

Code No: PP18MBT16

R18

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA IV SEMESTER END REGULAR EXAMINATIONS, OCT - 2020  
**E-BUSINESS**  
(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) Explain the role of E-Commerce in Indian economy development [6M]  
b) Explain any two types of E-Commerce [6M]
- 2 a) Outline the significance of cryptography digital signature [6M]  
b) List any six electronic threats [6M]
- 3 Explain any three types of payment systems in E-business [12M]
- 4 a) What is business model? Explain any one business model with suitable examples [6M]  
which you are aware of over internet.  
b) Illustrate any two revenue models Over internet [6M]
- 5 a) Outline the need of Mobile commerce. [6M]  
b) What is E-Business Infrastructure? [6M]
- 6 a) Illustrate any two ISPs which plays a major role in E-Business [6M]  
b) Outline the components of EDI(Electronic data interchange) [6M]
- 7 a) What is E-Marketing? [6M]  
b) List out the infrastructure issues in EPS [6M]

**PART-B**

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

- 8 Case Study:  
Develop a flow diagram of any one E-Business app which is familiar to you [12M]  
(Student can use his own assumptions to develop-Highlight the assumptions)

\*\*\*\*\*

Code No: PP18MBT17

R18

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA IV SEMESTER END REGULAR EXAMINATIONS, OCT - 2020  
**INTERNATIONAL BUSINESS**  
(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) What is Globalization of markets? Explain trends in globalization? [6M]  
b) Explain various types of risks involved in international business? [6M]
- 2 a) Briefly explain about Bretton woods system? [6M]  
b) Which are the factors affecting exchange rates? [6M]
- 3 List out various International Institutions promoting International Business? Role of IMF and world bank in international trade? [12M]
- 4 a) Explain Ethnocentric approaches of staff policy? [6M]  
b) Write short notes on International Labor relations? [6M]
- 5 a) Explain the various Entry strategies in Global Markets? [6M]  
b) Write about global product positioning strategy. [6M]
- 6 a) Explain cross cultural challenges in international business? [6M]  
b) What is Regional economic integration? Role of BRICS in integration of business? [6M]
- 7 a) Write about Expatriate Preparation and development? [6M]  
b) Briefly explain about International PLC? [6M]

**PART-B**

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

- 8 Case Study: [12M]  
Jim Logan's business, the sports exports company, continues to grow. His primary product is footballs he produces and exports to a distributor in United Kingdom. However, his recent joint venture with a British firm has also been successful. Under this arrangement a British firm produces other sporting goods for Jim's firm; these goods are then delivered to that distributor. Jim internationally started his international business by exporting because it was cheaper and easier to export than to establish a place of business in the United Kingdom. However he is considering establishing a firm in the United Kingdom to produce the foot ball's there instead of in his garage (in the US). This firm would also produce the other sporting goods that he now sells, so he would no longer have to rely on another British firm (through the Joint Venture) to produce the goods.

**Questions**

1. Given the information provided here, what are the advantages and disadvantages to Jim of establishing the firm in United Kingdom?

\*\*\*\*\*

Code No: PP18MBE03

R18

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA IV SEMESTER END REGULAR EXAMINATIONS, OCT - 2020  
**FINANCIAL DERIVATIVES**  
(for Finance Management specialization)

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) Briefly, explain the Exchange-Traded vs OTC Derivatives Markets. [6M]  
b) Highlight the various functions of derivatives. [6M]
- 2 a) What are the rules of derivative trading? [6M]  
b) Provide a comparison between NSE and BSE. [6M]
- 3 "Forward contracts act as fore-runners of futures market". Critically evaluate the statement in the light of growth of forward market worldwide. [12M]
- 4 a) Illustrate 'in-the-money' and 'out-of-the-money' positions in both call option and put option. [6M]  
b) The current price of a stock is Rs. 90 per share. The risk free interest rate is 8% (annualized continuous compounding). If the volatility of the stock is 23% p.a., what is the price of the Rs. 80 call option expiring in 6 months? [6M]
- 5 a) Discuss the Black-Scholes option pricing model with suitable examples. [6M]  
b) Write a note on : i) Option Greeks ii) Volatility [6M]
- 6 a) What do you understand by put-call parity? [6M]  
b) Briefly discuss the factors affecting option value.. [6M]
- 7 a) Explain the concept of commodity derivatives. Explain its different types. [6M]  
b) What do you mean by commodity option contract? [6M]

**PART-B**

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

- 8 Case Study: [12M]  
The stock price of Reliance Industries in spot market is Rs.450 and two month option contract is of Rs.450. The price of the option is Rs.20 per share. At what price the option will be at-the-money, Out-of-money and in-the-money of the option is both call as well as put option?

