

C-1245

Sub. Code

31011

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Industry Integrated

ACCOUNTING FOR DECISION MAKING

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the objectives of accounting?
2. What do you understand by income statement?
3. What do you understand by management accounting?
4. What are the limitations of financial statements?
5. What are the uses of preparing a cash flow statement?
6. What is Balanced Scorecard?
7. What is a flexible budget?
8. What is variance analysis?
9. What is contribution?
10. What is meant by implicit cost of capital?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain the accounting convention in detail.

Or

- (b) What is the need of accounting standard? Explain the role of accounting standard board.

12. (a) State and explain the ratios used to measure the profitability of a firm.

Or

- (b) Describe the importance of cash flow statement.

13. (a) Explain the important uses of Ratio Analysis.

Or

- (b) Critically evaluate marginal costing technique.

14. (a) Explain the advantages of budgetary control.

Or

- (b) Explain different types of labour variances.

15. (a) Discuss the important tools of financial analysis.

Or

- (b) What is meant by cost of capital? What are the components of cost of capital?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) 'Accounting is a service function'. Discuss the statement in the context of a modern manufacturing business.

Or

- (b) You are the management accountant of XYZ Co. Ltd. The Managing director of the company seeks your advice on the following problem: the company produces a variety of products each having a number of computer parts. Product "B" takes 5 hours to produce on machine no. 99198 working at full capacity. "bB" has a selling price of Rs. 50 and a marginal cost, Rs. 30 per unit, "A-10" a component part could be made on the same machine in 2 hours for marginal cost of Rs. 5 per unit. The supplier's price is Rs. 12.50 per unit. Should the company make or buy "A 10"? Assume that machine hour is the limiting factor.
17. (a) Calculate the minimum stock level, maximum stock level, re-ordering level and average stock level from the following information :
- | | | |
|------------------------|---|-------------------|
| Minimum consumption | = | 100 units per day |
| Maximum consumption | = | 150 units per day |
| Normal consumption | = | 120 units per day |
| Re-order period | = | 10-15 days |
| Re-order quantity | = | 1,500 units |
| Normal re-order period | = | 12 days |

Or

- (b) What do you mean by accounting concept? Explain any four accounting concepts.

18. (a) Briefly explain the importance of cost accounting.

Or

(b) Given that the cost standards for material consumption are 40 kgs. at Rs. 10 per kg. Compute the variances when actual are :

- (i) 48 kgs. at Rs. 10 per kg.
 - (ii) 40 kgs. at Rs. 12 per kg.
 - (iii) 48 kgs. at Rs. 12 per kg.
 - (iv) 36 kgs. at Rs. 10 per kg
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C-1246

Sub. Code

31012

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Industry Integrated

BUSINESS COMMUNICATION

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define communication.
2. What is meant by SWOC analysis?
3. Write a short note on sales presentation.
4. What do you mean by speech and presentation?
5. Comment on – “Discussion cannot be effective without a group leader”.
6. Give a short note on seminar.
7. What is a letter of enquiry?
8. What is a tender notice?
9. What is an adjustment letter?
10. What important points should be included in the letter of order?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Define Proxemics. How does it help in the comprehension of a message?

Or

- (b) Explain SWOT analysis of a person who wishes to be a doctor and has the following features.

- (i) Great interest in technological product
- (ii) Various gender reader
- (iii) Frail health unable to stund hostel life
- (iv) Very good percentage in exam
- (v) Bad handwriting.

12. (a) List out the steps to create an effective speech.

Or

- (b) What is the role of planning, preparation and practice in public speech?

13. (a) Define the purpose of meeting with a example.

Or

- (b) Explain the advantage of meeting.

14. (a) List and Explain the various uses of E-mail.

Or

- (b) Draft an office memorandum relating to warning an employee for his carelessness in work.

15. (a) Write down the useful expressions in writing complaint letter.

Or

- (b) Draft a letter to order for TV sets.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain the common communication errors.

Or

- (b) Describe about planning and developing speeches in a firm on special occasions.

17. (a) Write a note on:

- (i) Conference
- (ii) Seminar
- (iii) Symposia
- (iv) Workshops.

Or

- (b) Nagus Industries limited intends to purchase a heavy duty photocopying machine. On behalf of the company draft a suitable letter of enquiry. It's important that the copier be able to reduce or enlarge easily.

18. (a) Explain the specimen adjustment letter with examples.

Or

- (b) Briefly explain the role of the chairperson in a meeting.

C-1247

Sub. Code

31013

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Industry Integrated

ECONOMICS FOR MANAGERS

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Non-Economic Goals of Firms?
2. What is inelasticity of demand?
3. Define: Perfect Competition.
4. Write a short note on Break-Even Analysis.
5. How do we measure national income?
6. What is the Multiplier Effect?
7. What are the main instruments of Fiscal Policy'?
8. Write a short on Money Aggregates.
9. Define: Balance of Payment.
10. Write a short note on International Monetary System.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Discuss the importance of Demand Analysis.

Or

- (b) How is elasticity of demand different from elasticity of supply?

12. (a) How to Calculate the Break Even Point? Explain.

Or

- (b) Distinguish between Price Competition and Non-Price Competition.

13. (a) Explain about long-term consequences of economic fluctuations.

Or

- (b) Explain economic policy in economic growth with special reference to India.

14. (a) How the National Debt actually works in India?

