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OP – 341

IV Semester M.B.A. Degree Examination, November 2021
(CBCS Scheme)
MANAGEMENT
4.3.2 : International Marketing Strategy

Time : 3 Hours Max. Marks : 70

SECTION –A

Answer **any five** of the following. **Each** question carries **five** marks. **(5×5=25)**

1. Explain the significance of culture in International Marketing Decision.
2. What are exit strategies ? Discuss the reason for firms to exit.
3. Briefly explain the process of International Marketing Segmentation.
4. Explain various product promotion strategies in International Market with suitable example.
5. Discuss various types of branding decisions for domestic and International Market.
6. Elucidate the significance of Bill of Landing, Shipping Bill and Bill of Exchange in the documentation procedure.
7. Distinguish between Franchising and Licensing.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. **(3×10=30)**

8. Discuss in detail the International Marketing Research Process.
9. Explain export documentation. What are the different types of export documents required for exporting goods ?
10. Explain the adaptation and standardization of marketing mix in International Marketing.
11. Explain the concept of distribution channels in International Markets. Why it is more complex to manage distribution channels in International Markets compared to domestic ones.

P.T.O.

SECTION – C

Compulsory Question : **(1×15=15)**

12. Case Study :

It is a trend now to use disposable plates and glasses for any functions. Thermocol responds very slowly to bacterial decomposition in the soil, thus making the soil infertile. It also releases poisonous gases on burning, which can cause respiratory problems, or even death, when inhaled. Considering the harmful effects, a group of business graduates have started the business of marketing and selling the eco-friendly plates made of areca palm leaves as a viable alternative to thermocol. They have carried out an awareness campaign to generate sufficient demand for the products. Though they have made considerable progress in business, they realized that the ecological sensitivity is not high and the business did not grow very fast. It was at this time, one of their friends advised them to look for European market. The Europeans are very conscious about the environmental protection and adopt a eco-friendly way of living. They have decided to enter the European market by exporting the plates to Europe.

Questions :

a) What are the criteria's to be adopted for conducting the market study to determine the demand ? Explain how these strategy help in the European Market.

b) Suggest few strategies to launch their products in the European Market.

c) If the same product is to be launched in South American continent, what strategic adjustments are required ?

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OP – 342

IV Semester M.B.A. Degree Examination, November 2021
(CBCS Scheme)
MANAGEMENT
Paper – 4.4.2 : International HRM

Time : 3 Hours Max. Marks : 70

Instruction : *Answer* ***all*** *Sections.*

SECTION – A

Answer **any 5** questions : **(5×5=25)**

1. Explain the staffing approaches in IHRM.
2. Who is an expatriate ? Discuss the process of expatriate selection.
3. Explain with suitable example, the tools of knowledge transfer.
4. What is a Virtual Organization ? Explain various types of Virtual Organization.
5. Differentiate between Traditional HRM and Total Quality HRM.
6. Write a note on socio-cultural factors in BPO industry.
7. Explain the importance of International Education in IHRM.

SECTION – B

Answer **any 3** questions : **(3×10=30)**

8. What is Global Mobility ? Explain the challenges related to Global Mobility.
9. Explain in detail the process of repatriation. And also explain the challenges in repatriation.
10. Discuss the key issues in International Labour Relations.
11. Briefly explain the approaches to International Compensation.

SECTION – C

12. Case Study.

Compulsory question. **(15×1=15)**

Mr. Ajay, CMD of an Indian Branded Industry, is planning to expand his company operations in USA. Mr. Rahul, from India, Mr. Chang from China and Ms. Jennifer from USA are in the final selection round for CEO's position. If you are in the place of Mr. Ajay,

Questions :

1) Whom do you select for CEO position ? Why ?
2) Give the differences between HCN, TCN and PCN during staffing.
3) Discuss on the business expanding strategy of Mr. Ajay and the various challenges he would face in USA.

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OP – 345

IV Semester M.B.A. Degree Examination, November 2021
(CBCS Scheme)
MANAGEMENT
4.2.3 : Risk Management and Derivatives

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any five** questions from the following, **each** question carries **5** marks. **(5×5=25)**

1. An investment project will cost Rs. 50,00,000 initially and it is expected to generate cash flows in years one through four of Rs. 25,00,000, Rs. 20,00,000 Rs. 15,00,000 and Rs. 10,00,000. What is the project's NPV if it is expected to generate certain cash flows ? Assume a 12% risk free rate. Is the project is acceptable if a 7% risk premium is added to the risk free rate ?

2. VH Ltd. is considering an investment proposal involving an outlay of Rs. 45,00,000. The expected cash flows and certainty equivalent coefficients are

Year	Expected Cash Flow	Certainty Equivalent Coefficient
1	Rs. 10,00,000	0.90
2	Rs. 15,00,000	0.85
3	Rs. 20,00,000	0.82
4	Rs. 25,00,000	0.78

The risk-free interest rate is 5%. Calculate the net present value of the proposal.

