

Code No: PP18MBT16

R18

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2021
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) List any four differences between e-Business and e-Commerce [6M]
- b) How electronic data interchange helps in doing e- Business explain with example. [6M]
- 2 a) Outline the significance of Digital Signature. [6M]
- b) Brief the following e Commerce threats [6M]
 - i) Automated teller Machine
 - ii) The risk of conflicts
- 3 List out the merits & demerits of smart cards [10M]
- 4 a) Outline the role of WTO on digital commerce. [6M]
- b) Explain any three applications of revenue model over internet. [6M]
- 5 a) Explain the role of ISPs in the internet. [6M]
- b) List out the steps for e marketing plan. [6M]
- 6 a) Write the difference between encryption and decryption. [6M]
- b) Brief any two digital certificates of e business [6M]
- 7 a) What is cryptography in security? [6M]
- b) Write the benefits of Electronic payment system. [6M]

PART-B

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

- 8 Case Study:
Assume the data and develop the content for creating a food based app to the end users. [12M]
The app should consist the following
 - a. Give suitable name for the mobile app.
 - b. Need to implement two or three strategies to promote your app.
 - c. Write who are your target customers.

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2021
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) Define International Business? Explain trends in globalization? | [6M] |
| | b) Explain competitive advantage theory of international business? | [6M] |
| 2 | a) Briefly explain about Bretton woods system? | [6M] |
| | b) Explain current scenario of exchange rates? | [6M] |
| 3 | a) List out various International Institutions promoting International Business?
Role of IMF and world bank in international trade? | [12M] |
| 4 | a) Explain Geocentric approaches of staff policy? | [6M] |
| | b) Write about Expatriate Preparation and development? | [6M] |
| 5 | a) 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) Short notes on International labor relations? | [6M] |
| | b) Briefly explain strategies for FDIs and FIIs? | [6M] |

PART-B

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

- 8 Case Study:

Toshiba's Corporate Strategy

[12M]

Toshiba firmly believes that a single company cannot dominate any technology or business by itself. Toshiba's approach is to develop relationships with different partners for different technologies. Strategic alliances form a key element of Toshiba's corporate strategy. They helped the company to become one of the leading players in the global electronics industry. In early 1990s Toshiba signed a co-production agreement for light bulb filaments with GE. Jack Welch, the legendary former CEO of GE, was a Toshiba's admirer. According to him, a phone call to Japan was enough to sort out problems if and when they arise, in no time. Since then, Toshiba formed various partnerships, technology licensing agreements and joint ventures. Toshiba's alliance partners include Apple Computers, Ericsson,

GE, IBM, Microsoft, Motorola, National Semi Conductor, Samsung, Siemens, Sun Microsystems and Thomson.

Toshiba formed an alliance with Apple Computer to develop multimedia computer products. Apple's strength lay in software technology, while Toshiba contributed its manufacturing expertise. Toshiba created a similar tie-up with Microsoft for hand held computer systems. In semiconductors, Toshiba, IBM and Siemens came together to pool different types of skills. Toshiba was strong in etching, IBM in lithography and Siemens in engineering. The understanding among the partners was limited to research. For commercial production and marketing the partners decided to be on their own. In flash memory, Toshiba formed alliances with IBM and National Semi Conductor. Toshiba's alliance with Motorola has helped it become a world leader in the production of memory chips. The tie-up with IBM has enabled Toshiba to become a world's largest supplier of color flat panel displays for notebooks. Toshiba believes in a flexible approach because some tension is natural in business partnerships, some of which may also sour over time. Toshiba executives believe that the relationship between the company and its partner should be like friends, not like that of a married couple. Toshiba senior management is often directly involved in the management of strategic alliances. This helps in building personal equations and resolving conflicts.

Questions:

- a) Assess the factors which need to be considered to form an alliance with strategic partners in Toshiba's case?
- b) Critically evaluate Toshiba's strategy and measure the results.

