

Reg. No.

--	--	--	--	--	--	--	--	--	--



MBAH 501

**III Semester M.B.A. Degree Examination,
November/December 2019**

BUSINESS ADMINISTRATION

Entrepreneurship and Small Business

Time : 3 Hours]

[Max. Marks : 70

SECTION - A

(Compulsory)

Answer the following question and the answer should not exceed 6 pages : **(1 × 15 = 15)**

1. Explain the contributions of the entrepreneurship to the Indian Economy.

SECTION - B

Answer **any five** of the following questions. Each question carries 8 marks. Answer should not exceed 5 pages : **(5 × 8 = 40)**

2. Describe the steps in the preparation of business plan.
3. Explain the merits and demerits of acquiring an established business.
4. Discuss the challenges of Woman Entrepreneurs in India and suggest measures to overcome from those Challenges.
5. Explain the procedure to obtain a Patent Grant.
6. Explain briefly the Entrepreneurial Venture's Life Cycle. What role an Entrepreneur should play throughout the transition stage?
7. Explain the components of a good feasibility plan.
8. Explain the problems and prospects of small business in India.
9. Discuss briefly the current state of Entrepreneurship in India.



SECTION - C
(Compulsory)

Answer should not exceed 6 pages :

(1 × 15 = 15)

10. Ahmad, Hassan, and Rahmat were childhood friends who had always talked about starting a business together after graduation. Ahmad had the financial background and startup capital to contribute and Hassan and Rahmat had the technical knowledge they believed would give them the competitive advantage needed to become an industry leader.

During their early college years, Hassan and Rahmat developed a new and innovative way to manufacture computer components. When they shared their idea with Ahmad, he was able to draw up a detailed business plan to present to potential investors when the three were ready to launch their venture. They had been very careful not to disclose anything about their innovative idea to other colleagues or any of their friends and were anxious to get started.

After selecting the company name "Millennium Computers" the three friends come to you for advice on intellectual property rights.

Questions :

- (a) To protect their innovative process for manufacturing computer components from unauthorized use, which type of intellectual property should they apply?
- (b) Outline the steps involved in the process.
- (c) What would you advise the friends if they have to legally protect intellectual property in the future?

Reg. No.

--	--	--	--	--	--	--	--	--	--



MBAH 502

**III Semester M.B.A. Degree Examination,
November/December 2019**

(Choice Based Credit System)

BUSINESS ADMINISTRATION

Management Accounting

Time : 3 Hours]

[Max. Marks : 70

SECTION - A

(Compulsory)

Answer **any two** questions. Each question carries **10** marks. Answer to the question should not exceed 6 pages : **(2 × 10 = 20)**

1. Provide a comparative distinction between Financial Accounting and Management Accounting. Also discuss various tools used in Management Accounting.
2. What do you understand a budget? Explain the different steps involved in preparation of budget.
3. Explain the discounted and non discounted cash flow methods used in capital budgeting techniques. Evaluate the accept reject rules followed in these capital budgeting techniques.

SECTION - B

Answer **any three** questions. Each question carries **12** marks. Answer to the question should not exceed 6 pages : **(3 × 12 = 36)**

4. From the following information supplied to you, determine the appropriate weighted average cost of capital, relevant for evaluating long term investment projects of the company :

Cost of equity : 12%

After-tax cost of long-term loans : 7%

After-tax cost of short term loans : 4%



Source of capital	Book Value (Rs.)	Market Value (Rs.)
Equity	5,00,000	7,50,000
Long-term debt	4,00,000	3,75,000
Short-term debt	1,00,000	1,00,000
	Total	<u>12,25,000</u>

5. What do you understand by responsibility centers? Explain the role of cost centre, revenue centre, investment centre and profit centre.
6. A watch manufacturing company is operating at 70% capacity and presents the following information :

Break-even point Rs. 200 crores
 P.V. Ratio 40 per cent
 Margin of safety Rs. 50 crores

The company's management has decided to increase production to 95 percent capacity level with the following modifications :

- The selling price will be reduced by 8 percent
- The variable cost will be reduced by 5 percent on sales
- The fixed cost will increase by Rs. 20 crores, including depreciation on additions, but excluding interest on additional capital
- Additional capital of Rs. 50 crores will be needed for capital expenditure and working capital.

