

3M1101

Roll No. 21MSKXK608

Total No. of Pages: 3

**3M1101**

**M.B.A. III - Sem. (Main) Exam., - 2023**

**FINANCE**

**M-310 Security Analysis & Portfolio Management**

**Time: 3 Hours**

**Maximum Marks: 70**

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL 2. NIL

**PART - A**

[10×2=20]

**All questions are compulsory**

- Q.1 What is the meaning of current yield and holding period yield?
- Q.2 What is EIC Framework?
- Q.3 Difference between Standard deviation and Beta as measures of risk. (any two)
- Q.4 Name the important participant of security market. Explain any two of them in brief.
- Q.5 What is face value of shares? Describe.
- Q.6 What do you understand by Technical Analysis?
- Q.7 Give the formula to calculate Beta of portfolio.
- Q.8 What do you understand by support and resistance level?

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Q.9 What stock make up the BSE National Index?

Q.10 Give the full form of SPN and DBB.

**PART - B**

[5×6=30]

**Attempt any five questions**

Q.1 Describe the factors affecting savings and investment in India.

Q.2 Explain the concept of Risk and Return in the context of portfolio.

Q.3 Stock A and B have the following parameters -

Parameters	Stock A	Stock B
Expected Return	20	30
Expected Variance	16	25

Covariance for A and B stock is 20.

Do you find any advantage of holding a combination of A and B stocks?

Q.4 What do you mean by constant growth in dividend? How does growth factor effect the value of the share?

Q.5 Explain Markowitz Theory.

Q.6 What do you mean by repository system? How is this useful to share investor?

Q.7 What will be the post tax yield to maturity for given condition of a Bond?

The issue price is ₹ 90 and redemption price is ₹ 150. Income tax rate is 30% and capital gain tax is 10%. Time is 5 years and 9% interest rate.

Q.8 Write note on any two of the following -

(a) Sharp's Optimal Portfolio

(b) Steps taken by SEBI to protect investors interest

(c) Compare Bar chart and Candle stick chart.

**PART – C**

[20]

**(Compulsory)**

Q.1 Ms. Neha Singh wants to make investment in stock 'W' and stock 'X'. The standard deviation and the expected return on 'X' and 'Y' stock are -

Stock	Expected return	Standard deviation
W	0.15	0.30
X	0.10	0.20

The correlation between the two stocks is +1.0. Consider the following combination of the stocks 'W' and 'X', she wishes to invest. Suggest her which option will be best for her and why? You need to determine the expected return and risk.

Combination of these two stock are -

Combinations	% Stock W	% Stock X
a	70	30
b	50	50
c	30	70
d	10	90

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Roll No. 21MSKXX608

Total No. of Pages: **3**

**3M1104**

**M.B.A. III - Sem. (Main) Exam., - 2023**

**FINANCE**

**M-311 International Financial Management**

**Time: 3 Hours**

**Maximum Marks: 70**

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

**PART - A**

**[10×2=20]**

**All questions are compulsory**

- Q.1 What is a greenfield investment?
- Q.2 What is the IMF?
- Q.3 What is an exchange rate?
- Q.4 What do you mean by the expected future spot rate?

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[1040]

- Q.5 What is basket currency?
- Q.6 What is systematic and unsystematic risk?
- Q.7 What is PPP?
- Q.8 What are the three main sources of financing for any firm?
- Q.9 What is an offshore center?
- Q.10 What is a joint venture?

**PART - B**

[5×6=30]

**Attempt any five questions**

Q.1 What are the major accounts of the balance of payments and what transactions are recorded on each account?

Q.2 How can you quantify currency risk in a floating exchange rate system?

Q.3 What is the difference between a foreign bond and a Eurobond?

Q.4 What is the fundamental financing problem in international trade?

Q.5 What is the difference between an ADR and GDR?

Q.6 If direct quote is ₹ 62/US \$, how can this exchange rate be presented under indirect quote?

Q.7 Differences between Domestic and International Financial Management.

Q.8 Consider the following bid – ask prices:

₹ 60.1353/61.2231/US \$, find the bid ask spread.

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[1040]

61.2231  
60.1353

**PART - C**

[20]

**(Compulsory)**

Q.1 "As the level of internationalization increases, the complexities within the business operates also increases". Substantiate your views on this statement with examples.

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Total No. of Pages: 2

3M1108

M.B.A. III - Sem. (Main) Exam., - 2023

FINANCE

M-312 Marketing of Financial Services

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

(i) The question paper is divided in three parts.

(ii) Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

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REALWAVES

1. NIL \_\_\_\_\_

2. NIL \_\_\_\_\_

**PART – A**

[10×2=20]

**All questions are compulsory**

- ✓ Q.1 Define Merchant Banking.
- ✓ Q.2 What do you understand by Forfaiting?
- ✓ Q.3 Which is the safety Mutual fund and why?
- ✓ Q.4 How are Financial Services regulated in India?
- ✓ Q.5 Describe Target Marketing of Financial Services in brief.
- ✓ Q.6 What is the Marketing Mix of Financial Services?
- ✓ Q.7 What are the objectives of Development Bank?
- ✓ Q.8 What is Lease Financing?
- ✓ Q.9 Give the types of Mutual funds schemes in India.
- ✓ Q.10 What are the main functions of a Bank?

