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Course Code: C30130



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations July/August-2024

Course Name: Business Ethics & Corporate Governance

(Master of Business Administration)

Date: 16.07.2024 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. Explain the principles of Business Ethics. 4M
2. Define Ethical Dilemma and explain issues in it. 4M
3. Discuss the ethical dimensions of Cyber Crimes. 4M
4. Explain the importance of Corporate Governance. 4M
5. Discuss Internal control and Assurance. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Define Moral Development. Examine the Kohlberg's stages of moral development. 10M
- OR**
6. B). Discuss myths about Business ethics. Can business ethics taught or trained – Discuss. 10M
7. A). Discuss strategies used in new product development. Explain the ethical issues followed in those strategies. 10M
- OR**
7. B). Elaborate the ethics required to be followed by Marketing and Accounts & Financial professionals. 10M
8. A). Discuss skills of ethical hackers and other cyber criminals in detail. 10M
- OR**
8. B). Analyze the role of intellectual property in the cyber space. 10M
9. A). Examine in detail the Indian model of Corporate Governance. 10M
- OR**
9. B). Discuss the Board structure processes and evaluation in detail. 10M
10. A). Examine the OECD principles of Corporate Governance. 10M
- OR**
10. B). Discuss in detail the important points for good Corporate Governance identified by Dr. J.J. Irani Committee. 10M

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Course Code: C30139



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations July/August-2024

Course Name: **Services Marketing**

(Master of Business Administration)

Date: 22.07.2024 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 are the major factors responsible for the high growth of the service sector? 4M
2. Why listening to customers is important in services marketing? 4M
3. What are the types of service guarantee in services marketing? Explain in in brief. 4M
4. How does a service marketer adjust capacity to meet demand? 4M
5. What are the different channels of distribution in service marketing? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). What are the main differences between marketing of a service and physical goods? Explain with an example in Indian context. 10M
- OR**
6. B). Define SST. Give 5 examples where SST is being used effectively. 10M
7. A). Explain briefly about customer relationship marketing and its programs. 10M
- OR**
7. B). "It is important to understand requirement the requirements" ascertain the statement. 10M
8. A). "The service scape can play many strategic roles simultaneously" – what are these? 10M
- OR**
8. B). Discuss the physical evidence of service space and how it is being managed by the firms of Indian service industry. 10M
9. A). How do we plan for services? How organizations plan and manage their service delivery? 10M
- OR**
9. B). Discuss in detail about the role played by the employees and customers in service delivery. 10M
10. A). What are the pricing strategies to be used when the customer means – "Value is Low Price"? 10M
- OR**
10. B). What are the methods adopted for promoting services? 10M

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Course Code: C30145



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations July/August-2024

Course Name: International Financial Management

(Master of Business Administration)

Date: 22.07.2024 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 the importance of International Financial Management. 4M
2. Explain the concept of Bretton Wood's System. 4M
3. Write about Euro Credit Market. 4M
4. Write a short note on Fisher Effect. 4M
5. What is foreign direct investment? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Explain the Nature and Scope of International Financial Management. 10M
- OR**
6. B). What are the changes and challenges in International Financial Management? 10M
7. A). Which are the factors affecting International Trade flows? 10M
- OR**
7. B). Outline the trends in Indian Balance of Payments. 10M
8. A). What are the various types of transactions and settlement dates in Foreign Exchange Market? 10M
- OR**
8. B). Explain in detail about the Currency Futures and Options Markets. 10M
9. A). Which factors influence the exchange rates? 10M
- OR**
9. B). How the corporates manage the Foreign Exchange Risk? 10M
10. A). Classify various Trade Finance Methods. 10M
- OR**
10. B). Contrast briefly about the EXIM Bank and recent amendments made to the EXIM policy 10M

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Course Code: C30151



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations July/August-2024

Course Name: Leadership & Change Management

(Master of Business Administration)

Date: 22.07.2024 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 the characteristics of an effective leader with few illustrations. 4M
2. Summarize the concept of Leadership Ethics. 4M
3. What are various sources of change? 4M
4. Explain briefly the need for Organizational structure. 4M
5. Recall the significance of Organizational Development. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Analyze the successful Leader styles exhibited in this contemporary world by any two prominent personalities you know. 10M
- OR**
6. B). What are various functions of a leader in diversified workplace? 10M
7. A). Distinguish between Transformational and Transactional leadership styles. 10M
- OR**
7. B). What makes you to identify to adapt Situational leadership style? Illustrate. 10M
8. A). Explain how change in technology is impacting IT industry. 10M
- OR**
8. B). Recall major four types of change with their advantages. 10M
9. A). Relate change and Organization structure with suitable examples. 10M
- OR**
9. B). Examine the dimensions of Organizational culture. 10M
10. A). Inspect how demographic factors affect change? 10M
- OR**
10. B). Outline and explain Organizational Development Process with a diagram. 10M

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Course Code: C30146



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations July/August-2024

Course Name: Risk Management & Insurance

(Master of Business Administration)

Date: 24.07.2024 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. How does insurance work? 4M
2. Outline the role of agent in insurance 4M
3. Examine the common loss control techniques used in industry? 4M
4. What is the role of insurance in the economy? 4M
5. What are the key drivers of shareholders' wealth creation 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Discuss the importance of risk assessment in the risk management process. 10M
- OR**
6. B). What are the various types of risks faced by individuals and business? 10M
7. A). Describe the concept of indemnity. Why is it important in insurance contracts? 10M
- OR**
7. B). List out requisites in an insurance contract. 10M
8. A). What is risk aversion, and how does it impact decision-making? 10M
- OR**
8. B). What is the role of risk analysis in loss control? 10M
9. A). What are the types of life insurance policies available? 10M
- OR**
9. B). What is General insurance, and who needs it? 10M
10. A). Explain in detail about hedging with derivative contracts? 10M
- OR**
10. B). How do you implement risk avoidance and risk reduction measures in an organization? 10M

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Course Code: C30140



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA IV Semester Supplementary Examinations July/August-2024

Course Name: **Customer Relationship Management**

(Master of Business Administration)

Date: 24.07.2024 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? Briefly write about various benefits of CRM 4M
2. Describe Customer perception 4M
3. Explain 4Cs of CRM Process 4M
4. Enumerate various strategies for customer retention 4M
5. Discuss the advantages of Data mining 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Discuss the evolution of CRM till present date. How is it strategically important for the success of a firm? 10M

OR

6. B). "The ultimate goal of customer relationship management is efficiently managing and improving business relationships. Describe the objectives and goals of CRM 10M

7. A). What is customer Lifetime Value? Why is it important? Discuss the approaches to influence CLV? 10M

OR

7. B). CRM is a process which is implemented in Phases, each having a distinct objective". Appraise the Customer life Cycle and the phases in this Cycle 10M

8. A). "CRM Process has specific objectives". Comment, explaining the CRM Process, its objectives and concept of e-CRMA/ online CRM 10M

OR

8. B). What is CRM? Elaborate in detail the phases of CRM life cycle. 10M

9. A). "Lot of models have evolved for CRM, each with its own merits and de-merits". Explain G-SPOT Model of CRM. 10M

OR

9. B). Discuss with examples CRM roadmap for business applications 10M

10. A). "E-CRM has become an important solution in this technology era". Enumerate the functional components of e-CRM, features and advantages of e-CRM 10M

OR

10. B). Explain the concept of Call Centre Management and its role in CRM 10M