You are required to find out the following :

- (a) Indicate the sales figures, with the working that will be needed to earn Rs. 10 crores over and above the present profit and also meet 20 percent interest on the additional capital.
- (b) What will be the revised ;
 - (i) Break-even point
 - (ii) P.V. Ratio
 - (iii) Margin of safety
7. Examine critically the different approaches to the calculation of cost of equity capital.



8. From the following information given, calculate (a) Debt equity ratio (b) Interest coverage ratio (c) Debt to total fund ratio (d) Return on investment ratio and (e) Capital turnover ratio

Particulars	Amount (Rs.)
Share capital	3,20,000
General reserve	1,20,000
Profit and Loss A/c	2,00,000
Loan @ 15% interest	4,00,000
Sale for the year	11,20,000
Tax paid during the year	80,000
Profit for the year after interest & tax	1,60,000

SECTION – C**(Compulsory)**

Answer to the question should not exceed 6 pages. This question carries **14** marks. **(1 × 14 = 14)**

9. From the following Balance Sheet of Ramsons & Co. Ltd., as on 31st December, 2018 you are required to prepare Fund Flow Statement.

Balance Sheet

Liabilities	2017 (Rs.)	2018 (Rs.)	Assets	2017 (Rs.)	2018 (Rs.)
Equity share			Fixed Assets	5,10,000	6,20,000
Capital	3,00,000	3,50,000	Investments	30,000	80,000
Preference share			Sundry debtors	40,000	75,000
Capital	2,00,000	1,00,000	Stock	1,00,000	2,00,000
10% Debentures	1,00,000	2,00,000	Bills receivable	1,00,000	1,00,000
Reserves	1,10,000	2,70,000	Discount on		
Provision for			debenture	10,000	5,000
Doubtful debts	10,000	15,000			
Sundry creditors	35,000	45,000			
Bills payable	35,000	1,00,000			
Total	<u>7,90,000</u>	<u>10,80,000</u>		<u>7,90,000</u>	<u>10,80,000</u>

MBAH 502



Additional Information :

- (a) Provision for depreciation stood at Rs. 1,50,000 on 31st December, 2017 and at Rs. 1,90,000 on 31st December, 2018.
- (b) During the year 2018, a machine costing Rs. 70,000 (book value Rs. 40,000) was disposed off for Rs. 25,000.
- (c) Preference share redemption was carried out at a premium of 5% on 1st January 2018 and
- (d) Dividend @ 15% was paid on equity shares for the year 2017.

Reg. No.

--	--	--	--	--	--	--	--	--	--



MBAH 503

**III Semester M.B.A. Degree Examination,
November/December 2019**

BUSINESS ADMINISTRATION

International Business Environment

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

(Compulsory)

Answer to each question should not exceed 6 pages : **(1 × 15 = 15)**

1. Describe the indicators of international competitiveness.

SECTION – B

Answer **any five** questions. Each question carries **8** marks. Answer to the question should not exceed 5 pages : **(5 × 8 = 40)**

2. Explain the Porter's national competitive advantage theory.
3. Describe the different approaches to international business.
4. Explain briefly the functions and importance of BRICS bank.
5. Discuss the major trends and developments in international business.
6. Explain the significance of FDI for the Indian Economy.
7. Explain the benefits of MNCs for home country.
8. Is there a need for regional economic integration in the presence of WTO? Explain.
9. Explain the role of IT in international trade.



SECTION – C
(Compulsory)

Answer to each question should not exceed 6 pages : **(1 × 15 = 15)**

10. G-20 summit is being held at a time of grave global distress. Multiple fault-lines are threatening to derail the global order and there is no leadership around the world that seems capable of rising up to the challenges of our times. Donald Trump is busy being Trump, threatening to rip up global frameworks without offering any real alternative. The European Union is coming to terms with own dysfunctionality at a time when it is being challenged from within and without. The United Kingdom is so mired in a political mess of its own making that it is unclear if it can even think of anything beyond the next leadership contests. Centralization of power in Xi Jinping is finding it difficult to manage. And Russia has no larger interest than challenging the US and the West at every possible platform. In more ways than one, India is well-positioned to make its presence felt.

