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**IV Semester M.B.A. (Day and Eve.) Examination, November/December 2023**
**(CBCS) (2022-23 and Onwards)**
**MANAGEMENT**
**Paper – 4.1 : International Business Dynamics**

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. What is globalization ? What are its advantages ?
2. What is meant by FDI ? Why is FDI preferred over loans ?
3. Discuss the salient features of the EXIM policy of India.
4. Discuss the possible ethical issues that an international business can face.
5. What are the three main decisions that an international business needs to take with regard to international operations ?
6. What are the strategies required in international marketing as compared to marketing within the country of origin ?
7. What is meant by culture shock and acculturation?

SECTION – B

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

8. What are the different theories of international business and trade ?
9. Discuss the issues in international human resources management that differentiate it from human resource management domestically.
10. With appropriate examples, discuss the political, economic and legal environments and their effect on the conduction of business worldwide.
11. What are the different types of economies ? How does each type of economy impact the conduction of international business ?

P.T.O.

## SECTION – C

Case study. This section is **compulsory**. **(1×15=15)**

12. OpenAI, the Microsoft-backed creator of ChatGPT, has confirmed the chatbot can now browse the internet to provide users with current information.

The artificial intelligence-powered system was previously trained only using data up to September 2021.The move means some premium users will be able to ask the chatbot questions about current affairs, and access news. OpenAI said the feature would open up to all users soon. Earlier in the week, OpenAI also revealed the chatbot will soon be able to have voice conversations with users. ChatGPT and other similar systems use huge amounts of data to create convincing human-like responses to user queries.

But until now the viral chatbot's "knowledge" has been frozen in time. Its database has been drawn from the contents of the internet as it was in September 2021 "If this functionality or capability weren't there, you would need to go to Google or to Twitter or to your preferred news outlet. Now, you can treat this as a source of the latest news, gossip and current events," says Tomas Chamorro-Premuzic, professor of business psychology at University College London. More significantly though, the limited data provided a valuable safety net.

ChatGPT could not start regurgitating harmful or illegal material it happened to find newly uploaded to the net in response to a query. It could not spout misinformation planted by bad actors about politics or healthcare decisions because it didn't have access to it.Asked why it had taken so long to allow users to search up to date information, the chatbot itself provided three answers.

It said developing language models took a long time and was resource-intensive, that using real-time data had the potential to introduce inaccuracies, and that there were some privacy and ethical concerns about accessing real-time information-particularly copyrighted content without permission. ChatGPT's new functionalities perfectly highlight the enormous dilemma facing the AI sector. In order to be truly useful, the guardrails have to come off, or at least loosen - but doing that makes the tech potentially more dangerous and open to misuse.

**Questions :**

a) How has the ChatGPT changed the way news is accessed by users ?

b) Can the accurate and updated version of the above be an asset to managers of international business? Explain giving examples wherein such information is necessary for international business operations.

c) Discuss the ethicality of using this system in international business.

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IV Semester M.B.A. (Day and Eve.)
Examination, November/December 2023
(CBCS) (2022-23 and Onwards)
MANAGEMENT
4.2.3 : Risk Management and Derivatives (Finance)

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. What is risk ? What are the different types of risk of a business enterprise ?

2. What is meant by option contracts and what are the trading strategies with options ?

3. On 31/05/2023 Mr. R has taken a long position of two lots of Nifty futures at 17300. One lot Nifty future consist of 50 units, initial margin required is 10% of contract value. Maintenance margin required is 80% of initial margin.

   The closing price of 5 days are given below :

| Days | Closing Price of Nifty Future (Rs.) |
|---|---|
| 01/06/2023 | 17340 |
| 02/06/2023 | 17180 |
| 05/06/2023 | 16990 |
| 06/06/2023 | 16900 |
| 07/06/2023 | 17120 |

   You are required to prepare a statement showing the daily balances in the margin account and payment of margin, if any.

4. The share price of XYZ Ltd. is selling for Rs. 104. ABC buys a 3 months call option at a premium of Rs. 5. The exercise price is Rs. 105. What is the ABC pay-off if the share price is Rs. 100 or Rs. 105 or Rs. 115 or Rs. 120 at the time the option is exercised ? What is the Pay-off the seller of the call option ? Also draw the Pay-off diagram.

