

Total No. of Questions : 8]

DEMB11

**EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019
(Second Year)**

BUSINESS POLICY & STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any THREE questions. (3X5 = 15)

- Q1)**a) Strategy.
b) Top Management.
c) SWOT analysis.
d) Mergers.
e) Strategic Choice.
f) Cost analysis.

SECTION - B

Answer any THREE questions. (3X15 = 45)

- Q2)** Explain the 7-S frame work in detail.
Q3) What is a corporate strategy ? Discuss its significance.
Q4) Discuss the functions of Top Management.
Q5) Define competitive analysis. Also Discuss its's Procedure.
Q6) What is diversification? Write the advantages of diversification.
Q7) Discuss the procedure of Implementation of a strategy.

SECTION - C

(Compulsory)

(10)

Q8) Case Study :

Birsa Mining Ltd. (BML), has said in its mission statement that it will endeavour to make the maximum possible profit for its shareholders, whilst recognising its wider responsibility to society. BML has an opportunity to mine for gold at Nilachal Plateau, a remote and sparsely populated area. The mining process proposed, in this instance,

means that all vegetation will be removed from the land concerned; after mining has finished, there will remain substantial lagoons full of poisonous water for at least a century. This mining process is a profitable one given the current price of gold. However, if the company were to reinstate the mined land, the process would be extremely unprofitable. The company has received permission from the Government to carry out the mining. The few local residents are opposed to the mining.

In view of the above -

Discuss the extent to which BML's mission statement is contradictory.

- a) Discuss how BML could establish a procedure whereby its wider responsibilities to society could be routinely considered when making strategic decisions.
- b) Advise BML how it could deal with strategies that present a conflict of objectives.
- c) Discuss the ethical dimensions of the decision to mine for gold.

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Total No. of Questions : 8]

DEMB12

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Second Year)

INTERNATIONAL BUSINESS

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any THREE questions (3x5 = 15)

- Q1)**a) International trade.
b)MNC.
c)Negotiation.
d)Logistics.
e)Regional trade.
f) Multilateral Agreement.

SECTION - B

Answer any THREE questions (3x15 = 45)

- Q2)** Discuss the theories of International Business in brief.
Q3) Discuss the problems in international trade.
Q4) Explain the steps in strategic planning procedure.
Q5) Discuss the methods in Evaluation of performance of an MNC.
Q6) Explain the determinants of Negotiation in international Business.
Q7) Write the significance of Negotiated Agreements.

SECTION - C

(Compulsory) (10)

- Q8)** Case Study
Indian leather exports, an important foreign exchange earner for the country has been reportedly hit hard by the decision of some major US retail chains like Eddie Bauer, LL Bean, Timberland and Casual Corner, and a German company Bader to Boycott leather goods from Indian in protest against the ill-treatment of animals here. This move came

shortly after a decision by global retail chains Gap, Marks and L.Spencer, Liz Claiborne and J. Crew not to buy Indian leather goods. This development has a lot to do with the lobbying by the US-based animal rights group People for Ethical Treatment of Animals (PETA) for a ban on leather goods from India by documenting evidence of “Cruelty to animals” killed for making leather. It has been reported that the overseas firms have officially communicated to the Indian outfit of PETA that they will not be sourcing leather products from India until there is strict enforcement of animal protection laws. Following this, the Mumbai-based Teja industries, the official supplier of leather goods for Marks and Spencer in India, started out-sourcing leather from other countries to manufacture products for the global chain.

Questions :

- a) In the light of the above, discuss the implications of social activist groups for business.
- b) With reference to this case, discuss the failure of the Governments, council for leather exports and the leather industry and the lessons of this case.
- c) What should the Governments, council for leather exports and the leather industry do to overcome the problem?

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Total No. of Questions : 8]

DEMB13

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Second Year)

MANAGEMENT INFORMATION SYSTEMS

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 x 5 = 15)

Answer any three of the following

- Q1)** a) Concept of MIS.
b) Personal Computer.
c) Data Communications.
d) Computer Networks.
e) Software Technology.
f) IRM.

