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Total Number of Pages : 02

MBA
15MNG403E

4th Semester Regular / Back Examination 2018-19

SUPPLY CHAIN MANAGEMENT

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : F347

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- a) Define a Value Chain.
- b) Why is there a Lead time concept?
- c) How can Cross Docking be explained?
- d) What is understood by Vendor Rating?
- e) How can you define Virtual Manufacturing?
- f) Why do you require Vendor Consolidation?
- g) Define Cost components of Distribution?
- h) What do you understand by Third-Party Logistics?
- i) Define Pipe-line Inventory.
- j) Define Vendor Relationship Management.

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Analyze Just in Time Manufacturing and justify the activity from benefits to be reaped.
- b) Delineate the Supply Chain of a company that has led to the creation of a Value Chain. Exemplify.
- c) How lead time components be compressed to help in Manufacturing Logistic Management?
- d) Vehicle Loading and Vehicle Routing are essential to effectiveness and economy of SCM. Justify.
- e) What is understood by Response consideration and how it helps in SCM?
- f) Define Centralized and Decentralized Supply Chains.
- g) How can Supply Chains be aligned to Customer needs? Give example.
- h) How a Contract Negotiation is carried out? Explain in detail.
- i) Define Lean and Agile Manufacturing with example(s).
- j) Explain Supply Chain impact on Balance Sheet and P-L Account.
- k) Analyze the effectiveness of self-Certified Vendor Management.
- l) Explain Lot Streaming with example.

Part-III

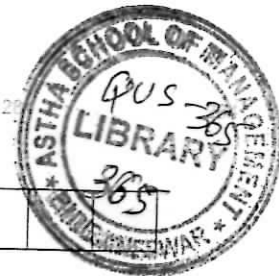
Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Evaluate Customer Requirements on the basis of Customer Segmentation. Use example for your answer. **(16)**

Q4 Discuss structure and operation of distribution channels with justification by using proper examples. **(16)**

Q5 Delineate the Hub-n-Spoke Models for explaining Distributions Management. Use example(s) to support your answer. **(16)**

Q6 Lay down the Global vrs. Domestic Sourcing arguments in the Procurement Logistics considerations. Do use examples for justifying your answer. **(16)**



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MBA
15MNG403C

4th Semester Regular / Back Examination 2018-19
INDUSTRIAL RELATIONS
BRANCH : MBA
Max Marks : 100
Time : 3 Hours
Q.CODE : F345

Answer Question No.1 (Part-I) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Only Short Answer Type Questions (Answer All - 10) (2 x 10)

- Define a 'Trade Union'.
- State the methods adopted by Indian trade unions for fulfillment of their objectives.
- What are the methods adopted for union recognition?
- Why a trade union can go for registration?
- Determine the forces behind unionization of industrial workers.
- How an individual dispute can be converted into an industrial dispute?
- Define distributive bargaining.
- List four tripartite bodies of IR system.
- Outline the methods adopted for management of day to day employee grievances.
- Write two statutory bipartite committees.

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Examine the impact of industrialization on labour in India.
- Discuss the procedure of registration of a trade union.
- Discuss the systems approach to industrial relations.
- Explain Webb's Theory of Industrial Democracy.
- Critically appraise the various approaches to IR.
- Why should trade unions have internal leaders?
- What is the purpose of the principles of natural justice?
- Briefly explain the step ladder grievance procedure.
- Explain the essentials of successful collective bargaining in Indian context.
- Why the Joint Management Councils have failed in India.
- How the system of workers participation in management can be strengthened in Indian business organizations.
- What are the major activities of ILO? Describe the technical assistance of ILO to India.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Define industrial relations. Enumerate and discuss the objectives of industrial relations. Why cordial relation between management and workers is significant? **(16)**

Q4 Explain the machinery for the settlement of industrial disputes in India. **(16)**

Q5 What are the drawbacks of the trade union movement in India? Give suggestions for making this movement strong and successful. **(16)**

Q6 Discuss the importance of collective bargaining as a method of regulating relations between employers and employees. What are the pre-requisites to make it successful? **(16)**

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MBA
15MNG403B

**4th Semester Regular / Back Examination 2018-19
FINANCIAL MARKETS AND SERVICES**

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : F344

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10)

(2 x 10)

- a) What do you mean by new issue market?
- b) State two features of treasury bill.
- c) Name two venture capital organization.
- d) What is Call Money Market?
- e) What do you mean by growth fund?
- f) What do you mean by stock brokers?
- g) What is margin trading?
- h) Name two un-organized financial intermediaries.
- i) Distinguish between ADR and GDR.
- j) What is IICRA?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) What is Insider Trading?
- b) Distinguish between primary market and secondary market.
- c) What is loan syndication?
- d) What is Certificate of Deposit?
- e) What do you mean by listing of securities?
- f) What is meant by cross border lease?
- g) What is meant by hire purchasing?
- h) Explain sources for consumer finance in Indian Context.
- i) What is SEBI guideline in mutual funds?
- j) What factors should be considered for selecting mutual fund?
- k) What is commercial Bill Market?
- l) Discuss the function of DFHI

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- 284 Q3 a) Discuss the function of Merchant Bankers in India 284 284 284 (8) 284
b) Also discuss the major challenges faced by the Merchant Bankers in India (8)
- Q4 What do you mean by stock exchange? Discuss the role of stock exchanges in current (16)
economic scenario in India.
- 284 Q5 Explain the functions of credit rating agencies in India. Also discuss the symbols used by (16)
CRISIL in rating credit instruments. 284 284 284 284 284
- Q6 What do you mean by Lease Financing? Distinguish between operating lease and financial (16)
lease.