Or

- (b) Explain the functions and responsibilities of the Central Bank.

15. (a) Elucidate the different types of exchange rate systems.

Or

- (b) Give an overview about Macroeconomics and Business Cycles.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is an efficient market and how does it affect individual investors? Discuss.

Or

- (b) How market structures determine the pricing and output decisions of business?
17. (a) How does Government Regulations foster competition? Discuss.

Or

- (b) Elucidate the Economic fluctuations and unemployment in India.
18. (a) Discuss in detail on the components of the Balance of Payments.

Or

- (b) Critically evaluate on recent developments in the international monetary system and their implications for international economic relations.

C-1248

Sub. Code

31014

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Industry Integrated

MARKETING MANAGEMENT

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Differentiate market and marketing.
2. List out the core concept of marketing.
3. What is marketing implementation?
4. What do you understand by market control?
5. Write a note on POP/POD.
6. Illustrate the phases of PLC with neat diagram.
7. Define sale promotion.
8. Define public relations.
9. What is logistic management?
10. What do you understand by marketing channel?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain marketing process in detail.

Or

(b) Give suggestion for formulating marketing strategy.

12. (a) Elucidate the predominance of 7P's in Marketing.

Or

(b) Give suggestion for effective marketing planning.

13. (a) Enumerate the requisite for effective market segmentation.

Or

(b) Discuss about various classification of products.

14. (a) Write a detailed note on integrated marketing communication.

Or

(b) Explain mix promotion management in marketing.

15. (a) Elucidate channel management strategies.

Or

(b) Discuss about wholesaling and retailing.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the core concepts on marketing.

Or

- (b) Give suggestion for developing and effective marketing mix.

17. (a) Exemplify New Product Development in detail.

Or

- (b) Discuss about product management.

18. (a) Explain various pricing methods adopted by industries.

Or

- (b) Critically analyze the decisions involved in setting up the channels.

C-1249

Sub. Code

31015

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Industry Integrated

ORGANIZATIONAL BEHAVIOUR

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Organizational Behaviour.
2. What are the contributing disciplines to OB?
3. List out the theories of Personality.
4. Define Perception.
5. List out the different types of Attitudes.
6. What is Emotional Intelligence?
7. What are the major elements of Interpersonal Communication?
8. What is Group Behaviour?
9. What is Conflict Management?
10. Define Organizational Culture.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the various fields that have contributed to Organizational Behaviour.

Or

- (b) Bring out the Challenges and Opportunities for Managers in using OB concepts.

12. (a) Explain the determinants of Personality.

Or

- (b) Briefly discuss about Operant Conditioning theory of Learning.

13. (a) Write about Theory of Cognitive Dissonance.

Or

- (b) Explain the role of Psychological Contract on Employee Commitment.

14. (a) Explain the importance of Communication in an organization.

Or

- (b) Discuss the different types of Leadership Styles with example.

15. (a) Explain the principles of mediation and the role of Third Parties in Peace processes.

Or

- (b) Distinguish between Power and Authority in an Organization.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail on Research Foundations and Background of Organizational Behaviour.

Or

- (b) Elucidate the importance of Perception in Organizational Behaviour.

17. (a) Discuss the various theories of Motivation.

Or

- (b) Explain in detail on the process of interpersonal communication.

18. (a) Elaborately discuss on various considerations regarding the Conflict Management.

Or

- (b) Classify and discuss the different types of Organizational Development Interventions.

C-1250

Sub. Code

31016

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Industry Integrated

QUANTITATIVE TECHNIQUES

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Linear Programming?
2. What are the advantages of linear programming?
3. What is Integer Programming?
4. What do you mean by Network Model?
5. Write about Minimum Cost Flow?
6. What is a Balanced Transportation?
7. Define: PERT.
8. What is waiting line system?
9. What is Monte-Carlo Simulation?
10. What is Decision Analysis?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) What are the essential characteristics of a Linear Programming model?

Or

- (b) Write the standard form of linear programming problem in matrix form.

12. (a) What is integer programming? Explain the merits and demerits of “rounding off” a continuous optimal solution to an LPP to obtain an integer solution.

Or

- (b) Distinguish between pure and mixed integer programming problems.

13. (a) Give a brief outline of the procedure for solving a transportation problem.

Or

- (b) Explain North-West Corner method to solve transportation problem for an initial solution.

14. (a) Distinguish between PERT and CPM.

Or

- (b) How performance characteristics are calculated for different waiting line systems?

15. (a) Explain the steps involved in Monte-Carlo simulation.

Or

- (b) Explain clearly the various ingredients of a decision problem.

Part C $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) Explain how the linear programming technique can be helpful in decision-making in the areas of marketing and finance.

Or

- (b) Explain some of the practical applications of integer programming problems.
17. (a) Explain how the profit maximization transportation problem can be converted to an equivalent cost minimization transportation problem.

Or

- (b) "PERT now has proven to be an effective management tool that can be utilized by companies of all sizes in almost every industry". Discuss.
18. (a) Three Students arrive per minute at a coffee machine that dispenses exactly four cups per minute at a constant rate. Describe the system parameters.

Or

- (b) With suitable illustrative examples, explain the maximin, the minimax and the regret criteria in decision-making.

