

MBMM 3001/GN 3001/MBLC 1005

M.B.A. DEGREE EXAMINATION,
DECEMBER 2015/JANUARY 2016.

• Third Semester

Marketing

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the interrelationship between consumer behaviour and the marketing concept.
2. Explain the steps involved in the consumer decision making process.
3. Discuss the impact of reference groups on consumer behaviour.
4. Explain the concept "diffusion of innovations".
5. Elucidate the psychological processes that affect consumer decision making.
6. What is meant by perceptual mapping?

7. Enumerate the in-store stimuli used to attract consumers.

8. Explain the merits and demerits of online marketing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. "Value-driven marketing is the need of the hour" - Discuss.

10. Explain the influence of culture on consumers' buying behaviour with suitable examples.

11. "Psychographics are more important than Demographics." - Present your arguments for or against the statement as a marketer.

12. Why are marketers sometimes "forced" to reposition their products or services? Illustrate your answer with examples.

13. Explain the various types of segmentation with examples.

14. Discuss the role of marketing research in studying consumer behaviour.

15. Why is it important to study consumer ethics?

16. How new technologies are enabling marketers to better satisfy the needs and wants of consumers?

PART C — (1 × 20 = 20 marks)

Case Study – (Compulsory)

17. You are the marketing manager of a reputed bank's online banking division. How would you apply the concepts of providing value, customer satisfaction and customer retention to design and market effective online banking?

employees 15 old employees and his original factory supervisor. He decided to meet with a consultant from the University's Business School, who immediately had the old employees fill out a job questionnaire that listed all their duties. Arguments started almost at once because both the supervisor and the consultant thought that the old employees were exaggerating to make themselves look more important and the old employees insisted that the list faithfully reflected their duties. The conflict continued and the customers waited for their filters.

Questions:

- (a) How would you have conducted the job analysis?
- (b) Should the old employees protests be set aside and the supervisor should write the descriptions, as he sees fit?
- (c) How would you go about resolving the differences?

MBHR 3002/GN 3002/MBLG 3002

M.B.A. DEGREE EXAMINATION,
DECEMBER 2015/JANUARY 2016.

Third Semester

Human Resource Management

PERFORMANCE MANAGEMENT

Time: Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the by products of job analysis? State the techniques used for collection of data for job analysis.
2. What do you mean by performance dimensions? State its dimensions.
3. What techniques can be used for effective team building?
4. State warning signs of low morale.

5. What do you understand by motivation techniques? Give a few techniques which are generally used in practice.
6. Analyse the features of performance evaluation.
7. Define productivity. List out the different forms of productivity.
8. Explain the concept of performance ethics.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. What is performance management? Analyse the functions of performance management.
10. Discuss the challenges of employee empowerment.
11. Define performance appraisal. Enumerate the essential conditions for effective appraisal.
12. Explain in detail the methods of performance appraisal.
13. Analyse the ethical dilemma in performance management.

14. State and explain the modern management techniques.
15. Write note on :
(a) Morale and productivity
(b) Morale and performance.
16. State and explain the benefits of performance based compensation

SECTION C — (1 × 20 = 20 marks)

(Compulsory)

17. PERFECT AIR FILTER COMPANY

In 2000, hurricane hit North Cardina and the Perfect Air Filter Company. Many employee's homes were destroyed and the firm found that it had to hire almost three completely new crews, one for each of its shifts. The problem was that the old employees had known their jobs so well that no one had ever bothered to draw up job descriptions for them. When about 45 new employees started taking their positions, there was general confusion about what they should do and how they should do it.

The hurricane became stale news very quickly to the firm's out of state customers who wanted filters. The firm's president was at wit's end, not knowing what to do. He had about 45 new

started to focus more on emerging markets as the developed markets were getting saturated. But despite all the initiatives to expand its business, the share price of Facebook began to continuously under perform after the company came out with its IPO.

(a) Discuss and debate how facebook can use the funds it raised through the IPO to fuel its future expansion.

(b) Discuss the new strategies that Facebook should follow to expand its reach in Emerging markets.

MBFM 3003/
GN 3003/MBLG 3001

M.B.A. DEGREE EXAMINATION,
DECEMBER 2015/JANUARY 2016.

Third Semester

Finance

MERCHANT BANKING AND FINANCIAL SERVICES

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

1. What do you mean by Fund based Financial Services? How does it differ from Non-fund based activities?
2. What are the characteristics of Venture Capital?
3. Explain the various methods of Underwriting. Bring out the benefits of Underwriting.
4. Write short notes on Book-Building and Green Shoe Option.

5. Define Factoring. Explain the types of Factoring.
6. What are the facilities offered to Credit Card Holders?
7. Distinguish factoring from Forfeiting.
8. Outline the process of Credit Rating in India.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

9. Enumerate various Innovative Financial Instruments.
10. Define Merchant Banking. Discuss in detail the various services rendered by Merchant Bankers.
11. What is Credit Rating? How is Credit Rating done in India? Which are the Credit Rating Agencies?
12. Briefly explain the eligibility norms of the companies issuing securities through an offer document.
13. Explain the factors to be considered before selecting Mutual Fund.

14. Discuss the main features of National Housing Bank.

15. Define Insurance. Explain different types of Insurance Policies.

16. What are the methods of Venture Capital Financing in India? Explain the importance of Venture capital for the development of a Country.

