

**MBGN 4001/FM 4001/**  
**IN 4001/MBLG 4004**

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Fourth Semester

General/Finance/ Insurance Management

INVESTMENT AND PORTFOLIO MANAGEMENT

(2012 – 2013 Batch Onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Define "Money market". Explain the common Money Market Instruments.
2. Explain the means and ways of economic forecasting. What are the factors you will take into account for such an analysis?
3. What do you mean by New Issue Market? What are the challenges faced by the new issue market post financial crisis?
4. Explain the Markowitz theory of portfolio construction.



5. Write Short Notes on :
  - (a) Sharpe's Performance Index
  - (b) Treynor's Performance Index.
6. Explain the differences between Fundamental and Technical Analysis. As an analyst which do you prefer? Why?
7. What are the charting methods available in Technical Analysis? Are they useful indicators? Discuss.
8. What are the various types of portfolios depending upon the investor needs?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the structure of the Capital Market. Is the Structure effective in implementing its objective?
10. What is portfolio diversification? How can efficient diversification be achieved? Explain.
11. Explain CAPM model with a suitable example.
12. What is the theory of random walk? How is it different from fundamental analysis?

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13. What is the concept of derivatives? What is the role of derivatives in a free market?
14. Explain the investor's protection measures taken by the regulatory authorities in the primary market.
15. Discuss the relationship between fundamental analysis and efficient market hypothesis.
16. What are the economic indicators that affect the Indian Stock Market?

PART C — (1 × 20 = 20 marks)

Compulsory

17. An investor is seeking the price to pay for a security, whose standard deviation is 3.00 per cent. The correlation coefficient for the security with the market is 0.8 and the market standard deviation is 2.2 per cent. The return from government securities is 5.2 per cent and from the market portfolio is 9.8 per cent. The investor knows that, by calculating the required return, he can then determine the price to pay for the security. What is the required return on the security?

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A customer who had just bought the car from Arion was upset, as the car had developed a couple of significant problems within a week. It had an unexplained noise in the engine while turning and its rear bumper had come loose. The customer claimed that he had been sold a defective car, and that the dealer should replace it with a new one.

The service manager at Arion motors tried to communicate to the buyer that it was company policy to rectify any problem within the warranty period free of cost, and that he would do the same, as per the policy. However, the customer was not satisfied, as he would have to suffer great inconvenience on account of it.

Question:

Being a businessman on the move, he had many important engagements, and he would be severely hampered in his movements without a car. What should the Arion service manager do?

**MBGN 4002/MM 4002/**  
**MBLG 4003**

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Fourth Semester

General/Marketing

SERVICES MARKETING

(2012 – 2013 Batch Onwards)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. Describe the ways in which services can be classified.
2. Explain the guidelines for pricing of services.
3. How will you segment the service market? List some common variables used in segmenting the market.
4. Discuss the factors influencing Expected Service of customer.
5. Describe the different strategies that can be used for marketing of tourism.



6. Suggest the strategies of Portfolio Management Services to handle intangibility.
7. What is Blue-Printing? What are the stages involved in a blue-print preparation?
8. Discuss the Channel Management Issues in services marketing.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Taking the examples of service organisations like Railways, Airlines, Banks, Exhibitions and Hotels, identify the strategies they adopt to tangibilise their intangible service.
10. Do you think that physical evidence really matters in marketing of services? Give reasons.
11. What are the different media used by (a) Airlines and Hotel industry (b) Credit Card and Banking Sector and (c) Beauty Parlour and Saloon. Discuss (possible reasons) why these are preferred media on each case?
12. Explain the strategies to be implemented to keep the customer-force with service marketer.

13. What are the five dimensions of service quality? Give an example for each.
14. What are the problems faced by Professional service providers?
15. Describe the various influencing factors that affect the Patients, Doctors and Hospitals.
16. Describe the Gaps Model. Apply it to anyone service industry of your choice and explain how it could be used to plug the possible gaps in service quality.

SECTION C — (1 × 20 = 20 marks)

Compulsory

17. Case Study :

Arion Auto was a dealer for the Hanuman Motor Company, India's most popular car maker. Aimed at the first time buyer, this company had notched up 80 per cent market share at one time. Gradually, with the entry of new players, the share has come down to about 50 per cent by 2013, but there was still a large market for its 1200 cc car. In other segments, the company had a much lower share.

**MBGN 4003**

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Fourth Semester

General

INFORMATION TECHNOLOGY AND E – BUSINESS

(2012 – 2013 Batch Onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Explain the components of an information system.
2. Write a note on managerial challenges of Information Technology.
3. What is intranet? How does it differ from Internet?
4. Briefly explain various transaction techniques.
5. Explain B2B, e-commerce trade cycle.
6. What is supply chain Management? What are its features?



