

Reg. No. : .....

D 511

Q.P. Code : [07 DMB 11]

(For the candidates admitted from 2007 onwards)

M.B.A./EXECUTIVE M.B.A. DEGREE  
EXAMINATION, DECEMBER 2017.

Second Semester/Second Year

BUSINESS ENVIRONMENT AND ETHICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the significance and constituents of business environment.
2. Describe the details in the directive principles of the state policy.
3. Explain the meaning and types of ethics.
4. Enumerate on the factors influencing business ethics.
5. Explain the impact of globalisation on the policies of our government.

6. Differentiate direct taxes from indirect taxes.
7. Explain the problems related to service tax and its reforms.
8. Explain the features of FEMA in detail.

**D 513**

Reg. No. : .....

Q.P. Code : [07 DMB 13]

(For the candidates admitted from 2007 onwards)

M.B.A. / EXECUTIVE M.B.A. DEGREE  
EXAMINATION, DECEMBER 2017.

Second Semester / Second Year

STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks. -  
(5 × 20 = 100)

1. Discuss the current trends in strategic management process in Indian corporate companies.
2. What is industry analysis? Discuss the demographic factors that influence the business.
3. Explain the advantages and disadvantages of stability strategies with suitable examples.
4. How strategic management process is carried out in large multi product organizations? Explain with examples.

5. Explain the A.D Little's Life-Cycle approach to strategic planning with an illustration.
6. Discuss how the business portfolio balancing helps in satisfying the customer needs and wants with examples.
7. Leadership style, corporate culture, values and ethics play a crucial role in effective implementation of strategies. Comment.
8. Critically assess Michael Porter's approach for globalization with an illustration.

Reg. No. : .....

D 519

Q.P. Code : [09 DMB 15]

(For the candidates admitted from 2009 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2017.

Second Year

Optional — INTERNATIONAL BUSINESS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Outline the drivers of international business.
2. Bring out the effects of globalisation on wages, women and on developing countries.
3. What is the contribution of MNCs towards the development of developing countries?
4. What is Mercantalism? How does it explain cross-border business transactions?
5. Explain the following theories of FDI :
  - (a) Eclectic theory
  - (b) Internalisation.

6. What is legal environment? Describe the different legal systems.
7. How is environmental scanning useful to international business?
8. What is strategic alliance? Bring out its benefits and pitfalls?

Reg. No. : .....

D 536

Q.P. Code : [07 DMB - F 29]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2017.

Second Year

Finance/Financial Management

INDIAN CAPITAL MARKET AND FINANCIAL  
SYSTEM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Describe the structure of Indian financial system in detail.
2. Illustrate the listing procedure in stock exchanges.
3. Write an essay on the functions of the New Issue Market.
4. "The scope of merchant banking is great in India"  
- Discuss.

5. Bring out clearly the features and advantages of swaps.
6. Elucidate the role of financial system in economic development.
7. Describe in detail the method of trading in stock exchange.
8. Discuss the methods of floating new issues in New Issue market.

Reg. No. : .....

D 537

Q.P. Code : [07 DMB-F 30]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2017.

Second Year

Finance/Financial Management

MANAGEMENT OF FINANCIAL SERVICES

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Bring out the important role played by financial services in developing the economic growth of a country.
2. Give a brief account on the subsidiary services rendered by the commercial banks.
3. Discuss the various types of leasing.
4. What are the different steps involved in factoring finance?

5. What are the various functions of a merchant banker?
6. Bring out the difference between bonds and debentures.
7. State the regulations of SEBI on the mutual funds.
8. State the benefits of mutual fund from the point of view of investor and promoter.

Reg. No. : .....

D 538

Q.P. Code : [07 DMB-F 31]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2017.

Second Year

Finance/Financial Management

**CAPITAL BUDGETING AND FINANCING  
DECISIONS**

Time : Three hours                      Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Finance. Discuss classification of finance.
2. Explain the various sources of long term finance.
3. What do you mean equity restructuring? Explain the reasons for equity restructuring.
4. What are cash flow analysis tools? Briefly discuss it.

5. What is capital structure? Explain the factors determining capital structure.
6. Discuss capital structure theories and assumptions.
7. What is leverage? Mention different types of leverage.
8. Briefly explain financial forecasting methods.

Reg. No. : .....