\*\*\*\*\*

--	--	--	--	--	--	--	--	--	--

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA IV SEMESTER END REGULAR EXAMINATIONS, OCT - 2020  
**LABOUR WELFARE LEGISLATION**  
(for Human Resource Management specialization)

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) Discuss the features of Factories act 1948?   | [6M]  |
|   | b) Explain significance and benefits of Contract Labour Act 1970?  | [6M]  |
| 2 | a) 'Industrial Disputes are inevitable' Do you agree? How you resolve it?  | [6M]  |
|   | b) What are the features and principles of Trade Union Act 1926?   | [6M]  |
| 3 | Wage boards have taken a narrow view of their problems and have overlooked the wider effects of their recommendations" Discuss | [12M] |
| 4 | a) Distinguish between Minimum Wage, Fair Wage and Living Wage?  | [6M]  |
|   | b) What should be the wage policy for a developing country?  | [6M]  |
| 5 | a) Explain the principles and philosophy of Labor welfare?   | [6M]  |
|   | b) Discuss the role of ILO in worker welfare activities?   | [6M]  |
| 6 | a) What do you mean by standing orders?  | [6M]  |
|   | b) Explain the factors that influence in fixation of wages?  | [6M]  |
| 7 | a) Distinguish between statutory and non statutory Labour welfare programs?  | [6M]  |
|   | b) State the Role, Status and Functions of Welfare Officers in industries  | [6M]  |

**PART-B**

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

- 8 Case Study: [12M]
- Rekha manufacturing company currently having good industrial relations. It is doing well as far as its profits are concerned. There is another company Ramya manufacturing company, facing a problem of industrial conflict. Rekha Company decides to takeover Ramya Company. Some of the managers of Rekha company think it is a good proposal whereas the other managers oppose it.
- Questions**
- a) As HR manager what would be your opinion regarding the takeover?
  - b) If at all the takeover happens, what steps you would suggest for maintaining healthy industrial relations.

\*\*\*\*\*

HALL TICKET NUMBER 

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA IV SEMESTER END REGULAR EXAMINATIONS, OCT - 2020  
**SERVICES MARKETING**  
(for Marketing Management specialization)

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 services marketing mix.  | [6M]  |
|   | b) Discuss the role of services industry in modern economy.   | [6M]  |
| 2 | Explain the SERVQUAL model with suitable example.   | [12M] |
| 3 | a) Do beauty salons segment their market on the basis of demographics or psychographics? Discuss.   | [6M]  |
|   | b) Define blueprint. What are the components of service blueprint?  | [6M]  |
| 4 | a) Explain the importance of customer research in developing sustainable service models.  | [6M]  |
|   | b) Explain new product development for services?  | [6M]  |
| 5 | How Can Financial Services Marketers Keep Up with Their Customers during and after covid-19?  | [12M] |
| 6 | Critically assess the usefulness of the Gap model for measuring quality in the hospital industry.   | [12M] |
| 7 | Suppose you are the marketing manager of a modern and technically equipped beauty salon. What measures will you take before opening a store in a new city | [12M] |

