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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB/MARCH - 2022
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) Describe the essential characteristics of a mission statement. How mission statements are generally formulated? [8M]
- b) Discuss nature and importance of Strategic management? [4M]
- 2 a) Briefly discuss about strategic leadership. [8M]
- b) Short notes on Balanced score card. [4M]
- 3 a) Write about the strategies formulated at business unit level. [6M]
- b) Differentiate between vertical Vs Horizontal integration with examples. [6M]
- 4 a) Explain tools and techniques of strategic leadership. [6M]
- b) Impact of organizational values on firms strategy? [6M]
- 5 a) What is strategic surveillance? [6M]
- b) Provide guidelines for strategic control in organizations? [6M]
- 6 Brief about environmental scanning process? [12M]
- 7 a) Explain Porter's value chain analysis of a firm. [6M]
- b) Differentiate about related and unrelated diversification? [6M]

PART-B

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

- 8 **Case Study** [12M]

LIC-IDBI fiasco

In the wake of LIC-IDBI deal, there lies a mounting apprehension among LIC policy holders as savers save for the future by buying insurance policies. They repose faith in LIC, which has served them well and has invested the funds wisely. But recently, under pressure from the government, it has agreed to buy stake in failed IDBI Bank, and, after SEBI (rightly) refused exemption to it from making an open offer, will end up with 51 per cent holding, spending a lot more to buy a bank that has a seemingly unsurmountable NPA problem. So, is LIC protecting its policy holders? Clearly, no.

In the above deal, what is the strategic advantage for the LIC in becoming a major shareholder in IDBI?

How do LIC can create confidence among the savers and consumers in going ahead with the deal?

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB/MARCH - 2022
BUSINESS ETHICS & 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 a) Distinguish between Values and Ethics? Explain about ethics in work place? [6M]
b) Describe about Ethical Decision Making? [6M]
- 2 a) How can we identify and rectify unethical practices among Indian companies. [6M]
b) Distinguish between ethical climate and organizational misbehavior. [6M]
- 3 Write in detail about Ethical Framework and Evaluations of Corporate culture. [12M]
- 4 Explain the Role of Power and Influence in Ethical Decisions? [12M]
- 5 a) What is Corporate Governance? Explain Indian model of Governance? [6M]
b) Explain the ethical issues in marketing practices? [6M]
- 6 What are the duties and responsibilities of Auditors? [6M]
What are the Governance issues relating to Board of Directors? [6M]
- 7 a) Discuss the Corporate governance in Developing and Transiting Economies? [6M]
b) Explain briefly the role of work place diversity? Employee Monitoring? [6M]

PART-B

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

- 8 **Case Study** [12M]
On January 08, 2009, M. Rammohan Rao ,resigned as the Dean of the Indian School of Business (ISB) .The resignation followed the announcement of the previous day by B.Ramalinga Raju ,Founder and Chairmen of India's fourth largest IT Services company, Satyam Computer services Limited ,that the company had been inflating the revenue and profit figures for past several years. In his resignation letter, Rao who has recently resigned as independent director on the satyam board , said , "Unfortunately, yesterday's shocking revelations (by raju) , of which I had absolutely no prior knowledge, mean that we are far from seeing the end of the controversy surrounding Satyam Computers. My continued concern and pre occupation with the evolving situation are impacting my role as dean of ISB at a critical time for the school. On December 30th 2009 Rao, resigned from the board of satyam. with him two other independent directors, Vinod Dham, inventor of the Pentium chip and Krishna Palep , Professor at the Harvard Business School also submitted their resignations to the board of the company. Another independent director, Mangalam Srinivasan had resigned from the satyam board a few days earlier, on December 25th 2009 the resignations of these directors were the result of an aborted deal by satyam to acquire two companies run by Raju's Son's, Mayta's Properties Pvt.Ltd and Maytas

Infrastructure Limited for US\$1.6 billion.

Questions:

- a) What is the state of business ethics involved in this case?
- b) Do you think that the organization followed sound corporate governance principles? Give reasons.

