CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular & Supplementary Examinations August-2023
Course Name: BUSINESS ETHICS & CORPORATE GOVERNANCE
(Master of Business Administration)

Date: 14.08.2023 FN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all FIVE questions (Compulsory)
Each question carries FOUR marks.   5x4=20M

1. Differentiate Ethics and Business Ethics.   4M
2. Write about Ethical Dilemma.   4M
3. What do you mean by Information Warfare?   4M
4. Write the duties of Board Committees.   4M
5. Brief the objectives of OECD.   4M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

6. A). What do you mean by Moral Development? Elaborate the different stages of Moral Development.   10M

OR

6. B). Discuss Kohlbergs theory of Model regarding Ethical Judgment.   10M

7. A). What are the most common types of Advertising? Explain the Ethical issues involved in it.   10M

OR

7. B). Which are the principles found in Finance Ethics common with other aspects of Business? Explain.   10M

8. A). i) Elaborate in detail the intellectual properties in cyber space.   7M
ii) Define sociology of cyber criminals.   3M

OR

8. B). Write in detail the Ethical dimensions of Cyber Crime.   10M

9. A). "Does Good Governance really matters to Corporations"? Discuss this statement.   10M

OR

9. B). Explain the importance of Corporate Governance to both Company and Stakeholders.   10M

10. A). Evaluate the Corporate Governance in the Banking Sector in India.   10M

OR

10. B). Dr. J.J. Irani Committee identified some important points for good Corporate Governance. What are those points? Discuss in detail.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular & Supplementary Examinations August-2023
Course Name: STRATEGIC INVESTMENT & FINANCING DECISIONS
(Master of Business Administration)

Date: 16.08.2023 FN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)
PART-A
Answer all FIVE questions (Compulsory)
Each question carries FOUR marks.   5x4=20M

1. Explain financial policy.   4M
2. What is the meaning of Disinvestment?   4M
3. What is the importance of installment purchase decisions?   4M
4. What are the government guidelines for takeover?   4M
5. What is the meaning of commercial paper?   4M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

6. A). Define financial planning? Explain types of financial planning model.   10M

OR

6. B). What are the uses and limitations of financial modeling?   10M

7. A). ABC Ltd. is considering the following two proposals. If the risk is 10% which of the   10M
Two proposals should be selected by ABC Ltd using certainty equivalent method.

Particulars	Proposal 'A'		Proposal 'B'	
	Rs.	Certainty %	Rs.	Certainty %
Initial Investment	17,000	-	15,000	-
Year 1	10,000	60	9,000	70
Year 2	11,000	90	1,000	80
Year 3	12,000	50	11,000	50

OR

7. B). A Ramu & company has the following estimates of the present values of the future   10M
cash flows after taxes associated with the investment proposal, concerned with
expanding the plant capacity. The company intends to use a decision tree approach to
get a clear picture of the possible outcomes of this investment. The plant expansion is
expected to cost Rs.300000. Advise the company regarding the financial feasibility of
the project by using Decision Tree process.

Present value of future cash flows after taxes (CFAT)

With Expansion Rs.	Without Expansion Rs.	Probabilities
3,50,000	4,20,000	0.4
5,20,000	3,30,000	0.2
8,00,000	4,50,000	0.4

(P.T.O..)

8. A). What is Hire purchase? Explain characteristics of Hire purchase. 10M

OR

8. B). Define Leasing? Explain advantages of Leasing. 10M

9. A). The following data related to companies of BPL and CPL company. BPL is the acquiring company, exchanges its one share for every 1.5 shares of CPL. Assume that company expects to have the same earnings and P/E ratio after the merger as before (no synergy effect), show the extent of again accruing to the shareholders of the two companies as a result of the merger. So are the shareholders are better after or before the merger? 10M

Particulars	BPL	CPL
Earnings after taxes (Rs.)	7,00,000	1,87,500
Equity shares outstanding	100,000	37,500
Price earnings (P/E) ratio	10	8
Market Price (Rs.)	70	40

OR

9. B). What are the differences between Mergers and Acquisitions? 10M

10. A). Explain different sources of finance in an organization. 10M

OR

10. B). What is Debenture? Give a brief note on the convertible and Non convertible debentures. 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular & Supplementary Examinations August-2023
Course Name: COMPENSATION & REWARD MANAGEMENT
(Master of Business Administration)

Date: 16.08.2023 FN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all FIVE questions (Compulsory)
Each question carries FOUR marks.   5x4=20M

1. Outline importance of Minimum wage.   4M

2. What are the Key determinants of Compensation Plan?   4M

3. Explain Internal Pay Structure.   4M

4. Discuss role of Reward Manager in IT company   4M

5. Determine Strategic reward & its importance?   4M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

6. A). "The wage boards have a long history in the Indian Industrial relations system"   10M
Discuss its objectives, structure and functions.

OR

6. B). Elaborate theories of wages and salary.   10M

7. A). What do you understand by 'Compensation Strategy'? What factors affect the   10M
formulation of 'Compensation Strategy'?

