

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year II Semester (R14) Regular & Supplementary End Semester Examinations –April/May 2017

(Regulations: R14)

STRATEGIC MANAGEMENT**Time: 3Hrs****Max Marks: 60**

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) Explain the concept of corporate strategy and strategic decision making. State the future directions of strategic management. 10M

OR

Q.1(B) Describe the strategic management as a process. And discuss about various factors that shape an organizational strategy. 10M

Q.2(A) Discuss about the various factors that affect strategic choice of an organization. Describe the Porter's model of competitive advantage. 10M

OR

Q.2(B) Explain how Market life cycle model helps the organizations to prepare best strategic portfolio. 10M

Q.3(A) Discuss about the advantages and disadvantages of various strategic alternatives 10M

OR

Q.3(B) Detail the functional level strategies of an organization 10M

Q.4(A) Discuss about the relationship among organizational strategy, organizational structure and leadership. 10M

OR

Q.4(B) Brief out the strategies for competing in Global markets and internet economy along with appropriate examples 10M

Q.5(A) Describe various phases in Strategic Audit 10M

OR

Q.5(B) Describe role of Strategic Information System in the present corporate sector. 10M

Q.6 **Case Study** 10M

After a long negotiations between McDonald's and Soviet officials, the former entered Russian market in 1990. Moscow city council was a partner of McDonald's in the Russian joint venture. But McDonald's faced severe shortages in supply of building materials to build the restaurant as these requirements were not included in the central plan. The company was not provided with sufficient supply of wheat flour, sugar, mustard either due to non – inclusion in the central plan or due to inability of Soviet manufacturers to deviate from their standard output or due to the strict control that Soviet manufacturers should sell to the Soviet companies. Another problem was that certain products like iceberg lettuce, pickled cucumbers and the Russet Burbank potatoes used for McDonald's French fries were not produced or

consumed in Russia. McDonald's educated Soviet farmers and cattle ranchers on how to grow and raise the products it needed.

McDonald's did not face any problem in respect to employees and customers and advertising. Russian television covered the event; it became almost impossible to accommodate the customers for the first time in January 1990 even though the Moscow's restaurant was biggest in the world. Customers favored it though it was five times costlier than the normal local meal. Despite the crisis in 1998, McDonald's grew in Russia and had 73 stores by the end of 2001. McDonald's success in Russia enabled it to enter China and also become successful there.

Questions:

1. Evaluate the case and identify the strategy behind the success of McDonald's

END

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ENTERPRENUERSHIP DEVELOPMENT & PROJECT MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A)	What is intrapreneurship? Discuss the differences between entrepreneurship and intrapreneurship.	10M
OR		
Q.1(B)	Startup's are the contemporary models of doing business explain in detail the characteristics of startup Entrepreneurs in a developing country like India.	10M
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Q.2(A)	What are the different sources of finance for entrepreneurs?	10M
OR		
Q.2(B)	Discuss in detail about venture capital financing process.	10M
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Q.3(A)	What is meant by feasibility study? Discuss the process of conducting feasibility study in brief.	10M
OR		
Q.3(B)	What are the different strategies used in managing newness in entrepreneurship?	10M
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Q.4(A)	What do you mean by women entrepreneurship? Explain various social and political barriers in the Path of women entrepreneurs.	10M
OR		
Q.4(B)	What are the promotional aspects of women Entrepreneurship? Explain in detail.	10M
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Q.5(A)	Explain the significance and objectives of entrepreneurship development programmes.	10M
OR		
Q.5(B)	Discuss the role of NGO's in developing rural entrepreneurship in India.	10M
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Q.6	Case Study	10M

Read the following case and answer the questions given below:

Anushka and Devyani were two students studying a beautician course in a city college. They hailed from Madhurai a metropolitan city and Uttangadi an upcoming village near by Madhrai respectively. They became good friends during the course of their education. Anushka hailed from an upper middle class family with her parents in influential Government jobs. Devyani hailed from a lower middle class family with her parents depending on farming their livelihood. They both shared a long ambition to become successful in their life working independently.

They both were intelligent and were creative compared to others and both were intent on stalling a beauty clinic in their own respective places. Anushka was against the idea of devyani starting her clinic in a village. She felt that people in a village will

have a lesser awareness towards beauty and moreover their ability to pay was in her village a question mark. She had a strong view that villagers always dependent on nature for their beauty needs and they would have reluctances for the use of these artificial beauty techniques. But Devyani was strong in her view that she will succeed as a beautician in her own village rather than any other place. Identify what factors might influence the choice of location.

Questions:

1. What are the reasons for difference in views on establishing beauty clinic in respective places?
2. Explain the factors that influence the choice of location to start business.