P.T.O.

5. The equity share of VCC Ltd. is quoted at Rs. 210. A 3 month call option is available at a premium of Rs. 6 per share and a 3-month put option is available at a premium of Rs. 5 per share. Ascertain the net payoffs to the option holder of a call option and put option, given :

   a) The strike price in both cases is Rs. 220.

   b) The share price on the exercise day is Rs. 200,210,220,230 and 240.

6. The current market price of an equity shares of Penchant Ltd. is Rs. 420. Within a period of 3 months the maximum and minimum price of it is expected to be Rs. 500 and Rs. 400 respectively. If the risk-free rate of interest is 8% p.a. What would be the value of a 3 months call option under the Risk Neutral method at the strike rate of Rs. 450 ? Given $e^{0.02} = 1.0202$.

7. Companies A and B have the following interest rates.

| | A | B |
|---|---|---|
| US Dollars (Floating rate) | LIBOR + 0.5% | LIBOR+1% |
| Canadian (Fixed rate) | 5.0% | 6.5% |

   A want to borrow the US dollars at a Floating rate of interest and B wants borrow the Canadian dollars at fixed rate of interest. A financial institution is planning to arrange the swap and requires a 50-basis point spread. If the swap is equally attractive to A and B, what rate of interest will A and B end up paying ?

## SECTION – B

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

8. Explain the margin and settlements mechanism in futures.

9. You are given three call options on a stock at exercise price of Rs. 40, Rs. 45 and Rs. 50 with expiration date in the three months and the premium of Rs. 4, Rs. 2 and Re 1 respectively. Show the options can be used to create a butterfly spread. Construct a table with different market prices and show profit changes with stock prices ranging from Rs. 30 to Rs. 60 for the butterfly spread.

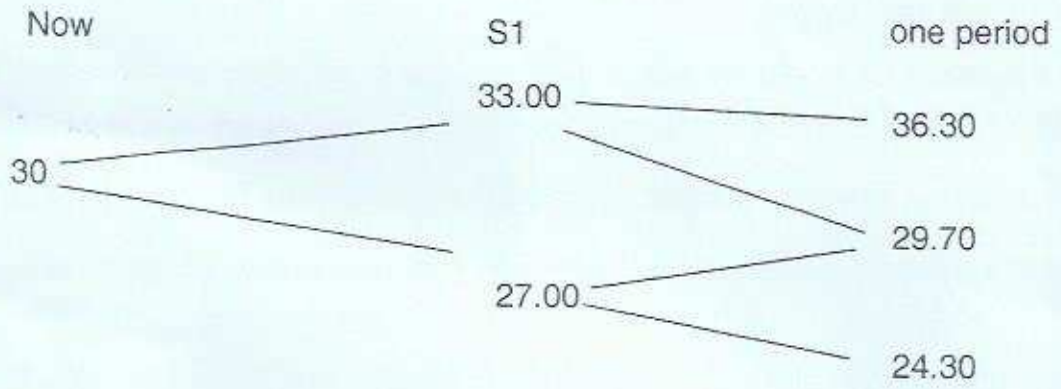
10. Mr. Khalique holds 10,000 shares of Ess Bee Eye Bank @ Rs. 2,738.70 when 1month Index Future is valued @ 6086. The share has a Beta (β) of 0.1.

How many Index Futures should he short to perfectly hedge his position ? A single Index Future is a lot of 50 indices. Justify your result in the following cases :

i) When the index zooms by 1%.

ii) When the index plummets by 2%.

11. Following is a two sub periods tree of 6-months each for share of CAB Ltd.




Using the binomial model, calculate the current fair value of a regular call option on CAB stock with the following characteristics : X = Rs. 28, Risk free rate is 5% p.a. You should also indicate the composition of the implied riskless hedge portfolio at the valuation date.