## PART - B

[5×6=30]

### Attempt any five questions

Q.1 Describe the major factors considered while determining the rating profile of a security.

✓ Q.2 How are Mutual funds managed in India?

✓ Q.3 Write the functions of Merchant Banking and its regulation.

✓ Q.4 Mention the marketing practices followed by Financial Service Firms. ✓

Q.5 What is the impact of branding on customer's perception towards Financial Services?

✓ Q.6 Write short notes on any two -

(a) Global Credit Rating Agencies

(b) Factoring

(c) International Banking

✓ Q.7 What is the significance and drawbacks of factoring and leasing? Compare them.

Q.8 What are the ethical issues faced in Marketing of Financial Services?

## PART - C

[20]

### (Compulsory)

Q.1 M/s Bajaj & Co. is planning of installing a power saving machine & are considering buying or leasing alternative. The machine is subject to straight line method of depreciation. Bajaj & Co. can raise debt at 14% payable in 5 equal annual installments of ₹ 1,78,858 each, at the beginning of the year. In case of leasing, the company would be required to pay an annual end of year rent of 25% of the cost of machine for 5 years.

- The company is in 40% tax bracket. The salvage value is estimated at ₹ 24,998 at the end of 5 years.
- Evaluate the two alternatives and advise the company by considering after tax cost of debt concept under both alternatives.
- PV factors 0.9225, 0.8510, 0.7851, 0.7242, and 0.6681 respectively for 1 to 5 years.



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**M.B.A. III - Sem. (Main) Exam., - 2023**  
**FINANCE**  
**M-312 Marketing of Financial Services**

**Time: 3 Hours**

**Maximum Marks: 70**

*Instructions to Candidates:*

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REALWAVES

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL \_\_\_\_\_

2. NIL \_\_\_\_\_

**PART – A**

**[10×2=20]**

**All questions are compulsory**

- Q.1 What are the challenges faced by the investment bankers?
- Q.2 What is wealth management?
- Q.3 Discuss any one problem faced by merchant banks.

- Q.4 What is plastic money?
- Q.5 What is covered under the scope of merchant banking?
- Q.6 Write a note on CARE and its rating symbols.
- Q.7 Who is lessor?
- Q.8 What is meant by advance factoring?
- Q.9 Why is financial branding important?
- Q.10 What is a money market mutual funds?

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REALWAVES

**PART – B**

[5×6=30]

**Attempt any five questions**

- Q.1 What is regulatory framework of financial services in India?
- Q.2 What is the main challenge of marketing of banking services in the banking industry?
- Q.3 Why does the financial services industry need financial service marketing?
- Q.4 What are the ethical issues in marketing of financial services?
- Q.5 What is the impact of branding on customer perception towards financial service providers?
- Q.6 What is regulatory framework for credit rating agencies?
- Q.7 Explain the meaning of securitization and discuss the process adopted for this purpose. How is securitization advantageous to different parties?
- Q.8 What are the benefits of investing in mutual funds?

**PART – C**

**[20]**

**(Compulsory)**

- Q.1 (a) What is merchant banking? Distinguish between merchant banking and investment banking in detail.
- (b) What are the challenges faced by merchant bankers?
- (c) Explain the role of merchant banking in project appraisal.
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Total No. of Pages: 2

**3M1117**

**M.B.A. III - Sem. (Main) Exam., - 2023**

**FINANCE**

**M-314 Banking and Finance**

**Time: 3 Hours**

**Maximum Marks: 70**

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
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1. NIL

2. NIL

**PART - A**

**[10×2=20]**

**All questions are compulsory**

- Q.1 What is Bank?
- Q.2 Define KYC.
- Q.3 Define Credit cards.
- Q.4 Define NBFC.
- Q.5 Define Non-Performing Assets.
- Q.6 Define Microfinance.
- Q.7 What is Contract of Indemnity?
- Q.8 What is capital adequacy in Banks?
- Q.9 What is NEFT?
- Q.10 What is SWIFT?

**PART – B**

[5×6=30]

**Attempt any five questions**

- Q.1 Discuss the role and function of Banks in India.
- Q.2 Discuss the KYC guidelines issued by RBI for banking customers.
- Q.3 Discuss the types of collaterals and their characteristics.
- Q.4 Discuss the recent reforms in banking sector in India.
- Q.5 Discuss the tools and techniques for the management of non-performing assets.
- Q.6 Discuss the role of micro financial institutions in India.
- Q.7 Discuss the contemporary issues in banking and also suggest the solution to deal with such issues.
- Q.8 Discuss the features of e-banking.

**PART – C**

[20]

**(Compulsory)**

- Q.1 Discuss the problems and prospect of Regional Rural Banks in India.
-

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Roll No. \_\_\_\_\_

Total No. of Pages: 4

**3M1120**

**M.B.A. III - Sem. (Main) Exam., - 2023**

**MARKETING**

**M-320 Integrated Marketing Communication**

**Time: 3 Hours**

**Maximum Marks: 70**

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL \_\_\_\_\_

2. NIL \_\_\_\_\_

**PART - A**

**[10×2=20]**

**All questions are compulsory**

- ~~Q.1~~ Explain the concept of Integrated Marketing Communication as a tool for developing marketing strategies.
- ~~Q.2~~ Explain innovation adoption model with example.
- ~~Q.3~~ Explain, how marketers may use DAGMAR approach in establishing objectives.
- ~~Q.4~~ Discuss any two advertising appeals with relevant examples.
- ~~Q.5~~ Discuss any two unconventional promotional media used for communication in rural India.
- ~~Q.6~~ List out various sales promotion techniques used by companies for attracting 'youth segment'.

