

The General Manager was with the Company since its inception and ever since the demise of the owner, ran the factory in his own way. He did not give a proper feedback or periodical report to Mr. Ramaswamy. He felt unhappy over this; but did not want to displease the General Manager left the Company, things may worsen further and to find a proper substitute may be difficult.

Mr. Ramaswamy in his anxiety to improve the matter appointed Miss Kamala, a fresh MBA from US and also daughter of a family friend. He requested her to go the factory and assigned her responsibility of setting the whole things right. Miss. Kamala was absolutely new to the environment itself, though she was a Marketing expert by qualification.

Questions :

- (a) What do you feel about Mr. Ramaswamy's attitude?
- (b) Do you think Ms. Kamala can manage the show?
- (c) If you are the GM (Production) how would you tackle the situation?
- (d) Was it necessary for Mr. Ramaswamy to appoint Ms. Kamala, otherwise, how he should have tackled the situation?
- (e) Diagnose the real problem.

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MBLC 1005

MBMM 3001/GN 3001/
MBLC 1005

M.B.A. DEGREE EXAMINATION,
JUNE 2016.

Third Semester

General/Marketing

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. State the characteristic features of the Indian Consumers.
2. Enumerate the factors influencing the Consumer Behaviour.
3. Explain the concept of culture.
4. State the characteristics features of Opinion Leaders.
5. State the nature of personality.
6. Explain demographic Segmentation.
7. What are the ways to retain the Customers?
8. What are the Consumer Rights?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the role of Family in Decision making process.
10. What do you mean by Decision Making and explain the Decision making process.
11. Explain the Rogers model of Adoption/Diffusion process.
12. What are the basic criteria for the market segmentation? Explain in brief.
13. State and discuss the nature and functions consumer attitude.
14. State and explain the consumers response to dissatisfaction of goods and services.
15. What are the different methods of purchasing through the use of Internet and other electronic devices? Explain.
16. How consumers are protected through National/State/District forum provided in the consumers protected Act?

PART C — (1 × 20 = 20 marks)

Case study – Compulsory.

17. Organisational Communication.

Mr. Ramaswamy had taken his father's engineering goods manufacturing company, two years ago on the demise of his

father. This company was set up by his father two decades ago and Ramaswamy did not have any practical experience.

Since the takeover, he was facing quite a lot of problems. Profits were showing a declining trend, turnover decreased and there were complaints in regards to the quality of the finished goods. Customers were unhappy. On checking up, the production department was complaining about the purchase department in procuring raw materials from vendors whose reputation and business standings were not good. He was also faced with liquidity problems. The Bankers when approached informed him that the figures and the project report did not justify any further grant. The Bankers informed that the repayment of the earlier loans itself was very much delayed. The Bankers complained that the inventory listed in the stock statement furnished by the General Manager of the factory was short when physical counts were made by the banks staff. Mr. Ramaswamy normally sat in the Head Office at Nariman Point, Mumbai, while the factory was at Thane, a suburb of Mumbai. The factory was managed by a General Manager (Production) to whom all the personnel at the factory including the purchase department reported. The sales, administration and secretarial departments were under the direct control of Mr. Ramaswamy.

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MBLC 1005

MBLG 3002/
MBGN 3002/HR 3002

M.B.A. DEGREE EXAMINATION, JUNE 2016.

Third Semester

General/HRM

PERFORMANCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define the term performance management and its principles.
2. Explain in detail the organization role in facilitating employees performance.
3. What are the measures to improve performance and reduce stress?
4. Write short notes
 - (a) Job analysis (2)
 - (b) Job description (2)
 - (c) Job specification. (2)

5. Explain Maslow's Hierarchy theory.
6. What do you mean by quality life cycle and its advantages?
7. What are the objectives of performance appraisal?
8. Disuses about the spirituality in India.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain in detail about the process of performance management system.
10. Discuss about the model of performance management system.
11. Explain the types of stress.
12. Define the team building and its life cycle.
13. Explain about the reward based performance management.
14. What are the practices to promote the morale?
15. Explain the different types of performance appraisal.
16. Explain the specific problems faced by MNCs in performance management systems.

PART C — (1 × 20 = 20 marks)

17. Case Study (Compulsory)

In a BPO, where Mr. Sunil Sharma works with, the employee turnover rate is very high. Employees used to cut jokes on this area of HR instability during their canteen visits and tea breaks. One day, when Sunil came to know that his colleague Ms. Shilpa Sangal is attending an interview in another BPO for a higher designation, he sent her an email through the Office Desktop, wishing her good luck.

Floor manager, who was monitoring the emails of employees, without their knowledge had got the information. Shilpa didn't get that job. But, the Floor Manager, who was considering her name for the place of Floor Team leader, which is a promotion, rejected her name from the list, thinking that she may not be continuing her job in the company.

Question :

The action taken by the floor manager is correct? State the reason for your answer.

The SEBI's AIF Regulations, defines an Alternative Investment Fund (AIF) to mean any fund established or incorporated in India which collects funds from domestic and/or foreign investors for investing the funds in accordance with a defined investment policy. However, the consolidated Foreign Direct Investment Policy effective from 10 April 2012 does not permit foreign investments in AIFs. While, the Department of Industrial Policy and Promotion (DIPP) has in the last one year, issued clarifications and made changes to the FDI Policy, none of the press notes issued till date mention the possibility of foreign investments in AIFs. In addition to this, the AIF Regulations created a category of AIFs that would be eligible for tax benefits. However, the government has not announced any benefits or conditions for funds to qualify as such AIFs so far. A similar disconnect is seen in the regime for QFIs who were allowed to invest in the Indian equity and debt markets to boost foreign investment in the country. However, this route hasn't seen much success due to the skepticism surrounding the tax risk for depositories whose clients are QFIs.

