HALL TICKET NUMBER

Code No: PP18MBT13

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE (AUTONOMOUS)

MBA III SEMESTER END REGULAR EXAMINATIONS, DEC - 2019

STRATEGIC MANAGEMENT

(Common to all Specializations) Time: 3 hours Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Note: Answer any FOUR Questions.

All Questions Carry Equal Marks (4X12=48M)

1	a)	Define strategic management. Discuss the importance of strategic management.	[6M]
	b)	What is mission? Explain key elements in developing a mission statement.	[6M]
2	a)	How would you carry out SWOT analysis for a software company?	[6M]
	b)	'Human capital is considered to be one of the most important elements of company success' Do you agree? Reason out.	[6M]
3	a)	Describe Poter's five forces frame work as the most widely used tool to analyze the competitive environment.	[6M]
	b)	Discuss the various strategies for an effective corporate turnaround.	[6M]
4	a)	Explain the link between structure and strategy.	[6M]
	b)	What is the role of top leadership in building up organizational culture? Explain with examples of some great leaders and their organizations.	[6M]
5	a)	What is benchmarking? Explain the role of a strategist in evaluating the performance using benchmarking.	[6M]
	b)	What are the problems in measuring performances of an organization?	[6M]
6	a)	What are the factors that shape a company strategy?	[6M]
	b)	Discuss organizational challenges in strategy implementation.	[6M]
7	a)	Discuss the importance of strategic audit	[6M]

PART-B

Answer the following **Compulsory** Question (1X12=12M)

8 Case Study

[12M]

[6M]

ABC limited a large Indian company producing and distributing cold drinks in India. The company has been existence for last 15 years. It has a big manufacturing plant situated in Delhi and a fleat of trucks for the purpose of controlled and efficient distribution of cold drinks in neighboring states as well as in Delhi, with its ask supply chain management. Employees working in the company are fully satisfied with service conditions, promotional avenues and welfare schemes launched by the company for them. The customers do also feel comfortable and satisfied with the drink both in terms of quality and satisfaction. But after the entry of two big multinational companies, the entire situation has changed and the company has lost 90% of its market share to these companies and thus binding difficulty for competing with them and survival in the market.

Ouestions:

a) Make a SWOT analysis of ABC Ltd.

b) Explain diversification strategies.

- b) Suggest suitable strategies to regain its market share.
- c) Explain how the company can work out its survival strategies in light of competition from multinational companies.



PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE (AUTONOMOUS)

MBA III SEMESTER END REGULAR EXAMINATIONS, DEC - 2019

BUSINESS ETHICS AND CORPORATE GOVERNANCE

(Common to all Specializations)

Time: 3 hours Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Note: Answer any FOUR Questions.

All Questions Carry Equal Marks (4X12=48M)

- 1 What is the meaning of values and ethics in business? How important is Values and [6M] Ethics to the business and society? Write about any two theories of Business Ethics? b) [6M] 2 Discuss any two cases in Indian corporate world about unethical practices in Indian [6M] Corporate world? Briefly discuss about ethical climate and organizational misbehavior in Indian b) [6M] corporate? 3 Discuss in detail about role of corporate culture in Ethical decision making? [12M] 4 Elucidate the best practices of good corporate governance? [6M] **OECB Principles? Discuss** b) [6M] 5 a) What is the role of SEBI In ensuring corporate governance? [6M] "Auditors play a key role in ensuring proper functioning of organization" comment on b) [6M]
- the above statement
- 6 a) Environmental ethics are important for any type of business. Discuss. [6M]
 - b) Finance would be impossible without ethics. Do you agree? Comment. [6M]
- 7 a) "Directors are the key persons in corporate governance structure". Comment. [6M]
 - b) Discuss the role of Media in corporate governance?