## SECTION – C

**Compulsory** question : **(1×15=15)**

12. On 1st July 2023, Mr R has made the following investment.

| Name of the company | No. of equity shares | Beta | Purchase price per equity share |
|---|---|---|---|
| PL Ltd. | 1000 | 1.25 | Rs. 700 |

He wants to hold the investment till the end of September 2023 with the expectation of huge dividends to be announced in the AGM. On the date of investment, September Nifty futures are quoting at Rs. 17,500 and tradeable with the lot size of 50 for each contract.

You are the Investment advisor for Mr. R,

i) Please advice Mr. R how to hedge his market exposure using the available data.

ii) Calculate the profit or loss of Mr. R during the expiry of September 2023 futures in the following situation :

   a) Nifty futures rise by 10%

   b) PL Ltd. falls by 5%.

iii) Is it possible for stocks as well as Nifty to raise or fall at the same percentage ? Please state the reason.

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IV Semester M.B.A. (Day and Eve.) Examination, November/December 2023
(CBCS) (2022-23 and Onwards)
MANAGEMENT
Paper – 4.3.1 : Strategic Brand Management (Marketing)

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. Describe the various brand elements. Explain each brand element with suitable examples.
2. Define Competitor Analysis in the context of product management.
3. What is brand leveraging ? And why it is important in brand management ?
4. Explain the different types of brands.
5. Explain the role of celebrities as brand ambassadors with successful brands in India.
6. What are the factors to be considered by a Brand Manager for selection of a good brand name ?
7. Discuss the Kepferer Brand Identity Prism Model. How can businesses use this model to create and manage brand identity effectively ?

SECTION – B

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

8. Discuss briefly the components of David Aker's brand equity model.
9. Explain the different strategic brand management process in detail.
10. Choose a brand that has recently repositioned itself in the market. Analyze the repositioning strategy, its effectiveness and the challenges faced during the process.
11. Write short notes :
    a) Point of parity
    b) Brand Architecture.

P.T.O.

SECTION – C

12. **Compulsory.** Case study. **(1×15=15)**

ABC Electronics, a company known for its electronic gadgets, is looking to expand its online brand presence. They have decided to enter the e-commerce space and leverage social media for brand building. However, they are facing challenges in establishing a strong online brand.

Questions :

a) Outline a strategic plan for ABC Electronics to build a robust online brand.

b) Discuss the key components and steps they should consider, including brand identity, social media strategies and e-commerce integration.

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IV Semester M.B.A. (Day and Eve.) Examination, Nov./Dec. 2023
(2022-23 and Onwards) (CBCS)
MANAGEMENT
4.3.2 : Marketing Research and Metrics (Marketing)

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. Distinguish between Quantitative Research and Qualitative Research.
2. Briefly explain various types of Research Design.
3. Explain in detail various uses of Marketing Research.
4. Distinguish between Market Research and Marketing Research.
5. What is Breakeven Cannibalization ? How do you overcome the cannibalization effect ?
6. Define Hypothesis Testing. State the characteristics of a good hypothesis.
7. Illustrate various steps involved in sampling procedure.

SECTION – B

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

8. What is Marketing Research ? Describe in detail the steps involved in Marketing Research Process.
9. What is Sampling and explain various types of Sampling with suitable examples ?
10. Define Marketing Metrics and briefly explain various methods of Marketing Metrics.

P.T.O.

11. Write a short note on :
    a) Hypothesis Testing
    b) Price Discrimination
    c) Trail Rate
    d) Trail Volume.

SECTION – C

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

A coffee enthusiast, Vijayanand, is passionate about opening a new coffee shop chain in his city. However, he knows that the success of his venture depends on understanding the preferences and needs of his potential customers. Vijayanand decides to conduct marketing research to gather insights before launching the coffee shop chain. He needs to explore the target market for the coffee shop. Determine the most preferred coffee blends and understand pricing expectations and the willingness to pay for premium coffee.

**Questions:**

a) What type of research design would Mr. Vijayanand need to be conduct and why ?

b) Explain various factors which is influencing in targeting market for coffee users.

c) What pricing strategy can be used for pricing the coffee and why ?

