

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?

x      x      x

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.



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**DEMBB1**

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

**(Second Year)**

**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks : 70**

**SECTION - A** (3 × 5 = 15)

Answer any three questions

- Q1)** a) Optimum Portfolio.  
b) Single Index Model.  
c) Assumptions of CAPM.  
d) Types of Mutual Funds.  
e) Objectives of Investment.  
f) Yield to Maturity.

**SECTION - B** (3 × 15 = 45)

Answer any three questions

- Q2)** Explain the concept of industry life cycle. Describe the different stages in the industry life cycle.
- Q3)** What is New Issue Market? Explain the role of Intermediaries in the issue process.
- Q4)** What are price charts? Describe the different types of price charts used by technical analysts.
- Q5)** What are the stages in Portfolio Management? Explain.

**Q6)** What is the need for evaluation of performance of Portfolio? Explain.

**Q7)** Explain different forms of Efficient Market Hypothesis.

**SECTION - C**

**(10)**

(Compulsory)

**Q8)** Case Study:

Information regarding two mutual funds and a market index are given below:

Fund	Return (percent)	Standard Deviation (percent)	Beta
Gold	7	15	0.72
Platinum	16	35	1.33
Market Index	10	24	1.0

Assuming the risk-free return as 5 percent, calculate the differential return for the two funds.





Total No. of Questions : 8]

**DEMBB2**

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

**(Second Year)**

**FINANCIAL MARKETS & DERIVATIVES**

**Time : 3 Hours**

**Maximum Marks : 70**

**SECTION - A** (3 × 5 = 15)

Answer any three questions

- Q1)** a) Functions of Derivative Markets
- b) Stock Index Futures.
- c) Elements of Option Contract.
- d) Hedging Interest Rate Risk.
- e) Distinction between Money market and capital market.
- f) Money Lenders.

**SECTION - B** (3 × 15 = 45)

Answer any three questions

- Q2)** Explain the structure of capital market in India.
- Q3)** Briefly explain money market instruments in India.
- Q4)** Describe the role of Reserve Bank of India in the development and regulation of money market operations in India.
- Q5)** What are financial derivatives? Explain the characteristic features of various financial derivative instruments traded in India.

**Q6)** Explain the Binomial option pricing model in pricing of option contracts. What are its limitations.

**Q7)** What are the various types of swaps? Explain the methods of pricing the swaps.

**SECTION - C**

**(10)**

**(Compulsory)**

**Q8)** Consider the following data.

Stock Price = Rs.50

Months to expiration = 3 Months

Risk free rate of Interest = 10% p.a.

Standard deviation = 40%

Exercise Price = Rs.55

Option Type = European call

Calculate value of call option as per Black Schole Model.



Total No. of Questions : 8]

**DEMBB3**

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

**(Second Year)**

**B - FINANCIAL MANAGEMENT**

**International Financial Management**

**Time : 3 Hours**

**Maximum Marks : 70**

**SECTION - A** (3 x 5 = 15)

Answer any THREE questions

- Q1)** a) IBRD
- b) Spot Rate
- c) Accounting Exposure
- d) Objectives of International Inventory Management
- e) Euro Market
- f) Forex Market

**SECTION - B** (3 x 15 = 45)

Answer any THREE questions

- Q2)** Discuss various finance functions in multinational firms.
- Q3)** What is gold standard? Explain the reasons for its collapse.
- Q4)** What is transaction exposure? When it arise?
- Q5)** Explain various methods of financing foreign trade.

**Q6)** Explain about international cash management.

**Q7)** Explain various types of international bonds.

**SECTION - C**                      **(10 Marks)**  
**(Compulsory)**

**Q8)** An Indian importer has to pay \$1 million for his imports in a month's time. He decides to cover his risk on the forward market. The rates are as follow:

Spot rate:                                      Rs.35.10001/\$

1 - month forward rate:                Rs.35.5005/\$

- a) What should Indian importer do?
- b) What should Indian importer do if he/she knows with a high probability that, in 1-month dollar will settle at Rs.35.25/\$?



Total No. of Questions : 8]

**DEMBB4**

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

**(Second Year)**

**MANAGEMENT OF FINANCIAL SERVICES**

**Time : 3 Hours**

**Maximum Marks : 70**

**SECTION - A** (3 × 5 = 15)

Answer any THREE questions

- Q1)** a) Risk Management
- b) Concept of Financial Services
- c) Mutual Funds
- d) Mergers
- e) Hire Purchase
- f) Credit Cards

**SECTION - B** (3 × 15 = 45)

Answer any THREE questions

- Q2)** Explain the Nature and scope of financial services.
- Q3)** Explain the need of mutual funds. Comment on the growth and performance of mutual funds in India.
- Q4)** Describe the nature and role of merchant banking.
- Q5)** What are the differences between leasing and hire purchase?
- Q6)** How does housing finance help the infrastructure of the country? Explain.

**Q7)** Briefly explain factoring and bills discounting.

**SECTION - C**  
**(Compulsory)**

**(10)**

**Q8)** Case Study:

A Company is considering the lease of equipment, which has a purchase price of Rs.3,00,000. The equipment has an estimated economic life of 5 years. Depreciation is on WDV at 25%. The lease rentals per year are Rs.1,20,000. Assume that the company tax rate is 50%. If the before- tax borrowing rate for the company is 16%, should the company lease the equipment?



Total No. of Questions : 8]

**DEMBB5**

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

**(Second Year)**

**PROJECT MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks : 70**

**SECTION - A (3 x 5 = 15)**

Answer any THREE of the questions

- Q1)** a) Need for Project Management.  
b) What is Market Analysis?  
c) Project Organisation.  
d) Material Handling.  
e) Evaluation of Project.  
f) Project Manager.

**SECTION - B (3 x 15 = 45)**

Answer any THREE of the following

- Q2)** Discuss the elements in formulating DPR.
- Q3)** What is feasibility study? Write its importance.
- Q4)** What is scheduling? Explain the techniques of scheduling.
- Q5)** Explain the significance of project management information systems.

**Q6)** Discuss the financial aspects of a project.

**Q7)** What do you know about integrated project management? Discuss.

**SECTION - C**      **(10 Marks)**

**(Compulsory)**

**Q8)** Case Study:

Draw a network from the following activities and find the Critical path. Also Calculate the earliest time and latest time of each node and explain the nature of the slack of the nodes.

<b>Activity</b>	<b>Immediate predecessor</b>	<b>Duration (Days)</b>
A	–	4
B	–	7
C	–	6
D	A.B	5
E	A.B	7
F	C.D.E.	6
G	C.D.E.	5