SECTION - B (3 x 15 = 45)

Answer any three of the following

- Q2)** Discuss the role of MIS in decision making in detail.
Q3) Explain the conceptual frame work of information systems.
Q4) What is S.A.D.? Explain in detail.
Q5) Discuss the steps in System Development life cycle.
Q6) Write the major trends in Information Technology.
Q7) What is a query language? Discuss in brief.

SECTION - C
(Compulsory)

(10)

Q8) Case Study:

At present, the Snocan Company which manufactures 25 products has 103 sales offices throughout the United States with an average of 10 sales representatives per office. Every week, the sales reports in each office are tabulated by a clerk on a rotary calculating machine. The reports divide sales according to sales representative, product and customer. The reports are mailed to headquarters where 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 to the next six months. Unfortunately, by the time 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 electronic computer is to be installed to compile and analyze 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 square feet of floor space is available at present for the computer centre. The kind of data transmission equipment and the computer have not yet been specified.

Provide the Snocan Company with a through set of plans for implementing their new MIS.



Total No. of Questions : 8]

DEMBA1

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Second Year)

Sales & Advertising Management

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 × 5 = 15)

Answer any three questions

- Q1)** a) Scope of Sales Management.
b) Personal Selling.
c) Need for Advertising.
d) Motivation of Salesmen.
e) Promotional activities.
f) Brand Ambassador.

SECTION - B (3 × 15 = 45)

Answer any three questions

- Q2)** What is Negotiation? Discuss various negotiation skills.
Q3) What is compensation? How do you fix compensation to the sales force? Explain.
Q4) What is sales Budget? Explain the importance of Sales Budget.
Q5) Explain the methods in measuring performance of sales force.
Q6) What is agency relation? Write the significance of agency relations.
Q7) Explain the factors influencing in media selections.

SECTION - C (1 × 10 = 10)

(Compulsory)

Q8) Case Study:

Lindas Ltd., is a firm engaged in the marketing of nail enamels. Ravinder Jain, GM Marketing has come up with a novel concept bridal nail enamels. The market for nail enamels mainly comprise of women in age group of 10 to 40 years. The segment that is currently marketed by Lindas falls in the age group of 16-26 years. This segment is more upmarket and less price conscious. The launch of bridal nail enamels will strengthen the market image of the company.

Rajesh Motwani, Manager, advertising is give the responsibility for planning the ad campaign for launching bridal nail enamel. Mr. Motwani has contacted Leo, an ad agency

to come up with necessary copy and media mix. The agency submitted the following copy for consideration.

“A young girl aged 20-24 years is shown to prospective bridegrooms who reject her after looking at her fingers. Then her uncle suggests her to apply bridal nail enamel. Immediately after that there is queue of prospective bridegrooms.”

This ad will be released to all the major TV channels at the same time with a schedule of 3 spots at prime time every day for the first 4 months and later on one spot at prime time every day supplemented with print ad on leading women magazines.

Rajesh Motwani is not satisfied with the copy and media plans.

Questions:

- a) What are the flaws in the plan submitted by Leo ad agency?
- b) What are the alternate copies you propose to submit?



Total No. of Questions : 8]

DEMBA2

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Second Year)

SERVICES MARKETING & CRM

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 × 5 = 15)

Answer any three of the following

- Q1)** a) Goods vs Services
b) Nature of Services
c) Service Strategy
d) Financial Services
e) Branding in Service Marketing
f) CRM Cycle

SECTION - B (3 × 15 = 45)

Answer any three of the following

- Q2)** Explain the classifications of services.
Q3) Draw the marketing framework for service business.
Q4) What is relationship marketing? Explain in detail.
Q5) Explain the types of customer relationship management.
Q6) Discuss the impact of e-commerce on CRM.
Q7) Discuss the steps in the implementation of CRM.

SECTION - C (1×10=10)

(Compulsory)

- Q8)** Case Study:

Case Let (Compulsory):

KERALA known as gods own country, has unlimited vistas of greenery, backwaters, spices, beaches and ayurveda. Kamath recognized each of these opportunities and worked to develop resorts without disturbing the natural habitat around the resorts. Kamath sought to something that would be different from the usual hotel accommodation. Therefore, with the leisure travelers in mind. Kamath designed each resort in a distinct manner, so that tourists could be offered a complete package or an individual one.