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4th Semester Regular / Back Examination 2018-19

CONSUMER BEHAVIOUR

BRANCH : MBA

Max Marks: 100

Time: 3 Hours

Q CODE : F343

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- a) Differentiate 'customer' from 'consumer'?
- b) Every factors of consumer behavior can not be the buying motives. Do you agree ? Explain your answer in two sentences.
- c) Deduce a relationship between 'selective attention', 'selective distortion', & 'selective retention' in the context of consumer behavior.
- d) What do you mean by 'gestalt'?
- e) Differentiate 'enculturation' from 'acculturation' in the context of understanding the consumer behavior?
- f) "Learning makes a relatively permanent change in consumers' behavioir" Expand this statement?
- g) Psychographic inventory can be the base of segmenting the consumers on the basis of 'life style'. How?
- h) What are changing role of family in buying decision making process?
- i) What do you mean by ethnocentrism?
- j) Give two examples, where cultural values of consumers are taken as strategic elements by the any marketers in India.

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Explain the salient features of cognitive dissonance and its relationship with purchase decision making process in the context of white goods' market in India?
- b) What is subliminal perception? How does it influence the marketers of fashionable products in preparing their marketing plans or strategies?
- c) Define attitude? Explain tri-component model of attitude with its relevance to study the consumer behavior?
- d) What are the traditional family life cycle stages, a family progresses through? Discuss how, the understanding of modern family life cycle stages takes advantages over the former to formulate marketing strategies in Indian context?
- e) Explain the economic consumer model. Why this model is considered to be unrealistic in the context of modern life style of todays consumer? How the marketers' knowledge of psychological field of consumers can make the above model realistic?
- f) Define social class? Explain various types of social classes with appropriate examples and its relevance to the Indian fast-food marketers?
- g) Explain various characteristics of culture in the context of consumers' behavior? How the cross-cultural understanding can improve the marketers approach towards the new customers?
- h) Psychoanalytical theory of personality can give more insight into the consumers' behaviour rather than the trait theory of personality.
- i) SRI VLS is an appropriate technique to segment the consumers' market for a marketer, who is going to lunch a new packaged food product in urban areas of India?

- j) What do you mean by opinion leadership? Explain the characteristics of opinion leadership with appropriate Indian examples?
- k) Explain the Nicosia model of consumer behavior? How the marketers of telecommunication services can use this model to judge the Indian consumers' attitude?
- l) What do you mean by 'black-box' of consumer behavior? Explain various factors of consumer behaviour with appropriate examples that are relevant for formulation of marketing plans or strategies in Indian scenario?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain, how the 'perceptual constructs' and 'learning constructs' make the modeling of consumer behavior relating the inputs to the outputs of studying the consumer behavior. **(16)**
- Q4** Explain, how the unit of study as 'adoption process' is helpful to study the 'diffusion of innovation' relating to the consumers of FMCG products in India? **(16)**
- Q5** Explain the relevant model, where the 'central control unit' make the 'information processing' for the consumers' decision making with the 'environmental influences'? **(16)**
- Q6** Explain, from your own experience, how the de-monetization influenced the consumers' decision-making process? How the consumer durable marketers changed their strategies temporarily keeping in view the above situation? **(16)**

(Qus-368)

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MBA
15MNG404A

4th Semester Regular Examination 2018-19

LEADERSHIP & TEAM BUILDING

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : F466

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All - 10) (2 x 10)

- a) Differentiate between leader and manager.
- b) Enumerate leadership attributes of Ekta Kapoor.
- c) What are the objectives of a team?
- d) Explain Ginnetts team model.
- e) Differentiate between Group vs Team.
- f) Distinguish between leadership and followership.
- g) What is value-based leadership?
- h) How can you improve team effectiveness?
- i) Emotional intelligence is a boon or a bane? Why?
- j) State the leadership styles of Jack Welch.

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) What are the different types of leadership? Elucidate in detail.
- b) Define leadership. Explain the concept and scope of leadership.
- c) What are the essential concepts and competencies required by young leaders for organizational sustainability?
- d) How to develop leadership skill in an individual? What are the tools for leadership assessment?
- e) What are the key elements of ethical leadership in an organization?
- f) What are the ways to improve team performance?
- g) Critically examine the role of power and politics in leadership.
- h) Differentiate between transformational leadership and transactional leadership with examples.
- i) What are the stages of team development every leader should know?
- j) "J.R.D. Tata is one of the India's best leader". Do you agree or disagree? Explain your stand for the statement.
- k) Explain the various types of work teams you know.
- l) What are the skills must be possessed by an individual to become a team player?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Explain in detail the relevance of different theories of leadership in present context. (16)

Q4 Female leadership - 'Be competent like a woman, confident and ambitious like a man'. Explain the leadership attributes of Kiran Mazumdar Shaw and Dhirubhai Ambani. (16)

Q5 Define emotional intelligence. Do you think emotional intelligence is a key to successful leadership? Comment. (16)

Q6 How new leaders can approach team building? Explain the application of 5 P's of team building. (16)