As leaders of G-20 meet in Osaka, there is a sense of bewilderment about the real aims of this platform and if at all it has any relevance in this day and age. Today, the G-20 perhaps faces its most serious challenge since it first met in November 2008 to tackle the financial crisis with a primary mandate of preventing future international financial crises. As trade tensions escalate among major powers and global growth decelerates, the G-20 countries will find it hard to present a common framework to tackle global challenges, something that they were able to do after the 2008 financial crisis when they not only consolidated IMF's budget but also prevented protectionist tendencies from taking root.

Today, the world looks much different. More than anything else, the international community would be watching the meeting between US President Donald Trump and Chinese leader Xi Jinping on the sidelines, and attention will be focused on whether Xi and Trump can strike a deal to end the ongoing trade war. It seems that Washington and Beijing have decided to resume their talks to resolve the trade dispute. Whatever the outcome, tensions between the US and China are unlikely to get resolved anytime soon with the structural shifts shaping the trajectory of this bilateral relationship.



Burning issues of international consequence, such as the *US-Iran standoff* over the latter's nuclear ambitions and the trade spat between the *US* and *China*, could eclipse other matters listed for discussion (women's empowerment, energy and the environment, among them), but even so, India has a chance to voice itself on various things affecting the country and the rest of the world.

According to a PTI release, India is likely to raise issues such as financial stability, artificial intelligence, energy security, reforming multilateralism and common efforts to address terrorism at the summit. Apart from a series of bilateral meetings with other countries, India may also go ahead with a couple of trilaterals (Russia-India-China and Japan-America-India) on the sidelines of the G20 summit. Balancing relations appears to be the objective. This is good. In a world turning too fractious for its own good, neutrality could hold power. Osaka is an opportunity for India to promote its national interests in an international context. Apart from the above India pitches strongly for fight against fugitive economic offenders.

Questions :

- (a) What role should India play in the G20 Summit as a leader when world is at the brink of trade war?
- (b) Should India take advantages of US-China Trade war and US-Iran conflict?
- (c) Should India focus to the balancing act between US-Russia?
- (d) What types of steps can India take fight against fugitive economic offenders in G20?

Reg. No.

--	--	--	--	--	--	--	--	--	--



MBAS 504

**III Semester M.B.A. Degree Examination,
November/December 2019**

BUSINESS ADMINISTRATION

Strategic Financial Management

Time : 3 Hours]

[Max. Marks : 70

Note : Answer **all** sections. Marks are indicated against each section.

SECTION - A

Answer **any two** questions. Each question carries **10** marks. Answer to each question should not exceed **5** pages : **(2 × 10 = 20)**

1. Write a note on valuation of debentures and preference shares with suitable examples.
2. What do you mean by Leverage? Explain the different types of leverages. What do you think is the appropriate combination of operating and financial leverage?
3. What is Dividend Policy? How dividend policies affect the firm's value? Discuss the factors that should be considered while deciding a firm's dividend policies.

SECTION - B

Answer **any three** questions. Each question carries **twelve** marks. Answer to each question should not exceed **six** pages : **(3 × 12 = 36)**

4. What is Venture Capital? Explain the process of venture capital financing.
5. Write a note on institutional setup for term finance.
6. (a) What is financial risk? How does it differ from operating risk?
(b) A new project under consideration by your company requires a capital investment of Rs. 300 lakhs. Interest on term loan is 14% and tax rate is 35%. If the debt-equity ratio insisted by the financing agencies is 2:1, calculate the point of indifference for the project. Explain its meaning. Assume that the equity price per share is Rs. 100.

MBAS 504

7. Following is the Balance Sheet of XYZ Ltd.

Liabilities	Amount (Rs.)	Assets	Amount (Rs.)
Share capital (1000 equity shares of Rs. 10 each)	1,00,000	Fixed assets	1,50,000
250, 10% Pref. shares of Rs. 100 each	25,000	Current assets	50,000
Reserves and surplus	50,000		
Current liabilities	25,000		
	<u>2,00,000</u>		<u>2,00,000</u>

The normal rate of return is 10% in case of similar business. Ascertain whether the company is over-capitalised, under-capitalised or fairly capitalised when earnings available for equity shareholders are:

- (a) Rs. 12,500
- (b) Rs. 20,000
- (c) Rs. 15,000.