[3M1120]

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Q.7 Highlight the role of PR activities in developing an effective IMC plan.

Support your answer with relevant examples.

Q.8 How can effectiveness of communication program can be measured or evaluated?

Q.9 "Public relations and Marketing have a symbolic relationship." Explain.

Q.10 Elaborate the significance of ethics and social responsibilities in advertising.

### PART – B

[5×6=30]

#### Attempt any five questions

Q.1 Explain the reasons for growth and importance of Integrated Marketing Communication. How does it differ from traditional advertising and promotion?

Q.2 "Advertising adds to the cost of the product, which means that the additional burden on the customer." Critically comment on the statement.

Q.3 Discuss the merits and demerits of using in house advertising agency. Enumerate the roles and functions of advertising agency with suitable examples.

Q.4 Assume that you have been appointed as Manager for a multinational firm entering Indian markets with its brand of 'Hand sanitizer'. Design an Advertising campaign for this firm in the capacity of Marketing Manager.

Q.5 Develop a media plan for a company to promote its broadband services in Indian market by considering necessary assumptions.

Q.6 (a) Write short notes on -

- (i) Consumer Oriented Sales Promotion
- (ii) Trade Oriented Sales Promotion

(b) Explain different sales promotion techniques used by tours and travel company to promote their domestic and international tours.

Q.7 Assume you have recently launched an Organic food outlet in a metro city.

How will you devise your social media marketing plan to communicate with the target segment?

Q.8 "To accomplish competitive advantage, advertising, amplify insignificant variation, use clever, tricky product promises and claims more unrealistic benefits." Elucidate the statement with special reference to social ethical aspects of advertising.

### **PART - C**

[20]

#### **(Compulsory)**

Q.1 **Case Study**

Misleading or false advertising is most rampant in healthcare and personal care space, accounting for more than half the total number of advertisements found to have flouted the compliance norms and code of conduct of the Advertising Standards Council of India (ASCI). According to the consumer complaints council of the self – regulatory organization of the advertising industry, there has been a significant rise in the number of advertisements being recognised as misleading or false or not adequately or scientifically substantiated. Majority of these were from the healthcare and personal care sector. To lure consumers, advertisers often exaggerate



and make tall claims such as curing diabetes or baldness, reducing weight and increasing height. Consumers of personal care products such as deodorants, anti-aging creams and cosmetics buy these products not just out of need but for the aspirational value, they add to their lifestyle as well. While creating that aspirational appeal sometimes advertisers exaggerate. According to one of the leading marketing and business consultant not all such ads are completely misleading. "They tend to exaggerate, concealing more than revealing. Technically they are correct but morally they cannot be called right" he said. It was found that over 90% of complaints ASCI receivers are against advertisements from small unorganized players which make claims like curing diabetes, kidney stones, blood pressure among others. Consumers in smaller markets tend to get influenced by such claims. The volume of such ads in the regional media is very large: Besides, healthcare and personal care sector, it is the education industry that brings out the most number of misleading ads.

**Questions :**

1. Discuss the ethics in advertising and explain how significant they are particularly in a country like India.
2. As an Advertising Consultant what will be your advice to small business owners from unorganized sector on the effects of such claims on their business and subsequent consequences.

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Total No. of Pages: 4

3M1123

M.B.A. III - Sem. (Main) Exam., - 2023

MARKETING

M-321 Retail Management

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

(i) The question paper is divided in three parts.

(ii) Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

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REALWAVES

1. NIL

2. NIL

**PART – A**

[10×2=20]

**All questions are compulsory**

✓ Q.1 Explain nature and scope of retailing in India.

✓ Q.2 What are the factors that contribute to understand Retail Customers?

✓ Q.3 Discuss important components of visual merchandising.

✓ Q.4 Discuss latest recent trends in retail communication mix.

✓ Q.5 What are the components of the CRM strategy in Retail Industry?

✓ Q.6 Explain bar-coding and E.D.I. in stores.

✓ Q.7 Discuss role of I.T. in retailing.

✓ Q.8 Discuss key franchising agreements in India.

Q.9 Compare traditional retail formats with modern retail formats giving suitable examples.

Q.10 Analyse the objectives of merchandising with reference to retailing.

### **PART - B**

[5×6=30]

#### **Attempt any five questions**

Q.1 (a) Discuss the changes in the Indian Retailing Scenario and also explain the drivers of retailing in India.

(b) Explain the Consumer Decision Rules that act as guidelines to a retailer to help tune his product/service proposition.

✓ Q.2 (a) Explain the influence of situational variables on retail shopping behaviour. Use relevant examples to illustrate your answer.

(b) Define Marketing research and explain its significance in retail business.

