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Course Code: C30130



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations November-2023

Course Name: **BUSINESS ETHICS & CORPORATE GOVERNANCE**

(Master of Business Administration)

Date: 01.11.2023 AN

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. Brief the nature of ethics. 4M
2. Write Myths about Business Ethics. 4M
3. What do you mean by Copyright? Brief the history of Copyright. 4M
4. What do you understand by Corporate Governance? 4M
5. Recall Internal Control and Assurance. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Critically evaluate "Can Business Ethics be Taught and Trained"? 10M
- OR**
6. B). Discuss the highlights of Carol Gilligan's theory about Moral Development and explain them. 10M
7. A). "Finance would be impossible without ethics". Do you agree with this statement? Discuss. 10M
- OR**
7. B). Explain the strategies used in new products. What ethical issues are found in these strategies? 10M
8. A). Write a detailed note on the Cyber Crime under its IT Act. 10M
- OR**
8. B). What is Plagiarism? What is its effect? How this could be prevented? 10M
9. A). Explain the Indian Model of Corporate Governance. 10M
- OR**
9. B). Assess the benefits of Good Governance to Corporate Organizations. 10M
10. A). Write in detail the report of Dr. J.J. Irani Committee on Corporate Governance. 10M
- OR**
10. B). Describe the six OECD Principles of Corporate Governance. 10M

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Course Code: C30144



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations November-2023

Course Name: STRATEGIC INVESTMENT & FINANCING DECISIONS

(Master of Business Administration)

Date: 02.11.2023 AN

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. Write the importance of strategic planning. 4M
2. Give a brief note on capital rationing. 4M
3. Explain about lease risk management. 4M
4. Write about the diversification in detail. 4M
5. Explain about deep discount bonds. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the process of financial planning in detail. 10M
- OR**
6. B). Discuss the applications of financial models. 10M
7. A). Give a detailed note on risk analysis in investment decisions. 10M
- OR**
7. B). Write and explain about the types of disinvestments. 10M
8. A). Explain about lease financing in detail. 10M
- OR**
8. B). Describe the Hire purchase and instalment decisions in detail. 10M
9. A). What are the different types of mergers? Explain them in detail. 10M
- OR**
9. B). Explain the different problems and issues on Mergers and Acquisitions. 10M
10. A). What are the various innovative sources of finance? Explain them in detail. 10M
- OR**
10. B). Discuss in detail about convertible preference shares. 10M

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Course Code: C30145



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations November-2023

Course Name: **INTERNATIONAL FINANCIAL MANAGEMENT**
(Master of Business Administration)

Date: 03.11.2023 AN

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 nature of International Financial management. 4M
2. Enumerate the factors effecting international flow of funds. 4M
3. Describe the major participants of Forex markets. 4M
4. Describe Purchasing Power Parity. 4M
5. Bring out the instruments of international financing. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Elucidate the challenges faced by organizations in International Financial Management 10M
- OR**
6. B). Distinguish between domestic financial management versus international financial management. 10M
7. A). Bring out the major highlights of Bretton Woods Agreement. 10M
- OR**
7. B). Examine the role of EMU. 10M
8. A). Illustrate the structure of Forex Markets. 10M
- OR**
8. B). Illustrate the process of locational arbitrage. 10M
9. A). Interpret the factors that influence the exchange rates. 10M
- OR**
9. B). Illustrate the relationship between Inflation and interest rates graphically. 10M
10. A). Highlight the recent amendments in the EXIM policy. 10M
- OR**
10. B). Briefly explain international capital budgeting. 10M

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Course Code: C30151



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations November-2023

Course Name: **LEADERSHIP & CHANGE MANAGEMENT**

(Master of Business Administration)

Date: 03.11.2023 AN

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. Define leadership? What are the functions of a leader. 4M
2. Explain the styles of leadership. 4M
3. Define change. Explain the nature of organizational change. 4M
4. Write a brief note on organization culture. 4M
5. Define organization development. What is the need of organization development. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the characteristics of a leader with examples. 10M
- OR**
6. B). Explain Blake and Mouton's Managerial Grid. 10M
7. A). Differentiate between transactional leader and transformational leader. 10M
- OR**
7. B). What is team leadership? Explain with examples. 10M
8. A). Discuss the sources of organizational change. 10M
- OR**
8. B). How do you diagnosis the change? Discuss. 10M
9. A). Define organizational structure. Discuss various models of organization structure. 10M
- OR**
9. B). Explain various dimensions of organization culture. 10M
10. A). Describe the organizational development process. 10M
- OR**
10. B). Explain the multiple paths of change. 10M

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Course Code: C30139



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations November-2023

Course Name: **SERVICES MARKETING**

(Master of Business Administration)