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2021
FINANCIAL DERIVATIVES
(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) Explain the various types of derivatives. Differentiate between cash and futures market [6M]
- b) Discuss the nature of Financial and Derivative markets also explain uses and misuses of derivatives. [6M]
- 2 a) "Hedging is the basic function of futures market". Discuss the statement in the light of uses of futures contract. [12M]
- 3 a) Explain the relationship between forward and futures prices with examples [6M]
- b) Define margin requirements for futures? Discuss the types of margin requirements? [6M]
- 4 a) How the valuation of Interest Rate SWAP, Currency SWAP and FRN are made? Explain them. [6M]
- b) What is VAR? Explain the advantage and disadvantage of VAR [6M]
- 5 a) Calculate the price of a forward contract using the following data: Price of the share ₹ 75 Time to expiration 9 months Dividend expected ₹ 2.20 per share Time to dividend 4 months Continuously compounded risk-free rate of return 12% per annum [12M]
- 6 a) Describe the functions and valuation of FRAs. [6M]
- b) Suppose the MIBOR zero rate for 2 years is 4% and the forward rate for two year is 5.12% with annual compounding. Consider an FRA where Mr. A will receive a rate of 6%, measured with annual compounding, on a principal of 100% million between the end of year 1 and the end of year 2. Find the value of the FRA. [6M]
- 7 a) What is options market? Discuss the various trading strategies involving options business. [6M]
- b) Discuss in detail the historical background and uses of option market [6M]

PART-B

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

- 8 Case Study: [12M]
Consider the following information with regard to a call option on the stock of XYZ Company.
Current price of the share, $S_0 = ₹ 120$
Exercise price of the option, $E = ₹ 115$
Time period to expiration = 3 months. Thus, $t = 0.25$ years.
Standard deviation of the distribution of continuously compounded rates of return, $s = 0.6$
Continuously compounded risk-free interest rate, $r = 0.10$.
Calculate the value of the call option using Black-Scholes Model.

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(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2021
LABOUR WELFARE LEGISLATION
(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 scope of the Factories Act 1948. | [6 M] |
| | b) | Describe the A.P. Shops and Establishment Act. | [6 M] |
| 2 | a) | Explain the objectives of Industrial Disputes Act 1947 | [6 M] |
| | b) | What are the features of Trade Unions Act 1926? | [6 M] |
| 3 | | Differentiate between Payment of Bonus Act 1966 and Payment of Gratuity Act 1972 | [12M] |
| 4 | | Discuss the salient features of Employee Provident Fund and Miscellaneous Provisions Act 1952. | [12M] |
| 5 | a) | What do you mean Labour Welfare? State the impact of Labour Welfare in India? | [6 M] |
| | b) | How you identify the Labour Problems? Suggest the remedial measures? | [6 M] |
| 6 | | Write about Central Board of Workers Education? Explain the role of social work in industry? | [12M] |
| 7 | | Discus the Provisions of Industrial Employment (Standing Orders) Act 1946? | [12M] |

PART-B

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

- 8 Case Study: [12M]

Resorting or Resolving

Suresh, a workman in the Fire and Safety Department of a manufacturing unit of a factory is addicted to alcohol. He has been warned many times for coming on duty in an inebriated state. He has been served charge-sheet and awarded punishment. Still there was no improvement in his chronic absenteeism. He is also deeply in debt and hardly takes a couple of hundred rupees as his take home salary. Instead of resorting to progressive punishment, the management, with the help of a social worker, counseled him and also made house visits and contacted his family members. Finally, he was sent to a hospital which specialized in dead diction. His three months of treatment in the hospital was considered as special leave with wages which were paid to the family members. The company bore the entire hospital expenses. After discharge from hospital, Suresh resumed his work. There are no more complaints about him. His performance is satisfactory. During her regular visits, the social worker received satisfactory reports about Suresh from his family members. In fact they were grateful to the company for saving their family from certain destitution.

Questions

1. In these fast-paced times, is it possible for any management to stretch that far to reform a person?
2. Is it obligatory on the part of the management to take care of a workman beyond his working hours? What did the management achieve by his action?

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2021
SERVICES MARKETING
(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. Define services marketing, State various opportunities in service marketing [12M]
2. How to manage the demand and supply by service providers? [12M]
3. Briefly explain the Customer Satisfaction Measurement Techniques [12M]
4. Write a note on Service Systems Positioning? How is it differ from Service Delivery Process? [12M]
- 5 a) Explain the marketing strategies adopted by the major retailers in India? [6M]
b) Throw light on the Buyer Behaviour of Services? [6M]
- 6 a) Evaluate the New Product Developments in services? [6M]
b) Write a note on the TQM in services marketing [6M]
- 7 a) Discuss the utility of bench marking in services marketing? [6M]
b) Narrate the marketing mix applied for tourism services? [6M]

PART-B

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

8. Case Study: [12M]
HDFC Bank launched the “health plus credit card” where it has joined hands with National Insurance Company and Master Card International to offer Cashless mediclaim of 50,000 and a critical illness cover 1.5 lakh on each card, discounts at leading hospitals and on healthcare services and products. “By offering such value – added services we feel that we will not only win the loyalty to our existing customers but also get new customers”, says Swaroop. The company had also launched a co – branded card earlier this year for government employees, with eSeva and e-governance initiative of the Government of Andhra Pradesh.

