

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 : 10]

**DEMBE1**

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

**(Second Year)**

**Theory & Practice of Banking in India**

**Time : 3 Hours**

**Maximum Marks : 70**

Answer any Five questions.

All questions carry equal marks.

- Q1)* Describe the historical development of banking industry in India.
- Q2)* Discuss the features of commercial banks in India.
- Q3)* Explain the objectives of banking sector in India.
- Q4)* Discuss the changing profile of commercial banking in India.
- Q5)* Define merchant banking. What are its services?
- Q6)* Explain how foreign banks influencing Indian capital market.
- Q7)* Discuss the relationship between banker and its customer.
- Q8)* Define promissory note. What are its features?
- Q9)* Describe the various types of advances against goods in detail.
- Q10)* Differentiate between secured loans and unsecured loans.

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Total No. of Questions : 10]

**DEMBE2**

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

**(Second Year)**

**MANAGEMENT OF FINANCIAL SERVICE**

**Time : 3 Hours**

**Maximum Marks : 70**

Answer any five of the following questions.  
All questions carry equal marks.

- Q1)** Write the structure of Financial System in India.
- Q2)** Who are the participants in Financial Markets? Discuss.
- Q3)** What is trading? Discuss about ethical practices in trading.
- Q4)** Write the importance and types of mutual funds.
- Q5)** Discuss the role and functions of Merchant Banker.
- Q6)** Explain the sources of financing of a project.
- Q7)** What is leasing? Explain the conditions of leasing.
- Q8)** Define credit rating. Explain how it is important in financing.
- Q9)** What is venture capital? Explain in brief with an example.
- Q10)** What is forfeiting? Explain in brief.





Total No. of Questions : 10]

**DEMBE3**

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

**(Second Year)**

**INSURANCE AND RISK MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks : 70**

Answer any FIVE of the following questions.

All questions carry equal marks.

- Q1)* Discuss the theories of risk management in brief.
- Q2)* Write the basics of enterprise risk management.
- Q3)* Discuss the emerging role of chief risk officer.
- Q4)* Write the legal frame work of insurance industry.
- Q5)* Discuss the principles of accounting.
- Q6)* Explain the functions of insurers.
- Q7)* Explain the principles of life insurance.
- Q8)* Examine the critical success factors of insurance player.
- Q9)* Write the functions of surveyors in insurance sector.
- 10)* What is risk return trade-off? Explain in brief.



Total No. of Questions : 10]

**DEMBE4**

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

**(Second Year)**

**PRINCIPLES & PRACTICE OF LIFE & GENERAL INSURANCE**

**Time : 3 Hours**

**Maximum Marks : 70**

Answer any FIVE of the following.  
All questions carry equal marks.

- Q1)** Explain the Kinds of Insurance.
- Q2)** What is Reinsurance? Discuss in brief.
- Q3)** Write the history of insurance sector in India.
- Q4)** Discuss the essentials of life insurance contract.
- Q5)** What is endowment policy? Explain.
- Q6)** Explain the factors affecting the premium determination.
- Q7)** Explain the methods of settlement of claims.
- Q8)** Write the features of marine insurance contract.
- Q9)** What is crop insurance? Write the features of crop insurance.
- Q10)** Discuss the features of fire insurance.



Total No. of Questions : 10]

**DEMBE5**

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

**(Second Year)**

**INSURANCE LAW**

**Time : 3 Hours**

**Maximum Marks : 70**

Answer any FIVE of the following questions.  
All questions carry equal marks.

- Q1)** Write the salient features of insurance Act, 1938.
- Q2)** Explain the types of risks in insurance sector.
- Q3)** Explain the classification of contracts of insurance.
- Q4)** What is void agreement? Explain in brief.
- Q5)** What is duty of disclosure? Explain in brief.
- Q6)** What are the remedies for unfair contract?
- Q7)** Explain the methods of contribution.
- Q8)** What is insurable interest? Explain.
- Q9)** Explain the general principles of reinsurance.
- Q10)** Discuss the role of insurance brokers.