PART C — (1 × 20 = 20 marks)

Case Study — Compulsory

17. In 2012, Facebook embarked on an IPO to meet regulatory requirements as well as raise the funds needed for future expansion. Facebook hoped to use the funds raised from the IPO to expand further by acquiring smaller companies, developing new technologies, and recruiting talented people. It was facing stiffer competition in the market as established rivals such as Google had launched their own social networks like 'Google+'. As Facebook's attempts to expand into other internet services like 'Email' were not fruitful, it decided to focus more on social networking to expand its business. It started to concentrate more on mobile advertising and introduced a new initiative called "Sponsored stories" to effectively tap the mobile channel. In order to further expand its reach, Facebook also

Questions:

- (a) Do you think that the performance of the marketing executives has fall on?
- (b) What is the problem in this case?
- (c) What do you recommend to solve the problem?

MBGN 3004

M.B.A. DEGREE EXAMINATION,
DECEMBER 2015/JANUARY 2016.

Third Semester
General

MANAGEMENT CONTROL SYSTEMS

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

1. What are the essential features of an effective evaluation and control system?
2. What are the elements of control?
3. What are the steps involved in budgetary control?
4. Bring out the advantages of flexible budget.
5. Distinguish between performance appraisal and performance management.
6. What are the applications of Activity Based Costing?
7. Write down the objectives of human resource accounting.
8. What are the advantages of holding company accounts?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

9. Explain the various process of operational control.
10. State the determinants of organizational climate.
11. Explain the various types of audit.
12. What is internal auditing? What are the steps involved in internal audit execution?
13. Explain the various steps involved in Activity Based Costing.
14. Explain the various components of performance management system.
15. What is mean by balanced scorecard? What are its characteristics?
16. Explain the various steps involved in designing the controlling system.

PART C — (1 × 20 = 20 marks)

Case Study — Compulsory.

17. South Indian Bank was instituted in 1950. Most of the employees joined as Clerks with matriculation qualification in 1950s and in 1960s became the branch managers and regional managers by 1988. Thus most of the managers of the bank are either

matriculates or graduates. These managers have been performing various functions including marketing functions of the banks like purchasing of deposits and selling of advances. Top management for the banks decided to employ candidates with MBA (Marketing) qualification as marketing executives in 1986. The managers of the bank protested against the management decision saying that they could perform, with their long experience, the marketing functions more efficiently than MBAs. But the top management ignored the opposition of the managers and employed MBA (Marketing) candidates as marketing executives. MBAs joined the bank 1987 and assumed the responsibility of purchasing of deposits, selling advances and recovery of advances.

The performance of the bank was poor during 1987 and 1988 especially in areas like deposit mobilization (by 30%), sanctioning of advances (by 20%) and recovery of advances (by 40%). The personnel department, besides other departments of the bank, was asked to find out the reasons for the declining performance. The newly employed marketing executives felt that the old managers would not accept new ideas proposed by them. Whereas the old managers opined that the marketing executives, thought very high of themselves and did not allow themselves to share others experience and ideas.

His favourite social interest is in the field of education. He takes pride in the fact that he had been responsible for establishment of as many as 24 degree colleges and some 400 middle schools in the State of UP. He is also involved in the activities of Drug Addiction Control Institute, being its Chairman. He also became the Executive Chairman of Indian Federation of United Nations Association and Patron President of UN Council of Indian Youth. His latest interest, according to him is in the revival of the National Herald in his capacity as its Executive Director. He claims he has the most modern facilities such as High Tech Photocomposing machines etc. to be installed there. He feels confident that he would put his paper back on the rails soon.

Questions:

Enumerate the Qualities and Strengths of the entrepreneur.

MBGN 3005

M.B.A. DEGREE EXAMINATION,
DECEMBER 2015/JANUARY 2016.

Third Semester

General

ENTREPRENEURSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

1. State the functions of an entrepreneur.
2. What are the qualities of true entrepreneurs?
3. What are the objectives of EDP?
4. Explain the classification for a project.
5. What are the factors involved in the technical appraisal study?
6. What are the characteristics of entrepreneur?
7. What are the barriers to corporate entrepreneurship?
8. Explain the strategies to motivate women entrepreneurship.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

9. Bring out the characteristics of entrepreneur.
10. Discuss the role of entrepreneurs in the economic development of a country.
11. Explain the factors which motivate people to become entrepreneurs.
12. Explain the various characteristics of project.
13. Discuss various methods of project appraisal.
14. Explain the classes of corporate entrepreneurs.
15. Discuss the causes of slow growth of entrepreneurship in India.
16. What problems are faced by women entrepreneurs and how do they cope with these problems?

PART C — (1 × 20 = 20 marks)

Case Study – Compulsory.

17. Superior Fabrics

A chance meeting with Mr. M. M. Agrawal was an exciting experience. An MA, M.Com., L.L.B., Mr. Agrawal started his career as a government servant in the UP Judicial service. After three years stint there, he decided to switch over to running his unit. Superior Fabrics, a unit started

by his father at Kanpur, was his first attempt at business management. His two years' effort to manage this unit proved to be an utter failure; and wound up incurring losses to the tune of about Rs.1 crore.

He decided to cry a halt to his entrepreneurial zeal and return to something more secure and stable. He opted for the teaching profession: teaching law at the DAV College, Kanpur. After spending two years there are, he got fed up and decided to try his hand at reviving his earlier textile venture. This was in 1961 and this marked a new chapter in his career.

Not only did he revive this unit, but he opened new units with a vengeance. He recalls that during the years that followed, he did remarkably well as a businessman. He had been responsible for setting up some 19 companies including two leasing companies; and of these, 16 were in the engineering line. His main thrust had been in Kanpur.

While his units had been doing well he suddenly found that his interest in them was on the wane. He was itching to switch over to some social work. He had trained his son, Mr. Sanjeev Agrawal, as M.Com to run his business ventures. He decided to pass on his business interests to him and devote his attention fully to social service.