**PART-B**

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

- |   |  |       |
|---|--|-------|
| 8 | <p>Case Study:</p> <p>Zomato, an online restaurant discovery platform where customers can find restaurants in a particular area, their menu, place order and pay online. Delivery part is taken care by the restaurants. Moreover customers can give review about the restaurants and the quality of food which helps the restaurants and customers to have a better experience. Internet and mobile app are the only channel used for the whole process for customers to find a suitable restaurant with better discount deals and to place an order. Facebook, Twitter and Pinterest are the 3 main platforms which made the base for the success of Zomato with a deep presence among their customers. Zomato wants to start delivering the ordered food to the customer's doorstep by their own. This was earlier taken care of by restaurants. The firm plans to focus on segments such as online food ordering, restaurant booking, subscription based services and billing in restaurants.</p> <p>a. Describe the exact nature of services provided by Zomato.</p> <p>b. Examine how the services provided by Zomato can be equally utilized by customers and restaurants.</p> <p>c. Identify the channels that enhance the services provided by Zomato. Justify the effectiveness.</p> <p>d. Suggest strategies for Zomato's future services to enhance service performance.</p> | [12M] |
|---|--|-------|

\*\*\*\*\*

HALL TICKET NUMBER

--	--	--	--	--	--	--	--	--	--

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA IV SEMESTER END REGULAR EXAMINATIONS, OCT - 2020  
**EXPORT IMPORT PROCEDURES AND DOCUMENTATION**  
(for Logistic Management specialization)

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 about Export Marketing organization and its registration formalities?                                 | [6M]  |
|   | b) Write about various categories of Imports and Negative list of imports?                                       | [6M]  |
| 2 | a) Explain different types of marine insurance policies?   | [6M]  |
|   | b) What is the procedure for obtaining marine insurance policy?  | [6M]  |
| 3 | Describe in detail about Export Finance? Write about the institutional framework for export finance?             | [12M] |
| 4 | a) Write about the role and importance of Export promotion councils?   | [6M]  |
|   | b) Elucidate about Foreign trade policy of India?  | [6M]  |
| 5 | a) Draw a sample Invoice copy with necessary items in it and clearly explain about each item and its importance? | [6M]  |
|   | b) What are the various types of shipping documents needed for exports and imports?                              | [6M]  |
| 6 | a) What is Bill of lading? Explain its importance in Exports and Imports?  | [6M]  |
|   | b) Write about the role of clearing and forwarding agents in International trade?                                | [6M]  |
| 7 | a) What is EPCG scheme and incentives for exporters?   | [6M]  |
|   | b) Importance of automation/use of technology in improving international trade?                                  | [6M]  |

**PART-B**

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

- 8 Case Study: [12M]
- Altindia is a limited company; they manufacture SUVs (sports utility vehicle), in technical collaboration with General Motors of USA. The company has established their manufacturing base at Thane in Maharashtra. They have acquired an area of 300 acres and the total project cost is estimated at Rs 2000 crores. As per the projections, the company is slated to achieve a 30% market share in the Indian market, within a period of two years. Out of the total project cost, 49% is brought in by General Motors and the rest is tied up with financial institutions, international banks and Indian banks. The working capital is financed by a consortium of banks in which Global bank, Thane branch, is the leader. The company imports many parts of the car engine in a CKD (completely knocked down) condition from General Motors, Detroit, after establishing import letters of credit through its main bankers, Global Bank, Thane Branch. Altindia approached Global Bank, Thane for opening of import letter of credit as per UCP ICC 600 for USD 100,000, on sight basis, in favour of General Motors, Detroit.
- Questions
- 1) Was Global Bank, Thane Branch correct in its argument, as the credit issuing bank?
  - 2) Was the stand taken by The American Bank, New York correct, as the negotiating bank?

\*\*\*\*\*

HALL TICKET NUMBER 

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA IV SEMESTER END REGULAR EXAMINATIONS, OCT - 2020  
**TAXATION**  
(for Finance Management specialization)