While one village looked like a fishing village with thatched huts and traditional open courtyard bathrooms, the other reflected the erstwhile colonial culture with special architecture in place. Pure backwater experience was provided through house boats. A feeling of living amidst nature was given. Kamath provided good ambience and also typical seafood cuisine.

Questions:

- a) What are the unique strategies kamath is adopting?
- b) What additional attractions he should adopt to woo tourists?



Total No. of Questions : 8]

DEMBA3

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Second Year)

RURAL & RETAIL MARKETING

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 × 5 = 15)

Answer any THREE of the following

- Q1)** a) What is rural Marketing?
b) Buyer Behaviour
c) Rural Promotion events
d) Rural Media
e) Product Modification
f) Features of Rural Market

SECTION - B (3 × 15 = 45)

Answer any THREE of the following

- Q2)** What is a reference group? How reference groups play an important role in retail marketing? Explain.
- Q3)** Discuss the trends in consumer behaviour.
- Q4)** Explain the steps in rural marketing research.
- Q5)** Write the current opportunities in rural marketing.
- Q6)** Explain various types of intermediaries in rural marketing.
- Q7)** Discuss the process of physical distribution in rural marketing.

SECTION - C

(Compulsory)

(10)

Q8) Case Study:

The transformation of India's milk industry began around 1946, when the Khira District Milk Cooperative, located in the state of Gujarat, set up its own processing plant under the leadership of Verghese Kurien and created the brand Amul, today one of the most recognized in the country. Unlike the large industrial dairy farms of the West, in India, milk originates in many small villages. Villagers may own only two to three buffaloes or cows each and bring their milk twice a day to the village collection center. They are paid every day for the milk they deliver, based on fat content and volume. Refrigerated vans

transport the milk to central processing plants, where it is pasteurized. Railroad cars then transport the milk to major urban centers.

The entire value chain is carefully managed, from the village-based milk production to the world-scale processing facilities. The Khira District cooperative provides such services to the farmers as veterinary care and cattle feed. The cooperative also manages the distribution of pasteurized milk, milk powder, butter, cheese, baby food, and other products. The uniqueness of the Amul cooperative is its blending of decentralized origination with the efficiencies of a modern processing and distribution infrastructure. As a result, previously marginal village farmers are earning steady incomes and being transformed into active market participants. Twenty years ago, milk was in short supply in India. Today, India is the world's largest producer of milk. According to India's

National Dairy Development Board, the country's dairy cooperative network now claims 10.7 million individual farmer member owners, covers 96,000 village-level societies, includes 170 milk-producer unions, and operates in more than 235 districts. Milk production has increased 4.7 percent per year since 1974. The per capita availability of milk in India has grown from 107 grams to 213 grams per day in 20 years.

- a) Despite this concept succeeding in India, why the replication of the same in other rural markets are not successful? Comment.
- b) Do you think corporatisation of cooperative system will help marketers focus more? Justify.



Total No. of Questions : 8]

DEMBA4

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(Second Year)

CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 × 5 = 15)

Answer any THREE of the following.

- Q1)** a) Concept of Consumer Behaviour
b) Social Classes
c) Hypothesis
d) Customer Satisfaction
e) Research Problem
f) Random Sampling

SECTION - B (3 × 15 = 45)

Answer any THREE of the following.

- Q2)** Explain the models of consumer behaviour.
Q3) What is a reference group? How it influences consumer behaviour? Explain.
Q4) Discuss various sources of customer dissatisfaction.
Q5) Explain various primary data collection methods.
Q6) Explain the steps in marketing research.
Q7) Explain various techniques in analyzing the data.

SECTION - C (1 × 10 = 10)

(Compulsory)

- Q8)** Case Study:

Procter & Gamble (P&G) is offering a number of different products and/or product versions over the Internet that you can't buy your retail store. But a consumer can go to the Procter & Gamble Web site (www.pg.com) and under 'Services and offers' a consumer can click on Try and Buy. Then, for a number of products, P&G will offer you a free sample, a cents-off coupon, or the ability to purchase the actual product online. If the purchasers of a new item offered on the website give it great reviews, then P&G will consider making the product available in retail stores.