3. Explain the assumptions underlying Black and Scholes Model.

4. Ajay is bullish about the index. Spot NIFTY stands at 16,500. He decides to buy two three month Nifty call option contract (each contract has a market lot of 75) with a strike price of 16,750 at a premium of Rs. 400. Three months later the index closes at 17,250. Compute his payoff on the position.

5. Write a short note on commodity market.

P.T.O.

6. A share X is available at Rs. 100. The risk-free rate of interest is 8.5% compounded continuously. The share is expected to yield a dividend of Rs. 2.50 in one month from now. Determine the value for a three months future contract if one contract involves 2000 shares.

7. What are Derivatives ? Differentiate between forward contracts and future contract with examples.

SECTION – B

Answer **any three** questions from the following, **each** question carries **10** marks. **(3×10=30)**

8. An investor has a short position of 500 shares at Rs. 412 each. Expecting a rise in the market, he decides to hedge position by way of buying call option contracts at Rs. 410 by the way of paying Rs. 5 premium. Each contract consists of 250 shares. How will this position perform in case of different share prices ?

9. List and explain the various tools for mitigating capital budgeting risk.

10. Outline briefly the various commodity exchanges of India and list out the major commodities traded in these exchanges.

11. A company is considering a proposal to purchase a new machine. The machine has an initial cost of Rs. 50,000. The capital budgeting department has developed the following discrete probability distribution for cash flows generated by the project during its useful life of 3 years :

Period 1		Period 2		Period 3	
CFAT	Probability	CFAT	Probability	CFAT	Probability
Rs. 15,000	0.2	Rs. 20,000	0.5	Rs. 25,000	0.1
Rs. 20,000	0.4	Rs. 23,000	0.1	Rs. 30,000	0.3
Rs. 25,000	0.3	Rs. 25,000	0.2	Rs. 35,000	0.3
Rs. 30,000	0.1	Rs. 28,000	0.2	Rs. 50,000	0.3

a) Assuming that the probability distributions of cash flows for future periods are independent, the firm's cost of capital is 10 percent and the firm can invest in 5 percent treasury bills, determine the expected NPV.

b) Determine the standard deviation about the expected value.

SECTION – C

12. **Compulsory** case study. 15

On January 1, 2021 an investor has a portfolio of 8 securities as given here :

Security	Price (Rs.)	No. of Shares	Beta
A	29.40	400	0.59
B	318.70	800	1.32
C	660.20	150	0.87
D	5.20	300	0.35
E	281.90	400	1.16
F	275.40	750	1.24
G	514.60	300	1.05
H	170.5	900	0.76

The cost of capital to the investors is 20% per annum. The investor fears a fall in the prices of the shares in the near future. Accordingly, he approaches you for advice.

You are required to :

a) State the options available to the investor to protect his portfolio.

b) Calculate the beta of his project.

c) Calculate the theoretical value of the future contracts according the investor for contracts expiring in :
   i) February and ii) March

d) Calculate the number of units of Nifty that he would have to sell if he desires to hedge until March
   i) his total portfolio
   ii) 90% of his portfolio and
   iii) 120% of his portfolio.

e) Calculate the number of future contracts the investor should trade if he desires to reduce the beta of his portfolio to 0.9.

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OP – 346

IV Semester M.B.A. Degree Examination, November 2021
(CBCS Scheme)
MANAGEMENT
4.3.3 : Digital Marketing

Time : 3 Hours Max. Marks : 70

***Instruction** : Answer **all** Sections.*

SECTION – A

Answer **any five** questions of the following. **Each** question carries **five** marks. **(5×5=25)**

1. Briefly explain how to handle negative reviews on social media.
2. Discuss about paid v/s natural search with examples.
3. Describe the online research and behaviour tracking methods.
4. What are the content guidelines for online communications ?
5. Briefly explain the hybrid and multi channel options.
6. What is consumer engagement ? Explain the methods of consumer engagement.
7. What is pure play ? Explain virtual store front with example.

SECTION – B

Answer **any three** questions of the following. **Each** question carries **ten** marks. **(3×10=30)**

8. What is content seeding ? Explain the building relationships with different stakeholders online.
9. Explain the e-mail campaign creation and sms campaign management.
10. Define digital marketing. Explain the factors of digital marketing environment.
11. Explain the impact of online payments on domestic business.

P.T.O.