Further, you are required to comment on the above situation from the point view of the company and shareholders.

8. Discuss in brief the various theories of capital structure with their assumptions and limitations.

SECTION - C

This section is **compulsory**. It carries **fourteen** marks. Answer to this question should not exceed **6** pages : **(1 × 14 = 14)**

9. PQR Ltd's capital structure consists of the following :

Particulars	Amount (in Lakh Rupees)
Equity shares of Rs. 100 each	20
Retained earnings	10
9% preference share	12
7% debentures	8
Total	50



The company's EBIT is at the rate of 12% on its capital employed which is likely to remain unchanged after expansion. The expansion involves additional finances aggregating Rs. 25 lakhs for which the following alternatives are available to it:

- (a) Issue of 20,000 equity shares at a premium of Rs. 25 per share.
- (b) Issue of 10% preference shares.
- (c) Issue of 8% debentures.

It is estimated that the P/E ratio in case of equity shares, preference shares and debentures financing would be 15, 12 and 10 respectively. The corporate tax rate is 35%.

Which of the financing alternatives would you recommend and why? Show all your workings clearly.

Reg. No.

--	--	--	--	--	--	--	--	--	--



MBAS 505

**III Semester M.B.A. Degree Examination,
November/December 2019**

BUSINESS ADMINISTRATION

Security Analysis and Portfolio Management

Time : 3 Hours]

[Max. Marks : 70

SECTION - A

Note: Answer **any two** questions. Each question carries **10** marks. Answer to each question should not exceed **5** pages : **(2 × 10 = 20)**

1. Explain the features of secondary market in India.
2. What are the criticisms of variance as a measure of risk? Explain.
3. Explain the various investment alternatives available in Indian market.

SECTION - B

Note: Answer **any three** questions. Each question carries **12** marks. Answer to each question should not exceed **6** pages : **(3 × 12 = 36)**

4. Explain the various tools used for technical analysis.
5. Elucidate the different forms of market efficiency.
6. Using the following information, calculate the return on the portfolios by Sharpe's and Treynor's model. State which portfolio should be selected and justify your selection.

Portfolio	Return	Standard Deviation	Riskless rate of return	Beta
A	20%	4%	10%	0.05
B	24%	8%	10%	1.0



7. Calculate the value of a call option using the Black-Scholes model given the following information:

Current market price of the share: Rs. 75

Volatility (Standard Deviation, S): 0.45

Exercise Price (E): Rs. 80

Risk Free rate (r_f): 0.12

Time to expiration (t): 6 months

If an investor wants to buy a put with same exercise price and expiration date as call option, what will be the value of put option?

8. Calculate the expected rate of return and standard deviation of the return using the following information for the two securities and comment on the result:

Economic condition	Security A (Return %)	Security B (Return %)	Probability
Growth	18.5	18	0.25
Expansion	10.5	14	0.25
Stagnation	1.0	10	0.25
Decline	-0.6	1	0.25

SECTION - C

(Compulsory)

Note: Answer to each question should not exceed **6** pages : **(1 × 14 = 14)**

9. The following securities are available for investment for an investor. Select the optimal portfolio using Sharpe's single index portfolio selection method. Assume the risk free rate of return as 5 percent and the standard deviation of the market return as 25 percent.

Security	A	B	C	D	E	F	G	H	I	J
Return	12%	15%	13%	18%	14%	16%	13%	14%	11%	20%
Beta	1.5	1.8	1.2	1.3	1.02	0.6	0.8	15	1.2	1.5
Error	15%	16%	17%	20%	15%	14%	16%	13%	14%	16%

Reg. No.

--	--	--	--	--	--	--	--	--	--



MBAS 506

**III Semester M.B.A. Degree Examination,
November/December 2019**

BUSINESS ADMINISTRATION

Tax Planning

Time : 3 Hours]

[Max. Marks : 70

SECTION - A

Answer **any two** questions. Each question carries **10** marks. Answer to each question should not exceed 5 pages. **(2 × 10 = 20)**

1. Describe the significance and objectives of tax planning.
2. Discuss the tax incentives of amalgamated company.
3. Discuss the role and powers of GST council.