C-1251

Sub. Code

31021

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Second Semester

Industry Integrated

BUSINESS RESEARCH METHODS

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1. Define: Research Design.
2. What are “Itemized Rating Scales”?
3. What is Tally Mark?
4. Write a short note on Cross-Tabulation.
5. What do you mean by Paired Samples?
6. List out the various types of Correlation Analysis.
7. What is Discriminant Analysis?
8. What is the purpose of Logit Analysis?
9. What do you mean by Multidimensional Scaling?
10. What is a Cojoint Analysis?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain a research design in quantitative research with example.

Or

- (b) Describe the steps involved in a questionnaire design.

12. (a) Explain the process of Independent Sample 't'-test by using SPSS.

Or

- (b) What are the steps in testing a hypothesis?

13. (a) Distinguish between Analysis of Variance and Covariance.

Or

- (b) Explain the basic concept of Regression.

14. (a) Describe the steps in Factor Analysis by using SPSS.

Or

- (b) How to interpret the output of Discriminant Analysis?

15. (a) How to group objects into similar categories in Cluster Analysis?

Or

- (b) Describe the applications of Multidimensional Scaling.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail on various types of Sampling Methods.

Or

- (b) How to perform Hypothesis Test with two Independent Samples?

17. (a) How to interpret results of Correlation: 'p' - values and 'Co-efficient'?

Or

- (b) How does SPSS work in Factor Analysis?

18. (a) How to analyze and read the output of SPSS K-Means Cluster Analysis?

Or

- (b) Explain on how to interpret the Analysis of Variance results.
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C-1252

Sub. Code

31022

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Second Semester

Industry Integrated

CORPORATE FINANCE

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is corporate finance?
2. Define risk. List the types of risk.
3. Why do companies use debt capital?
4. What is a sick unit?
5. What do you mean by discounted cash flow?
6. What is Bond?
7. Define cost of capital. What is its significance?
8. What are the components of cost of capital?
9. Define dividend, and state its nature.
10. What is working capital?

Part B

(5 × 5 = 25)

Answer **all** questions

11. (a) A company expects a dividend of Re. 1.00 per share next year and is expected to grow at 6% per year perpetually. Determine the cost of equity capital, assuming the market price per share is Rs. 25.

Or

- (b) Explain the advantages of Decision tree approach in investment decisions.
12. (a) Explain the kinds of debt.

Or

- (b) Explain different types of securities available for equity financing with its merits.
13. (a) A company issues 10% irredeemable debentures of Rs. 1,00,000. The company is in the 55% tax bracket. Calculate the cost of debt (before as well as after tax) if the debentures are issued at (i) par (ii) 10% discount and (iii) 10% premium.

Or

- (b) What are the factors determining capital structure?
14. (a) Explain the need for dividend decisions in the organization.

Or

- (b) Discuss the factors which influence the dividend decision of a firm.

15. (a) Explain the advantages of various sources of short term finance to large scale industries.

Or

- (b) Discuss the different methods of working capital financing.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Payoff Ltd. Is producing articles mostly by manual labour and is considering to replace it by a new machine. There are two alternative models M and N of new machine. Prepare a statement of probability showing the pay-back period from the following information :

	Machine M	Machine N
Estimated life of machine	4 years	5 years
Cost of machine	Rs. 9,000	Rs. 18,000
Estimated saving in scrap	500	800
Estimated savings in direct wages	6,000	8,000
Additional cost of maintenance	800	1,000
Additional cost of supervision	1,200	1,800
Ignore taxation		

Or

- (b) Discuss about sensitivity analysis.

17. (a) Discuss about features of intercorporate investments.

Or

- (b) Discuss the factors which exercise influence on the demand for working capital in a manufacturing concern.

18. (a) Explain the techniques of decision tree analysis.

Or

- (b) Work out the marginal cost of capital from the following data:

Particulars	Rs. in lakhs	cost (%)
Existing structure:		
Equity	3,000	15
Retained earnings	500	18
Preference capital	500	10
Debt	2000	12
Additional demand:		
Equity	2,000	18
Retained earnings	500	18
Preference capital	1,000	12
Debt	1,500	16

C-1253

Sub. Code

31023

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Second Semester

Industry Integrated

GLOBAL BUSINESS ENVIRONMENT

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is a substitute good in Global Business Environment?
2. What is a comparative advantage in Global Business Environment?
3. What do you mean by the Terms of Trade?
4. What are the sources of comparative advantage?
5. Write a short note on the Law of One Price.
6. What do you mean by Domestic Politics of Trade?
7. How do you find the Exchange Rate?
8. Write a short note on Foreign Aid.
9. What do you know about the World Bank?
10. What is Global Economy?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Describe the differences between Complementary and Substitute goods.

Or

- (b) How do you explain comparative advantage?

12. (a) Examine the law of one price and how its economic laws violate other economy.

Or

- (b) Explain about the economics and politics of international trade.

13. (a) Explain the different types of foreign investments.

Or

- (b) Why do higher interest rates attract foreign investments?

14. (a) Explain about the Global Financial Crisis and its impact on Asia and Policy Challenges.

Or

- (b) Discuss the functions of International Monetary System.

15. (a) Explain the relationship between Migration and Development.

Or

- (b) Give a brief account on Frontiers of Economics and Globalization.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) How do complements and substitutes affect demand in global business environment? Discuss.

Or

- (b) Discuss in detail on the theory of absolute advantage.
17. (a) Discuss elaborately on the components and importance of Balance of Payments.