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IV Semester M.B.A. (Day and Eve.) Examination, November/December 2023
(CBCS) (2022 – 23 and Onwards)
MANAGEMENT
Paper – 4.3.3 : Digital Marketing (Marketing)

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. What is meant by pure play ?
2. What is blog Mining ?
3. Mention the various ways in which behavioural tracking of customers are done in todays marketing Environment.
4. How does Google AdWords work ?
5. What is viral marketing ? How can it benefit an organisation ?
6. How should a website manage negative comments ?
7. What are the various methods of consumer engagement ?

SECTION – B

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

8. How is audience profiling done in Digital marketing ? How is it beneficial to any organisation ?
9. Why SEO is important ? How will it be a boon to Digital marketers ?
10. How are Social media Platforms used to Create content Seeding ?
11. Why is localization of add important in digital marketing ? Explain with suitable examples.

P.T.O.

SECTION – C

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

12. Royal Enfield is a British-owned Indian motorcycle manufacturer. It is a publicly-traded corporation that deals in two-wheelers and are linked to the automotive sector. This brand's vehicles are known for their rough aesthetics, unrivalled stability, and overwhelming power. The brand has long been a favourite of law enforcement and military personnel. The Royal Enfield motorcycle company was started in 1909 and merged with Madras Motors in 1955. It is currently a subsidiary of Eicher Motors Limited, its Indian parent business. The Royal Enfield logo, which features a cannon and the words "Made like a gun," is also notable. This logo represents the Enfield Company's history. Royal Enfield vehicles are known for their rugged appearance unrivalled durability and huge power.

**Marketing Strategy of Royal Enfield**

A marketing strategy is a company's overall strategy for reaching out to potential customers and converting them into clients of the company's products or services. A marketing plan includes the company's value proposition, core brand messaging, information on target customer demographics, and other high-level elements. The marketing strategy for Royal Enfield looks at the brand using the marketing mix framework, which covers the four P's (Product, Price, Place, Promotion). Product innovation, price strategy, and promotion planning are just a few examples of marketing strategies. The success of the brand is aided by these commercial tactics, which are based on the Royal Enfield marketing mix. The Royal Enfield marketing strategy aids the brand/company in achieving its business goals and objectives by positioning itself competitively in the market.

To obtain a better grasp of the company's product, price, advertising, and distribution strategies, let's start with the Royal Enfield Marketing Strategy & Mix :

**Marketing Mix of Royal Enfield**

Marketing Mix of Royal Enfield analyses its 4P's (Product, Price, Place, Promotion) and explains the Royal Enfield marketing strategy. Several marketing techniques have aided the brand's growth, including product/service innovation,

marketing investment, customer experience, and so on. Because the goods are motivated not just by innovations but also by a deep understanding of users, Royal Enfield is transitioning from a production to a consumer-oriented approach. Royal Enfield likes to alter its bikes to keep up with current trends and add new features without losing its original identity.

**Product Mix of Royal Enfield**

As a company that works in the automobile industry, Royal Enfield is linked with the manufacturing and marketing of motorbikes. It started its operations as a manufacturer of motorcycles for the Indian Army. Lawnmowers, stationary engines, bicycles, and firearms are among its other products.

The following are some of its well-known models :

- **Standard Street :** Bullet Electra 5S, Bullet 350, Bullet Machismo 500
- **Retro Street :** Classic 500, Classic Battle Green, Classic Chrome, Classic Squadron Blue, Classic 350, Classic Desert Storm
- **Cruiser :** Thunderbird 500, Thunderbird 300
- **Café Racer :** Continental GT

**Promotion Mix of Royal Enfield**

Royal Enfield holds the distinction of being the first two-wheeler manufacturer to receive a WVTA certificate for satisfying European Community rules and criteria. It has invented many promotional policies to sell its products successfully in the consumer market. The company has launched innovative ad campaigns with the help of electronic and print media. Its advertisements can be seen on television, in magazines, newspapers, and billboards. Royal Enfield has also been up to date with the social networking sites by launching brand awareness campaigns at social media portals like Facebook, Twitter, Instagram, and YouTube. It also promotes its brand by taking a part in several tv shows and also builds its goodwill by serving society in many ways. It revealed its custom bikes in Biarritz, France at the Wheels and Waves custom bike show. Several honours and awards have been bestowed upon Royal Enfield in celebration of its achievements. It won't Business Standard Best Company of the Year 2015 and has even been hailed by previous President Barack Obama as one of the best bikes he had come across.