PART-B

Answer the following Compulsory Question (1X12=12M)

8 Case Study

[12M]

[6M]

Ben is a recent Santa Clara University graduate who has just started his first job in the finance department of a publicly traded Silicon Valley company. One of his main responsibilities is to create and distribute extensive Microsoft Excel reports that analyze costs and revenues for different divisions. Ben sends completed reports to his direct supervisor and the CFO. The CFO then uses the information to create the company's financial reports, in addition to the strategy and forecasting formulation. While Ben considers himself to be detailed-oriented, the complicated nature of and the sheer volume of data sometimes overwhelm him, which is exacerbated by their strict deadlines. While Ben works hard to prepare the reports as accurately as possible, he often finds errors after he has submitted his final report. When the errors are critical, he revises the reports and resends them. However, some of the errors are minor, in Ben's estimation, and he doubts that the CFO will use or look at these figures. Ben is ambitious and wants to be promoted, but worries that if he frequently sends out revised reports he will appear unreliable and unqualified. At the same time, the potential consequences from inaccurate financial reports put the company, the CFO and CEO, and Ben himself at risk.

- 1. What actions should Ben take when he catches a mistake?
- 2. Is he obligated to report every error, particularly since he works for a publicly traded company?
- 3. Is there such a thing as a small error in this context?

Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Note: Answer any **FOUR** Questions.

All Questions Carry Equal Marks (4X12=48M)

		The Questions Curry Equal Marks (M12 1001)	
1	a)	What is Retailing? Explain the functions of Retailing and types of retailers.	[6M]
	b)	Briefly explain the emerging trends in organized retailing and its importance in	[6M]
		Indian economy.	
2	a)	What is Retail Market strategy? How to build sustainable competitive advantage?	[6M]
	b)	Explain the strategic retail planning process.	[6M]
3		"Retail location plays a key role in success of the business." what are the various	[12M]
		steps involved in choosing store location and the issues in selecting retail location.	
4	a)	What is retail store location? Explain the factors affecting for the selection of	[6M]
		location.	
	b)	Explain the process of Merchandize Planning.	[6M]
5	a)	What are the pricing strategies appropriate for a retailing format?	[6M]
	b)	Briefly explain steps involved in the process of category management?	[6M]
6	a)	Explain the Theories of retailing development.	[6M]
	b)	Briefly explain classification of retail formats.	[6M]
7	a)	What is retail inventory management? Explain in detail.	[6M]

PART-B

Briefly write about the objectives and strategies of pricing in retail?

Answer the following **Compulsory** Question (1X12=12M)

8 Case Study

Time: 3 hours

[12M]

[6M]

Jumbo King, a branded Vada Pav fast food chain which started its business in the Indian city, Mumbai in 2001 with a capital of INR200,000 decided to expand its business across the other Indian States. The company's business model was inspired by McDonalds and Subway and hoped to stimulate customers' taste buds with its INR8 (\$0.16) Vada Pavs in line with 15 cent McBurgers. Most of the company's outlets were situated near the railway stations and busy places where a constant stream of commuters as potential customers was assured. Jumbo King's business focused on delivering good service, quality, cleanliness and value. But, presence of the multinational food chains, roadside vendors and Udipi restaurant etc proved to be a challenge for Jumbo King to attract customers. The case details the emergence and growth of Jumbo King and its strategy to expand nationwide. It remained to be seen whether Jumbo King would be able to deliver McDonald's and Subway's experience in the long run.

- a) Is the Jumbo King would sustain in the competitive environment?
- b) What can Jumbo King do to generate repeat visits to the store?

HALL TICKET NUMBER									

ii.

Beta

Code No: PP18MBE01

PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE (AUTONOMOUS)

MBA III SEMESTER END REGULAR EXAMINATIONS, DEC - 2019

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (Finance Management Specialization only)

Time: 3 hours Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Note: Answer any **FOUR** Questions.

All Questions Carry Equal Marks (4X12=48M)

1	a.	Explain the nature and objectives of investment	[6M]
	b.	What is 'Common Stock'? Explain its valuation	[6M]
2	a.	Narrate the differences between equity and preferential shares.	[6M]
	b.	Explain the special features of bonds.	[6M]
3	a.	What are the problems arise in the analysis of industry?	[6M]
	b.	Brief the Dow theory.	[6M]
4	a.	Write assumptions of Markowitz model theory.	[6M]
	b.	Brief the Sharpe Single Index Model.	[6M]
5	a.	"Mutual funds are better performers than individuals" – Comment.	[6M]
	b.	Write a note on Sharpe's Performance Measure.	[6M]
6	a.	Explain about different types of security risks.	[6M]
	b.	What is Random Walk Theory? What does it project in different form of situations?	[6M]
7	a.	How does Markowitz Theory help in planning an investor's portfolio?	[6M]
	b.	Write a note on	[6M]
		i. Capital Market theory	

PART-B
Answer the following Compulsory Question (1X12=12M)

8. Mr. Avinash has been owing units from three different mutual funds [12M] namely A, B and C. With the following particulars he wants to dispose ONE of the mutual funds for his personal expenditure. Which one should be dispose? – Suggest to him.