Or

- (b) What future for the Eurozone? Does the risk of break-up still exist?
18. (a) Discuss the role of World Bank in Developing Countries.

Or

- (b) Give a detailed account on International Economics by Robert Carbaugh 13th edition.
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C-1254

Sub. Code

31024

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Second Semester

Industry Integrated

HUMAN RESOURCE MANAGEMENT

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What do you mean by HRM?
2. What is personnel management?
3. Define job specification.
4. What is human resource planning?
5. Define selection.
6. What is job search?
7. Define performance appraisal.
8. What is self-managed team?
9. Define HRD.
10. What do you mean by training phase?

Part B**(5 × 5 = 25)**Answer **all** the questions.

11. (a) Discuss about the scope of HRM.

Or

- (b) What are the roles of personnel manager?

12. (a) Write a short note on human resource planning.

Or

- (b) Discuss the methods of job analysis?

13. (a) Write the strategic issues of recruitment.

Or

- (b) Give a short note on reliability of tests.

14. (a) Discuss the purpose of performance appraisal interview.

Or

- (b) What are the methods of performance appraisal?

15. (a) Explain the needs assessment phase of HRD.

Or

- (b) Write a short note on issues of motivation.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Discuss in detail about functions of HRM.

Or

- (b) Briefly explain about strategic human resource management.

17. (a) Describe in detail about models for HRP.

Or

- (b) Write a short note on

(i) Job description

(ii) Job specification.

18. (a) Explain in detail about the external recruiting job search.

Or

- (b) Describe the criteria for choosing selection devices.

C-1255

Sub. Code

31026

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Second Semester

Industry Integrated

OPERATIONS MANAGEMENT

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define TQM concept.
2. Define Plant Location Concept.
3. Define plant layour concept.
4. What is Just-in-Time Manufacturing concept?
5. Define Kanban System.
6. Define Inventory costs.
7. Define ISO.
8. Define Service capacity planning.
9. Define Time series.
10. What is Moving average?

Part B**(5 × 5 = 25)**Answer **all** questions

11. (a) Discuss functions of Operations Management.

Or

- (b) Write different types of layouts and their characteristics.

12. (a) Describe Economic order quantity calculation.

Or

- (b) Explain Performance measures for layout design.

13. (a) Enumerate Inventory function.

Or

- (b) Briefly explain the product development process.

14. (a) Explain Systems Perspective of operations management.

Or

- (b) Write a brief note on Aggregate Production planning framework.

15. (a) Explain Job Production Control.

Or

- (b) Discuss Quality Management Tools.

Part C

(3 × 10 = 30)

Answer **all** questions

16. (a) How is the operations management field related to the fields of human resources, information systems, or accounting?

Or

- (b) Describe the decision-making and the process view of operations management. Why are both these views useful in studying the field of operations management?
17. (a) Write an essay on some of the challenges facing operations management in the future.

Or

- (b) Identify some of the current trends in operations that you think are of critical importance.
18. (a) Describe the nature of operations management in the following organizations. In doing this, first identify the purpose and products of the organization then use the four decision types to identify important operations decisions and responsibilities.

Or

- (b) Describe the meaning and nature of Material Requirement Planning (MRP).

C-1256

Sub. Code

31032

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Industry Integrated

STRATEGIC MANAGEMENT

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **All** questions.

1. What is Strategy Formulation?
2. What do you mean by Environmental Analysis?
3. What is meant by Industry Structure?
4. Define: Competitive Advantage.
5. What is Strategic Alliance?
6. What is Portfolio Analysis?
7. What is Organizational Structure?
8. What is Power and Politics?
9. What do you mean by Corporate Social Responsibility?
10. Write a short note on strategic evaluation.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the strategic management process.

Or

- (b) Explain about Organizational Appraisal.

12. (a) Explain about PEST Analysis.

Or

- (b) Discuss about Globalization and Industry Structure.

13. (a) Explain the various functional level strategies.

Or

- (b) Discuss about distinctive competitiveness.

14. (a) Describe the steps involved in designing organizational structure.

Or

- (b) What is strategic change In an organization?

15. (a) Explain the perspectives of the balanced scorecard.

Or

- (b) Explain about new business models and strategies for Internet economy.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail on environmental scanning in strategic management.

Or

- (b) Explain in detail en Porter's Sustainable Competitive Advantage Model.

17. (a) What is McKinsey's 7s model? Discuss in detail.

Or

- (b) Elucidate the techniques of strategic evaluation and control.

18. (a) Explain in detail about the strategy of managing innovation and technology.

Or

- (b) How emerging market firms compete in global markets? Discuss.

C-1257

Sub. Code

31033

**M.B.A. (Industry Integrated) DEGREE EXAMINATION,
NOVEMBER 2019**

Third Semester

PROJECT MANAGEMENT

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is project?
2. How are project manager selected?
3. What is meant by project formulation?
4. What are the factors involved in selecting a project team?
5. Explain the steps in project management planning process.
6. What is Project Appraisal?
7. What do you understand by project scheduling?
8. What is project communication?
9. What is project audit?
10. What do you understand by PERT?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain different types of project.

Or

- (b) What are the role of project manager?

12. (a) What is SWOT analysis and how it can be done?

Or

- (b) What are the different phases of project formulation?

13. (a) What are the required information for the proper project appraisal?