Q.3 “A careful assessment, analysis and vision are the basic pre-requisite conditions necessary while deciding on store location.” Keeping in view the above statement, what do’s and don’ts you would advise in the following situations -

(i) Exclusive outlets of premium furnishings

(ii) Automobile dealer outlets

✓ Q.4 What are the different types of pricing approaches adopted by the retailers? Comment on their advantages and limitations.

- ✓ Q.5 Discuss the role of HRM in retail organizations with suitable example.
- ✓ Q.6 Discuss the responsibilities of a store manager. Also discuss the problem faced by him in handling material at store.
- Q.7 Write note on -
- (i) Organised Retailing in India
  - (ii) FDI in Retailing
- ✓ Q.8 What do you mean by retail franchising and discuss its importance in today's world of retailing.

**PART – C**

[20]

**(Compulsory)**

- Q.1 An established and a leading multi brand footwear retailer with a strong presence in all the major cities of North India, is now geared up to expand and penetrate his operation by replication with similar retail formats in semi urban and rural markets in a phased manner. The sole objective of the retailer is to cater to these untapped potential markets with high disposable income among people who by and large travel all the way to cities and metros for all their buying needs. The offerings include a wide range of footwear of international, national and regional brands for men, women and children for all occasions.

**Questions -**

- (1) Propose a retail mix (4Ps) for this retailer.
  - (2) What criteria should the retailer consider in assessing and evaluating appropriate locations for the proposed outlets? Discuss.
  - (3) Discuss various factors affecting the store design and layout of this retailer.
  - (4) Do you foresee any scope for offering loyalty programmes by the retailer? Justify your answer.
-

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Total No. of Pages: 2

**3M1124**

**M.B.A. III - Sem. (Main) Exam., - 2023**

**MARKETING**

**M-321 Retail Management**

**Time: 3 Hours**

**Maximum Marks: 70**

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

**PART – A**

**[10×2=20]**

**All questions are compulsory**

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**REALWAVES**

- Q.1 Mention 5 major benefits of retailing.
- Q.2 What is the process of retail buying?
- Q.3 Why is "Retail Store Location" decision important in retail business?
- Q.4 What do you understand by retail promotion mix?
- Q.5 What do you mean by "retail customer relationship management"?
- Q.6 In what way, barcoding is helpful in stores?
- Q.7 What is "rural market retailing"?
- Q.8 What do you understand by franchise?
- Q.9 What do you mean by online retailing?
- Q.10 What is the meaning of retail market strategy?

## **PART – B**

[5×6=30]

### **Attempt any five questions**

- Q.1 “Retail Businesses” contribute to the economy of India”. Comment.
- Q.2 “Shopping behavior of retail customers has changed since the pandemic times.” Give your perspective.
- Q.3 While strategizing the location of a retail store, which are the factors to be considered for the selection of a city?
- Q.4 What do you understand by “Manufacturer Suggested Retail Price” (MSRP)? What are its pros & cons?
- Q.5 Why is human resource management in retail organization key to its success?
- Q.6 What are the multiple job responsibilities as store manager is expected to undertake?
- Q.7 “The retail revolution is going to act as a catalyst to the Indian economy.” What is your take on this?
- Q.8 What are the strengths and weaknesses of franchising?

## **PART – C**

[20]

### **(Compulsory)**

- Q.1 “Indian retail industry is on a fast growth trajectory and expected to touch USD 1.5 trillion by 2030 from USD 0.8 trillion in 2020.” What factors according to you are going to make a huge contribution to the phenomenal growth of Indian Retail Sector?
-

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Total No. of Pages: 4

3M1129

M.B.A. III - Sem. (Main) Exam., - 2023

MARKETING

M-322 Sales Distribution and Logistics Management

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

- (i) The question paper is divided in three parts.
- (ii) Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

1. NIL

2. NIL

**PART - A**

[10×2=20]

**All questions are compulsory**

- Q.1 Explain the role of personal selling in the marketing mix.
- Q.2 "Sales budget is the blueprint for sales." Elucidate.
- Q.3 Explain the various steps to scientific territory planning and suggest what type of territory planning you would recommend for a company selling organic products.
- Q.4 "Companies give more importance for training of Sales Force." Elaborate.
- Q.5 Briefly explain the importance and objectives of training salespersons.
- Q.6 What factors determine the choice of channel of distribution?
- Q.7 Define sales forecasting. Explain any two objectives of sales forecasting.
- Q.8 Write short notes on Sales Force Control.
- Q.9 "Performance evaluation is a part of marketing audit." Comment.
- Q.10 Write short note on the IT applications in distribution management.

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## PART - B

[5×6=30]

### Attempt any five questions

- Q.1 "No two selling jobs are alike. The types of and the requirements needed to fill them cover a wide spectrum". Briefly explain this statement.
- Q.2 Explain goal setting process in Sales Management. How would you formulate a Sales Strategy for the following?
- (a) Electric two-wheeler company
  - (b) Gym packages
- Q.3 Why does territory planning assume a vital responsibility of a Sales Manager? Explain the approaches to territory design in managing the sales function effectively.
- Q.4 Assume that you are a sales manager. You will be opening a new branch for which you intend to promote one of the existing salespeople as a branch manager. What qualities would you look for in selecting a person for the position of branch sales manager?
- Q.5 What factors influence the design of compensation schemes for salespersons? Suggest appropriate compensation components that you would suggest for the following and why?
- (i) A young bachelor selling computer software for MSMEs.
  - (ii) A married senior institutional salesperson with grown-up children selling medical equipment.
- Q.6 (a) Briefly explain the nature and significance of marketing channels.  
(b) Distinguish between direct marketing channel activities and indirect marketing channels.
- Q.7 "Sales volume objective, profit target, and marketing capabilities require balancing act to choose the optimum strategy of sales." Elucidate.
- Q.8 'Logistics Management' is a cognitive operation of managing and planning the flow of products and goods in the company's supply chain. Elucidate the statement with the help of recent and relevant examples.

