

MBGN 3001/MM 3001

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

General(Common)

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the nature of consumer behavior.
2. Bring out the steps involved in consumer decision making process.
3. What are the ways through which culture is learned?
4. What is a Group? State its type.
5. Describe the process of perception.
6. List out the process involved in Product Positioning.
7. Examine the Consumerism in India.
8. Enumerate the significance of Ethics in the study of Consumer Behavior.

PART B — ($5 \times 10 = 50$ marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss the causes of consumer involvement.
10. Examine the Learning or Pavlovian Model of consumer behaviour
11. Analyze the three broad forms of cultural values.
12. Explain the term diffusion with its basic elements.
13. Elaborate the Maslow's theory of motivation.
14. Describe the various bases of market segmentation.
15. Explain the steps involved in marketing research.
16. Analyse the significance of Global consumer market.

PART C — ($1 \times 20 = 20$ marks)

Compulsory

17. Family Influences.

A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL,

National, Godrej, and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income group was content with semi-automatic machines. Manual hand operated machines were for the 'lower class of clientele, and also those living in the rural areas, where electrification was not complete, or the electricity went off for days together.

It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and purchase the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines.

The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the

children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions for Discussion

- (a) What should be the role of the marketer in the above case regarding advertisement, promotion, persuasion, and closing the sales?
 - (b) Who others could influence the purchase decisions in a family, in relevance with the above case?
 - (c) Do you feel that group interaction helps the buyer too, in his decision-making process? Elaborate.
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MBGN 3002/HR 3002

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

General

PERFORMANCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. State the characteristics of performance management.
2. Enlist the types of stress.
3. Elaborate the methods of flexible work.
4. Discuss Industrial restructuring and its scope.
5. Explain 360 degree performance appraisal method.
6. How is standardization defined?
7. Distinguish job specification and job description.
8. What are the major reasons that destroy harmony at workplace?

PART B — ($5 \times 10 = 50$ marks)

Answer any FIVE questions

9. Discuss the Performance Management System models.
10. Explain 5S concepts for workplace improvement.
11. Define 'Quality Circle' and state its advantages.
12. Elucidate the process of performance counseling.
13. Elaborate the ethical issues in performance management.
14. What are the stages of human life? State the duties to each stage of life.
15. State and explain any three theories of motivation.
16. Illustrate recruitment and its sources.

PART C — ($1 \times 20 = 20$ marks)

Compulsory

17. Rohit Narang joined Apex computers (Apex) in November after a successful stint at Zen Computers (Zen), where he has worked as an assistant programmer. Rohit felt that Apex offered better prospects, as it was growing much faster

than Zen, which was a relatively small company. Rohit joined as a Senior Programmer at Apex, with a handsome pay hike. He joined Aparna Mehta's five-member team. While she was efficient at what she did and extremely intelligent, she has neither the time nor the inclination to groom her subordinates. Time and again Rohit found himself thinking of Suresh, his old boss, and of how he had been such a positive influence. Aparna, on the other hand, even without actively doing anything, had managed to significantly lower his motivation levels.

Questions:

- (a) What according to you were the reasons for Rohit's disillusionment? Answer the question using Maslow's hierarchy of needs.
- (b) What should Rohit do to resolve his situation? What can a team leader do to ensure high levels of motivation among his/her team members?

MBGN 3003/FM 3003

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

General

MERCHANT BANKING AND FINANCIAL SERVICES

Time : Three hours

Maximum : 100 marks

PART A — ($5 \times 6 = 30$ marks)

Answer any FIVE questions.

1. Difference between financial rate of return and financial yield.
2. Who are the major players in financial services?
3. What were the reforms made by SEBI in 1992 when Merchant banking was brought under its control?
4. What is 'Green Shoe Option'? Explain its conditions.
5. What are the various steps involved in the factoring transaction?
6. Difference between factoring and bill discounting.

7. State the meaning and importance of mutual funds.
8. Write a short note on “Causa Proxima”?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the various fund - based and non-fund based activities of financial markets in India.
10. Describe the functions of Merchant bankers.
11. Discuss the various types of factoring.
12. State the benefits of mutual fund from the investor and promoter point of view.
13. Bring out the different types of insurance in India.
14. Explain the different types of mutual funds.
15. Explain the various types of credit cards.
16. What are the defects of credit rating in India?

