

MBMM3001/GN3001

M.B.A. DEGREE EXAMINATION, JANUARY 2022.

Third Semester

General (Common Paper)

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is Perceptual Mapping?
2. Workman compensation Act, 1923 is a boon or a bane. Explain.
3. “Playing Trumps’- Explain.
4. Define Liberalization, Privatization and Globalization.
5. What is Instore choice?
6. Explain “Market Segmentation Approach”.
7. Discuss “Cognitive Dissonance Theory”.
8. List the Models of Attitude of consumers. Explain Tri-component Attitude Model.

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following questions.

9. Mention the various influences of the Market on consumers. Explain
 - (a) Environmental Influence
 - (b) Social Influence
 - (c) Cultural influence
10. 'A' was a minor admitted to the benefits of a partnership. After attaining majority, he decided not to continue as a partner. He did not give any public notice of the same. Is he liable for the acts of other partners after his retirement? Explain. Explain different kinds of partnerships.
11. What are the Scales used to Measure the Attitude of the Customers in the Customer Intelligence System.
12. Marketers don't create needs, needs pre-exist marketers, and discuss the statement.
13. Explain Input, Process, Output Model.
14. Explain the influence of children and teenagers on family buying behavior.
15. Discuss the role of Psychographic in affecting the consumer behavior.

16. How can a consumer arrive at a decision? Explain various stages in it.

PART C — (1 × 20 = 20 marks)

Case Study (Compulsory Question)

17. Define Consumer Behaviour. What is the importance of studying Consumer behaviour? Discuss the models of Consumer Behaviour and suggest which model is the best suited at the present scenario with few examples.
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MBHR 3002/GN 3002

M.B.A. DEGREE EXAMINATION, JANUARY 2022.

Third Semester

General

PERFORMANCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the salient steps in development of performance management system?
2. Explain the life cycle of teams.
3. What are the imperative of performance management?
4. Explain briefly the concept of 5S in work place.
5. What is performance monitoring? Describe the essential steps of performance monitoring.
6. Discuss the concept of ethics in performance management. Give examples.
7. What are the concepts and components of reward system?
8. What are the methods of performance appraisal?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What is the equity principle and how does it help in management of employees' performance?
10. Discuss the role of performance management in organizational excellence.
11. What is team-based management by objectives? How can team-based goals to be reached?
12. Explain the implication of performance management on the reward system of an organization.
13. What is mentoring? Discuss the process of institutionalizing mentoring programme with a suitable diagram.
14. Define Ethical performance management. Enlist the principles of ethical performance management.
15. Discuss different types of leadership and their suitability to present day organizations.
16. Explain performance management in multinational corporations. Why is it different from domestic companies?

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Vikas Bhavan is a non-government organization committed to facilitate electrifying all villages in selected districts of Chattisgarh. In the first phase, seven districts of Chattisgarh were indentified for this purpose. About 700 people are expected to work in these districts. These employees are classified into three groups: village level implementers, mandal level coordinators and district level managers. The organization proposed to build leadership for successful implementation of the task in these districts.

Discuss what level of leadership development is required in employees? Why and how?

MBFM 3003/GN 3003

M.B.A. DEGREE EXAMINATION, JANUARY 2022.

Third Semester

General

MERCHANT BANKING AND FINANCIAL SERVICES

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain any five Fund Based Services rendered by Financial Services Institutions.
2. Write a short note on:
 - (a) Registrars to an Issue
 - (b) Promoters Contribution
3. Discuss the process of IPO through Book-building.
4. Explain the Modus Operandi involved in Forfeiting.
5. What do you mean by the following terms:
 - (a) Asset Liability Management
 - (b) Mortgage Based Securitisation
6. Enumerate the role of Unit Trust of India (UTI) in Mutual Fund industry.

7. Define Insurance and explain the different types of Insurance and Insurance Companies.
8. Examine about the credit rating process followed by credit rating agency.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Specify the various kind of Innovative Financial Instruments issued by Corporate India.
10. Describe the procedure involved in the issue of Indian Depository Receipts (IDR).
11. What is IPO and explain the IPO issue management activities performed by Merchant Banker.
12. Enumerate the role of National Housing Bank in the field of Housing Finance.
13. Evaluate about the origin and growth of Venture Capital Financing.
14. Briefly explain the factors to be considered before selecting a Mutual Fund?
15. Examine the pros and cons of using the credit card.
16. Explain about the Retirement Plans and its features.