**Digital Marketing Presence**

Royal Enfield, a motorcycle manufacturer, has implemented digital activities to engage customers during the COVID-19 lockdown. Offline activations for client contact and experiences have long been a staple of the two-wheeler industry. Brands are forced to go to the virtual realm because physical engagements are not viable.

According to the firm, the vast range of initiatives has resulted in putting a diverse yet inclusive Royal Enfield community, ranging from enthusiastic riders and hopefuls to custom builders and motorcycling groups, under one banner and bonding over their common passion—Pure Motorcycling.

**Questions :**

a) What can be the online Add Campaign to attract new customers ?

b) Give a design of add which will make Royal Enfield a happening brand in digital platforms.

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**IV Semester M.B.A. (Day & Eve.) Examination, November/December 2023**
**(CBCS) (2022 – 23 and Onwards)**
**MANAGEMENT**
**4.4.1 : Strategic HRM (Human Resources)**

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. Describe the investment perspective of SHRM.
2. What are the various components of reward system ?
3. What are the HR issues in Outsourcing ?
4. Differentiate between Domestic and International labour market.
5. Explain HR bundles approach.
6. Explain the barriers of Strategic HR.
7. What are the different types of Downsizing Strategies ?

SECTION – B

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

8. Describe the process of HRP.
9. What is Matrix Structure and what are the advantages and disadvantages ?
10. Describe the stages involved in Merger and Acquisition.
11. Discuss the various strategic Management Frameworks.

P.T.O.

SECTION – C

12. **Compulsory** Case study. **(1×15=15)**

After a meeting with the operations manager of your organisation, you close the door to your office so you can think of strategies to resolve an issue that has come up. The operations manager casually mentioned he had just finished a performance review of one of his employees and offered the employee a large raise because of all the hours the employee was putting in. The raise was equal to 11 percent of the employee's salary . The operations manager, being new both to the company and to a union shop, wasn't aware of the contract agreement surrounding pay increases. An employee must receive a minimum of a 2 percent pay increase per year and a maximum of 6 percent year based on the contract. You worry that if the union gets wind of this, everyone at that employee's pay level may file a grievance asking for the same pay raise. Of course, the challenge is that the manager already told this person he would be receiving the 11 percent raise. You know you need to act fast to remedy this situation.

a) As an HR professional, what should you have done initially to prevent this issue from happening ?

b) Outline a specific strategy to implement stating how you will prevent this from happening in the future.

c) What would you do about the 11 percent pay raise that was already promised to the employee ?

d) If the union files a grievance, what type of grievance do you think it would be ? Provide reason for your answer.

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IV Semester M.B.A. (Day & Eve.) Examination, November/December 2023
(CBCS) (2022 – 23 and Onwards)
MANAGEMENT
Paper – 4.4.2 : International HRM (Human Resources)

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. Discuss Human Resource Planning in International context.
2. Explain in detail the process of repatriation.
3. Discuss the problems of women expatriates in general.
4. Give a note on the international performance appraisal system.
5. How does international staffing benefit on organization ?
6. Differentiate between Domestic HRM and International HRM.
7. Explain the importance of International Education in IHRM.

SECTION – B

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

8. Discuss in detail the components, objectives and methods of international compensation.
9. What are the factors that affect the performance of non-expatriates ?
10. Write a detailed note on human rights movement in Japan and China.
11. Explain in detail on the training and development of expatriates. How do you manage cultural differences while acquiring new employees ?

P.T.O.

SECTION – C

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

The corporate people are introducing new training method to keep their employees mentally and physically strong. Some of the corporates providing adventurous outdoor training, such as rock climbing, mountaineers sports and so on. The basic idea behind such arrangements is that when the executives are brought together and given a task in an adventurous environment; they lift up their spirit and try to accomplish the targets united. This increases the team intimacy. Desire to reach the target, hard work and most significantly the self-belief to prove them.