Date: 03.11.2023 AN

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. Define the Services Marketing and Marketing Mix. 4M
2. What is the Consumer behavior in services. 4M
3. Explain the Gaps model of Service Quality. 4M
4. Explain the Service process and service blueprinting. 4M
5. What are the Strategies for distribution and explain. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Discuss emerging service sectors in India. 10M
- OR**
6. B). Concept and characteristics of service marketing. 10M
7. A). Explain the understanding consumer requirements in marketing. 10M
- OR**
7. B). Define service recovery? Explain the strategies of recovery. 10M
8. A). Explain stages in service innovation and development. 10M
- OR**
8. B). Elaborate types of service standards. 10M
9. A). Discuss employee's role in service delivery. 10M
- OR**
9. B). Define service guarantee? Explain ethics in service firms. 10M
10. A). Discuss pricing strategies for services. 10M
- OR**
10. B). Explain the five categories of strategies to match service promises with delivery. 10M

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Course Code: C30146



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations November-2023

Course Name: RISK MANAGEMENT & INSURANCE

(Master of Business Administration)

Date: 04.11.2023 AN

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 individuals. 4M
2. What is insurance and how does it serve as a risk management technique? 4M
3. Define risk aversion 4M
4. Analyze the different types of general insurance policies. 4M
5. Outline the benefits of hedging with derivative contracts 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). How do businesses typically apply risk management methods to mitigate potential risks? 10M
- OR**
6. B). What factors should be considered when identifying and assessing risks? 10M
7. A). Explain the principle of indemnity in insurance and its significance in determining compensation for insured losses. Provide examples to illustrate the application of this principle. 10M
- OR**
7. B). Identify and explain the requisites of insurable risks in insurance. Discuss the characteristics of insurance contract. 10M
8. A). Examine the different types of loss control measures employed by individuals and corporations. 10M
- OR**
8. B). Discuss the reasons behind risk aversion and the strategies employed to manage risks effectively. 10M
9. A). Summarize the role of insurance in the Indian economy. Discuss how insurance contributes to economic stability and growth. 10M
- OR**
9. B). Compare and contrast the benefits and drawbacks of term life insurance and whole life insurance. 10M
10. A). Describe the different risk retention and risk reduction strategies. 10M
- OR**
10. B). Analyze alternative risk management methods in Risk management. 10M

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Course Code: C30152



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations November-2023

Course Name: **HUMAN RESOURCES ANALYTICS**

(Master of Business Administration)

Date: 04.11.2023 AN

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 analytics in decision making? 4M
2. Explain the relation with Human capital bridge framework. 4M
3. What is recruitment metrics? 4M
4. What is meant by Work force deployment metrics? 4M
5. What is meant by Key Performance indicators? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Why analytics is important in Human Resource Management? 10M
- OR**
6. B). Explain the role of IT in changing HRM concept. 10M
7. A). Explain the basic model and levels of maturity assessing the maturity in HR process of the organization. 10M
- OR**
7. B). Discuss the hierarchical analysis of employee data for business decision. 10M
8. A). What is talent retention metrics? 10M
- OR**
8. B). What is career progression metrics? 10M
9. A). What is HR cost benefit metrics? 10M
- OR**
9. B). Explain employer branding. 10M
10. A). Explain the HR alignment with strategy and stake holders. 10M
- OR**
10. B). Explain the using of SPSS in HR analytics. 10M

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Course Code: C30140



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations November-2023

Course Name: **CUSTOMER RELATIONSHIP MANAGEMENT**
(Master of Business Administration)

Date: 04.11.2023 AN

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. Define CRM and its purpose as a strategic marketing tool. 4M
2. Explain the factors that shape customer perception. 4M
3. What are the main steps involved in CRM cycle? 4M
4. Explain the importance of customer retention for a business. 4M
5. What are the roles performed by CRM managers? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain common CRM issues and problems. 10M
- OR**
6. B). How can CRM be used in consumer markets to personalize marketing campaigns and enhance customer experiences? 10M
7. A). How can customer lifetime value be calculated and interpreted? 10M
- OR**
7. B). How can businesses assess and analyze customer expectations to align their offerings? 10M
8. A). Explain the key components of CRM affiliation in the retailing sector. 10M
- OR**
8. B). Provide examples of how businesses can implement each stage of the CRM process. 10M
9. A). What is the significance of each stage in the CRM roadmap? 10M
- OR**
9. B). What is customer retention in the context of business and marketing? 10M
10. A). Explain in detail Strategic CRM planning process. 10M
- OR**
10. B). Explain the purpose and functionality of CRM tools in managing customer relationships, sales processes, and marketing efforts? 10M