OR

7. B). Discuss various Employee benefits in public sector organizations to workers.   10M

8. A). What is Reward Management? Explain different Strategic perspectives of Reward.   10M

OR

8. B). Design pay structure for the start-up company in IT industry.   10M

9. A). Discuss different mechanisms implemented by organizations to control reward   10M
process.

OR

9. B). Explain reward policies, procedure and communication systems in a corporate   10M
company.

10. A). Elaborate the components of Reward strategy with developing the strategy.   10M

OR

10. B). Discuss reward strategies in service industry.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular & Supplementary Examinations August-2023
Course Name: RETAILING MANAGEMENT

(Master of Business Administration)

Date: 16.08.2023 FN	Time: 3 hours	Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all FIVE questions (Compulsory)
Each question carries FOUR marks.   5x4=20M

1.	What type of organizational structure does a retail store have? Explain.	4M
2.	How you implement an advertising plan? Explain.	4M
3.	List out the characteristics of ownership-based retail formats.	4M
4.	Define prompt delivery and how it impacts on Customer satisfaction?	4M
5.	Summarize the Characteristics of Rural Market.	4M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

6. A).	What are the 4 factors that influence consumer buying behavior? Explain.	10M
	OR	
6. B).	Explain the different steps involved in strategic retail planning process?	10M
7. A).	What are the types of merchandise explain with the help of examples?	10M
	OR	
7. B).	Explain the factors affecting pricing decision.	10M
8. A).	Explain the influencing factors to retail store layout and design.	10M
	OR	
8. B).	Distinguish between store based and non-store-based retailing.	10M
9. A).	Explain the factors affecting the location of a retailing business	10M
	OR	
9. B).	What do you mean by a trade area analysis? Explain the Factors affecting the attractiveness of a site.	10M
10. A).	Elucidate the Factors affecting retailing in India.	10M
	OR	
10. B).	Distinguish between Rural Marketing and Urban Marketing.	10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular & Supplementary Examinations August-2023
Course Name: INTERNATIONAL FINANCIAL MANAGEMENT
(Master of Business Administration)

Date: 18.08.2023 FN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all FIVE questions (Compulsory)
Each question carries FOUR marks.

5x4=20M

1. Discuss the scope of International Financial management. — 4M

2. Enumerate the agencies facilitating International flow of funds. — 4M

3. Describe the types of transactions in the Forex markets. — 4M

4. Describe International Fisher Effect (IFE). — 4M

5. Bring out the payment methods of international trade. — 4M

PART-B
Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Describe International Financial Management with examples. — 10M

OR

6. B). Describe International Business Methods. — 10M

7. A). Bring out the major highlights of Gold Standards Agreement. — 10M

OR

7. B). Distinguish between Fixed Exchange rates and Floating Exchange rates. — 10M

8. A). Illustrate the process of Interest covered Arbitrage. — 10M

OR

8. B). Distinguish between Direct and Indirect Quotations with example. — 10M

9. A). Elucidate the methods of managing foreign exchange risks. — 10M

OR

9. B). Illustrate the process of international arbitrage. — 10M

10. A). Highlight the methods of International trade financing. — 10M

OR

10. B). Briefly explain International capital structure. — 10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular & Supplementary Examinations August-2023
Course Name: LEADERSHIP & CHANGE MANAGEMENT
(Master of Business Administration)

Date: 18.08.2023 FN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all FIVE questions (Compulsory)
Each question carries FOUR marks.

5x4=20M

1. Explain the complexities of leadership.   4M

2. Define servant leadership. Give some examples.   4M

3. Explain responses to organizational change.   4M

4. Is there any relation between organization structure and change.   4M

5. How do you see the changing lifestyles?   4M

PART-B
Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the trait approach to leadership.   10M

OR

6. B). Define leadership? Elaborate on Blake & Mouton's Managerial Gird.   10M

7. A). Discuss the Contingency theory to leadership.   10M

OR

7. B). Analyse the relationship between leadership and empowerment.   10M

8. A). Explain the types of change. What are the reasons for change?   10M

OR

8. B). What are the steps involved in diagnosing change situation?   10M

9. A). Discuss the sources of organization culture.   10M

OR

9. B). Write a note on managing change in Human Resource Practices.   10M

10. A). Explain the OD intervention in organization change.   10M

OR

10. B). What are the factors responsible for effective change?   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular & Supplementary Examinations August-2023
Course Name: SERVICES MARKETING
(Master of Business Administration)

Date: 18.08.2023 FN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)
PART-A
Answer all FIVE questions (Compulsory)
Each question carries FOUR marks.   5x4=20M

1.	Differentiate between Goods and services.	4M
2.	Define perception and what are the perceptions of the consumer in terms of service.	4M
3.	Discuss about service excellence.	4M
4.	Explain service blueprint in detail.	4M
5.	What are the various strategies followed for service distribution?	4M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

6. A).   Explain the challenges faced by Service sector organizations. What are the emerging sectors in service industry?   10M

OR

6. B).   What is service marketing? Explain in detail about the service marketing mix.   10M

7. A).   What are the factors that influence a consumer expectations of a service? Explain each factor with an example.   10M