Or

- (b) Describe the different stages in the project appraisal process.

14. (a) Describe the different goals of project planning.

Or

- (b) What is early start schedule and late start schedule?

15. (a) Explain the importance of project procedure manual.

Or

- (b) What is Matrix organisation? Explain its significance.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the role of Project Manager in successfully administering a project.

Or

- (b) “Formulation of projects involves scientific procedure” – Elucidate.

17. (a) Explain the different methods of profitability appraisal of a project.

Or

- (b) Explain the process of project cost monitoring.

18. (a) Describe the pre requisites for successful project implementation.

Or

- (b) What are the functions of project control?

C-1258

Sub. Code

31034A

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Industry Integrated

CONSUMER BEHAVIOUR

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Enumerate the determinants of consumer behaviour.
2. Buying motives.
3. Consumerism.
4. Product perception.
5. Repeat purchase.
6. Cross culture consumer behaviour.
7. Religious diversity.
8. Customer retention.
9. Outline the concept of life style positioning.
10. Ethnic sub-culture.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What individual factors influence the consumer behaviour?

Or

- (b) Explain Howard- seth model of buyer behaviour.

12. (a) How does attitude influence buyer to make decisions? Give reasons.

Or

- (b) What is meant by alternative evaluation? Explain.

13. (a) Elucidate the motivation behind opinion leadership.

Or

- (b) Explain the elements of marketing strategies in consumer behaviour.

14. (a) Explain with appropriate example the post purchase process.

Or

- (b) Explain buying habits and buying process with appropriate examples.

15. (a) Explain the major ways in which consumer use information derived from their explain the major ways in which consumer use information derived from their environment.

Or

- (b) What are the objects of the central consumer protection council?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the buyer behavior models.

Or

- (b) Discuss the consumer problems recognition process in detail.

17. (a) What are the various important buying motives?

Or

- (b) When an individual is a member of several peer groups, his consuming activities likely to be effected by all groups? Explain.

18. (a) Explain the consumer decision making process.

Or

- (b) What is “dissonance”? Explain the implication of dissonance in post purchase behavior.
-

C-1259

Sub. Code

31034B

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Industry Integrated

COMMERCIAL BANKING

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is financial market?
2. What is reserve repo rate?
3. What is the meaning of credit cards?
4. What is Bank-assurance?
5. What do you mean by universal banking?
6. What is rural banking?
7. What is exchange rate?
8. Explain the forex management.
9. What is liquidity risk?
10. What is securitization?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the features of money market?

Or

(b) Explain various functions of commercial bank.

12. (a) What are the uses of credit cards?

Or

(b) What are the main functions of the high-tech banking?

13. (a) Enumerate the recent trends in the Corporate Banking in India.

Or

(b) What are the chief objectives of CRISIL?

14. (a) State the regulations of SEBI on the mutual funds.

Or

(b) What is the importance of mutual funds?

15. (a) State the advantages of futures market.

Or

(b) What is forex risk? Explain its benefits.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the features of a developed money market?

Or

- (b) Do you consider SEBI as an effective regulator of capital market – Discuss.

17. (a) Discuss the impact of credit cards to different sections of the economy.

Or

- (b) How credit rating as a non-fund based activity promotes financial services?

18. (a) What are the components of foreign exchange markets?

Or

- (b) Explain the present position of derivative markets in India.

C-1260

Sub. Code

31035A

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Industry Integrated

PRODUCT AND BRAND MANAGEMENT

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define : Brand Management.
2. What do you mean by Co Branding?
3. What is a Brand Positioning?
4. What is Packaging?
5. What is Brand Resonance Pyramid?
6. What is Brand Value Chain?
7. What do you know about brand Hierarchies?
8. Define: Brand Revitalization.
9. What is Standardization?
10. What is a Trade Mark?

Part B

(5 × 5 = 25)

Answer **all** questions

11. (a) What are the key elements of branding?

Or

(b) What is strategic brand management process? Explain.

12. (a) Give a brief note on role of packaging in brand building.

Or

(b) What is IMC? Briefly explain their business plan.

13. (a) Explain about customer based brand equity.

Or

(b) Distinguish between Corporate Design and Corporate Identity.

14. (a) Discuss about the formulation of the growing and sustaining brand strategies.

Or

(b) Explain the steps to brand reinforcement.

15. (a) Discuss elaborately on challenges and opportunities for brand globalization.

Or

(b) Briefly explain on legal issues in branding strategies.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) How positioning strategies affect co-branding outcomes? Discuss in detail.

Or

- (b) Explain in detail on leveraging secondary brand associations to build brand equity.

17. (a) Discuss in detail about the Six A's of Marketing Performance Management for brands.

Or

- (b) Compare and contrast the brand product matrix of leading brands on your choice.

18. (a) “Developed vs Emerging Markets: The Global Economic Power Struggle” - Critically Examine.