SECTION - B

Answer **any three** questions. Each question carries **12** marks. Answer to each question should not exceed 6 pages : **(3 × 12 = 36)**

4. Bharath Ltd. a company engaged in manufacture of electronic utensils is a widely held company. It is considering a major expansion in its production facility and intends to import latest technology which is expected to improve its profitability from the present rate of 20 percent to at least 25 percent (before tax). The finance manager has given the following proposals :

	(Rs. in lakh)			
	A	B	C	D
Share capital (Equity)	40	20	30	50
14% Preference shares	20	20	-	10
16% Non Convertible debentures	-	20	-	40
Term Loans from bank (20%)	-	40	70	-
Lease finance (22%)	40	-	-	-
Total	100	100	100	100



- (a) The rate of dividend on equity has not been below 24% in the past
(b) The tax rate payable by the company is 33.99%

Your opinion with detailed reasons is sought on the above.

5. Mr. A wants to start a business. Keeping in view the provision of 44 AD and based on the following information, suggest him whether he should run the business as a sole proprietary concern or a partnership firm.

Estimated sales for the year 2018-19 Rs. 90,00,000

Estimated profit u/s 44 AD Rs. 72,000

If he runs the business as a sole proprietary concern, he will pay Rs. 10,000 per month as salary to his son.

If he runs the business as a partnership firm both partners (Mr. A and his son) will receive salary of Rs. 10,000 per month each.

Capital of the business will be Rs. 3,00,000 contributed equally.

The firm will pay interest at 12 percent per annum to the partners.

6. Mrs. X is offered an employment by ABC Ltd. at a basic salary of Rs. 24,000 p.m. and other allowances according to rules of the company are :

Dearness allowance : 18 percent of the basic pay (not forming part of the salary)

Bonus : one month basic pay

Project allowance : 6 percent of basic pay

The company gives Mrs. X an option either to take a rent free unfurnished accommodation at Bhopal for which the company would directly bare the rent of Rs. 15,000 P.M. Or to accept a HRA of Rs. 15,000 P.M and find out her own accommodation if Mrs. X opt for HRA, she will have to pay Rs.15000 PM as rent. Which one of the two options should be opted by Mrs. X in order to minimize her tax liability?



7. Describe the allowable expenses, deductions and taxable benefits of an individual.
8. What are penalty provisions for non-deduction of TDS? Discuss.

SECTION – C

(Compulsory)

Answer to each question should not exceed 6 pages. **(1 × 14 = 14)**

9. A Bangalore based employee earns Rs. 1,00,000 P.M and Rs. 20,000 HRA. His employer deducts Rs. 200 professional tax and Group Insurance of Rs. 250 PM.

His investments for the financial year 2018-19 are as follows :

Life Insurance : Rs. 2,000 PM

Term Insurance Rs. 25,000 PA

PPF Rs. 4,000 PM

Medical insurance for Self and dependent Rs. 30,000 PA

Investment in Sukanya samridhi scheme Rs. 5,000 PM

Premium paid towards national pension scheme Rs. 60,000 PA

ELSS Rs. 3,000 PM

He is paying Rs. 30,000 housing loan for his residential house which consists of 60 percent interest. He also pays Rs. 30,000 tuition fees for his two children. He contributed Rs. 10,000 to Chief Minister's relief fund. He also spends Rs. 90,000 for medical treatment of one of his handicapped dependent with 75 percent disability in the current year. His employer deducts Rs. 5,000 PM as TDS. He is also paying a education loan instalment of Rs. 1,20,000 PA including interest of Rs. 36,000. Compute his tax liability for the assessment year 2019-20.

Reg. No.

--	--	--	--	--	--	--	--	--	--



MBAS 510

**III Semester M.B.A. Degree Examination,
November/December 2019**

BUSINESS ADMINISTRATION

Training and Development

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

(Compulsory)

Answer to the question should not exceed **six** pages: **(1 × 15 = 15)**

1. "Training, education, learning and development are the basic components of HRD". Give a comparative analysis.