A Pharmaceutical entrepreneur noted that though their sales staffs were successful in home markets, struggled in foreign countries. The company provided an adventurous training. They took the employees to another state, where they were unfamiliar with the local language. They were given a destination to reach and were provided with a few clues. The clues were in the local language, which meant they needed to take the help of the local people at every step of their Journey.

The HR team was satisfied to find that the same people, who were finding it difficult to adjust in foreign countries, reached the destinations successfully. This exercise charged up the salespeople who later on delivered good results for the company even in the unfamiliar markets. It has been noted by various HR personnel that such exercises create bondage among the employees, de-stress them and strengthen self-belief, which could hardly be created in conferences and lectures. HR spokesperson at Hutchinson Max Ltd. who conducted such adventure trainings, mentioned, "Roles are reversed and hierarchy is broken down during adventure training as sports like mountaineering and river crossing through situational leaders. A lot of youngsters begin to guide their seniors and speak more freely. Sometimes this carries over to the workplace, thus making the work environment healthier".

**Questions:**

a) Do you agree that such out of the way training change helps ? Give yours views.

b) Continuous improvements by innovation are essential in every sphere of organizational activity. Mention your opinion.

c) Discuss how teamwork improved in this case.

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**IV Semester M.B.A. (Day and Eve.) Examination, November/December 2023**
**(CBCS) (2022 – 23 and Onwards)**
**MANAGEMENT**
**Paper – 4.9.1 : Data Visualization**

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. Differentiate between measures and dimensions in Tableau and provide examples of each.
2. Tableau dashboards assist in identifying and conveying the narrative within data effectively. Enumerate.
3. How does data joining work in Tableau, and what are the common scenarios where it is used ?
4. Compare and contrast worksheets and dashboards in power BI and their roles in data visualization.
5. Describe the concept of table calculations and parameters in Power BI and their impact on data analysis.
6. Provide an overview of the Data Studio homepage and its key features.
7. How can custom table calculations and parameters be leveraged in Google Data Studio for data analysis ?

SECTION – B

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

8. Explain the steps involved in importing data into the Tableau workspace and the importance of data preparation.
9. Describe the process of working with different types of geographic data in Tableau, including creating custom maps.

P.T.O.

10. Provide examples and applications for specific types of charts in Power BI, such as scatter plots, Gantt charts, histograms and bullet charts.

11. How do Google Data Studio's features contribute to creating dashboards that effectively communicate the narrative within data ?

SECTION – C

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

In the healthcare sector, Regional Hospital faced significant challenges in optimizing patient care and resource allocation. To address these issues, they implemented Tableau for visual analytics. The hospital utilized Tableau's tools for charting to monitor patient data and resource utilization in real-time. Specific types of charts such as scatter plots helped identify trends in-patient admissions and discharges, while Gantt charts enabled better scheduling of surgeries and procedures. Tableau's mapping capabilities allowed the hospital to visualize geographic patient distribution and allocate resources accordingly. By creating custom table calculations and parameters, Regional Hospital fine-tuned their analysis, optimizing patient outcomes and resource allocation. However, the hospital faced challenges in integrating data from various sources and ensuring data security.

**Questions:**

a) How did the implementation of Tableau's visual analytics tools help Regional Hospital in improving patient care and resource allocation ? Can you provide specific examples of the benefits ?

b) What role did scatter plots and Gantt charts play in identifying trends and optimizing scheduling at the hospital ?

c) Explain how Tableau's mapping capabilities contributed to geographic resource allocation. What challenges did the hospital face when integrating data from various sources, and how did they address these challenges ?

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**IV Semester M.B.A. (Day and Eve.) Examination, November/December 2023**
**(CBCS) (2022 – 23 and Onwards)**
**MANAGEMENT**
**Paper – 4.9.2 : Business Forecasting**

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. What is the role of forecasting in business, and why is it important for decision-making ?
2. Why is demand analysis important for businesses, and how does it impact decision-making ?
3. Describe the role of consumer surveys, consumer clinics, and focus groups in marketing research.
4. Explain the concept of the ARMAX model in time series analysis.
5. What are the properties of ARIMA forecasts, and how can they be evaluated ?
6. Explain the concept of exponential smoothing and its application in forecasting.
7. Describe the use of software packages for forecasting and their advantages in qualitative forecasting techniques.