Or

- (b) “Global branding strategy requires different thinking” — Discuss.
-

C-1261

Sub. Code

31035C

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Industry Integrated

DIGITAL AND SOCIAL MEDIA MARKETING

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define: digital marketing.
2. What is social media?
3. What is Search Engine Optimization?
4. What do you mean by PPC?
5. Write a short note on e-mail marketing.
6. What are portals on the Internet?
7. List out the different types of social media.
8. Write a short note on Mobile Advertising.
9. What do you know about Digital Analytics?
10. What is Intelligence Reporting?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) What are the different types of social media networking sites?
Or
(b) What are the characteristics of digital marketing?
12. (a) What are the benefits of SEO?
Or
(b) Explain the Search Campaign Process.
13. (a) What is Campaign Tracking? Explain with an example.
Or
(b) What is an e-mail marketing strategy? Explain.
14. (a) What is mobile marketing? How does it work?
Or
(b) Explain about Mobile App in digital marketing.
15. (a) What is the Dashboard? Explain its performance.
Or
(b) Discuss about business customized reporting.

Part C**(3 × 10 = 30)**Answer **all** questions.

16. (a) Discuss in detail In characteristics and implications of Digital Marketing.
Or
(b) What is search campaign process? Explain in detail on why it is important?

17. (a) Give a detailed account on Digital Display Advertising.

Or

(b) Elaborately discuss on various social media marketing companies.

18. (a) Explain in detail on Real Time Reporting.

Or

(b) How IT sector can use advanced data and analytics to drive business decisions?

C-1262

Sub. Code

31036A

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Industry Integrated

**SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT**

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

Write short notes on :

1. Odd lot trading.
2. Relationship between Risk and Return.
3. Fundamental Analysis.
4. Buy back of shares.
5. Derivatives.
6. Hedge Funds.
7. Portfolio selection.
8. Industrial Life Cycle.
9. Investment and Speculation.
10. ARR.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) “There is a trade-off between risk and return”.
Explain this statement.

Or

- (b) Short notes on :
- (i) Underwriting
 - (ii) Private placement
 - (iii) Prospects
 - (iv) Merchant Banker.

12. (a) What are some possible disadvantages of limit orders?

Or

- (b) Distinguish between a feasible and an efficient portfolio is an inefficient portfolio ever a feasible portfolio.

13. (a) Explain the basic principles and hypothesis of Dow theory.

Or

- (b) Write short notes on :
- (i) Coupon rate
 - (ii) Yield rate
 - (iii) Zero coupon bond
 - (iv) Default risk of a bond.

14. (a) A bond Rs. 1,000 was issued 5 years ago at a coupon rate of 6 percent. The Bond had a maturity period of 10 years and as of today, therefore, 5 more years are left for final repayment at par. The market interest rate currently is 10 percent. Determine the value of the bond.

Or

- (b) What are the main investment attraction of put and call option?
15. (a) What are the implications, if any, of the results of studies of mutual fund Performance for the random-walk theory?

Or

- (b) What is meant by the holding period yield of a portfolio? How is it calculated?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) “Investment is well grounded and carefully planned speculation” – Discuss.

Or

- (b) How does the OTC market differ from the organized exchanges?

17. (a) Describe the Sharpe’s single index model. How do you interpret α and β Parameters in the model?

Or

- (b) How many inputs are needed for a portfolio analysis involving 60 securities if covariance are computed use in (i) The Markowitz technique. (ii) Sharpe’s Index method?

18. (a) Compare and Contrast efficient market hypothesis with fundamental and technical analysis.

Or

- (b) What is SML? Explain the rationale behind it.
-

C-1263

Sub. Code

31036C

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Industry Integrated

STRATEGIC FINANCIAL MANAGEMENT

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

Write briefly :

1. CAPM.
2. Dividend Policy.
3. LBO.
4. Acquisition.
5. WACC.
6. Financing strategy.
7. Hire-vendor.
8. Business planning.
9. Arbitrage.
10. Future value.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain the theories of capital structure.

Or

- (b) How will you calculate weighted average cost of capital?

12. (a) When do merger make economic sense? Explain.

Or

- (b) Explain the need and importance of capital budgeting.

13. (a) What you mean by financial analysis? Discuss the reliability and Relevance of financial analysis.

Or

- (b) What is working capital? And explain the factors affecting the working capital requirement.

14. (a) “Leasing is beneficial to both lessor and lessee”. Examine.

Or

- (b) What is the difference between hire-purchase account and hire-purchase trading account?

15. (a) What are the basic financial decisions? How do they involve risk return trade off?

Or

- (b) Briefly explain the comparison of the financial health of an organization with that of competitors.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Distinction between operating and financial leverage.

Or

- (b) Explain the determinant of dividend policy.

17. (a) Explain Modigliani-Miller approach on cost of capital (MM approach).

Or

- (b) Explain Walter's dividend Model and Mention the criticism of the same.

18. (a) Discuss the types of leasing.

Or

- (b) Differentiate between leasing and hire-purchase.

C-1264

Sub. Code

31037A

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Industry Integrated

**PERFORMANCE MANAGEMENT AND COMPETENCY
MAPPING**

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define: Competency Mapping.
2. What do you mean by Rewards?
3. What are the performance dimensions?
4. What is workplace behaviour?
5. Write a short note on Performance Appraisal.
6. What is sense-making?
7. List out the types of Performance Management System.
8. Mention the role Communication in Performance Management System.
9. What do you mean by Balanced Scorecard?
10. What is workforce engagement?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the contributions of performance management to an organization and its employees?

Or

- (b) How to link performance management to rewards?

12. (a) Explain the purpose of performance planning.

Or

- (b) Explain the dimensions of a high performance management system.

13. (a) Discuss the relationship between performance management and performance appraisal.

Or

- (b) Explain the effectiveness of Rater and Ratee linkages in their Performance Management.