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB/MARCH - 2022
RETAIL 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) Explain about multi-channel retailing? Give the trends of retailing in India along with the size of retail India [6M]
- b) Write a detailed note on the various basis of classification of retailers and give suitable illustration. [6M]
- 2 a) Explain target market. Discuss about building sustainable competitive advantage. [6M]
- b) Discuss the growth strategies for retailers. Explain in detail retail format and target market. [6M]
- 3 a) Define retail location? Explain types of retail locations? [6M]
- b) What is meant by selection of location? And explain Site analysis? [6M]
- 4 Explain about merchandise planning and control. Elaborate in detail the steps involved in process of buying merchandise. [12M]
- 5 Discuss the process of category management. Describe the components and role of store atmosphere. [12M]
- 6 a) Discuss about store operations and inventory management. How do you develop an assortment plan? [6M]
- b) Explain store exteriors and interiors as factors of design decisions in stores. [6M]
- 7 a) What is meant by service retailing? Discuss legislation for retailing in India? [6M]
- b) Discuss the ways of setting and measuring performance objectives? [6M]

PART-B

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

- 8 **Case Study** [12M]
It is one of the leading multiplex chains in India with 101 screens under operation in 14 cities at present. PVR has been successful in building a lifestyle entertainment brand because on its focus on customer service and quality of customer experience. The company has been able to establish itself as one of the premier entertainment destinations which has resulted in the highest occupancies, footfalls and spend per head as compared to all of the other multiplex operators. It attracted 18 million patrons with an occupancy ratio of 41% in FY08, both the highest numbers among all the multiplex players. Today it contributes 10% plus to the total domestic box office collections in the country showing a clear dominance.
Question:
Discuss the future retail Challenges for PVR in the light of current competitive business scenario?

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB/MARCH - 2022
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
(Financial 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) Differentiate between systematic and unsystematic risk? [6M]
b) Explain functions of SEBI? [6M]
- 2 a) Discuss about dividend discount model? [4M]
b) A bond pays interest annually and sells for Rs.835/-. It has six years left to maturity and a par value of Rs.1,000/-. What is its coupon rate if its promised YTM (yield to maturity) is 12%? [8M]
- 3 Explain about Efficient Market Hypothesis and forms of market efficiency? [12M]
- 4 a) Discuss about Economy, Industry and Company analysis? [6M]
b) Explain the concept of efficient frontier in the context of portfolio selection. [6M]
- 5 a) Discuss about Jensen's and Sharpe's performance index model? [8M]
b) Write short notes on portfolio revision? [4M]
- 6 Explain Markowitz theory of portfolio selection and what are its limitations? [12M]
- 7 a) Explain criteria of portfolio revision? [6M]
b) Define risk? How risk is measured? [6M]

PART-B

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

- 8 **Case Study** [12M]

The following parameters are available for the five mutual funds.

	P	Q	R	S	M
Expected return (%)	15	18	17	16	20
Beta	0.5	0.8	0.7	0.6	1.0

- a) Calculate Treynor's performance index and rank the funds on the assumption that risk free rate (M) is 8% and alternatively that T-5%.
- b) What should be the risk free rate (M) such that funds P & Q will have the same Treynor's performance index?

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB/MARCH - 2022
COMPENSATION AND PERFORMANCE MANAGEMENT
(Human Resource 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) Differentiate compensation and reward [4M]
- b) Explain the factors influencing compensation. [8M]
- 2 Discuss the various statutory and non – statutory welfare measures that are needed to be taken up by successful organizations [12M]
- 3 Determine the institutional mechanism for wage determination. Examine their pros and cons. [12M]
- 4 a) State the objectives of a performance management system. [6M]
- b) State the ways to make the performance management system effective [6M]
- 5 What is the purpose of performance appraisal system? What is the role of performance appraising system in promoting the organizational effectiveness? [12M]
- 6 a) Explain internal equity and external equity. [6M]
- b) Elaborate upon the determinants of equity. [6M]
- 7 a) What are fringe benefits? [4M]
- b) Classify and explain the various fringe benefits. [8M]