SECTION – B

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

8. Explain the concepts of correlation and partial correlation in the context of forecasting.
9. Discuss the key steps involved in time series and cross-sectional data collection for marketing research.

P.T.O.

10. Explain the process of statistical estimations in marketing research, including variable identification and model specification.

11. Describe the process of modeling and forecasting with the ARCH and GARCH processes.

SECTION – C

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

The data in Table exhibit a linear trend.

a) Verify that there is a trend by plotting the data.

b) Using the first 12 observations, develop an appropriate procedure for forecasting.

c) Forecast the last 12 observations and calculate the forecast errors. Does the forecasting procedure seem to be working satisfactorily ?

| Period | Yt | Period | Yt |
|---|---|---|---|
| 1 | 315 | 13 | 460 |
| 2 | 195 | 14 | 395 |
| 3 | 310 | 15 | 390 |
| 4 | 316 | 16 | 450 |
| 5 | 325 | 17 | 458 |
| 6 | 335 | 18 | 570 |
| 7 | 318 | 19 | 520 |
| 8 | 355 | 20 | 400 |
| 9 | 420 | 21 | 420 |
| 10 | 410 | 22 | 580 |
| 11 | 485 | 23 | 475 |
| 12 | 420 | 24 | 560 |

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**IV Semester M.B.A. (Day and Eve.) Examination, November/December 2023**
**(CBCS) (2022-23 and Onwards)**
**MANAGEMENT**
**4.9.3 : Data Warehousing and Data Mining**

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. What is data mining system ? Classify the different data mining system.
2. Describe the multidimensional data model. Provide an examples of a multidimensional data model.
3. What are frequent patterns in data mining, and why are they important ? Provide an example to illustrate.
4. What are the key issues and challenges in classification and prediction tasks in data mining ?
5. What is cluster analysis ? What are the different types of data that can be analyzed using cluster analysis ?
6. How does social network analysis contribute to understanding relationships in complex networks ?
7. What is meant by outlier analysis and what are the different types of outliers used in data mining ?

SECTION – B

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

8. Explain the concept of data exploration in data mining. What techniques can be used for data exploration ?
9. Explain pruning in decision tree induction and when and why is pruning necessary ?

P.T.O.

10. Explain the concept of rule-based classification and how rules are generated from data, provide some examples of rule-based classification systems used in various domains.

11. Explain constraint-based association mining. Give some examples of how constraint-based association mining can be used in business and science.

## SECTION – C

**Compulsory** Question : **(1×15=15)**

12. Recommendation Systems at Netflix.

Netflix uses association rule mining to generate personalized movie and TV show recommendations for its users. For example, Netflix might discover that users who watch romantic comedies are also likely to watch movies with certain actors or directors. This information can be used to recommend movies and TV shows to users that they are likely to enjoy.

**Questions** :

1) What are the benefits and challenges of using association rule mining for recommendation systems ?
2) Describe how Netflix could use constraint-based association mining to improve its recommendation system.
3) Discuss the ethical implications of using association rule mining for recommendation systems.

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IV Semester M.B.A. (Day and Eve.) Examination, November/December 2023
(CBCS) (2022 – 23 and Onwards)
MANAGEMENT
4.10.2 : Global Procurement and Sourcing

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any 5** questions, **each** carries **5** marks. **(5×5=25)**

1. What are the objectives of an efficient procurement system ?
2. Mention the phases involved in a procurement cycle.
3. Specify 3 inventory control techniques for better management of global procurement.
4. What is sourcing and warehousing in case of seasonal inventory ?
5. Define centre led sourcing.
6. What are the sources of supplier search lays foundation to sourcing ?
7. Elaborate on socio-cultural issues in global sourcing.

SECTION – B

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

8. Sourcing of retail merchandise is always dynamic, to mitigate the challenges several methods are followed by this industry. Discuss elaborately.
9. Besides the price and payment, several other terms and conditions are to be necessarily mentioned in a purchase order, mention a few of them.
10. Managing price fluctuation and volatility in international scenario is difficult – How do purchase managers take care of these risks ?
11. Explain the UNO and GATT conventions that have a bearing on global trade practices.