**D 540**

**Q.P. Code : [07 DMB-F 33]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2017.

Second Year

Finance/Financial Management

**RISK MANAGEMENT AND INSURANCE**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. How do you classify pure risks?
2. What are the different methods of risk identification?
3. How an individual manage the risk?
4. Explain the elements of an insurable risk.
5. Discuss the various types of life insurance products.

6. Describe the legal framework of Insurance business in India.
7. Explain the losses which are not covered in fire insurance.
8. What are the types of marine insurance?

Reg. No. : .....

D 541

Q.P. Code : [07 DMB-F 34]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2017.

Second Year

Finance/Financial Management

SECURITY ANALYSIS AND PORTFOLIO  
MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the schemes of Unit Trust of India?
2. Explain the investment avenues provided by the post office.
3. What causes the risks? How will you manage them?
4. Discuss the different types of risk faced by an investor.
5. Describe the types of information required for valid investment. Which is more vital? Why?

6. What are Bond value theorems? Explain.
7. Explain the different tools available for technical analysis.
8. Discuss about the application of capital asset pricing model.



Reg. No. : .....

D 561

Q.P. Code : [07 DMBRM 58]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2017.

Second Year

Retail Management

RETAIL OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Examine the challenges and opportunities of retail business in India.
2. Discuss the contributions of FDI for the growth of retail business.
3. Describe the various business models in retail and suggest a successful model for non store retailing.

4. Write a note on the following:

- (a) Franchising
- (b) Non store retailing
- (c) Event Management
- (d) Brand Management.

5. What is CRM? Describe the components of CRM.

6. Discuss the factors to be considered while developing CRM strategy for retail business.

7. Elucidate the distinctive characteristics of service operations.

8. Enunciate the role of marketing channel systems for the success of retail business.

Reg. No. : .....

D 738

Q.P. Code : [07 DMBSM 91]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2017.

Second Year

Services Management

SERVICE

TOTAL QUALITY MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the types of cost of quality and their uses.
2. Discuss the role of communication in implementing TQM.
3. Discuss the control charts for variables and attributes.
4. How to select vendors using statistical quality control?

5. Define JIT. Discuss the advantages and pitfalls of JIT.
6. What is six sigma? Discuss the steps taken to perform six sigma.
7. Discuss work instruction manuals and records for ISO 9000.
8. What is Bench marking? Discuss the methodology used for bench marking.

Reg. No. : .....

**D 1511**

**Q.P. Code : [07 DMB 11]**

(For the candidates admitted from 2007 onwards)

**M.B.A./EXECUTIVE M.B.A. DEGREE  
EXAMINATION, DECEMBER 2018.**

**Second Year-Second Semester**

**BUSINESS ENVIRONMENT AND ETHICS**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is social responsibility of Business? Put forth arguments for and against business assuming social responsibility.
2. Examine the significance of political environment to business.
3. Discuss the factors which influence business ethics.
4. Enumerate the reasons for recent interest in Corporate Governance.

5. What are the basic principles of GATT? Explain its main functions.
6. Explain the special features of VAT and MODVAT.
7. Explain the important features of competition Act 2002.
8. What was the objectives of passing consumer protection Act and Patents Act? Explain.

Reg. No. : .....

**D 1513**

**Q.P. Code : [07 DMB 13]**

(For the candidates admitted from 2007 onwards)

**M.B.A./EXECUTIVE M.B.A.  
DEGREE EXAMINATION, DECEMBER 2018.**

**Second Year/Second Semester**

**STRATEGIC MANAGEMENT**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks**

**(5 × 20 = 100)**

1. What is strategic management? Explain the steps in strategic planning process.
2. How will you carry out environmental analysis?
3. How will you perform industry analysis?
4. Discuss the types of diversification with examples.
5. Describe the strategies of leading Indian Companies with examples.

6. Explain the strategic management for small organisations and non-profit organisations.
7. Write a note on strategic funds programming.
8. Discuss the balanced score card approach in detail.

**D 1519**

Reg. No. : .....

Q.P. Code : [09 DMB 15]

(For the candidates admitted from 2009 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2018.

Second year

Optional – INTERNATIONAL BUSINESS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. "Globalization of the world economy is boon or ban" – Discuss.
2. Write a detailed essay on the changing nature of international business.
3. Critically evaluate the determinants of economic development.
4. Narrate the overview of different types of international trade theories.