**PART – C**  
**(Compulsory)**

[20]

Q.1 Read the case carefully and attempt the questions given at the end.

Founded by Jeff Bezos in 1995, Amazon.com started as the “world’s largest bookstore” and, ironically, owned no books. Bezos promised to revolutionize retailing, however, and over the years, he has blazed a trail of e-commerce innovations that many executives have studied and companies have followed. Amazon initially set out to create personalized store-fronts for each customer by providing more useful information and more choices than found in a neighborhood bookstore. Readers could review books and evaluate them on a one- to five-star rating scale, while fellow browsers could rate the reviews for helpfulness. The company’s personal recommendation service aggregated buying-pattern data to infer who might like which book. Amazon also introduced its revolutionary one-click shop-ping, which allowed buyers to make purchases effortlessly with a single click.

Amazon started to diversify its product line in the late 1990s, first with DVDs and videos and then with consumer electronics, games, toys, software, video games and gifts. The company continued to expand its product offerings and in 2007 launched Amazon Video On Demand, allowing consumers to rent or purchase films and television shows to watch on their computers or televisions. Later that year, it introduced Amazon MP3, which competed directly with Apple’s iTunes and had participation from all the major music labels. Amazon’s most successful product launch was the kindle, its branded electronic book reader that delivered hundreds of thousands of books, magazine, blogs, and newspapers in a matter of seconds. As thin as a magazine and light as a paperback, the device has been the company’s best-selling product since 2009. Today, you can find virtually anything you want on Amazon.com. The company has successfully established itself as the biggest online retailer in the world by enabling, merchants of all kinds to sell items on the site. In addition to its core business, Amazon also runs an “Associates” program that allows independent sellers and businesses to receive commissions for referring customers to the site in a variety of ways, including direct links and banner ads as well as Amazon Widgets, mini-applications that feature the company’s wide selection of products. Associates can create an Amazon-operated online store easily, with low risk and no additional cost or programming knowledge. Fulfillment By Amazon (FBA) takes care of picking, and shipping the merchant’s products to its customers.

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One consistent key to Amazon's success is its willingness to invest in the latest technology to make shopping online faster, easier, and more personally rewarding for its customers and third-party merchants. During peak season in 2012, the company sold approximately 306 items per second, or 26 million items per day. Small wonder that it continually looks for ways to improve delivery. For a \$99 annual fee, Amazon Prime provides unlimited free express shipping for millions of items. While free shipping and price cuts are sometimes unpopular with investors, Bezos believes they build customer satisfaction, loyalty, and frequency of purchase orders.

In 2013, Amazon.com announced a partnership with the U.S. postal service to begin delivering orders on Sundays. Bezos also predicted on 60 minutes that the company may use drones in the near future to make same day delivery of lightweight products within short distances of distribution warehouses. (Critics find this unlikely for many reasons, though.) Amazon has also maintained competitive and low prices throughout its product expansion. The company understands how important it is to keep its prices low in order to drive the volume it needs to remain a market leader and expand geographically. Amazon's practice of selling books at heavily discounted prices, however, has upset some of its channel partners in publishing, as have its attempts to become a publisher in its own right.

From the beginning, Bezos has said that even though he started an online bookstore, he eventually wanted to sell *everything to everyone* through Amazon.com. The company continues to invest significantly in technology, is focused on the long term, and has successfully positioned itself as a technology company with its wide range of Amazon web services. This growing collection of infrastructure applications meets the retailing needs of companies of virtually all sizes. Amazon has successfully reinvented itself time and again and created a critical channel for merchants around the world who are able to reach more than 244 million customers worldwide.

#### Questions -

- (1) Why has Amazon succeeded online when so many other companies have failed?
- (2) What's next for Amazon? Where else can it grow?

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Total No. of Pages: 2

**3M1130**

**M.B.A. III - Sem. (Main) Exam., - 2023**

**MARKETING**

**M-322 Sales Distribution and Logistics Management**

**Time: 3 Hours**

**Maximum Marks: 70**

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

**PART – A**

**[10×2=20]**

**All questions are compulsory**

- Q.1 What do you understand by a middleman?
- Q.2 What is salesmanship?
- Q.3 Define sales budget.
- Q.4 Define sales territories.
- Q.5 List down 4 sources of external recruitment.
- Q.6 Give 4 examples of non-monetary motivators.
- Q.7 What do you understand by 0 (zero) level channel distribution?
- Q.8 What is inventory control system?
- Q.9 What are the components of physical distribution?
- Q.10 List four ways of analyzing market demand.