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) What is residential status? Explain the determination of residential status [6M]  
b) Mr. Rohit owns a house property in India. During the FY 2018 – 19 the property was let-out for a monthly rent of ₹ 60,000. The reasonable annual rent of the property is ₹ 4,00,000. Mr. Rohit paid ₹ 6,000 as municipal taxes (including arrears of the last year) and has to pay interest of ₹ 2,45,000 on a loan out for the purchase of the house property. [6M]
- 2 a) What is an interpretation of statuses? Explain the basic rules of interpretations of statuses [6M]  
b) Explain the various measures to check tax evasion and tax avoidance. [6M]
- 3 Mr. Babu received the following income during 2018-19. Compute taxable income under 'other sources' separately for each case : [12M]  
(a) (i) Winning from Sikkim Lottery (Net) ₹ 13,880  
(ii) Winning from Horse races ₹ 2,000  
(iii) Winning from cross word puzzle ₹ 4,000  
(iv) Winning from card games ₹ 10,000.  
(b) (i) Winning from lottery ₹ 2,000  
(ii) Winning from horse races (Net) ₹ 20,820.
- 4 a) What is GST? Elaborate the advantages of GST [6M]  
b) Explain constitution 101<sup>st</sup> Amendment Act, 2016 [6M]
- 5 a) Explain GST Council and its members [6M]  
b) Write important definitions under CGST Law [6M]
- 6 a) Explain inter-state & intra-state stock transfer under GSTN [6M]  
b) Mr. C of Chennai supplied goods/services for ₹ 20,000 to Mr. M of Madurai. SGST and CGST rate on supply of goods and services is 9% each. IGST rate is 18%. Find the following: (a) Total Price Charged by Mr. C. (b) Who is Liable to Pay GST? [6M]
- 7 a) Explain the Multi National Taxation? What is meant by transfer pricing and method of transfer pricing. [6M]  
b) Explain the Bilateral Tax Treaties. [6M]

**PART-B**

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

8 Case Study:

M/s Moon Pvt. Ltd. incorporated in Chennai on 1st July 2017 has the following details for the year 2018-19:

[12M]

S.No.	Particulars	Value (₹ In lacs)
i	Inter-State exempted supply of goods	4.0
ii	Inter-State supplies of services	5.0
iii	Non-taxable supplies	2.0
iv	Exempted supplies of services	0.60
v	Value of export of goods	7.0

M/s Moon Pvt. is required to register compulsorily under GST Law, advice. Whether your answer is different if S.No (i) above, inter-state taxable supply goods for ₹ 4 lacs.

\*\*\*\*\*



Code No: PP18MBE08

R18

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA IV SEMESTER END REGULAR EXAMINATIONS, OCT - 2020  
**MANAGEMENT OF CHANGE & DEVELOPMENT**  
(for Human Resource Management specialization)

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 change management. Explain the various types of change. [6M]  
b) What is transformational change? [6M]
- 2 a) Explain the role of diagramming in system investigation. [6M]  
b) Discuss briefly multidisciplinary approach in mapping change. [6M]
- 3 a) How can OD practitioners step up to the challenges of post pandemic future? [6M]  
b) Explain the nature and scope of OD. [6M]
- 4 Explain the change in the Labor-Management relations in the post-liberalized India. [12M]
- 5 a) What are the various challenges in managing cross-cultural diversity in teams? [6M]  
b) Discuss the group think as a decision making process. [6M]
- 6 a) Explain in detail about total project management model. [6M]  
b) Explain the effective decision making techniques for teams and groups. [6M]
- 7 a) What do you mean by negotiated flexibility? [6M]  
b) "Power and politics are two important factors that cannot be ignored by managers dealing with OD". Discuss the statement. [6M]

**PART-B**

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

- 8 Case Study: [12M]  
The personnel office of Prasanth Chemicals Limited informed the middle managers through a circular that a group of consultants would be calling on them later in the week to provide training on team building. The consultants would be emphasizing on how to develop team work and to build inter group relationships throughout the company. The information also contained the approach to be adopted by the consultants and explained the five-step process of team building: problem sensing, examining differences, giving and receiving feedback, developing interactive skills and follow up actions. The circular also included a note on the utility of team building in organizational effectiveness. On receiving the circular, middle managers felt tensed as they thought team building as an exercise involving a lot of hocus-pocus as they experienced in sensitivity training exercises in which participants used to attack each other and let out their aggression by heaping abuse on those disliked. Therefore, the managers felt that the consultants were

not needed for team building. One of the managers commented, 'now that as we understand what is involved in team building, we can go ahead and conduct session ourselves. All we have to do is to choose a manager who is liked by everyone and put him in the role of change agent/consultant. After all, you really do not need high priced consultants to do team building stuff. You just have a good feel for human factors'. The other managers generally agreed. However, the corporate personnel director turned down their suggestion and proceeded with his original programme of hiring consultants.