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DIGITAL MARKETING

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A)	Explain the nature and scope of internet marketing in the Indian context.	10M
OR		
Q.1(B)	Explain the digital marketing process.	10M
Q.2(A)	Why are Google's guidelines studied for search engine optimization? Explain.	10M
OR		
Q.2(B)	Critically evaluate social media analytics.	10M
Q.3(A)	Explain the characteristics of social media and the benefits of social media to the public.	10M
OR		
Q.3(B)	How are the following social media used more effectively? i). Video ads ii). Text ads iii). Image ads iv). Local ads	10M
Q.4(A)	How do the facebook ads work? Explain.	10M
OR		
Q.4(B)	Detail the role of you tube ads in social media marketing?	10M
Q.5(A)	Explain the benefits of online newspapers and magazine ads.	10M
OR		
Q.5(B)	Explain the role of digital marketing in Brand Management.	10M
Q.6	Case Study(compulsory)	10M

Social media campaign for GioneeElife E7 Launch in india

Having launched the GioneeElife E6 in India and announced its arrival to the continent of India, Gionee mobile was all set to bring the Gioneeelife E7 to the country of billions of Mobile enthusiasts. The device was billed to have the best camera in any Android smart – Phone with a combination of 16 MP rear camera and an 8 MP front camera with pixel size Of 1.34 Microns. The device being the latest flagship was one of the most keenly awaited Smart phones and one several journalists billed to be the game changer for Gionee as they Continue their foray into the crowded Indian Smartphone market.

The strategy behind the launch of Gionee E7 in India from a digital standpoint was to Integrate and bring the leading bloggers as well as the fans on the same table at the launch Of the device. In a never heard before exercise, We leveraged several owned social media Properties such as twitter profile, face book page, specially designed landing pages within Gionee India website to engage with our audience. The plan was to start building up for the launch right from the day of the global launch and continue the activity and Engagement all the way till the device landed in India through consumer contests, Blogger

contests and Live engagement around the product. Media spent did not kick in, Until the device was in the market in the mid of Feb 2014.

The launch of the Gionee Elife E7 India was a mega success. A large part of the device doing well in the market has been due to the fact that via these various activities ensured the audience Was educated and informed of the product very well. Apart from trending worldwide on the day of the global launch of the device in china, where twitter is blocked, We added plenty of feathers in our cap during the launch.

Questions:

- i. Explain the secret behind the success of gionee Elife E7 in India.
- ii. What new digital marketing strategy do you suggest for Gionee.

*****END*****

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FINANCIAL DERIVATIVES

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

- Q.1(A) Discuss the different types of derivatives markets? 10M
- OR**
- Q.1(B) Evaluate the advantages and criticisms of derivatives in India. 10M
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- Q.2(A) State the similarities and differences between futures and forward contracts. 10M
- OR**
- Q.2(B) Explain the various types of futures and its trading. 10M
-
- Q.3(A) Discuss the scope and properties of stock option prices. 10M
- OR**
- Q.3(B) Explain the various types of options and its trading. 10M
-
- Q.4(A) Distinguish between options and futures. 10M
- OR**
- Q.4(B) Analyze in detail with a hypothetical examples of option trading strategies. 10M
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- Q.5(A) Discuss the nature and major types of financial swaps. 10M
- OR**
- Q.5(B) Critically credit risk? Describe the credit risk in swaps & credit swaps. 10M
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- Q.6 Spot price of shares of 'A' company is Rs.60 with an exercise price of Rs.60 with time to expiration 6 months, risk-less rate of return is 12% p.a. with continuous compounding, and standard deviation of the return of the share is 30%. You are required to calculate: 10M
- i) Price of the call option
 - ii) Price of the put option

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MBAII Year II Semester (R14) Regular End Semester Examinations –April2017
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INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A)	What is International HRM? Identify the challenges faced by an International HR Manager?	10M
OR		
Q.1(B)	Explain the contributions of Hofstede to the field of organizational culture.	10M
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Q.2(A)	Explain the process of hiring employees for overseas assignments with examples.	10M
OR		
Q.2(B)	What is repatriation? Explain the benefits of repatriate at international level?	10M
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Q.3(A)	'On an international assignment, an employee is effective only when he or she is sensitive' – Discuss.	10M
OR		
Q.3(B)	Explain the recent trends in Training and Development for Global employee.	10M
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Q.4(A)	Explain the factors influencing international compensation programs. How is international compensation packaged?	10M
OR		
Q.4(B)	Outline the challenges of HR Managers while devising compensation programs for international assignments.	10M
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Q.5(A)	What is worker participation in management? Explain its significance in the global context?	10M
OR		
Q.5(B)	What are the causes of industrial conflicts? Suggest remedies to prevent conflicts?	10M
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Q.6	Case Study Global hiring to local hiring	10M

Instruction: Read the case and answer the questions given at the end.

Intercomm Limited is an Indian multinational corporation that provides business consulting, information technology and outsourcing services. It has its headquarters in Noida, India. Intercomm is one of the largest Indian IT service companies by revenues, also a leading employer of H-1B visa professionals in the United States. It provides software development, maintenance and independent validation services to companies in banking, finance, insurance, manufacturing and other domains. Intercomm has a global footprint with offices and development centres across the world. The executive order drafted by the Trump Administration not only strangulates H-1B and L1 visas, but also increases inspection and ends employment authorisation cards to spouses on such work visas, which was recently introduced by the previous Obama Administration.