SECTION – B

Answer **any five**, each question carries **eight** marks. Answer to the question should not exceed **five** pages: **(5 × 8 = 40)**

2. What are the various methods of determining training needs?
3. Explain facilitation of learning focus on Trainee and Training Design.
4. What are the teaching aids for effective training? Describe.
5. Explain the types of training evaluation instruments.
6. Explain operational and personal analysis as determinants of training needs.
7. How to measure ROI of training program? Explain with a suitable model.
8. What is the need and importance of competency based management training?
9. Bring out the evolution of MDP in India.



SECTION - C

(Compulsory)

Answer to the question should not exceed **six** pages: **(1 × 15 = 15)**

10. Analyse the following case:

Rajat Sharma has been employed for six months in the accounts section of a large manufacturing company in Faridabad. You have been his supervisor for the past three months. Recently you have been asked by the management to find out the contributions of each employee in the Accounts Section and monitor carefully whether they are meeting the standards set by you. A few days back you have completed your formal investigation and with the exception of Rajat, all seem to be meeting the targets set by you. Along with numerous errors, Rajat's work is characterized by low performance – often he does 20 percent less than the other clerks in the department. As you look into Rajat's performance review sheets again, you begin to wonder whether some sort of remedial training is needed for people like him.

Questions:

- (a) As Rajat's supervisor can you find out whether the poor performance is due to poor training or to some other cause?
- (b) If you find Rajat has been inadequately trained, how do you go about introducing a remedial training programme?
- (c) If he has been with the company six months, what kind of remedial programme would be best?
- (d) Should you supervise him more closely? Can you do this without making it obvious to him and his co-workers?
- (e) Should you discuss the situation with Rajat?

Reg. No.

--	--	--	--	--	--	--	--	--	--



MBAS 511

**III Semester M.B.A. Degree Examination,
November/December 2019**

BUSINESS ADMINISTRATION

Employees Relations Management

Time : 3 Hours]

[Max. Marks : 70

SECTION - A

(Compulsory)

Note: Answer to the question should not exceed **six** pages : **(1 × 15 = 15)**

1. "Developments in industrial and employment structure brought a major change in management of employee relations". Critically evaluate the statement.

SECTION - B

Note: Answer **any five**, each question carries **eight** marks. Answer to the question should not exceed **five** pages : **(5 × 8 = 40)**

2. Explain the changing characteristics of industrial employees and future of ERM.
3. Bring out the procedure of employee grievance handling.
4. Explain employee counselling methods.
5. What are the settlement machineries of industrial dispute? Explain.
6. Elaborate the significance of WPM in Indian industries.
7. Explain the various provisions related to welfare under Factories Act, 1948.
8. What is the employer's liability for paying wages as per Payment of Wages Act, 1936?
9. Describe the responsibility of an employer to create harassment free work place.



SECTION - C

(Compulsory)

Note: Answer to the question should not exceed **six** pages : (1 × 15 = 15)

10. Analyse the following case:

Rozer Esco is a Pvt. Limited company. The employees' union had given a proposal to the management for a 20% hike in the wages. The collective bargaining process was still going on.

The Employee relations manager was clever, so he called for an immediate meeting with the union. He tried to put the state of affairs in front of the union and asked them to find a solution. This is what he presented to the union:

- The input prices (cost of raw material, electricity water etc.) have gone up by 10%
- Due to competition the company has to reduce the product price by 10%.
- At the same time the shareholders are also expecting 5% more returns from the existing 15%.

The ER Manager puts forward the above circumstances in front of the union and asked them to give a solution.

Questions:

- (a) How to develop a strategy to respond this situation?
- (b) What are the areas that you can explore to find the answers?

Reg. No.

--	--	--	--	--	--	--	--	--	--



MBAS 512

**III Semester M.B.A. Degree Examination,
November/December 2019**

BUSINESS ADMINISTRATION

Stress Management

Time : 3 Hours]

[Max. Marks : 70

SECTION - A

(Compulsory)

Answer to the question should not exceed 6 pages : **(1 × 15 = 15)**

1. Discuss the cause and effect of work related stress, and methods of managing stress.

SECTION - B

Answer **any five**, each question carries **8** marks. Answer to the question should not exceed 5 pages : **(5 × 8 = 40)**

2. 'Burn-out is a defence mechanism for reduction of stress' – Discuss with examples.
3. Explain the significance of sensible delegation in stress management.
4. What are the physical and cognitive symptoms of stress?
5. Explain the basic principles and characteristics of time management.
6. Describe the coping strategies and interventions related to frustration and anger.
7. Elaborate the relationship between stress and performance.
8. Bring out the importance of stress reduction exercise and yoga.
9. Explain the stress connected with life style issues and conflict in relationships.