5. Discuss the role and contributions of WTO in the development of world trade.
6. "FDI is the backbone of one country's economy" – Do you agree? Substantiate your stand.
7. Examine the functions of foreign exchange market in the context of globalization.
8. What are the entry modes available for international trade? Explain how to select a suitable entry mode.

Reg. No. : .....

D 1539

Q.P. Code : [07 DMB F 29]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2018.

Second Year

Finance/Financial Management

INDIAN CAPITAL MARKET AND FINANCIAL  
SYSTEM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Give a detailed outline about Indian financial system and economic development.
2. Discuss the constituents of Indian financial system.
3. Outline the structure of stock exchanges in India.
4. State the features and purposes of different types of shares.

5. Discuss the characteristics of Bond and write an overview of bond market in India.
6. Discuss the functions of new issue market.
7. Explain the various guidelines prescribed by SEBI in relation with new issue market.
8. Outline the recent trends in derivative markets in India.

Reg. No. : .....

D 1545

Q.P. Code : [07 DMBF 35]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2018.

Second year

Finance / Financial Management

INTERNATIONAL FINANCIAL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the nature, scope and functions of international financial management.
2. What are the factors to be considered while preparing the BOP statement? Explain in detail.
3. Explain in detail about IMF and World Bank exchange rate mechanism.
4. Discuss the concept of spot, forward and futures options in foreign exchange market.

5. What are the internal and external techniques available for measuring the foreign exchange risk?
6. List and explain the various international financial market instruments.
7. Discuss pre-shipment and post-shipment financing. Discuss the procedure followed by the commercial banks in this regard.
8. What is Euro currency market? What factors have contributed to its growth? Discuss in detail.

Reg. No. : .....

D 13

Q.P. Code : [07 DMB 13]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,  
JUNE 2018.

Second Year / Second Semester

STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the various phases of strategic management process with a neat diagram.
2. Critically analyze the strategic management practices in India.
3. Explain how internal environment can be evaluated through functional approach method.
4. What are called as grand strategies? Discuss the various grand strategies adopted by leading companies in India.

5. Discuss the BCG Matrix business portfolio model with suitable illustrations.
6. Explain the A.D. Little's Life-Cycle approach to strategic planning with examples.
7. Discuss the problems and approaches in effective implementation of strategies in an organisation.
8. Explain the Du Pont's control model and Balanced score card concept with examples.



Reg. No. : \_\_\_\_\_

**D 42**

**Q.P. Code : [07 DMBF 32]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, JUNE 2018.**

Second Year

Finance /Financial Management

**WORKING CAPITAL MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain about the significance of adequate working capital.
2. Discuss the uses of ratio analysis.
3. State the importance of fund flow analysis.
4. What are the causes for the under development of Indian money market?

5. State the procedure to be followed in receivable management.
6. What are the motives of holding cash? and discuss about the cash management control.
7. Explain the various tools and techniques of inventory management.
8. Discuss about the Tandon Committee Report.

Reg. No. : \_\_\_\_\_

D 43

Q.P. Code : [07 DMB-F 33]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, JUNE 2018.

Second Year

Finance/Financial Management

RISK MANAGEMENT AND INSURANCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the principles of risk management?
2. Explain the types of risk.
3. State the objectives of risk management?
4. Discuss the features of life insurance.
5. Describe different types of insurance policies.
6. Explain the elements of marine insurance contract?

7. Who have insurable interest under fire insurance contract? Explain in detail.
8. Describe the extra benefits available to the policy holder under motor insurance on payment of additional premium?

Q.P. Code: 09DMB17

(For the candidates admitted from 2009 onwards)

M.B.A. Degree Examination,  JUN 2018

Second Year

Optional - RETAIL MANAGEMENT

Time: Three Hours

Maximum: 100 Marks

Answer any FIVE questions.

All questions carry equal marks (5 x 20 = 100 Marks)

1. Explain the different types of Retailing?
2. Describe the factors influencing consumer buying decision.
3. Discuss the elements of Retail Planning?
4. Explain about Retail Assortment Strategies.
5. Describe the various types of Retail Locations stating its merits and demerits.
6. Explain the different approaches to Retail Pricing.
7. Discuss the various elements of the Retail Promotional Mix.
8. Describe about the impact of Information Technology in Retailing.