PART-B

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

- 8 **Case Study** [12M]
The case discusses the compensation management practices at Tata Consultancy Services Ltd. (TCS), one of the leading Indian IT companies. TCS' compensation management system was based on the EVA model. With the implementation of onomic Value Added (EVA)-based compensation, the salary of employees comprised of two parts, fixed and variable. The variable part of the salary was arrived after considering Business unit EVA, corporate EVA, and also individual performance EVA. During the fourth quarter of the financial year (FY) 2007-2008, TCS announced its plans to slash 1.5 percent of the variable component of employee salaries since its EVA targets for the third quarter of FY 2007-2008 were not met The announcement came as s jolt not only to TCS employees but also to the entire Indian IT industry. The company came in for severe criticism and it was accused of not being transparent with respect to EVA calculation. However, some analysts felt that the pay cuts were a result of the macro onomic challenges that the Indian IT companies were facing -- rapid appropriation of the rupee against the US dollar and the resion in the US onomy (USA was the largest market for the Indian IT companies)

Questions :

1. Discuss the importance of variable compensation in light of its ability to motivate employees and enhance organizational productivity.
2. Understand the rational behind the cut in the compensation of the employees at TCS.
3. Appriate the importance of HR goals and strategies in the success of an organization

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB/MARCH - 2022
ADVERTISEMENT & BRAND MANAGEMENT
(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) Changing trends in Advertising in the context of Covid -19? [6M]
b) Contrast between Advertising and publicity? [6M]
- 2 a) Critically discuss the link between Advertising Budget and Advertising Objectives? [6M]
b) Discuss the types of Advertising? [6M]
- 3 a) Explain the Role of Advertising Department? [6M]
b) Evaluate the Role of Advertising Agencies? [6M]
- 4 a) Explain the significance of Visual layout? [6M]
b) What are the factors which influence Advertising Effectiveness? [6M]
- 5 a) Explain the Role of Advertising in building Brand Image of the company? [6M]
b) Discuss the issues involved in achieving greater readership inter-relation in Advertising? [6M]
- 6 a) Discuss the Brand Valuation Methods, specifically followed by Global Companies? [6M]
b) What is brand extension? Why companies prefer brand extension than building a new brand? [6M]
- 7 a) Examine the role of USP in Brand positioning? [6M]
b) "Brands are highly Associated with people's belief and value system" - Discuss? [6M]

PART-B

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

- 8 **Case Study** [12M]
Re-branding campaign

Endeavor Group Holdings was formed by the merger of William Morris Agency (which had previously acquired IMG) and Endeavor Talent Agency. Learfield Communications was managed by Atairos Group. There was many more mergers and acquisitions dating back to 1972, but then... skip ahead, skip ahead... Endeavor-owned IMG College merged with Learfield Communications to create a new organization with a long history – Learfield IMG College.

Jennifer Davis joined the company in March 2021 as the company's first CMO in its 50 years. "I used my experience at companies like Amazon Web Services, Honeywell, Planar, and Intel to think about what was needed," she said. She spent time with stakeholders from across the organization, wrote an operational plan for the year, and solicited and received lots of feedback. Part of that operating plan was a hard look at the

brand. “Learfield IMG College was a living monument to a merger a few years previous. It was a mouthful, easily confused with an educational institution or myriad businesses still owned and operated by IMG,” Davis said.

The message the logo communicated was “we are a merger of Learfield and IMG’s college businesses.”

Research, reflection, and planning resulted in a rebrand of the company. The team simplified it to LEARFIELD and, through a collaborative, inclusive process, created a new logo and visual identity, which they rolled out in July 2021.

Throughout the rollout, the team stress-tested the approach. “I am a big believer in the pre-mortem, something I detail in my book, Well Made Decisions. In this process, you gather vital stakeholders before execution to brainstorm ways that results will not be achieved and deduce the reasons why. Once you ‘worst-case scenario’ the strategy, you can think to judge the risk of each and mitigate it. Often in these sessions, you find that a lack of internal alignment or communications might threaten results, which allows you to address that proactively before it causes damage to the campaign or the business. It is helpful to start campaigns and marketing initiatives with a list of documented assumptions and ‘triggers’ at which you will revisit the plans,” she said.

The team relied on an external agency and other recently conducted research for the brand redesign work. An internal and external joint creative ideation process resulted in hundreds of potential creative directions, and in the end, the new logo was designed in-house.