SECTION - C
(Compulsory)

Answer to the following should not exceed 6 pages : **(1 × 15 = 15)**

10. Analyse the following case :

Derek is an Engineer and is expected to work abroad for several weeks at a time. As a father of four children and with a baby on the way. Derek came to coaching because he was stressed due to the burden of demands from both family and work. He had some major decisions to make as he and his partner prepared for the new baby, but stress was making it too difficult for him to make a decision. Derek wanted to get control over his time and to manage overwhelm as he was trying to please different people in his family. He looked at the most important factors that would influence his decision in this type of situation.

Questions :

- (a) How Derek prioritized his life and identified family and financial stability as the most important areas of his life?
- (b) In what way Derek could choose to focus on these high importance/low urgency activities?
- (c) Identify few ways to reduce the pressure on Derek.

Reg. No.

--	--	--	--	--	--	--	--	--	--



MBAS 507

**III Semester M.B.A. Degree Examination,
November/December 2019**

(CBCS)

BUSINESS ADMINISTRATION

Marketing Research and Consumer Behaviour

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

(Compulsory)

Answer to the question should not exceed **six** pages. **(1 × 15 = 15)**

1. “The study of consumer behaviour is multi-disciplinary in nature”. Do you agree? Why? Explain with appropriate examples.

SECTION – B

Answer **any five** questions. Each question carries **eight** marks and answer to each question should not exceed **five** pages. **(5 × 8 = 40)**

2. Explain descriptive research method with an example.
3. What do you mean by non-probability sampling? Illustrate your answer.
4. What is a research report? Explain features of a good market research report.
5. Explain the role of motivation in consumer decision making.
6. What is subliminal perception? Explain with examples.
7. What is a reference-group? What is its role in shaping consumer behaviour? Explain.
8. Briefly discuss the theory of cognitive dissonance.
9. Discuss with examples the influence of family on consumer behaviour.



SECTION - C

Answer to the question should not exceed **six** pages. **(1 × 15 = 15)**

10. A well-known fantas park marketer wants to enter Mangalore City. He contacts you to do market research and suggest whether it is feasible to enter Mangalore market or not. How do you go about it? Discuss the research design you would use for the purpose.

Reg. No.

--	--	--	--	--	--	--	--	--	--



MBAS 508

**III Semester M.B.A. Degree Examination,
November/December 2019**

BUSINESS ADMINISTRATION

Promotions and Distribution Management

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

(Compulsory)

Note: Answer to the question should **not** exceed **six** pages : **(1 × 15 = 15)**

1. Describe in detail the different pretesting methods used to measure the effectiveness of advertising.

SECTION – B

Note: Answer **any five** of the following questions. Each question carries **8** marks. Answer to the question should **not** exceed **five** pages : **(5 × 8 = 40)**

2. What are the functions carried out by an advertising agency? What factors do you consider in selecting in ad agency?
3. Explain the different methods of compensating salesmen. Which method do you consider best and why?
4. Explain the different methods of promotion budget.
5. Explain the vocational qualities that are essential in a sales person.
6. Describe and evaluate the various techniques of sales promotion.
7. Explain the importance of retail management in Physical distribution.
8. Explain the impact technological development on the promotional activities of business.
9. Explain the recent trends in supply chain management.



SECTION - C

(Compulsory)

Note: Answer to the question should not exceed **six** pages : (1 × 15 = 15)

