What do you think is the likely impact of China's entry in the WTO? Give reasons for your answer.
- c) How has Indian agriculture been affected by the WTO's policy? Discuss.

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EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2017

First and Second Years

MANAGEMENT INFORMATION SYSTEMS

Time : 3 Hours

Maximum Marks: 70

SECTION-A

(3 × 5 = 15)

Answer Three questions

- Q1)** a) IRM.
b) System development.
c) Online environment.
d) Hardware.
e) Query Language.
f) Caribbean community.

SECTION-B

(3 × 15 = 45)

Answer Three questions

- Q2)** Write a note on conceptual foundations of Information systems.
- Q3)** What are the steps involved in implementation of projects?
- Q4)** Explain about different kinds of computer networks.
- Q5)** Discuss in detail about relational data base management systems.
- Q6)** Give an overview on future trends in DBMS.
- Q7)** State the objectives and requirements for information resource management.

SECTION-C

(10)

Compulsory

Q8) Case study.

A leading Automobile marketer wants to enter into Indian Market. He wants to market its cars in three models at different rates through a network of dealers across India. You, being an expert in MIS, are requested to suggest how they can implement MIS through different stages and internet for his company.

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(DEMBE1)

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2017

First and Second Years

E-BANKING AND INSURANCE MANAGEMENT

Theory & Practice of Banking in India

Time : 3 Hours

Maximum Marks: 70

Answer any five questions

All questions carry equal marks

- Q1)** Explain the role of commercial banks in economic development.
- Q2)** Describe the evolution and growth of banking institutions in India.
- Q3)** Discuss about significance of commercial banks in providing industrial finance.
- Q4)** What is factoring? Explain about factoring services.
- Q5)** State the functions of money lenders.
- Q6)** Describe the general relationship between banker and customer.
- Q7)** What are various duties of paying bankers?
- Q8)** Discuss about features of cheques.
- Q9)** How do banks issue loans against immovable properties? Explain.
- Q10)** Write short notes on:
- a) Secured advances.
 - b) Promissory notes.
 - c) Priority sector advances.
 - d) Reforms II.

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(DEMBE2)

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2017

First and Second Years

E-BANKING AND INSURANCE MANAGEMENT

Management of Financial Service

Time : 3 Hours

Maximum Marks: 70

Answer any five questions

All questions carry equal marks

- Q1)** Write about financial system in India.
- Q2)** Describe the nature and scope of financial services.
- Q3)** State the functions of stock exchange.
- Q4)** Explain the regulating practices on broking and trading in equity.
- Q5)** Discuss about nature and significance of merchant banking.
- Q6)** Distinguish between leasing and hire purchase system.
- Q7)** What is debt securitization? Explain its need.
- Q8)** List out the merits and demerits of credit cards.
- Q9)** Elucidate various financial services provided by insurance companies.
- Q10)** Give an overview on factoring, forfeiting and bill discounting.

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(DEMBE3)

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2017

First and Second Years

E-BANKING AND INSURANCE MANAGEMENT

Insurance and Risk Management

Time : 3 Hours

Maximum Marks: 70

Answer any five questions

All questions carry equal marks

- Q1)** Define risk. Explain different types of risks.
- Q2)** State the reasons for and uses of insurance.
- Q3)** Briefly explain the classical and modern theories of risk management.
- Q4)** Bringout the essentials of insurance contracts.
- Q5)** Discuss about claims settlement in general insurance.
- Q6)** Explain about fundamentals of insurance pricing.
- Q7)** What are the various distribution channels of insurance marketing?
- Q8)** Describe the functions of insurance intermediaries.
- Q9)** Write short notes on:
- a) Corporate agents
 - b) Bancassurance.
 - c) Under writers.
 - d) Enterprise Risk Management.
- Q10)** What is meant by re-insurance? Explain the techniques of re-insurance.

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(DEMBE4)

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2017

First and Second Years

E-BANKING AND INSURANCE MANAGEMENT

Principles & Practice of Life & General Insurance

Time : 3 Hours

Maximum Marks: 70

Answer any five questions

All questions carry equal marks

- Q1)** State the legal principles of insurance.
- Q2)** Listout the features of general insurance.
- Q3)** Who are the participants of insurance markets?
- Q4)** Compare and contrast between life insurance and general insurance.
- Q5)** Explain the benefits with whole life policies and term policies.
- Q6)** Bringout the rights of the policy holders.
- Q7)** Explain about rate fixation process in fire insurance.
- Q8)** Give an overview on marine insurance policies.
- Q9)** Listout the benefits available with personal accident and sickness insurance.
- Q10)** Describe the significance of insurance from the point of view of the society and nation.

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(DEMBE5)

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2017

First and Second Years

E-BANKING AND INSURANCE MANAGEMENT

Insurance Law

Time : 3 Hours

Maximum Marks: 70

Answer any five questions

All questions carry equal marks

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

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