The new logo is intended to communicate “we are one company, earning the business of our partners day-in-and-day-out. Not just on game days but every day. We are the front door to college sports.”

David said the new logo was selected because it was bold, memorable, had movement/momentum, and was strong enough to use for endorsed logos of affiliate businesses. It was broad enough in scope to encompass other lines of business the company might start.

The icon in the logo features what the team calls an “active-L.” It is made of two stylized graphic elements: a number one and a college pennant. These are meant to speak to the responsibility the company has to put partners first and the space in which they play.

1. Discuss the issues related to brand rebuilding process of the company?
2. Do you suggest other measures in brand building than LOGO change?

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB/MARCH - 2022
SUPPLY CHAIN MANAGEMENT
(Logistics 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 Supply Chain Management. Write a note on analysis of supply chain management and their constituents. [6M]
- b) State the various layers of supply chain organization. [6M]
- 2 a) Discuss the steps involved in purchasing procedure. Give a description on make or buy decisions. [6M]
- b) What is E-Procurement? Give a brief description on facility location decisions. [6M]
- 3 Give a brief description on personalizing customer communications in CRM? How to design and implement successful CRM. [12M]
- 4 What are the key tools and components of CRM? Discuss the role of CRM in Supply Chain Management. [12M]
- 5 a) What do you mean by performance measurement in SCM? Discuss the different types of supply chain management. [6M]
- b) Give a brief description on extending process integration to second-tier supply chain [6M]
- 6 Discuss the various techniques of measuring supply chain performance. Brief about reviewing and establishing supply chain strategies. [12M]
- 7 a) What is international SCM? State the driving forces of international supply chain management. [6M]
- b) Discuss the various theories of exchange rate determination. [6M]

PART-B

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

- 8 **Case Study** [12M]

The KFC with no chicken story has been great fun for media and great for social media gossip - all those calls for a nationalization of chicken distribution to ensure we're never deprived of our fix of the nation's favourite meat.

The most important thing about the story is that it's broken the spell for consumers around how supply chains actually work. There's no "magic" that gets just the right amount of fresh chicken from farms to Outlets just when it's needed, no fleet of KFC trucks and KFC drivers receiving orders from KFC stores. Modern supply chains are hugely complex, and critically, will involve a number of different organizations to make any system work all contributing different expertise and resources.

KFC's communication with its customers, being open about the issues early and keep them informed, appeared to be good. But, for example, an initial communication

from DHL, reported in local south west of England media, suggested there had been “an administrative error”, as if someone had forgotten to fill out a form to order chickens in the first place.

Question:

Provide essential suggestion to KFC to improve its supply chain system.

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB/MARCH - 2022
BANKING AND INSURANCE MANAGEMENT
(Financial 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) Write an essay on Evolution of Banking in India. [6M]
b) Define Banking and Customer? Narrate their relationship. [6M]
- 2 a) What are the different types of Loans and their features? [6M]
b) Distinguish between gross and net concept of NPAs. [6M]
- 3 What do you mean Banking Innovations? Explain the Product and Services of Retail Banking? [12M]
- 4 a) What are the Principles of Insurance? Also state the types of Insurer. [6M]
b) How can we manage Claims & Losses against our investments? [6M]
- 5 a) Examine the Concept of Life Insurance? State its types? [6M]
b) How you tackle Tax Treatment of Life Insurance in today's context? [6M]
- 6 a) What do you mean Micro Insurance in India? Briefly Explain. [6M]
b) List out the Types of Life Insurance contracts. [6M]
- 7 a) Describe the salient features and general guidelines of IRDA. [6M]
b) Differentiate between Insurance and Reinsurance? [6M]

PART-B

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

- 8 **Case Study** [12M]

Shri PKD Lee aged 47 years, on 31st.March 2020, submitted a proposal for Rs. 20 lakh and paid Rs. 84,110 as initial deposit towards half yearly premium. He suddenly expired on 07-06-2020. On the claim being made, the wife of the deceased was informed that the contract was un-concluded and the legal heirs were entitled to get the refund of the deposit amount only.