10. On June 16, 2017, the Bombay High Court passed an order restraining Gujarat Cooperative Milk Marketing Federation (GCMMF), makers of 'Amul' ice cream, from telecasting its controversial Television Commercial (TVC) and print advertisement. The ad talked about the differences between 'ice cream' and 'frozen dessert' and urged customers to choose Amul ice cream that was made with 'real milk', and not 'frozen dessert', which it claimed was made using a highly controversial ingredient 'Vanaspati' or 'hydrogenated vegetable oil'. GCMMF owed its beginnings to The Kaira District Co-operative Milk Producers Union Ltd., a co-operative of several small dairy farmers formed in 1946. Over the years, several other small co-operative societies joined in, leading to the establishment of GCMMF in 1973. As of 2017, GCMMF comprised 18,549 village societies, 18 District Cooperative Milk Producers Unions, and 3.6 million independent milk producers. All over India, it had 56 sales offices, 10,000 dealers, and one million retailers. Considered India's biggest dairy cooperative, it marketed its products under the 'Amul' brand. Its product range included milk, ghee, butter, milk powder, cheese, ice cream, chocolates, cottage cheese, health beverages, and traditional Indian sweets. As of 2017, Amul's market share in the Indian ice cream market was 32%.

On March 4, 2017, Amul released a new TVC "Pure moments deserve pure milk ice cream. Not vegetable oil" that showed a young girl putting up a brave front at the dentist's and being rewarded by her father for her bravery with an Amul ice cream. The ad then displayed two ice cream cups side by side. While the Amul-branded cup was shown being filled with milk, the other cup - with 'frozen dessert contains vegetable oil' written on it - was shown being filled with a dull white semi-solid mass. In 2011, the Food Safety and Standards Authority of India (FSSAI) had specified that customers had to be informed whether the product they were consuming was 'ice cream' or 'frozen dessert'. As per FSSAI, 'ice-cream' contained milk solids and milk fats, whereas frozen dessert contained milk solids and vegetable oil.

Initially, HUL approached ASCI to restrain Amul from airing the controversial ads. HUL believed that Amul's ads 'disparaged' and 'belittled' the entire frozen desserts category. HUL stated that it had taken up the responsibility of confronting Amul on its controversial



ads, even though its brand Kwality Walls was not directly mentioned in the ads, as its brand was the market leader in frozen desserts and was directly hit by Amul's ads.

Both Amul and HUL presented several arguments in the Bombay High Court. The petitioners pointed out that there was a deliberate misrepresentation of vegetable oil (Vanaspati Tel) as hydrogenated vegetable oils (Vanaspati) in Amul's ads. They thought that the misrepresentation had been done to benefit Amul's products. Speaking on the issue, Kiran Khalap, Co-Founder and Managing Director, Chlorophyll Brand and Communications Consultancy, said, "To me, it's not 'frozen desserts' that spells the difference, but the negative associations with Vanaspati oil. I would presume (the case) will help Amul positively."

Professionals from the advertising and media sector were of the view that the main issue was not about what exactly was the difference between ice creams and frozen desserts, but about using the difference as a tool to attain market domination.

Questions:

- (a) Analyze the different forms of advertising appeals.
- (b) Explore the advertising ethics involved in comparative advertising.
- (c) Evaluate the impact of ads in raising consumer awareness.

Reg. No.

--	--	--	--	--	--	--	--	--	--



MBAS 509

**III Semester M.B.A. Degree Examination,
November/December 2019**

BUSINESS ADMINISTRATION

Retail Management

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

(Compulsory)

Answer to the following question should not exceed 6 pages :

(1 × 15 = 15)

1. Critically evaluate recent trends in retail industry in India.

SECTION – B

Answer **any five** questions. Each question carries **8** marks. Answer to the question should not exceed 5 pages :

(5 × 8 = 40)

2. Discuss different retail formats, its characteristics with suitable examples and its relevance.
3. "Selection of location plays a predominant role in Retail location Selection". Justify your answer.
4. Explain the presentation techniques in store management.
5. Discuss the consumer decision-making process in retail sector, by taking an example of shopping behavior.
6. "Market research provides good insights for understating retailing." Discuss the areas of retail research.
7. Briefly explain retail pricing strategies and their suitability.
8. What is merchandise management? What is the need for it?
9. Discuss different steps involved in developing retail strategy.



SECTION - C
(Compulsory)

Answer to the following should not exceed 6 pages : (1 × 15 = 15)

10. You have been appointed as a Retail Stores Manager for ABC Ltd. Your company is a Supermarket, and had good customer base. Due to huge offers and discounts by online marketers, you are unable to face competition. Your store traffic has come down. Your sales has been effected. What are different kinds of strategies, you would design to boost your sales and increase retail traffic?