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**REALWAVES**

**PART – B**

[5×6=30]

**Attempt any five questions**

- Q.1 What is the difference between personal selling and sales management?
- Q.2 What do you understand by sales management? Explain the various steps in preparing a sales budget.
- Q.3 Quotas can act as a “motivator” as well as “demotivator”. Comment.
- Q.4 Explain the various training methods to increase the efficiency of sales force.
- Q.5 What are the various methods of non-financial compensation plan?
- Q.6 Channels of distribution play an important role. Elucidate.
- Q.7 What are the criteria's that can be used to evaluate channel members?
- Q.8 Write a detailed note on :
- (a) Modes of Transportation
- (b) Facilities offered by warehouses and type of warehouses

**PART – C**

[20]

**(Compulsory)**

- Q.1 Choose a product suitable for sale through personal selling method. Devise the process by which you will sell it. Also reflect on the reasons due to which you chose personal selling as the most appropriate method for sale of your product.
-

3M1134

Roll No. \_\_\_\_\_

Total No. of Pages: 3

3M1134

M.B.A. III - Sem. (Main) Exam., - 2023

MARKETING

M-323 Product & Brand Management

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

- (i) The question paper is divided in three parts.
- (ii) **Part A** contains 10 questions which are compulsory. **Part B** contains eight questions out of which five are to be attempted. **Part C** contains one question which is compulsory.

1. NIL

2. NIL

**PART - A**

[10×2=20]

**All questions are compulsory**

Q.1 How product mix is important in the marketing decision?

~~Q.2~~ What is the concept testing and why is it a crucial stage in new product development?

~~Q.3~~ What do you mean by brand? Explain the features of a good brand.

~~Q.4~~ "Brand positioning shields a business from needless rivalry." Do you agree? Justify your answer.

~~Q.5~~ How brand image is different from brand personality?

~~Q.6~~ What do you mean by customer based brand equity?

[3M1134]

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~~Q.7~~ Briefly explain the various categories of brand extension?

~~Q.8~~ What are the different challenges faced by brands in Global scenario?

~~Q.9~~ Why there is need for branding? What is the importance of brands to the customers and the company?

~~Q.10~~ How does Keller measure brand equity?

**PART - B**

[5×6=30]

**Attempt any five questions**

~~Q.1~~ Explain the concept of product and product management, with suitable examples.

~~Q.2~~ "Brands also typically go through various PLC stages." Explain in brief.

~~Q.3~~ Briefly explain strategic brand management process.

~~Q.4~~ In order to compete with Boroline, the market leader in anti-seborrheic skin creams, a major hair oil company plans to enter this sector. Briefly describe the company's positioning and brand-building options.

~~Q.5~~ How a company can improve its branding with the help of Kapferer's Brand identity Prism?

~~Q.6~~ Briefly explain, how Aaker model is one of the foundations in creating a strong brand identity for any product.

~~Q.7~~ "Reviving a brand is not just feasible, it may very well be a more attractive strategy than launching a new brand." Comment and discuss the various measures used for reviving a brand.

~~Q.8~~ Elucidate the emerging trends in brand management.

**PART – C**

[20]

**(Compulsory)**

Q.1 To compete in the market for healthy soups, a food firm plans to create a new soup. The new soup will have fibre, proteins and vegetables. The business wants to market it as a “Complete Meal.” The business must contend with well-established competitors in the soup market. In order to do this, the business intends to perform taste tests with consumers while they are covered, asking them to compare the new product to a range of soup alternatives that are currently on the market.

The company president wants the new product launch to be successful and you are incharge of that committee. The brand name, its position in the market and other aspects of its successful launch have been requested you to consider.

- (a) You have been assigned the task of launching new soup in the market. Briefly explain the various elements of marketing mix at the time of launch.
- (b) What will be the positioning of the product?
- (c) What will be the key differentiation strategy for your soup?
-



3M1138

Roll No. 21MBIY620

Total No. of Pages: **3**

**3M1138**

**M.B.A. III - Sem. (Main) Exam., - 2023**

**HRM**

**M-330 Training & Development**

**Time: 3 Hours**

**Maximum Marks: 70**

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

**PART - A**

**[10×2=20]**

**All questions are compulsory**

- Q.1 What are the basic principles of learning? (Write any two)
- Q.2 Write any two forms of training.
- Q.3 Write the concept of blended learning.
- Q.4 How will you measure human capital for training?
- Q.5 Why evaluation is important for training?
- Q.6 Write in brief about parallel learning structures of organizational development.

- Q.7 What is need assessment and why it is essential?
- Q.8 Define the term employee development.
- Q.9 Differentiate between self-directed work teams and virtual teams.
- Q.10 Define hands-on methods of training.

**PART – B**

[5×6=30]

**Attempt any five questions**

- Q.1 (a) Do you think training and development are different concept? Explain.  
(b) Classify the learned capabilities.
- Q.2 Write the concept of training. Discuss strategic training for organisation.
- Q.3 (a) What is the use of E-learning in training?  
(b) Describe the various methods of assessing training needs.
- Q.4 (a) Define various approaches to employee development.  
(b) How will you determine cost for evaluations of training?
- Q.5 What is meant by organisational development? Write to characteristics.
- Q.6 Discuss the components of organisational development process. Write your views on discrepancies analysis.
- Q.7 (a) Which are the factors to be considered while choosing intervention activities?  
(b) Write the types of interventions.