7. Explain ethical responsibility of a business.
8. What do you mean by computer crime? Briefly explain the different modes of committing computer crimes.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. List out the strategic uses of Information Technology.
10. What is data base? Explain the objects and types of data base.
11. Enumerate the merits and demerits of telecommunication networks in modern business.
12. Discuss the role of e-mail and internet in the development of e-business.
13. Explain the components of electronic payment system.
14. Critically examine the importance of IT planning in the development of e-business in India.
15. Discuss the different process of system development life cycle.
16. What do you mean by security management? Discuss the various tools of security management.

PART C — (1 × 20 = 20 marks)

Case Study – (Compulsory)

17. ANE.R. MODEL

"The imported product division of the Widget Corp. has 10,000 customers who place orders against 5,000 products. An average of five orders is outstanding at any time for each customer, with 20 percent of these orders having back orders to be filled. Each order is made up of an average of five product items, but this can range from one to ten product items per order. Averages of two invoices are used to cover two shipments (on average) per order".

Question:

Prepare an entity-relationship diagram for this enterprise.

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 lesions 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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## **MBGN 4004**

M.B.A. DEGREE EXAMINATION,  
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Fourth Semester

General

INTERNATIONAL BUSINESS

(2012 – 2013 Batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

1. What are the objectives of IMF?
2. Write about the resources of IMF.
3. What are the components of balance of payments?
4. State the methods of affecting international payments.
5. Briefly describe the various monetary measures to correct disequilibrium in the balance of payments.
6. Describe the various hybrid exchange rate systems briefly.



7. Distinguish between spot exchange rate and forward exchange rate.

8. What are the functions of money market?

**PART B — (5 × 10 = 50 marks)**

Answer any FIVE questions out of Eight questions.

9. Enumerate the functions of IMF.

10. Explain the various implications of international financial system.

11. Discuss the causes of balance of payment imbalances.

12. Enumerate the types of financial intermediaries.

13. Discuss the various factors determining the exchange rates.

14. Describe the various functions of foreign exchange market.

15. Explain the components of money market instruments.

16. What is mean by global depository receipt? State its characteristics.

**PART C — (1 × 20 = 20 marks)**

**Case Study – Compulsory.**

17. Indian Leather Exports, an important foreign exchange earner for the country, has been reportedly hit hard by the decision of some major US retail chain like Eddie Bauer, LL Bean, Timberland and Casual Corner, and a German Company Bader to boycott leather goods from India in protest against the ill-treatment of animals here. This move came shortly after a decision by global retail chains Gap, Marks & 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 & Spencer in India, started out-sourcing leather from other countries to manufacture products for the global chain.



*Non - monetary reward:* In the non-monetary rewards all the workers of the company are taken out for a one day trip to some recreational spot such as zoo, amusement park, museum etc. The employees and their families are provided with accommodation, food, beverages during their trip. The essential idea under this incentive plan is for the encouragement and betterment of employer-employee relationship.

Ambattur clothing Limited follows certain conversion rates which is being followed according to the performance of the employees. The individual's performance is categorized into 4 bench marks :

- (i) excellent
- (ii) good
- (iii) average
- (iv) satisfactory

If the performance is excellent then the conversion rate is 20% of gross salary. For good it is 15% averages it is 10% and for satisfactory there is no increment.

Questions:

- (1) Appraise whether the business profits are linked to the incentives to the employees.
- (2) Examine the merits and demerits of monetary and non-monetary rewards.

## **MBGN 4005**

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Fourth Semester

General

### **TRAINING AND DEVELOPMENT**

(2012 – 2013 Batch Onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Examine the need for manpower planning.
2. List out the advantages of Job-Analysis.
3. Briefly explain the role of instructor behavior in learning process.
4. What are the essentials of good training programme?
5. Briefly explain on the job training techniques and its merits.
6. What is T-group Training? What are its purposes?



7. Distinguish between Training and Development.
8. Explain the importance of counselling in training.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Discuss the various methods of performance appraisal.
10. Explain the different methods of learning.
11. Explain the role of Development Officers in Training and Development.
12. Explain the importance of Training.
13. Explain the techniques for evaluating the effectiveness of Training.
14. Describe in detail any five of the off the job training methods.
15. Discuss the different methods of job evaluation.
16. Explain the different stages of career development.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study :

Incentives and performance

In Ambattur clothing Limited, they have a unique way of rewarding their work which is away from conventional methods. They have categorized this into two areas :

- (a) Monetary reward.
- (b) Non - monetary reward.

*Monetary reward:* The monetary rewards are provided to the employees according to their performance. To make it plain, it means increase in productivity, efficiency and cost effectiveness under the monetary rewards, there are performance ways, compliments etc. The best senior supervisor selected on the basis of productivity under his supervision, gets a compliment every year. All the categories in the hierarchy of work force will be rewarded at different levels of compliments. Right now at this point of time a brand new car is being awarded for the best performer (post being the senior supervisor).