Question

Identify the problem in this case. Give suggestions to solve the problem.

MBFM 3003/GN 3003/
MBLG 3001

M.B.A.DEGREE EXAMINATION, JUNE 2016.

Third Semester

Finance/General

**MERCHANT BANKING AND INDIAN FINANCIAL
SERVICES .**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the features of new financial products and services?
2. What is merchant banking? What are the services rendered by merchant bankers?
3. List out the various types of factoring.
4. What is securitization? What are the advantages of securitization?
5. State the regulations of SEBI on mutual funds.
6. Examine the reasons for slow growth of venture capital companies in India.
7. Enumerate the drawbacks of credit rating in India.
8. Write short notes on :
 - (a) Book Building
 - (b) IPO
 - (c) Asset liability management.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the various fund based and non fund based activities of Financial markets in India.
10. Discuss the role of a merchant banker.
11. Elucidate the differences between factoring and bills discounting.
12. Describe the different types of mutual funds.
13. Explain the different stages involved in venture capital financing.
14. Enumerate the powers and functions of IRDA.
15. Analyse the working of National Housing Bank.
16. Write short notes on :
 - (a) Indian Depository Receipt (IDR)
 - (b) Underwriting
 - (c) Share Transfer Agents
 - (d) Seed Capital
 - (e) UTI.

PART C — (1 × 20 = 20 marks)

Case Study Compulsory Question.

17. The SEBI and RBI have been working independently towards rationalising the existing investment regime to make it more investor-friendly. This shift in attitude is evident with the introduction by SEBI of Qualified Foreign Investors ("QFIs") as a new class of investors, the promulgation of the SEBI (Alternative Investment Fund) Regulations, 2012 and permission granted by RBI to Foreign Venture Capital Investors (FVCIs) to participate in secondary transactions. In addition, RBI has allowed FVCIs to be active participants in stock exchanges which seems to encroach on the monopoly of Foreign Institutional Investors (FIIs) regulated by SEBI. FVCIs were permitted invest in venture capital funds and Indian venture capital undertakings, which are defined to mean companies not listed on a recognised stock exchange and to invest up to a third of their investible funds in preferential allotment by listed companies. RBI's circular dated 19 March 2012 extended this, allowing FVCIs to invest in eligible securities by way of private arrangement, purchase from a third party or by investing in securities on a recognised stock exchange. Although the RBI Circular issued in this respect attempts to liberalise investments made by FVCIs in India, it is subject to provisions of SEBI Regulations, which currently don't allow FVCIs to invest in the manner permitted by RBI's Circular.

MBGN 3004

M.B.A. (General) DEGREE EXAMINATION,
JUNE 2016.

Third Semester

MANAGEMENT CONTROL SYSTEMS

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

1. Explain the elements of control systems.
2. Distinguish between internal audit and external audit.
3. Explain the Importance of management control process.
4. Define Responsibility center. Explain its nature.
5. What are the leadership qualities that you would look for in a manager?
6. What is Morale? Explain its Feature.
7. Define Insurance. State the Basic Insurance Accounting.
8. Describe the importance of cooperatives.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

9. Discuss the Nature of good management control systems.
10. Explain the Advantages and Disadvantages of Flexible budget.
11. Explain the types of Audit.
12. Discuss the types of Responsibility centers.
13. Define Transfer prices. Explain its objectives.
14. Discuss the twelve steps process of designing controlling system.
15. What is Participative management? Explain its merits and demerits.
16. Explain the special characteristics of non-profit.

PART C — (1 × 20 = 20 marks)

(Compulsory) – Case Study

17. Profit Center Problems :

AMAX Automobiles

AMAX Automobiles was a car company with three product lines. Line A was aimed at the luxury segment, line B at the upscale segment and line C at the mass market segment. Each of the three

product lines was sold under a different brand name and used different distribution systems. Lines A, B and C were currently produced and marketed by Divisions A, B and C respectively.

Some components were common to the three divisions. Some of these common components were sourced externally while others were manufactured inside the company. Also, there existed considerable scope for technology and know-how transfer across divisions. Specifically, product innovations seemed to originate in division A and then migrate to divisions B and C. However, process innovations seemed to originate in division C and then migrate to Divisions A and B.

How should AMAX be organized and controlled?

MBGN 3005

**M.B.A. (General) DEGREE EXAMINATION,
JUNE 2016.**

Third Semester

ENTREPRENEURSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions

1. Who is an entrepreneur? Distinguish between entrepreneur and enterprise.
2. Explain the importance of environmental factors influencing entrepreneurship.
3. How a technical feasibility of a project can be ascertained?
4. State the significance of Project report.
5. How to identify the general characteristics of an intrapreneur?
6. Why is pilot store so important for the potential franchisor?

7. What is a women Entrepreneurship? Explain the need for women entrepreneurship.
8. Explain the role of institutional agencies in promoting women entrepreneurship.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

9. List out the problems of entrepreneurship development in India.
10. 'Entrepreneurs are made not born' comment and give reasons for your views.
11. Define the term 'Small Scale industry'. Discuss the different types of government support for the development of small scale industry.
12. "Formulation of projects involves scientific procedure"—elucidate.
13. Why has franchising been so successful in the United States? Does it have the same potential worldwide?
14. Suggest the various ways and means of developing women entrepreneurs. Also suggest the type of industries/business that could be suitably established by women entrepreneurs.

15. What is tourism attraction? How could tap the entrepreneurial opportunities prevailing there?
16. Discuss the principles of innovation process.

PART C — (1 × 20 = 20 marks)

Case Study

17. Assume you are to conduct a feasibility study on the prospects on setting up a handmade paper manufacturing unit in the sub urbs 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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