Q.8 “The rapid development of foreign economies and increasing worldwide availability of technical & financial resources are supporting factors of OD in global market.” Write your views on this statement.

**PART – C**

[20]

**(Compulsory)**

Q.1 “In Organisation some barriers affect the effective training process”, you being a HR Head suggest ways to make training better.  
Prepare evaluation practices for effective training.

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Time: 3 Hours

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions, out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL2. NIL**PART - A****[10×2=20]****All questions are compulsory**

- Q.1 Define Human Resource Planning.
- Q.2 What is the link between the HR process and the organization's strategy?
- Q.3 What do you understand by a competency based approach towards HR planning?
- Q.4 Explain the concept of competency mapping.
- Q.5 What do you understand by internal hiring?
- Q.6 What is an employment test?
- Q.7 Define 'Employer Branding'.
- Q.8 What is the selection process?
- Q.9 Explain the concept of career planning.
- Q.10 Define succession planning.

## PART – B

[5×6=30]

### Attempt any five questions

- Q.1 What do you understand by macro level manpower planning? How and why is it done? What can be done to ensure that macro level MPP has positive outcomes for not only for companies but for the community and country as well?
- Q.2 Discuss the strategic HR planning model and explain how its implementation can be useful for linking HR process to strategy.
- ~~Q.3~~ What is job analysis? Discuss the process, techniques and practices of job analysis.
- Q.4 What are the procedures and steps taken for competency mapping? How is data collected and how are competency models created from this data?
- ~~Q.5~~ What is the importance of interviewing in selection of human resource? What are the various types of interviews and what are the points to be kept in mind while conducting job interviews?
- ~~Q.6~~ Discuss the meaning and significance of selection. Outline the selection process, explaining each step.
- ~~Q.7~~ What are the various elements of a career planning programme? How can career planning be managed effectively?
- Q.8 Write a note on the concept of succession planning. Give examples from Indian industrial scenario of both successful and unsuccessful succession planning. Explain the importance of having a proper succession plan in place.

## PART – C

### (Compulsory)

- Q.1 What do you understand by Recruitment? What are the various types of recruitment techniques that can be used by an organization? Discuss the various internal and external sources of recruitment in detail explaining the advantages and disadvantages of each of them.  
If you were the HR manager of a large Multinational Company which sources of recruitment would you prefer and why?
-

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Roll No. 20MSKXX645

Total No. of Pages: 3

**3M1140**

**M. B. A. III - Sem. (Main) Exam., March - 2022**

**HRM**

**M-331 Strategic Human Resource Management**

**Time: 3 Hours**

**Maximum Marks: 70**

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

**PART – A**

**(Word limit 25 only)**

**[10×2=20]**

**(All questions are compulsory)**

- Q.1 What is a Balanced Scorecard approach?
- Q.2 Explain ethical dimensions of HR evaluation.
- Q.3 What are the emerging challenges to Strategic Human Resource Management?
- Q.4 What are the various competencies required for a Strategic Human Resource Manager?
- Q.5 What is cross training?
- Q.6 What is a universalistic approach?
- Q.7 What do you understand by downsizing?
- Q.8 What are the challenges confronted in measurement of HR?
- Q.9 Explain Ulrich Framework.
- Q.10 What do you understand by marginal performers?

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## PART – B

(Attempt any five questions)

[5×6=30]

- Q.1 What do you understand by Strategic Human Resource Management (SHRM)? What are the main points of difference between SHRM and Human Resource Management?
- Q.2 Should organizations view human resources from an investment perspective? Discuss the factors that determine the extent to which an organization is investment oriented in its Management of Human Resources?
- Q.3 Are people always an organization's most valuable asset? Why or why not? Discuss with reference to the growth of knowledge - based organizations.
- Q.4 Compare and contrast the best fit and best practice approaches to the Management of Human Resources. How can HR strategies help an organization to create competitive advantage?
- Q.5 Explain the various strategies for workforce utilization and employment practices.
- Q.6 (a) Discuss the relative merits of person – job fit and person – organization fit. Why do firms today hire for 'culture fit'?
- (b) How do HR functions add value to the organization?
- Q.7 Define the term Benchmarking. What purposes are served by Benchmarking of HR measures?
- Q.8 Write short notes on the following –
- (a) Configurational approach
- (b) Quantitative and Qualitative measures of evaluation

## PART – C

(Compulsory)

[20]

Q.1 Sri Ram Ltd. is a 150-year American Company, but it is not the company it was even a few years ago. Until recently, Sri Ram Ltd. focused on producing electrical products. Today, the firm has diversified in to software, engineering and services, and is also global with over 4,000 employees working in 19 countries. In other words, Sri Ram Ltd. became a world leader by pursuing a corporate strategy that emphasized diversifying into high-tech products and services and doing so on a global basis. With a corporate strategy like that, HRM plays an important role at Sri Ram Ltd. Sophisticated engineering and services require more focus on employee selection, training and compensation than in the average firm, and globalization requires delivering these services globally. Sri Ram Ltd. sums up the basic themes of its HR strategy in several points. These include:

- (i) A living company is a learning company.
- (ii) Global teamwork is the key to developing and using all the potential of the firms HR.
- (iii) A climate of mutual respect is the basis of all relationships within the company and with the society.