The H-1B is a non-immigrant **visa** in the United States under the Immigration and Nationality Act, section 101(a)(17)(H). It allows U.S. employers to temporarily employ foreign workers in specialty occupations. At this juncture, the top level HR executives are very serious about carrying out a strategy to overcome the challenges they are going to encounter in the near future. The intention of Trump government behind the Visa reform is to make organizations to hire Americans first. However, the most IT companies facing the skill gap in American youth. Top management of Intercomm is desperately looking for a HR strategy that protects the organization not to be victimised for the new visa reform.

Answer the following questions

- i. Devices HR strategies to overcome the challenge posed by the political and legal environment in the case?
- ii. What needs to be done to really address the skill gap and the talent shortage that the organization faces in technology?

*****END*****

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ADVERTISING & SALES PROMOTION

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) i)Promotion Mix ii) Functions of Advertising Agency 10M

OR

Q.1(B) Explain the factors that determine Market Segmentation 10M

Q.2(A) Evaluate the various measurements of advertising effectiveness? 10M

OR

Q.2(B) i)AM/FM Radio ii) Spot cable Advertisement 10M

Q.3(A) What do you mean by Visualization Layout? Discuss various measures for to be taken in
Visualization Layout. 10M

OR

Q.3(B) i)Essentials of Good Copy ii) Advertising Appeals 10M

Q.4(A) Define Copy Writing. Explain Elements and Types of Copy Writing. 10M

OR

Q.4(B) i)Creative Thinking Process ii) Event Marketing 10M

Q.5(A) What is Sales Promotion Budgeting? Explain it in detail. 10M

OR

Q.5(B) i) Direct Marketing ii) Ethics in Sales Promotion 10M

Q.6 **CASE STUDY** 10M

A large manufacturer of distilled liquor has recently developed a series of television and print advertisements it has called “public service announcements” (PSAs). These PSAs demonstrate graphically* that the alcohol content of a single beer, a glass of wine and a mixed drink containing 1.5 ounces of distilled liquor is essentially the same. Their purpose, stated within the PSA, is to make the public aware that a person consumes the same amount of alcohol in each of these drinks and, thus, is just as likely to become intoxicated from one as from the others. The name of the company is given in the PSA as the sponsoring organization. It is also widely known among marketing experts and others that sales of distilled liquor have suffered while sales of wine and beer have risen. This may be due in part to the fact that advertisement of distilled spirits is not currently being done in the broadcast media (although it is widely used in print). This is not an actual law, but an informal and longstanding agreement among advertisers, manufacturers and broadcasters. The president of the liquor company has denied any relationship between declining sales and the PSAs; however, the word within the company is that the two are, in fact, related. In addition, the three major television networks have refused to run the “PSA” calling it an advertisement for distilled spirits; however, the “PSA” has been

subsequently run in *TV Guide* under the headline "Why are ABC, CBS and NBC afraid to run this message?"

Questions:

- i. Is this a true public service announcement?
- ii. Is this a message in the public interest?
- iii. Is this an advertisement? If so, for what exactly
- iv. What ethical theories justify either running or not running the spot on television?
- v. What ethical justification, if any, can you cite for running beer and wine ads but not ads for "hard" liquor? If there is no ethical justification for this, what is wrong with this differentiation?

*****END*****

Hall Ticket No:

Course Code: 14MBA411

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FINANCIAL ENGINEERING

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) Distinguish between the roles of a financial analyst and a financial engineer. 10M

OR

Q.1(B) Explain the environmental factors contributing to the growth of financial engineering. 10M

Q.2(A) What do you mean by Fixed and Floating Interest Rates? Explain the advantages and disadvantages of Fixed and Floating Interest Rates. 10M

OR

Q.2(B) Discuss the advantages and disadvantages of Corporate Hybrid Bonds from the issuer's point of view? 10M

Q.3(A) What is Asset Liability Management? Discuss the Currency Risk and Interest Rate Risk with respect to ALM. 10M

OR

Q.3(B) Describe how interest rate futures can be used for hedging interest rate risk. 10M

Q.4(A) What is demerger? What are the common methods used by firms to demerge themselves off operating units? 10M

OR

Q.4(B) What do you mean by Leveraged Buyout? Explain the steps involved in the evaluation of LBO. 10M

Q.5(A) Explain the recent trends in clearing and settlement procedures in Indian capital market. 10M

OR

Q.5(B) What do you mean by copyright protection? Explain the issues frequently arise in obtaining copyright protection. 10M

Q.6 **Case Study** 10M

Patrick Industries Ltd has total assets worth Rs.100 crores. Its equity, divided in 2.5 crores outstanding shares, has market value of Rs.60 crores. Currently the company has debt of Rs.40 crores. The company has just made an issue of debentures (Rs.100 each) of the total amount of Rs.25 crores plus one warrant of Re.1 for each debenture. A warrant will entitle the debenture holders to apply for one equity share

at an exercise price of Rs.25 at the end of 2 years. The annual standard deviation of the share price variability before debenture issue is: $\sigma = 1.58$. Assume the interest rate is 12 per cent.

- i. What is the value of a warrant?

*****END*****