Questions:

- i. How does HDFC bank is improving customer loyalty?
- ii. What are the innovations of HDFC to promote services?

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

MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2021
EXPORT IMPORT PROCEDURES AND DOCUMENTATION
(Logistic & Supply Chain Management Specialization)

Time: 3 hours

Max. Marks: 60

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

PART-ANote: Answer any **FOUR** Questions.

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

- | | | | |
|---|----|--|------|
| 1 | a) | Classify various types of Exports and write about export licensing? | [6M] |
| | b) | Explain about Export Marketing organization and its registration formalities? | [6M] |
| 2 | a) | Define bill of lading? Explain its contents, significance and different types. | [8M] |
| | b) | Short notes on Marine Insurance policies? | [4M] |
| 3 | a) | Elucidate various steps in export procedure? | [6M] |
| | b) | What is export finance? Sources of export finance? | [6M] |
| 4 | a) | Discuss the role of Export Credit Guarantee Corporation of India in promoting exports. | [8M] |
| | b) | Short notes on SEZs | [4M] |
| 5 | a) | Discuss in detail various shipping documents need to be prepared for shipping the goods? | [6M] |
| | b) | Which are the various rights attached to the exports before shipping the goods? | [6M] |
| 6 | a) | Write short notes on Letters of credit? | [6M] |
| | b) | What is certificate of inspection and its importance in foreign trade? | [6M] |
| 7 | a) | List out the incentives for exporters according to EPCG scheme. | [6M] |
| | b) | Discuss in detail how automation is helping in documentation of shipping goods? | [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?

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2021
TAXATION
(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) Define Salary. Elaborate the allowances and perquisites under the head salary. [6M]
- b) A building has been acquired by Mr. Vivek on 01-06-1980 for Rs. 1,00,000. The assessee converts the building into stock in trade of his property dealing business on 01-06-2004, when the fair market value of the building is Rs. 10,00,000. The stock in trade is sold by the assessee 01-01-2021 if Rs. 15,00,000. (FMV as on 01-04-2002 was Rs. 1,80,000). Compute his capital gain & business profit taxable for the A.Y. 2021 – 22. [6M]
- 2 a) What is the concept of tax avoidance? Explain the methods and causes of tax avoidance. [6M]
- b) What is the concept of tax? Discuss the nature and types of tax. [6M]
- 3 a) Explain the direct tax and indirect taxes applicable in India by taking into consideration goods and services tax. [6M]
- b) Discuss the levy and collection of CGST/SGST/IGST under GST [6M]
- 4 Distinguish between composite supply and mixed supply. Explain in the context of CGST Act, 2017, the liability on composite and mixed supplies. [12M]
- 5 a) Explain the deductions available under section 40(b) [4M]
- b) X, an employee of MN Ltd., receives Rs. 93,000 as gratuity under the payment of gratuity Act, 1972. He retires on Jan 2, 2020 after rendering service of 20 years and 6 months. At the time of retirement monthly salary was Rs. 8,000 (inclusive of dearness allowances of Rs. 200 per month) Calculate amount of gratuity chargeable to tax. [8M]
- 6 ABC Ltd Kottayam supplies to XYZ Ltd Trissur goods worth Rs. 5,000 and charges Rs. 1,000 towards packing of goods. The goods fall under 18% category. Compute tax payable under appropriate GST Law. [12M]
- 7 a) What are tax incentives? Discuss the classification and location of foreign operations of tax incentives. [6M]
- b) Explain the transfer planning for tax planning/ What are the transfer planning methods? [6M]

PART-B

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

- 8 Case Study: [12M]
ABC Ltd. Ernakulam Supplies to XYZ Ltd, Bengaluru goods worth Rs. 10,000/- supplier agreed to all allow discount of 10%. ABC Ltd gets the consignment inspected by authorized agencies of XYZ Ltd. And incurs Rs. 1,000 towards the same and the same is recovered in the invoice. The goods sold falls under GST rate of 18%. Compute tax payable under appropriate GST Law.