14. (a) How to develop a performance management system?

Or

- (b) Explain the different types of rater-ratee training programmes.

15. (a) Give a brief note on designing and implementing the new approaches of competency mapping.

Or

- (b) How to build a productive and engaged workforce?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the factors that need to be considered when managing performance.

Or

- (b) Explain the stages of the performance management process.
17. (a) Elucidate the importance of communication in performance management.

Or

- (b) Discuss the stages in the Development and Implementation of Performance Management System.
18. (a) Discuss in detail on how balanced scorecard is used as a performance measurement tool.

Or

- (b) Explain how the individual performance affects the overall performance of the team.
-

C-1265

Sub. Code

31037C

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Industry Integrated

HR ANALYTICS

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is HR Analytics?
2. Mention the importance of HR Analytics.
3. What do you mean by HRIS?
4. What do you know about HR Metrics?
5. What is Workforce Analytics?
6. What is HR Forecasting?
7. What is HR Reporting?
8. Define : Root Cause Analysis.
9. Distinguish between Data and Information.
10. Mention the techniques of Predictive Analytics.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Trace the history and evolution of HR Analytics.

Or

- (b) Discuss about the various models of HR Analytics.

12. (a) Explain about the statistical methods used in HR Research.

Or

- (b) Discuss about the HR Metrics and their impact on Business.

13. (a) Explain the stages of employee value proposition.

Or

- (b) How to use HR Analytics to optimize talent processes?

14. (a) Discuss the role of HR in Information Transformation.

Or

- (b) How datafication of Human Resource is changing the way employees work?

15. (a) Explain predictive analytics with suitable examples.

Or

- (b) How HR Analytics software service improve organizations?

Part C**(3 × 10 = 30)**Answer **all** questions.

16. (a) Elaborately discuss the framework of HR Analytics.

Or

- (b) Discuss on how HR tools and techniques designed for growing organizations.

17. (a) How HR Analytics are important for organizational sustainability?

Or

- (b) How to perform a root cause analysis? Discuss in detail.

18. (a) Give a detailed account on Big-Data Predictive Analytics.

Or

- (b) Explain in detail on Predictive Analytics Tools and Techniques in HR Analytics.

C-1266

Sub. Code

31038B

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Industry Integrated

SERVICE OPERATIONS MANAGEMENT

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out the various types of services.
2. What is Service Strategy?
3. What do you mean by Service Design?
4. What is service Blueprint?
5. Define: Service Quality.
6. What is Service Guarantees?
7. What is Yield Management?
8. Write a short note on Inventory Management in Services.
9. What do you mean by the Pervasiveness of Waiting Lines?
10. What do you know about Psychology of Queuing models?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain the principles of service package strategy.
- Or
- (b) Discuss the environmental strategies and its impact on service operations management.
12. (a) What are the stages of new service development?
- Or
- (b) What is Service Design? How will you design a new way of service and develop relationship with customers?
13. (a) Discuss importance of Service Quality.
- Or
- (b) Discuss the determinants of service quality.
14. (a) Explain the various approaches to allocating capacity.
- Or
- (b) Elucidate the characteristics of inventory management specific to services.
15. (a) Compare and contrast the Qualitative and Quantitative understanding of waiting lines.
- Or
- (b) Explain on how data envelopment analysis works?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail and characteristics and classification of services.

Or

- (b) Explore the models of front and back office interface in service operations management.

17. (a) How can you improve delivery of services to customers? Discuss.

Or

- (b) How will you measure the impact of increased product substitution on capacity decisions?

18. (a) Discuss in detail on how to avoid stock-outs and increase service efficiency.

Or

- (b) Explain about the waiting time management strategies for service operations.

C-1267

Sub. Code

31039B

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Industry Integrated

DATAMINING AND BUSINESS INTELLIGENCE

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write short notes on the concept of data mining.
2. List out the data mining software.
3. Write short notes on data mining functionalities.
4. What is meant by web data mining?
5. What are the characteristics of OLAP systems?
6. What is meant by Data cube operation?
7. What is meant by information privacy?
8. Write short notes on intrusion detection.
9. Write short notes on trends in data mining.
10. What is financial data analysis?

Part B

(5 × 5 = 25)

Answer **all** questions either (a) or (b).

11. (a) Write short notes on role of Data mining in business.

Or

- (b) Discuss about the future of data mining.

12. (a) Explain about the concepts of web data mining with suitable examples.

Or

- (b) Write notes on web terminology and its characteristics.

13. (a) Critically comment on Information privacy and data mining.

Or

- (b) Discuss about ineffectiveness of current privacy principles. Suggest remedies.

14. (a) Explain the role of online analytical processing in data mining.

Or

- (b) Discuss about the guidelines for OLAP implementation

15. (a) Explain the benefits of data mining and business intelligence.

Or

- (b) Comment on commercial data mining and the subsequent consequences the company can face.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Why data mining and business intelligence is gaining importance in the contemporary business environment? Bring out its advantages and the disadvantages?

Or

- (b) How data mining is a value creation for business leaders?

17. (a) Explain social impacts of data mining.

Or

- (b) Explain how technology and data mining is impacting the lives of people.

18. (a) Explain the concept of Data cube and its type and application.