- a) Why did middle managers show resistance to team building approach of organization development?
- b) Do you think managers had accurate view of team building concept and role of external consultant in that?
- c) Did corporate personnel office sell the concept of team building and its usefulness properly to middle managers? What actions should the department have taken?

\*\*\*\*\*

Code No: PP18MBE12



HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA IV SEMESTER END REGULAR EXAMINATIONS, OCT - 2020  
**DIGITAL MARKETING**  
(for Marketing Management specialization)

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 'Unlike traditional marketing, digital marketing has more advantages' - Discuss [12M]
- 2 a) Outline the benefits of Social Media marketing [6M]  
b) Explain the scope of E-Marketing [6M]
- 3 Design digital market plan for an Indian retail outlet [12M]
- 4 a) Write about merits and demerits of mobile marketing [6M]  
b) 'Web Development is the part of digital marketing' - Discuss [6M]
- 5 Critically evaluate the challenges of Digital Marketing in global context [12M]
- 6 a) Why is the Search Engine Optimization important for marketing? [6M]  
b) Explain the concept of Pay Per Click Advertising [6M]
- 7 a) Draw the difference between B2B and B2C business models [6M]  
b) Explain online privacy and policy implications on internet marketing [6M]

**PART-B**

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

- 8 Case Study: [12M]  
**Paper Boat's #FloatABOat campaign on social media**  
Paper Boat is a very known Indian brand of traditional beverages known for drinks which you can commonly prepare at home like aam panna, golgappe ka pani, Jamun Kala khatta, and kokum. These kinds of flavors are quite common among Indian families but not everyone can prepare it at home.  
As Paper Boat's mission states, the purpose of these drinks was to take you back in those memories and float a boat this monsoon. And, the same purpose is very well carried by the team through digital marketing campaigns. They created numerous innovative campaigns that targeted the emotional side of the audience and made them in love with the brand. However one of the Paper Boat's campaigns was the huge hit among audiences called **#FloatA Boat**. As you can get the idea by the name, the company asked people to make a paper boat like they used to make in childhood days and share it on the social media by using the hashtag along with the title of the campaign i.e. **#FloatABOat** and following their social media pages. Another purpose reviled by the brand is that if someone shared this on any social media, Paper Boat will

Code No: PP18MBE12

donate Rs.20 for children's education. The purpose behind the campaign touched million hearts and it was a big success which caused timelines to be jammed with paper boats.

Questions.

1. Analyse the reasons for the huge success of FLOAT A BOAT campaign in social media?
2. Explain the role of customer engagement through social media in building customer response for a brand?

\*\*\*\*\*

Code No: PP18MBE16



HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA IV SEMESTER END REGULAR EXAMINATIONS, OCT - 2020  
**MULTI MODE TRANSPORT SYSTEM**  
(for Logistic Management specialization)

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 Transportation? Explain the Modes of transportation. [6M]  
b) Explain any recent five changes made by the government of India in transportations. [6M]
- 2 a) List out the factors which are attracting the public to utilize the metro services. [6M]  
b) List out the elements of transportation planning. [6M]
- 3 Illustrate the key cost drivers in domestic and international transports. [12M]
- 4 a) List out & Explain any two documents which are used in the Global Supply Chain Management. [6M]  
b) Explain the role of transport manager. [6M]
- 5 a) Outline the role of strategic planning in transportation management. [6M]  
b) Explain two stage traffic. [6M]
- 6 a) Explain the contributions of Indian transportation towards the growth of Indian economy. [6M]  
b) Outline the need for transportation policy. [6M]
- 7 a) Outline the system approach transportation planning. [6M]  
b) Explain the Significance of integrated planning in metropolitan cities. [6M]

**PART-B**

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

- 8 Case Study: [12M]  
Outline the impact of COVID-19 on transportation sector and list out the breakup measures taken by the Indian government during the COVID-19 in both domestic and international transportation.

\*\*\*\*\*