Name of Fund	Excess Average Return	Beta
A	7.7	1.02
В	11.3	0.99
С	11.6	1.07
Market	7.8	1.00



PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE (AUTONOMOUS)

MBA III SEMESTER END REGULAR EXAMINATIONS, DEC - 2019

Compensation and Performance Management (HRM Specialization only)

Time: 3 hours Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Note: Answer any **FOUR** Questions.

All Questions Carry Equal Marks (4X12=48M)

- 1 a) Define compensation. What are the advantages and disadvantages of compensation (6M) approaches such as skill based pay and competency based pay?
 - b) What are the various aspects to be looked into while designing a compensation system (6M) for an organization?
- 2 a) Explain the importance of the theory of wages. State the difference between blue collar, (6M) white collar and pink-collar employees.
 - b) Determine the institutional mechanism for wage determination. Examine their pros and (6M) cons
- 3 a) Bring an account on the role of the Department in Compensation Management? (6M)
 - b) List out various methods of wages incentive payment. Discuss the relative advantages (6M) and disadvantages of each of the method
- 4 a) What are the various methods for fixation and revision of minimum wages under the Minimum Wages Act, 1948? (6M)
 - b) What are the salient features of the Employees' Provident Fund Scheme under the (6M) Employees' Provident Fund and Miscellaneous Provisions Act, 1952?
- 5 a) Discuss the different methods of wage payment. Which of these methods is best and (12M) why?
- 6 a) What do you mean by the term Rewards and Incentives? What are the features of the (6M) Incentive Plans?
 - b) What do you understand by Performance monitoring? How does Performance (6M) monitoring differ from supervision? What are the principles of monitoring?
- 7 a) What is the purpose of performance appraisal system? What is the role of performance (6M) appraising system in promoting the organizational effectiveness?
 - b) Elucidate the concept' Electronics based performance management system'. (6M)

PART-B

Answer the following **Compulsory** Question (1X12=12M)

8 Case Study

(12M)

The CEO and other executives of Computer Associates were granted board and shareholder approval in 1995 for an executive compensation plan that allowed executives to collect stock grants if the common stock price-maintained a given price for 60 days. In early 1998 the stock did, and the executives collected their shares. Shortly after collecting their grants, the company announced that its revenue estimates were to be reduced by Rs.100 Crores for the next two quarters. The stock lost two-thirds of its value the next day. The cash bonus-to-salary ratio was unusually high for a company with average performance, such as Computer Associates. At the time, high performing software companies generally had a ratio of 1:3 but Computer Associates had a ratio of 1:5.

- 1. What are the flaws in the executive compensation plan?
- 2. How far the executive compensation plans responsible for the crash in the stock prices?

HALL TICKET NUMBER

Code No: PP18MBE09

PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE (AUTONOMOUS)

MBA III SEMESTER END REGULAR EXAMINATIONS, DEC - 2019

Advertising and Brand Management (Marketing Management Specialization only)

Time: 3 hours Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Note: Answer any **FOUR** Questions.
All Ouestions Carry Equal Marks (4X12=48M)

1	a)	Illustrate the Critical appraisal and types of Advertisements with Examples.	(6M)
	b)	Develop the Role of Advertisement Agencies?	(6M)
2	a)	Explain various methods used in setting advertising budget	(6M)
	b)	What are the factors influencing advertising budget?	(6M)
3	a)	Identify effective use of words, devices advertisement effectiveness?	(6M)
	b)	Illustrate Advertisement effectiveness: Pre-testing, post testing, experimental designs?	(6M)
4	a)	Develop Media selection, optimizing and non optimizing approaches.	(6M)
	b)	Organize media scheduling, media research?	(6M)
5	a)	Classify the Role of Advertising in a Developing Economy?	(6M)
		Show the Decision Models Sales response and decay?	(6M)
6	a)	Illustrate the Critical appraisal and types of Advertisements with Examples.	(6M)
	b)	Illustrate the Functions of the Advertisement Agencies?	(6M)
7	a)	Interpret Challenges facing Brands, Brand Valuation Methods, Brand Revitalization?	(6M)
	b)	Show the Brand Valuation Methods, Brand Revitalization?	(6M)
		<u>PART-B</u>	