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2021
MANAGEMENT OF CHANGE & DEVELOPMENT
(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) What is change management? Explain the meaning and nature of change management | [6M] |
| | b) What is transformational change? | [6M] |
| 2 | a) Explain in detail about Total Project Management Model (TPMM). | [6M] |
| | b) What are the different types of flow diagramming techniques? | [6M] |
| 3 | What is organizational development (OD)? Explain the planning OD strategy. | [12M] |
| 4 | Explain the change in the labor-management relations in the post liberalized India in detail. | [12M] |
| 5 | a) What is team building? And explain different types of teams. | [6M] |
| | b) "The changes in cross cultural diversity in service organizations have increased complexity in team, which in turn has affected the team effectiveness". Discuss. | [6M] |
| 6 | a) Explain the effective decision making techniques for teams and groups. | [6M] |
| | b) Discuss in detail the team building life cycle. | [6M] |
| 7 | What are the different intervention models available for organization change? | [12M] |

PART-B

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

- 8 Case Study: [12M]
- The personnel office of Shivaraj Manufacturing 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 informational contained the approach to be adopted by the consultants and explained the five step-processes of them 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 factor. The other managers generally agreed. However, the corporate personal director

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turned down their suggestion and proceeded with his original programme of hiring consultants.

Questions:

- a. Why did middle managers show resistance to team building approach of Organization Development?
- b. Do you think the managers had accurate view of team building concept and role of external consultant?

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R18

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2021
DIGITAL MARKETING
(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 types of digital marketing in detail. [6M]
b) What is the scope of digital marketing in present scenario? [6M]
- 2 a) Describe various social media marketing tools? [6M]
b) How Pay per click advertising used in digital marketing? [6M]
- 3 a) Does Online privacy is important? What are the policy implications on privacy? [6M]
b) What do you mean by Search Engine Optimization (SEO)? [6M]
- 4 a) Explain Business models in emerging E-commerce areas. [6M]
b) What is the scope of E-Marketing? [6M]
- 5 a) What are the Challenges in Digital Marketing? [6M]
b) Why an organization should maintain digital identity and privacy. [6M]
- 6 a) What is Web Analytics in Digital Marketing? [6M]
b) Describe the steps involved in content marketing? [6M]
- 7 What is Digital Advertising? Explain it briefly with (PPC, Digital Display)? [12M]

PART-B

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

- 8 Case Study: [12M]
Shaadi.com is a top matrimonial website in India. It started its operations in India in 1997 and is now present in more than 7 countries such as the US, UK, UAE, Pakistan etc. In 2019 shaadi.com ran a campaign on valentine's day with social media handle #WohEkBaat, where couples from all around the web, came forward to share their one common thing that they have with them. Many TV star - couples of India were part of the campaign like Gurmeet and Debiyan, Suyyash and Kishwer and asked their fans to share their #WohEkBaat on social media handles of Shaadi.com.
1. What could be the objective behind such online campaign by an established brand?
Develop an integrated marketing strategy for Shaadi.com that would help the company fulfill its promotional objective for Valentine's Day in India.

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

MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2021

MULTI MODE TRANSPORT SYSTEM

(Logistics & Supply Chain 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 various modes of transportation. [6M]
b) List out the problems of road sector in India [6M]
- 2 a) What are the two major functionalities of transportation and list out the principles of transportation? [6M]
b) Explain various stages in transportation planning. [6M]
- 3 Outline the duties involved in the role of transport manager? [12M]
- 4 a) What should a route management solution entail? [6M]
b) Write two differences between route management and fleet management. [6M]
- 5 a) List out the documents required for international shipping. [6M]
b) Outline the legal effects of stoppage in transit. [6M]
- 6 a) How the efficient transportation does effects the global economy? [6M]
b) Outline the duties of terminal manager in transportation. [6M]
- 7 a) What is the importance of proper communication in disaster preparedness and mitigation? [6M]
b) Explain the transportation as a key element in the logistics process and the supply chain. [6M]

PART-B

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

- 8 Case Study:
Assume any one emergency situation and design a transportation policy and procedure to overcome it. [12M]