OR

7. B).   Why listening to customers is important for service marketing? Design a questionnaire to do a survey for an existing service.   10M

8. A).   Explain in detail stages in service innovation and development.   10M

OR

8. B).   What is meant by service scape? Explain the model environment and its dimensions.   10M

9. A).   Discuss in detail about the role played by the employees and customers in service delivery.   10M

OR

9. B).   How do we plan for services? How organizations plan and manage their service delivery?   10M

10. A).   Discuss in detail about five categories of strategies to match the promises of services in delivery of the services.   10M

OR

10. B).   What are the various types of pricing methods for services? Explain each method with an example.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular & Supplementary Examinations August-2023
Course Name: RISK MANAGEMENT & INSURANCE
(Master of Business Administration)

Date: 21.08.2023 FN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)
PART-A
Answer all FIVE questions (Compulsory)
Each question carries FOUR marks.   **5x4=20M**

1. List and describe the different types of risks faced by businesses.   4M
2. Outline what is Principle of utmost good Faith.   4M
3. Explain the types of Losses control.   4M
4. How does the insurance industry contribute to the economic growth of a country?   4M
5. What is risk retention in the context of risk management?   4M

PART-B
Answer the following. Each question carries TEN Marks.   **5x10=50M**

6. A). Explain the risk management process and its various stages, highlighting the significance.   10M

OR

6. B). What are Various Types of Non-Insurance methods in Risk Management?   10M

7. A). Elaborately Explain the principle of subrogation in insurance and how it operates to protect insurers' rights and recover losses after a claim is paid.   10M

OR

7. B). Discuss the roles of insurance agents and brokers in the insurance industry.   10M

8. A). Compare and contrast risk aversion and risk management approaches adopted by individuals and corporations.   10M

OR

8. B). Analyze the factors that influence the decision to implement optional loss control measures when costs and benefits are known.   10M

9. A). Distinguish between life insurance and general insurance.   10M

OR

9. B). Explain the regulatory framework governing the Indian insurance industry.   10M

10. A). Examine the relationship between risk management and shareholders' wealth.   10M

OR

10. B). Determine how derivative contracts can be used to hedge against financial risks.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular & Supplementary Examinations August-2023

Course Name: HR ANALYTICS

(Master of Business Administration)

Date: 21.08.2023 FN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all FIVE questions (Compulsory)
Each question carries FOUR marks.   5x4=20M

1. What is the role of metrics in HR analytics?   4M
2. Explain the CARE Approach.   4M
3. What is Diversity metrics?   4M
4. What is meant by Training and Development Plans?   4M
5. What is meant by KPI Dashboard?   4M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

6. A). Write a brief history on the evolution and importance of HR Analytics in 2022.   10M

OR

6. B). Explain the role of analytics in decision making at various industries.   10M

7. A). Explain the People Capability Maturity Model.   10M

OR

7. B). Explain the relation with Human capital Bridge frame work in predicting a situation.   10M

8. A). Explain the Recruitment Metrics in recruitment planning.   10M

OR

8. B). What is Career Progression Metrics in HR analytics?   10M

9. A). What is meant by Training and Development metrics explain with an example?   10M

OR

9. B). What is meant by HR metrics dashboard explain with the various examples?   10M

10. A). Key performance indicators (KPI) are a type performance measurement, explain?   10M

OR

10. B). Explain the HR Alignment with Strategy and Stake holders.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA IV Semester Regular & Supplementary Examinations August-2023
Course Name: CUSTOMER RELATIONSHIP MANAGEMENT
(Master of Business Administration)

Date: 21.08.2023 FN   Time: 3 hours   Max.Marks: 70

(Note: Assume suitable data if necessary)
PART-A
Answer all FIVE questions (Compulsory)
Each question carries FOUR marks.

5x4=20M

1.	Explain the key objectives of CRM in detail.	4M
2.	What is customer lifetime value?	4M
3.	Define the CRM value chain.	4M
4.	List out the elements of CRM.	4M
5.	Explain the advantages of E-CRM.	4M

PART-B
Answer the following. Each question carries TEN Marks.

5x10=50M

6. A).	How can business evaluate the effectiveness and efficiency of their CRM components?	10M
	OR	
6. B).	Differentiate CRM applications in consumer markets and business markets.	10M
7. A).	What is the concept of customer lifecycle and how does it impact customer relationship management?	10M
	OR	
7. B).	How can businesses analyze customer behavior data to identify patterns and trends that inform strategic decision-making?	10M
8. A).	Explain the 4 C's of CRM process in detail.	10M
	OR	
8. B).	Assess the benefits and challenges of implementing the CRM process in marketing organizations.	10M
9. A).	Explain the purpose and steps of each stage in the CRM process.	10M
	OR	
9. B).	Explain the key components and focus areas of each CRM model.	10M
10. A).	Explain the role of a customer database in e CRM and its significance in managing customer relationships.	10M
	OR	
10. B).	What is data mining, and how does it relate to CRM?	10M

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