Answer the following **Compulsory** Question (1X12=12M)

8 Case Study (12M)

Gujarat corporative milk marketing federation, wanted to launch their butter as a branded product. So after a lot of deliberation they created the brand Amul with a prominent company. Among all the corporative federations in India, this was the only federation to create a brand name and market their products across India. As a part of this branding effort they created the Amul girl series of advertisements with captured the latest current events and punch lines as huge cutout posters in prominent places in each city. This led to a large percentage or the population seeing these advertisements on a regular basis and resulted in creating a recall in the minds of the customers. It was so well established that even when the original promoters of the brand decided to part ways with the federation, the brand sold well due to its exceptional image in the minds of the consumers

- i) Explain the possible reasons why Brand Amul became the success it is today.
- ii) Explain the principles of brand building and brand image creation that you feel Amul followed

PART-B

Answer the following **Compulsory** Question (1X12=12M)

8 Case Study

(12M)

(6M)

"Cool Air" Air-conditioning is a manufacturing of commercial air conditioning units which are exclusively used on the roof of malls or restaurants. Nearly 80 percent of its sales are replacement models which mean that the company relies heavily on repeat customers.

An air conditioner usually breaks down with little or no warning. Often the customer is under pressure on finding a replacement within a day or two to run his business.

Therefore, the customer is mainly concerned with supplier response no matter who the supplier is.

"Cool Air" Air-conditioners hired "Reliable logistics", a logistics consulting company to help optimize their distribution network and revive sales. At that time, they had 20 distribution centers and warehouses around the country, stocking 40 different models.

"Reliable logistics", first thought of shrinking the distribution network to four or five strategically located warehouses, each with extensive inventory. This strategy would have reduced 25 percent of "Cool Air" Air-conditioners costs, but would have made rapid delivery tough. The marketing manager of "Cool Air" Air conditioners suggested that the company should go in the opposite direction and expand to 30 locations with a full range of products. But that would have been prohibitively expensive.

- 1. What do you think are the problems faced by "Cool Air" Air-conditioners?
- 2. Comment on the idea of Reliable logistics to reduce the distribution centers /warehouses from 20 to 4 or 5 strategic locations.

Time: 3 hours Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)

(Finance Management Specialization only)

PART-A

Note: Answer any **FOUR** Questions.
All Questions Carry Equal Marks (4X12=48M)

1	a)	Explain the main provisions of the Banking Regulation Act, 1949 and its management	(6M)
		with regard to the regulation of Indian Banking System.	

- b) Define CAMEL Approach? What are the different components of CAMEL Approach? (6M)
- 2 a) Discuss the concept of NPA. Elaborate the different approaches to manage NPA (6M)
 - b) What are the steps to be followed in the assessment of creditworthiness of a prospective (6M) borrower?
- 3 a) What do you understand by Lending? Discuss the different types of Lending (6M)
- b) Explain the retail banking products and services
- a) Discuss any fine banking innovation in the Banking Industry (6M)

(6M)

(12M)

- b) Explain the various types of risk associated with Internet banking. How they can be overcome? (6M)
- 5 a) Discuss the concept of regulatory capital. What is the need to regulate bank capital (6M)
 - b) Write the meaning and functions of insurer. Elaborate the different types of insurer. (6M)
- 6 a) Describe the principles of insurance. Also discuss the role of IRDA in relating insurance (6M)
 - sector.
 b) In granting an advance against life policy, what factors you would examine and precautions you would take? (6M)
- 7 a) What is micro insurance? Discuss its features and principles (6M)
 - b) Discuss Consumer Protection Act, 1986 in reference to insurance (6M)

PART-B

Answer the following **Compulsory** Question (1X12=12M)