The insurer contended that the medical reports submitted along with the proposal revealed that the health of the deceased was substandard and their higher office, after verifying the reports proposed to give insurance provided the proposer was ready to pay Rs. 27 per Rs.1000 sum assured as extra premium. This was informed to the proposer when he visited the office on 02-06-2020 to enquire about the proposal. He submitted a request to the insurer to consider a fresh policy under 'Endowment' for a term of 10 years and quote the terms within 5 days he died.

The general rule is that the contract of insurance will be concluded only when the party to whom an offer has been made accepts it unconditionally and communicates

his acceptance to the person making the offer. Whether the final acceptance is that of assured or insurers however depends simply on the way in which negotiations for insurance have progress.

Questions:

- a) What are the underwriting issues involved in the above case?
- b) What steps can be taken to avoid such unpleasant litigation in future?

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB/MARCH - 2022
MANAGEMENT OF INDUSTRIAL RELATIONS
(Human Resource 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) Discuss the factors that influence industrial relations condition in a company. [6M]
b) What is social partnership and explain its importance? [6M]
- 2 a) What are salient features of trade union act in India? [6M]
b) Can you eliminate trade unions in an organization? Discuss. [6M]
- 3 What are Issues and Constraints in wage determination in India? [12M]
- 4 Explain the salient features of ESI Act, 1948. [12M]
- 5 a) What is an Industrial Dispute? [5M]
b) Briefly explain the prevention and settlement of Industrial disputes of India. [7M]
- 6 a) What do you understand by collective bargaining? [4M]
b) Explain about the nature and significance of wage and salary administration in organization. [8M]
- 7 a) What is social security? [3M]
b) Explain the various types of security provisions for industrial employees in India. [9M]

PART-B

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

- 8 **Case Study** [12M]
The workers of a soft drinks company are stressing for a hike in salary, bonus and other incentives. But the entry of multinational companies has increased the competition, resulting in the reduction in the company's profit and turnover. The company is also not able to agree to the terms and conditions of the works due to the existing problems. Besides, they decided to stop some of the labour welfare works.

Question:

Discuss the different ways of solving the problems and offer your suggestions by referring to labour legislations.

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB/MARCH - 2022
CONSUMER BEHAVIOUR
(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) "Understanding 'Consumer Behavior' is a key foundation for any business organisation" - Discuss? [6M]
- b) Explain the Sheth Industrial Buyer Behaviour Model of Consumer Behaviour? [6M]
- 2 a) Discuss the significance of a consumer motivation in promoting the brand? [6M]
- b) Explain the cross cultural problems faced by the MNCs in India? [6M]
- 3 a) Explain the Concept of social stratification with examples? [6M]
- b) What are the elements of Consumer Decision Process? [6M]
- 4 a) What are the stages of diffusion of innovation? [6M]
- b) What are the main laws that provide protection to consumers in India? [6M]
- 5 a) Write about National Consumer Disputes redressal Commission in India. [6M]
- b) Explain the influence of Brand Loyalty on Repeat Purchase Behavior of a consumer? [6M]
- 6 a) Discuss the difficulties in maintaining customer privacy in the era of cyber space? [6M]
- b) Write about various protection councils in India? [6M]
- 7 a) Discuss the issues involved in Attitude formation and change? [6M]
- b) What are the elements that are responsible in designing persuasive communication for a consumer product? [6M]

PART-B

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

- 8 **Case Study** [12M]

Online motorcycle gear retailer doubles conversion with personalized emails:

There are ways to better tap into what customers perceive as valuable built into certain marketing channels. Email marketing is a great example. Marketers can build off information they have on the customer to send more relevant emails with information and products the customer is more likely to value.

"Very early in my marketing career I was taught, 'You are not the target audience' and told to try to see things from my customer's perspective. Empathizing with customers is a good start towards seeing products from the customers' perspective, but marketers really need to focus on quantifiable actions that can help identify customers' needs. That means continuous testing across messaging, price points, packaging, and every other aspect of a product. This is where personalization can really shine. Every time a marketer

personalizes a message, it brings them closer to their customer and closes that gap," said Gretchen Scheiman, VP of Marketing, Sailthru.