### Questions –

- (a) Identify four strategically relevant HR system policies and activities that Sri Ram Ltd. has instituted to realize the basic themes of its HR strategy.
- (b) Based on the information in this case, outline the principle steps to the process of the HR strategy development.
- (c) What role does HRM as a strategic function play in helping Sri Ram Ltd. achieve its strategic aims?
- (d) Explain three HR strategies you would use for improving commitment of Sri Ram Ltd. employees.



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Roll No. 20MSKXX645

Total No. of Pages: 3

**3M1145**

**M. B. A. III - Sem. (Main) Exam., March - 2022**

**HRM**

**M-332 Manpower Planning**

**Time: 3 Hours**

**Maximum Marks: 70**

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

**PART – A**

**(Word limit 25 only)**

**[10×2=20]**

**(All questions are compulsory)**

Q.1 Define HRP.

Q.2 Discuss the various components of HRD Climate.

Q.3 What is the meaning of Internal Hiring?

Q.4 What is the meaning of Recruitment?

Q.5 Define Job Advertisement.

Q.6 What is the meaning of Career Development?

Q.7 What is the Kaizen Method?

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- Q.8 Define the concept of Employer Branding.
- Q.9 Discuss the HRD and employee performance relationship.
- Q.10 Name the various types of test.

**PART – B**

**(Attempt any five questions)**

**[5×6=30]**

- Q.1 Explain the Theoretical framework of HRD model along with its possible management applications.
- Q.2 What is the meaning of job analysis? Explain in detail its process, needs and techniques.
- Q.3 Explain with suitable example, concept of competency mapping, its procedure steps and various methods of data collection for mapping.
- Q.4 What is the difference between recruitment and selection? Explain the process of recruitment in detail.
- Q.5 Write short notes on – (any two)
- (a) Developing competency models from raw data
  - (b) Employer Branding
  - (c) Career Development and Succession Planning
- Q.6 What is the difference between Career planning and Succession planning? Explain.
- Q.7 What do you understand by test? State its type and explain it.
- Q.8 Define selection and explain its process and evaluate the selection system.

## PART – C

(Compulsory)

[20]

Q.1 A Protect & Gamble survey shows that wearing the right make-up can help women move up the career faster. Another survey by Aziz Corporation in Britain of 100 company bosses showed that one in four employers were more likely to give a job to a woman who wore make-up than one who did not. A third of those surveyed felt that a woman without make-up looked like she couldn't be bothered to make an effort. Again, Aziz Corporation, which is a communication and leadership consultancy, is in the business of image management and its consultants 3 BS2110 seem to be in the job of dishing out advice such as the etiquette of wearing heels to businesswomen to make an impact in boardrooms. Kaya Skincare, along with Nielsen had some time ago done a survey of the Indian men in the 18-50 age groups, which showed that they were quite aware of the importance of personal grooming for workplace success. Eight out of 10 men surveyed said that being well-groomed had positive effect on their careers.

### **Questions :**

- (i) You think it is weird yardstick on career progress for women, sometimes for men do?
  - (ii) Does this survey show that things are easy for women once if they were the right shade of lipstick?
  - (iii) Do you think it is true in the case of men's career too?
  - (iv) Do you buy an argument that who take care of themselves also take care of their jobs better?
  - (v) Don't you think that it is a discrimination to give more wages and faster promotion to attractive workers (both sex).
-

3M1152

Roll No. 21MB147620

Total No. of Pages: 2

3M1152

M.B.A. III - Sem. (Main) Exam., - 2023

HRM

M-333 Compensation Management

Time: 3 Hours

Maximum Marks: 70

*Instructions to Candidates:*

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

**PART – A**

[10×2=20]

**All questions are compulsory**

- Q.1 Write any four objectives of Compensation.
- Q.2 What are the benefits of 360 degree feedback? (any four)
- Q.3 Define salary structure.
- Q.4 Write any four limitations of job related compensation.
- Q.5 Write any two objectives of sound wage policy.
- Q.6 Write any two characteristics of job evaluation.
- Q.7 What do you mean by Straight Piece Rate plan?
- Q.8 What is the difference between incentives and benefits?
- Q.9 What are the elements of remuneration?
- Q.10 Differentiate between the term reward and incentives.

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**PART – B**

[5×6=30]

**Attempt any five questions**

- ~~Q.1~~ Discuss how compensation is used as retention strategy?
- ~~Q.2~~ What are the major factors impact the pay structure of an employee?
- ~~Q.3~~ Write short note on ILO.
- ~~Q.4~~ Briefly discuss the advantages and drawbacks of job evaluation.
- ~~Q.5~~ Fringe benefits are normally used as an ethical motivation in an organization. Critically evaluate.
- ~~Q.6~~ What are the pre-requisites of an effective incentive schemes?
- ~~Q.7~~ How should organizations maintain internal and external equity in Compensation Management?
- ~~Q.8~~ Define total reward. Explain the different kinds of monetary and non-monetary rewards compulsory.

**PART – C**

[20]

**(Compulsory)**

- Q.1 Discuss the growing importance of Compensation Management in recent business scenario.
-