Although P&G only began testing products online in 1998, the company already is doing 40 percent of its 6,000 product tests and related research projects online. One successful new product that was launched as a result of online testing is Crest Whitestrips, a home tooth-bleaching kit. Despite its \$44 retail price, P&G was able to sell 144,000 whitening kits online over an eight-month period, thereby providing evidence that the public would not balk at the product's rather steep price when the product was finally introduced nationally into retail stores, consumers spent almost \$50 million on kits in the first three months.

Question:

1. What personality traits do you believe many of the consumers who buy and try products found on the Procter and Gamble web site might share in common?



Total No. of Questions : 8]

DEMBA5

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

Second Year

GLOBAL MARKETING

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 × 5 = 15)

Answer any THREE of the following.

- Q1)** a) International Market.
b) Social Environment.
c) FTZs.
d) Advertising Concepts.
e) Distribution Channel.
f) Global Marketing Manager.

SECTION - B (3 × 15 = 45)

Answer any THREE of the following.

- Q2)** Explain the political factors which influence Global Marketing.
Q3) Explain the scope and significance of Global Marketing.
Q4) Discuss the features of import and export policy.
Q5) Explain the determinants of international marketing mix.
Q6) What is market segmentation? Explain the process of market segmentation.
Q7) Explain the steps in marketing research in detail.

SECTION - C (1×10=10)
(Compulsory)

- Q8)** Case Study:

Export to a New Market

The total production of the company has increased by thirty percent in the last five years. The export business has also shown an increase from zero percent in this period. The rise is largely due to a focused approach in getting orders and expanding the markets.

The company, Moonlight Lubricants Limited has a reasonably good market share of 300 crore in the domestic market of automotive lubricants and enjoys a reasonable presence in all major regions. The company was set up by the group of shows, a leading business house around 12 years ago and lubricants were its major product. The company grew at a rate of 10 per cent per annum in the first seven years but by 1990 it showed tremendous growth. The expanding market and of the fastest growing market and thus Moonlight also benefited from this growth.

Around the same time, its Chief Executive Praveen Sharma, decided to explore the overseas markets. Encouraged by the good response the company increased its efforts in exports which showed a good performance.

As Praveen sums up, “Exports offer greater markets which stimulate the growth of the company. In the last five years, our exports have risen to almost one fifth of our total production and we hope to double the exports in the next two years”.

The other benefits of entering an overseas market are better market knowledge, exposure and greater presence. The company has recently developed a special product only for the European market, based on the trade predictions of last year. The product was received very well in its markets in Europe and Praveen had extended discussions with a couple of large groups in these markets to try the product. The company is planning to launch a similar product, which is suitable to local needs, in the domestic market by end of the year.

This product, named, Moon-lube, was to be sold in Europe through agents and for this purpose, as advertisement was circulated in trade magazines of two countries. A Product advertisement was also put in two leading foreign trade magazines, asking people to respond by filling a coupon/send their visiting card. The company received around 450 queries on the product and around 25 people responded to the advertisement for agent.

The Company’s Export Director, Rajeev Menon, visited these two countries and had discussions with nearly 7 people shortlisted out of 25, for selecting the agent. The person finally selected, worked on sales-leads and had also developed his network in a very short period. The procedure of selling through the agent was like this. The agent passes an order to the company and the company delivers it to the agent who in turn sells it further and both the parties share the risk equally. Rajeev then decided to introduce the product gradually in other countries as well as using the same exercise of choosing the agent and developing sales leads.

He said, “the experience of earlier sales and marketing in these two places taught me two things - first, that you are as good in the foreign market as your agent. And second, that time taken by you in selecting the right person and right media is worth the wait”.

Questions:

- a) Do you agree with the observations made by Rajeev Menon?
- b) How can the company ensure more awareness of its products in new markets?
- c) Can Moonlight use any other methods to increase their sales in new markets?