For example, 80% of the email messages RevZilla sent were generic. But the website sells motorcycle parts and gear to a wide range of riders, each with their own preference in brand and riding style. The online motorcycle gear retailer partnered with Sailthru to better connect with customer motivations. The team started by upgrading the welcome series for new customers by personalizing the email messages based on the customers' purchases and preferences.

The company has tested and added many new triggers to the site, and now has 177 different automation journeys that include triggers for browse and cart abandonment as well as automations for different product preferences, riding styles and manufacturer preferences.

The conversion rate from personalized email is double what RevZilla was getting for generic batch-and-blast sends. Automated experiences now account for 40% of email revenue. Triggered revenue is up 22% year-over-year and site traffic from triggers has increased 128% year-over-year.

"Customizing the buyer journey isn't about one long flow, but about lots of little trigger points and tests along the way. For any marketer that is intimidated about getting started with personalization, it's important to realize that it's more like a lot of small building blocks that create a whole experience. We started with a custom welcome series using testing and built from there. We're still adding new tests and new trigger points, but it's with the same concept that we started with," said Andrew Lim, Director of Retention Marketing, RevZilla.

Question:

1. Identify the quantifiable actions that can help identify customers' needs?
2. Discuss the effectiveness of E-mail in reaching customer?
3. Do you have other options than E-mail marketing? If any please discuss?

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB/MARCH - 2022
WARE HOUSE MANAGEMENT
(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) What is a warehouse? Discuss the Role of Warehouse in supply chain management? [8M]
b) Discuss the Objectives of Ware House management? [4M]
- 2 a) Summary of warehousing technologies? [6M]
b) Brief about functions & role of the Warehouse Management system? [6M]
- 3 a) Elucidate about Warehouse functions in business? [6M]
b) Explain the Inventory Stock level Models? [6M]
- 4 a) What are the factors that support the maintenance of House Keeping Accounting? [6M]
b) Role and functions of House stock house keeper? [6M]
- 5 a) Define the Ware house Automation? [6M]
b) Describe the New Ware House Technologies? [6M]
- 6 a) Evaluate the safety and Environment? [6M]
b) Summarize the Performance Indicators and control methods? [6M]
- 7 a) Formulate basic challenges of New Ware housing Technology? [6M]
b) Plan the Ware house Cost management activate as a source of Cost? [6M]

PART-B

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

- 8 **Case Study** [12M]

Wal-Mart had developed an ability to cater to the individual needs of its stores. Stores could choose from a number of delivery plans. For instance, there was an accelerated delivery system by which stores located within a certain distance of a geographical center could receive replenishment within a day. Wal-Mart invested heavily in IT and communications systems to effectively track sales and merchandise inventories in stores across the country. With the rapid expansion of Wal-Mart stores in the US, it was essential to have a good communication system. Hence, Wal-Mart set up its own satellite communication system in 1983.

Explaining the benefits of the system Walton said, "I can walk in the satellite room, where our technicians sit in front of the computer screens talking on the phone to any stores that might be having a problem with the system, and just looking over their shoulders for a minute or two will tell me a lot about how a particular day is going. On the screen, I can see the total of the day's bank credit sales adding up as they occur. If we have something really important or urgent to communicate to the stores and distribution centers, I, or any other Wal-Mart executive can walk back to our TV studio and get on that satellite transmission and get it right out there.

Wal-Mart made full use of its IT capabilities to make more inventories available in the case of items that customers wanted most, while reducing the overall inventory levels. Wal-Mart also networked its suppliers through computers. The company entered into collaboration with P&G for maintaining the inventory in its stores and built an

automated re-ordering system, which linked all computers between P&G and its stores and other distribution centers. The computer system at Wal-Mart stores identified an item which was low in stock and sent a signal to P&G. The system then sent a re-supply order to the nearest P&G factory through a satellite communication system. P&G then delivered the item either to the Wal-Mart distribution center or directly to the concerned stores. This collaboration between Wal-Mart and P&G was a win-win proposition for both because Wal-Mart could monitor its stock levels in the store.

Question :

- i. Explain the procedure in reducing the Inventory Levels?
- ii. Define the benefits of the satellite system?