PART C — (1 × 20 = 20 marks)

Answer the following questions

17. Case Study

"Unicon Securities Pvt. Ltd" was established to deal in securities. It was registered as a stock broker with National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) to trade in securities listed at these exchanges. It is also a depository participant with CDSL and NSDL. In the first three years, it developed its business successfully. After that the composition of Board of Directors changed. Some customers complained to the customer care centre of the company that shares purchased by them and for which the payment has been duly made, were not transferred to their D'mat Accounts by "Unicon securities Pvt. Ltd" . The executive of customer care centre promised the aggrieved customers that their shares will be transferred to their respective D'mat Accounts very soon. But the company delayed the matter and didn't transfer the shares of the customers to their D'mat Accounts. This eroded investor's confidence and multiplied their grievances.

Questions

- (a) Identify the step of trading procedure in a stock exchange which has not been followed by Unicon Securities Pvt. Ltd".

- (b) Name the Apex statutory body of capital market to whom customer can complain to redress their grievances.
 - (c) Write two values not followed by Unicon Security Pvt. Ltd.
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MBGN 3004

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

General

MANAGEMENT CONTROL SYSTEMS

Time : Three hours

Maximum : 100 marks

PART A — ($5 \times 6 = 30$ marks)

Answer any FIVE out of the following,

1. Briefly comment on the elements of control systems.
2. Does the strategic planning has a impact over control? Discuss.
3. Highlight the important of an auditor.
4. Compare and contrast on the product costing and accountability.
5. Highlight the importance of participative management.
6. Discuss the benefits of balance score cards.

7. Bring your views on the importance of ABC costing standard.
8. Briefly discuss the process of designing a control system.

PART B — ($5 \times 10 = 50$ marks)

Answer any FIVE out of the following.

9. Discuss and contribute your views on opportunities and limitations of the span of control.
10. Performance budgeting is one of the best control—Discuss.
11. Dual focus and accountability are the two sides of organisational development—Comment.
12. Examine the importance of learning curves.
13. Elucidate the issues in measuring performance to match strategy.
14. Comment on the strategies framed to measure the holding of company accounts.
15. Do delegation and decentralisation are very in nature—Discuss.
16. Elucidate the importance of internal audit control.

PART C — (1 × 20 = 20 marks)

17. Case Study—Compulsory

During the late 1990s the external environment was changing rapidly and Philips needed to respond quickly to these changes. However, the existing organization structure at Philips did not support this kind of change. The company's operations were spread across several countries, and the products were most often sold in the country in which they were manufactured. With growing wage levels, selling and manufacturing in the same country was not a lucrative value proposition. This was especially the case in some of Philips' major markets in Western Europe where the cost of manufacturing had increased significantly.

At the same time, the growing influence of Asian companies like LG and Samsung increased competition in the businesses in which Philips was operating. These changes made Philips realize that its operations needed to be more flexible, more innovative, and value adding. A silo mentality had developed in the organization due to years of bureaucracy... At Philips, the initiative to implement the Balanced Scorecard system came from the top management at its headquarters in the Netherlands. All the subsidiaries of Philips across the world were instructed by their quality departments on how to go about the implementation...

During the periodical management reviews, the Balanced Scorecard was used as an instrument to evaluate actual performance against the targets and to monitor future plans. Philips used the traffic light system with the green light indicating a target that had been met, amber indicating performance in line with the target, and red denoting a problem area, to measure the level of achievement of the key indicators. The employees were more loyal to the business unit in which they were working rather than the company as a whole...

Question:

- (a) Explain the need for balance score card.
 - (b) What results have been achieved by the company by incorporating balance score card?
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MBGN 3005

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

General

ENTREPRENEURSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of eight questions.

1. Who is an entrepreneur? Distinguish between entrepreneur and enterprise.
2. What are the important environmental factors influencing entrepreneurship?
3. Write the strategy for entrepreneurship development.
4. How detailed project report differ from feasibility report?
5. Elaborate the steps in project identification
6. Explain steps to improve rural entrepreneurs

7. Discuss the difference between corporate and entrepreneurial culture
8. What are the problems of women entrepreneurs?

PART B — ($5 \times 10 = 50$ marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Elaborate the principle of innovation process and also explain its types.
10. Explain the characteristics and functions of the entrepreneur.
11. Elaborate the entrepreneurship development process.
12. Explain various techniques used in project appraisal.
13. Discuss the various stages in project formulation.
14. Explain the process of establishing intrapreneurship in an organization.
15. Describe the self-help group for women entrepreneur in detail.
16. Write note on the special entrepreneurship development programmes in detail.

PART C — ($1 \times 20 = 20$ marks)

Compulsory

17. Suppose you are to conduct a feasibility study on the prospects on setting up a handmade paper manufacturing unit in the sub urban of your city.

Questions

- (a) What factors you will consider to study the technical and economic feasibilities of the project?
 - (b) Give an outline of the 'feasibility report'.
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