

MBFM 4001/MBGN 4001/
MBIN 4001/MBLG 4004

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Marketing/Finance/IN/General

INVESTMENT AND PORTFOLIO MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A —(5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Distinguish carefully between investment and speculation.
2. Explain the structure of Indian Financial Markets.
3. State the significance and interpretation of the economic analysis.
4. Briefly explain Dow theory.
5. When do we adopt Random Walk Hypothesis? Why?
6. What is efficient frontier?

7. Explain the need for Portfolio revision.
8. Briefly explain the concept of Jensen's Performance Index.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Discuss different types of bonds.
10. Explain investment alternatives available to the rational investors in India.
11. Explain industry life cycle.
12. Write an essay on Financial Analysis.
13. What are the bases for technical analysis? Critically evaluate any three tools of technique analysis.
14. Discuss the various stages in Portfolio Construction.
15. If the market Portfolio is efficient? What is the relationship between the Beta factors for stocks and their expected rate of return?
16. What is CAPM? How is it different from APT?

2

MBFM 4001/
MBGN 4001/
MBIN 4001/
MBLG 4004

PART C — (1 × 20 = 20 marks)

Compulsory

17. Case Study :

What economic factors would you consider before you invest in equality market.

3

MBFM 4001/
MBGN 4001/
MBIN 4001/
MBLG 4004

MBGN 4002/
MBMM 4002/
MBLG 4003

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Marketing/General/Lateral Entry

SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any Five questions out of the following

1. Explain about comparative analysis between goods and services.
2. Explain about classification of services.
3. Explain the factors affecting the pricing decisions for service products.
4. "Physical evidence can be part of an effective delivery strategy" — comment.
5. How can the demand be managed for different capacity Situations?
6. Explain the dimensions quality of service with illustrations.

7. Explain the characteristics of financial services.
8. Explain the role of communication in services marketing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the origin and growth of services marketing in India.
10. What is the importance of Internet channel in Services Marketing.
11. What is Marketing Mix? Explain the Services Marketing Mix.
12. What are the differences between External Marketing and Internal Marketing.
13. What are new products? How are they developed?
14. What are the ways in which an organization can tackle the problems of customer gaps?
15. Explain the Marketing Mix elements for the Health services.
16. Explain the factors influencing Tourism Marketing.

2

MBGN 4002/
MBMM 4002/
MBLG 4003

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study:

A company in the health drink sector has launched a new health drink for people of all age. The product failed in the market as it was proved to be healthy just by 60% only when compared to the established rival brands. As the Marketing Manager of the company what kind of Marketing strategy and services you will adopt to promote your product? What will be your approach to make the customers to prefer your product and retain them.

3

MBGN 4002/
MBMM 4002/
MBLG 4003

MBGN 4003/MBLG 4001

M.B.A. DEGREE EXAMINATION,
JUNE 2017.

Fourth Semester

General/Lateral Entry

Paper XVIII — INFORMATION TECHNOLOGY AND
E-BUSINESS

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

1. What are the roles of information technology in human life?
2. What are the five components of information system?
3. What are the components of information technology?
4. What are the different types of databases?
5. Which are the Multis found in ERP? Explain.
6. What are the main activities of e-commerce?

7. What are the various applications of business models?
8. Bring down the need for information security management system.

PART B – (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

9. Explain various categories of information systems.
10. What are the steps involved in the conversion of manual to computer based information system?
11. What are the various modes of data processing? Explain.
12. Explain the trends in the evolution of ERP applications.
13. Explain in detail the benefits of ERP.
14. Explain the various designs of business models.
15. Discuss the various principles of effective information security.
16. Discuss the way in which an approach to information security can be implemented.

PART C – (1 × 20 = 20 marks)

Case Study – Compulsory

17. Top Towers are a famous MNC company that sells computers and accessories in Asia. The company finds the traditional customer relationship management to be very expensive as the cost incurred per contract has increased and the level of customer satisfaction has declined during the last six months. It wants a new system that would allow its employees to easily communicate between the various clients they provide work for.

Questions :

- (a) Find a solution for Top towers company to maintain instant communication with customers.
- (b) Can the company adopt e-CRM?
- (c) Can e-CRM replace traditional CRM?
- (d) What are the advantages of e-CRM?
- (e) What kind of features should the e-CRM software possess?

BFV analysis calculates that the bond is worth \$100,145 on a \$ 100,000 bond, compared with the reoffer price of \$100,320. Anything within a \$ 500 range on a \$ 100,000 bond more or less than its BFV price is deemed fairly priced.

Sara Lee is rated "AA-" by Standard & Poor's Corp. And "A1," one notch lower, by Moody's Investors Service.

In July 1994, Sara Lee's Netherlands division sold 200 million Dutch guilders (\$ 127 million) of three-year bonds at 35 basis points over comparable Netherlands government bonds. In January, its Australian division sold 51 million British pounds (\$78 million) of bonds maturing in 2004, to yield 9.43 per cent.

The International Finance in Practice reading above discussed a three-year \$100 million Eurobonds issue by Sara Lee Corporation. This article also mentions other bond issues recently placed by various foreign divisions of Sara Lee.