PART C — (1 × 20 = 20 marks)

Compulsory

17. ICICI Group offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialised group companies and subsidiaries in the areas of personal banking, investment banking, life and general insurance, venture capital and asset management. With a strong customer focus the ICICI Group Companies have maintained and enhanced their leadership positions in their respective sectors. You are required to answer the following questions
- (a) Identify the funds based and fee based services provided by ICICI — Group to retail customers.
 - (b) Identify the fee based and fund based services provided by ICICI - Group to its corporate customers.
 - (c) What considerations are to be kept in mind which extending these services to customers?

MBGN 3004

M.B.A. DEGREE EXAMINATION, JANUARY 2022.

Third Semester

(General)

MANAGEMENT CONTROL SYSTEM

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight of the following questions.

1. How do you describe formal aspects of management control systems to include a generic set of five mutually supportive management subsystems?
2. State and explain the various tools used to evaluate internal control in detail.
3. List out the factors are to be considered in respect of responsibility accounting while using as a device for the management control?
4. How you justify the importance of participative management in control system?

5. What are the difference between task/operational control and management control?
6. List out the differences between management control of ongoing operations and management control of projects.
7. What are the difference between reporting under responsibility accounting and budgeting?
8. What are corporate level strategies and business unit strategies? Who are involved in framing such strategies?

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of Eight of the questions.

9. Examine the role played by informal control process in the development of management control system.
10. How will you do admin a budgetary control system? Explicate the role of an auditor in carrying out audit procedure for an organization?
11. Discuss the objectives and features of transfer pricing in detail. List out the points to be considering before fixing the transfer pricing?
12. Briefly explain the formal control process and role played by accounting system and information handling system in detail.

13. Enlighten the various types of managerial styles. How managerial styles are important to the design of control system?
14. What is meant by human resource accounting? Explicate an assortment of methods for measuring Human resource accounting.
15. Briefly give details about the twelve step process of designing control system in detail.
16. What kind of performance is measured in profit centers? What are the criteria for evaluating that performance?

PART C — (1 × 20 = 20 marks)

Compulsory

17. A European bank wants to start operations in India. As a Management consultant, how do you arrangement about this startup and what are the various factors that it has to keep in mind in order to ensure an effective control system?
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MBGN 3005

M.B.A. DEGREE EXAMINATION, JANUARY 2022.

Third Semester

General

ENTREPRENEURSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following questions.

1. Bring out the features of Entrepreneurship.
2. Mention the role of the entrepreneur.
3. What is a partnership company? Give few examples.
4. What is Intrapreneurship and why is it important?
5. Explain the need for rural entrepreneurship.
6. What are the constraints for the growth of entrepreneurial culture?
7. Bring out the classification of SSI units.
8. Define Franchise with suitable examples.

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following questions.

9. Discuss the methods of promotion and development of Entrepreneurship.
10. Why is Turnaround Strategy essential for the Survival of a Failing Business? Explain.
11. Prepare a feasibility report for a to be started business.
12. Analyse the concept, need and strategies of Corporate Entrepreneurship.
13. Evaluate the growth of entrepreneurship in health and allied services.
14. Discuss the motivation theories of entrepreneurship.
15. Explain the entrepreneurship in informal sectors.
16. Discuss the growth of Entrepreneurship in pre and post independence era.

PART C — (1 × 20 = 20 marks)

(Compulsory questions)

17. Case Study :

Imagine you have started a Rural Handicrafts, a social enterprise, leveraged technology and provided infrastructural support to indigenous weavers and craftsmen from rural India for a sustainable living. It's journey started with only two products and one Facebook page that later increased to a product portfolio of around 300 products.

- (a) Evaluate the traits and intentions of a social entrepreneur.
 - (b) Share your challenges as an entrepreneur.
 - (c) What is the success strategy you adopted?
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