8 Case Study

Non-Performing Assets (NPAs) are becoming a major issue in the Indian banking sector. Raghuram Rajan, the governor of the Reserve Bank of India (RBI), India's central bank, has made it his goal to strengthen the Indian banking sector by setting a target of March 2017 for the banks to clean up their balance sheets. He has been instrumental in taking many major decisions to reduce NPAs. Additionally, the Government of India has also initiated some more measures to strengthen the fight against NPAs. The case study highlights the initiatives taken by Rajan as well as the government to strengthen the Indian banking sector along with providing scope for debating whether these measures are comprehensive enough, given the fact that the NPAs were the highest in the public sector banks which aggressively implemented the populist schemes of successive governments. Experts feel that unless structural reforms are brought in and the government gives up control of these banks, the problem of NPAs will persist.

Questions

- 1. Analyze the NPA problem in the Indian banking system.
- 2. Understand the cause of high NPAs in the Indian banking system.
- 3. Analyze the initiatives taken by the government and Rajan to address the NPA problem.
- 4. Debate whether the initiatives taken are foolproof and comprehensive.

Code No: PP18MBE06

HALL TICKET NUMBER										

PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE (AUTONOMOUS)

MBA III SEMESTER END REGULAR EXAMINATIONS, DEC - 2019

Management of Industrial Relations (HRM Specialization only)

Time: 3 hours Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Note: Answer any **FOUR** Questions.

All Questions Carry Equal Marks (4X12=48M)

1	a)	Define Industrial Relations? What are its influencing factors? Explain	(6M)
	b)	How Employment Structure, Social Partnership helpful to IR?	(6M)

- Describe the objectives & growth of Trade Unions in India? Critically examine the (12M) features of Trade Union Act 1926.
- 3 a) Differentiate between Workers Participation and Collective Bargaining? (6M)
 - b) Explain the Nature and Significance of Wage & Salary Administration? (6M)
- Determine the type of Social Security in India? Also highlight the ESI Act relating to (12M) Social Security?
- 5 Design and explain Health and occupational Safety programs in PSUs (12M)
- 6 a) Discuss some of the causes of Grievances in organizations? What are the methods to settle such grievances (6M)
 - b) Define Industrial Disputes? State how to prevent and settle such disputes in India? (6M)
 a) Write short notes on (12M)
- 7 a) Write short notes on
 a) Influencing factors of Industrial Relations
 - b) Minimum, Fair and Real wages
 - c) Workmen Compensation Act

PART-B

Answer the following **Compulsory** Question (1X12=12M)

8 Case Study

(12M)

Rajesh joined Alpha Ltd., a heavy engineering unit, having a turnover of about crores, in the junior management cadre as a direct recruit. During his tenure with company, Rajesh proved to be a dedicated and sincere worker which earned him quick promotion in the organization. He had made a mark in whichever department he had worked and his departmental heads were happy with his work. After serving the company for a period of ten years, Rajesh felt that there was no scope for further improvement in his position and started applying for better jobs commensurate with his experience. He finally succeeded in getting a job but his new employer wanted him to join within one month. To this, Rajesh pleaded inability, as he was required to give three months notice to his present employer, as per company rules. However, he said he would discuss the matter with the personnel manager and try to reduce the period to one month by paying two month's salary in lieu of the required notice. Rajesh accordingly, submitted his resignation to the present employer and requested the departmental head to recommend his case to the personnel manager for relieving him after one month. The departmental head, said that he would discuss the matter with the personnel manager and try his best to help him, However, the latter turned down Rajesh's request stating that the rules require him to give three month's notice and that the alternative suggested by Rajesh was not acceptable.

When Rajesh learn about the personnel manager's response, he approached his prospective employer to explain his difficulty, which was beyond his control, and requested them to extend his joining period to three months. This was accepted by them, as a special case.



The departmental head took up Rajesh's case with the management and suggested that in future, the officers who resigned may be permitted to give one month's notice and two months' salary in lieu of a further two months' notice if required, so as to ensure against any unnecessary delay in the work of the department. But, the management refused to accept this proposal, stating clearly that the companies' policy cannot be changed.

Questions:

- 1. Did the management take a correct decision in Rajesh's case under the circumstances?
- 2. What steps should the departmental head take to ensure that officers who resign do not adopt an indifferent attitude towards their work during the three month's notice period?
- 3. If you were in the position of the management, how would you have handled the situation?