Questions:

- (a) What thoughts do you have about Sara Lee's debt-financing strategy?
- (b) "High-quality American corporate paper is their favorite buy," discuss about this and draw up your opinion of above quote.

MBGN 4004/MBLG 4002

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

General

INTERNATIONAL BUSINESS

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define international market.
2. Why the Bretton woods system collapsed?
3. Briefly discuss about the factors contributing disequilibrium in BOP.
4. What is meant by "call market"?
5. Discuss about the World Bank's first Currency Swap.
6. Enumerate the functions of foreign exchange market.
7. List out the classification of Exchange rate
8. Why the International Money Market is so called Eurocurrency Market?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the legal environment of international business.
10. What do you mean by IMF? Explain its purposes.
11. Explain balance of payment and its components.
12. List out the instruments offered by the international bond market?
13. What are the components of international money market? and explain briefly.
14. Explain about the Foreign exchange market.
15. Discuss about LERMS.
16. Enumerate about Eurobonds and Foreign bonds.

PART C — (1 × 20 = 20 marks)

17. Case Study Compulsory

Sara Lee Corp. Offers 3-Year Eurobonds at 6% Sara Lee Corp. is serving up a brand name and a shorter maturity than other recent corporate borrowers to entice buyers to its first-ever dollar Eurobonds.

2

MBGN 4004/
MBLG 4002

The U.S. maker of consumer products, Sara Lee Cheesecake to Hanes pantyhose and Hillshire Farm meats, is selling \$100 million in bonds with a 6 per cent coupon.

These are three-year bonds; other corporate bond sellers including Coca-Cola Co., Unilever NV, and Wal-Mart Stores Inc., have concentrated on its five-year maturities.

"It is well-known name and it is bringing paper to a part of the maturity curve where there is not much there," said Noel Dunn of Goldman Sachs International.

Goldman Sachs expects to find most buyers in the Swiss retail market, where "high-quality American corporate paper is their favorite buy," Dunn said.

These are the first bonds out of a \$ 500 million Eurobond program that Sara Lee announced in August, and the proceeds will be used for general corporate purposes, said Jeffrey Smith, a spokesman for the company.

The bond is fairly priced, according to Bloomberg Fair Value (BFV) analysis, which compared a bond with similar issues available in the market.

The bond offers investors a yield of 5.881 per cent annually or 5.797 per cent semiannually. That is 22 basis points more than they can get on the benchmark five-year U.S. Treasury note.

3

MBGN 4004/
MBLG 4002

This congenial environment continued for three years but latter the workers at the instance of outside leadership, started a trade union TAZ was upset with these development and to some extent, was firm in dealing with the unionised workers. The matter precipitated to a two-week strike. However at the intervention of the conciliation officer, a settlement was reached between the parties which gave higher wages and benefits to the workers at TAZ could eliminate some restrictive practices that had surfaced of late. Normally was restored.

TAZ has decided to educated the workers about the virtues of disciplined work performance. Accordingly, it approached a professional trainer to take up the assignment.

Questions :

- (a) What objectives would you keep in mind in conducting such a training programme? (6)
- (b) If you were the trainer, how would you design the training programme? (6)
- (c) Can employee involvement and work commitment be achieved through such a training programme? Give your reasons. (8)

MBGN 4005

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

General

TRAINING AND DEVELOPMENT

Time : Three hours

Maximum : 100 marks

SECTION A -- (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain how training relates to attracting new employees, Employees retention and motivation.
2. Explain how technology has changed the learning environment.
3. Differentiate between training and development.
4. Discuss the core concept of learning that facilitates training and development.
5. What is a competency based training program? How does it enhance performance?
6. What is role play training. Discuss the features of role plays.
7. How do you evaluate the effectiveness of training programmes?
8. What is job analysis and why is it important to an organization.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe the factors affecting the work place and learning. How can training help companies deal with these force?
10. What steps are included in the training design model?
11. Can allowing trainees to make errors in training be useful? Explain.
12. What is the relation between training and development and performance appraisal?
13. Why is it necessary to link training and development activities to the achievement of the organisation's business activities?
14. Systematic analysis of training need is a prerequisite to designing and conducting training programme. Discuss.
15. Describe various on the job and off the job training available in the organisations.
16. Explain case study method of training. Discuss the merits and demerits of case study.

SECTION C — (1 × 20 = 20 marks)

17. Case Study :

Training for disciplined work performance TAZ corporation is involved in the manufacturing of wheel rims for automobiles. Since there is a great demand for this product from the automobile manufactures of developed countries, including Japan and USA, the corporation had set-up its manufacturing unit in the export promotion zone (EPZ) at Chennai. EPZ extends many attractive terms for the exporters in the zone, including exemption from the applicability of labour laws to the units within EPZ.

TAZ selected bright engineers and sent them for hands. On training to Korea for six months. On their return, these engineers systematically trained on the shop floor work force in all aspects of product manufacturing. As jobs were of a technical nature, TAZ recruited boys from Industrial Training Institute and polytechnic Institutes in different crafts. This young work force whose average age 26 years, was dynamic and enthusiastically performed the jobs and was meeting the production targets. TAZ had also taken care of the needs of the work force and provided subsidised canteen, buses to take workers from town to work place and back, and other welfare measures.