Or

- (b) Explain the applications of data mining

C-1268

Sub. Code

31042A

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fourth Semester

Industry Integrated

SALES AND DISTRIBUTION MANAGEMENT

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is sales management?
2. Define customer.
3. Define Promotional mix.
4. What is sales presentation?
5. Define sales territories.
6. What is sale metrics?
7. Write short note on distribution mix.
8. What are the special features of public distribution system?
9. Who are broilers?
10. What is meant by dealer network?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Discuss the task and responsibility of sales manager.

Or

- (b) Explain the link between sales and Marketing Management.

12. (a) Explain the methods of Negotiation.

Or

- (b) Describe the approaches of personal selling.

13. (a) Explain various methods of sales control.

Or

- (b) What are the reasons that a sales control can be unsuccessful?

14. (a) What are the needs of channel Management?

Or

- (b) What are the functions performed by wholesalers / distributors.

15. (a) How do you evaluate the performance of sales channel?

Or

- (b) Elaborate the role of ethics in sales.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the types and methods of filed sales organization.

Or

- (b) Explain the methods and procedural steps in forecasting

17. (a) What are the new trends in sales and distribution Management?

Or

- (b) What are the instruments of channel control?

18. (a) What are the various Distribution Strategies?

Or

- (b) What are the factors affecting choice of distribution channel?
-

C-1269

Sub. Code

31042D

**M.B.A. (Industry Integrated) DEGREE EXAMINATION,
NOVEMBER 2019**

Fourth Semester

**MERGERS, ACQUISITION AND CORPORATE
RESTRUCTURING**

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out the participants in the process of mergers and acquisitions.
2. How business alliance will be an alternative to mergers and acquisitions?
3. What is meant by 'Synergy' of a Merger?
4. What is SWOT Analysis?
5. Explain the motives behind mergers and acquisitions.
6. What is a horizontal merger?
7. Explain the term "reverse merger".
8. What is ESOP?
9. When is divestitures considered profitable?
10. Distinguish between Reorganisation and Liquidation.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss briefly the historical developments in mergers and acquisitions.

Or

- (b) Discuss the impact of take over defenses in shareholder value.

12. (a) Explain briefly the steps involved in merger and acquisition.

Or

- (b) “Every Merger leads to higher value creation”. Critically appraise the statement.

13. (a) How would you value the non-operating assets when you go for a merger or acquisition?

Or

- (b) Explain the impact of M & A's on post acquisition earnings per share.

14. (a) Discuss the process for valuing privately held businesses.

Or

- (b) Explain the strategies you would adopt in managing risk and reaching consumers on purchase price.

15. (a) Discuss the valuation methods of LBOs.

Or

- (b) How would you predict Corporate default and bankruptcy?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) ABC Ltd is considering to acquire XYZ Ltd. Details of both the companies are as follows:

Particulars	ABC Ltd	XYZ Ltd
	₹	₹
Share Capital	60,00,000	15,00,000
Market Price	17	11
P/E Ratio	17	2.75
Profit after tax	10,00,000	6,00,000

Share Exchange Ratio will be 1:3

Calculate

- (i) Combined Profit after acquisition
- (ii) Number of Shares to be issued to XYZ Ltd
- (iii) Post merger market Capitalisation.

Or

- (b) Enumerate the steps involved in a merger proposal.
17. (a) What is difference between the pooling of interest and purchase method of accounting for mergers? Illustrate your answer.

Or

- (b) Discuss the challenges in valuing privately held companies.
18. (a) Explain in detail the role of private equity, hedge and venture Capital funds in deal financing.

Or

- (b) Discuss in detail "Corporate Restructuring".

C-1270

Sub. Code

31044A

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fourth Semester

Industry Integrated

FINANCIAL DERIVATIVES

(2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out any two main features of “Derivatives”.
2. What is a forward contract?
3. List the various types of traders.
4. What do you mean by Intrinsic value?
5. What is meant by commodity futures?
6. Define and illustrate Asian option.
7. What is credit risk?
8. What are stock options?
9. List any two types of underlying assets.
10. What do you mean by spot market?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Summarise the functions of derivatives instruments.

Or

- (b) “Forward contracts act as fore-runner of futures market”. – Explain this statement in the light of growth of forward market.

12. (a) Distinguish between forward and futures contract.

Or

- (b) Explain the mechanism of hedging using index derivatives.

13. (a) Discuss the various types of the futures contract.

Or

- (b) Discuss in detail the basic structure of currency Swaps. Also outline the risks in currency swaps.

14. (a) Explain the regulatory framework of derivatives market.

Or

- (b) Write short notes on Credit Derivatives.

15. (a) Explain the theories of future prices.

Or

- (b) What are the various types of credit derivatives instruments?

Part C $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) Explain the various types of derivatives. Differentiate between cash and future market.

Or

- (b) On August 01, 2018 price of Infosys share was Rs. 2780 and two parties entered into a forward contract for delivery of 1000 shares on September 01, 2018, at a price of Rs. 2795. Examine the payoff position of the seller (short position) if the price of Infosys share turns to be.

(i) Rs. 2790 (ii) 2,800 on September 01, 2018

17. (a) Explain in detail the mechanism of hedging using interest rate derivatives.

Or

- (b) Explain the features of Forward Rate agreements and illustrate range forward concept with suitable example.

18. (a) How the valuation of Interest Rate SWAP, currency SWAP and FRN are made? Explain in detail.

Or

- (b) Describe the characteristics and settlement procedure of futures contract.