SECTION – C

12. Case study **(compulsory)** : **(15×1=15)**

The ministry of food processing (Govt. of India) spread awareness about world food India through social media platform :

The Ministry wanted to promote India as the World's food factory. They desperately needed a way out where they could interact and raise not only the awareness about the same but to educate Indians on how India is the largest producer of food and food products, suffers from an acute shortage of food. India is the fastest-growing economy in the world, yet 40% of its food production is wasted annually. Therefore, the country especially the youth needed an awakening regarding the same and World Food Day was the ideal time to start with it. Meantime, The Ministry analyzed that youth is highly approachable on social media platforms and therefore, they need to look out for innovative digital marketing strategies to reach them out directly, for the same, they hired a digital marketing agency that designed a creative marketing strategy that talked about food wastage and how to tackle it. The agency targeted the audience with creative posts and engaging campaigns with hashtags.

Questions :

a) What is your opinion about food processing strategy ? Briefly explain with example.

b) Which strategy will you apply to spread awareness across globe ?

c) How do you campaign using different digital media tools, explain with example.

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OP – 347

IV Semester M.B.A. Degree Examination, November 2021
(CBCS Scheme)
MANAGEMENT
4.4.3 : Talent and Knowledge Management

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any five** of the following. **Each** question carries **five** marks. **(5×5=25)**

1. How can we consider Talent as an engine of new economy ? Explain.
2. What are the major challenges of talent management ?
3. What are the different types of evaluation ?
4. How knowledge economy important for an organisation ?
5. What are the various types of knowledge in an organisation ?
6. What are the hurdles for implementation of knowledge in an organisation ?
7. How is Return on talent calculated ?

SECTION – B

Answer **any three** of the following. **Each** question carries **ten** marks. **(10×3=30)**

8. What are the differences between talent and knowledge workers ? Explain with suitable example.
9. Is talent retention pocket friendly for an organisation ? Explain.
10. Why is succession planning important for an organisation ?
11. How is TMIS developed and what are the advantages of it ?

P.T.O.

SECTION – C

12. **Case Study Compulsory :** **(15×1=15)**

Introduction

Talent management is increasing importance and interest among practitioners and academics alike (Gallardo-Gallardo et al., 2015). Some of the most often mentioned examples (Collings and Mellahi, 2009) define talent management as strategic activities and procedures that identify important roles and recruit competent, high-potential, and high-performing incumbents to guarantee their continued commitment to the company. Organizations often struggle with their TM efforts, sometimes explained by the existence of a war for talent (Michaels et al., 2001), in which one important issue is the shortage of Qualified workers (Latukha, 2015). People are scarce in the public sector (Clarke and Scurry, 2017; Glenn, 2012). Furthermore, TM problems are unique in Sweden, which in 2016 surpassed the USA in terms of skilled labour shortage (Hay Group, 2016). Due to a "talent mismatch," the public sector, particularly health care, is most impacted. The health care industry struggles to fill critical jobs and needs competent employees in general (IVO, 2016).

After all, there has been an explosion of TM scholarship in recent years (McDonnell et al., 2017; Thunnissen et al., 2013). Furthermore, even though TM research has originated from different geographical regions, and to some extent considered the national context, the impact of organisation is not considered (Al Ariss et al., 2014; Gallardo-Gallardo and Thunnissen, 2016; Van den Brink et al., 2013).

As a result, scholars are asking for more empirical research that includes contextual and cultural awareness/sensitivity (Van den Brink, 2013; Gallardo-Gallardo et al., 2013). Because institutional processes have such a large effect on TM in the public sector, it is critical to examine the organisational environment (Thunnissen and Buttiens, 2017). (Christensen et al., 2007; Van den Broek et al., 2014). Boyne, 2002; Boselie and Thunnissen, 2017; Christensen et al., 2007).

Furthermore, many public sector organisations (Christensen et al., 2007; Harris and Foster, 2010) have strong collectivist and egalitarian norms and ideals (Boyne, 2002; Vanhala and Stavrou, 2013). For example, informal selection techniques and unsystematic performance evaluations are often used (Aycan et al., 2007). The HRM Department and employees are frequently separated from the clinical workforce owing to a high degree of Strong professional autonomy (McDermott and Keating, 2011; McHugh et al., 2007).

Healthcare professionals frequently make decisions on staff selection, training, and development on an ad hoc basis, with a high degree of informality (McDermott et al., 2015).

Given the above-mentioned characteristics of public sector organisations, it is critical to include contextual and cultural factors (Gallardo-Gallardo et al., 2013; Swailes, 2013; Thunnissen and Van Arensbergen, 2015; Van den Brink et al., 2013). Rather of just accepting the TM research's assumptions about big private-sector companies, this article attempts to address the issues raised in the earlier TM literature. We want to learn more about how TM works in a public organisation.

Answer the following **two** research questions :

1. How is talent viewed and identified in a Swedish public hospital ?
2. How is talent developed in a Swedish public hospital ?
3. How this talent development can be applied to other countries ?