P.T.O.

SECTION – C

**Compulsory** question. 15

12. According to published information of Ministry of Commerce, the government is said to have called off plans to impose licensing requirements for the import of IT hardware products such as laptops, tablets, servers etc., even in the longer term, a move that will come as a relief to global manufacturers such as Dell, HP, Apple, Samsung and Asus.

Instead, India will look to regulate inbound shipments of such products through an import management system. For now, the government has decided that there won't be any immediate restrictions on imports. From November 1, which was when the licensing regime was to go into effect, companies would only need to register on the import management system that's going to be up and operational.

Further, officials added that after six-eight months, an import authorization mechanism will be put in place that will be used to grant quotas to firms importing IT hardware. The government has also assured top IT hardware brands that till October 2024, there won't be any quantity control on import of IT hardware products. Import authorisation will be given to firms based on three parameters – import value of previous year or an average of past three years for IT products, domestic manufacturing of IT hardware devices and exports of electronics goods, are vital indicators to get import license.

**Sunset clause**

The government is also considering a sunset clause by 2030 for the new system. The IT hardware industry met Minister of State for Electronics and Information Technology (MEIT) Rajeev Chandrasekhar to discuss the import management rules. The meeting was attended by representatives from Dell, Apple, Samsung, HP, HPE, Intel, Asus, Acer and industry associations India Cellular and Electronics Association (ICEA) and the Manufacturers' Association for Information Technology (MAIT).

The hardware industry will soon meet the Directorate General of Foreign Trade (DGFT) to finalize the modalities around the registration process. The import management system will be managed by the DGFT and the process will be fully online.

As of now, firms can import any quantity by doing the registration and the quotas will come into effect later. According to an executive with one of the IT hardware companies, the focus of the government is on ease of doing business and streamlining processes.

The questions to answer :

1) In the wake of frequent changes to the impex regulations, the global procurement is going to be a challenge.
2) Interestingly, the dynamics of geo-political systems like Ukraine-Russia war, China the largest trading partner's aggression, Canadian spat will have lot of ramifications – Write your comments.
3) What positive impact these policy changes will have on the Electronics Industry in India ?

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IV Semester M.B.A. (Day and Eve.) Examination, November/December 2023
(CBCS) (2022-23 and Onwards)
MANAGEMENT
4.10.3 : Vendor Management

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. How is Vendor Performance evaluated ? List the steps.
2. Why do you think automation in procurement system is important ?
3. What are the steps involved in the purchase of a tender ?
4. Explain in brief Vendor Social Audit.
5. What are the Unethical Practice Prevention Tools used by Vendor Managers ?
6. Explain low cost country sourcing.
7. What are Vendor Monitored Supply Chains ?

SECTION – B

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

8. What are the types of sourcing ? Explain in brief.
9. Explain Contract Life-cycle Management.
10. What are the key strategies implemented in Retaining and Developing the Supplier Relationship ?
11. Write notes on :
    a) Sustainable Procurement
    b) Benefits of Vendor Management.

P.T.O.

## SECTION – C

Case Study **(Compulsory)** (1×15=15)

12. Pampers, disposable diapers, are bulky items that require a lot of storage space relative to their value. Walmart maintained an inventory of Pampers in its distribution centers from which store orders were fulfilled. When the distribution center's supplies ran low, Walmart again ordered more diapers from P&G. Insufficient inventory leads to customer dissatisfaction and loss of sales. Excessively high volumes lead to high financing and storage costs. Additionally, inventory management itself is a costly activity. With the idea of improving this aspect of its business, Walmart approached P&G, noting that P&G probably knew more about the movement of diapers in its warehouses than Walmart did, as it had information on usage patterns and shipments to retailers across the country. Therefore, Walmart suggested that P&G take responsibility for informing Walmart when and in what quantities to reorder Pampers products from its distribution center.

    Every day, Walmart reported to P&G how much merchandise was moving from the distribution center to its stores. When P&G saw fit, it told Walmart it was time to regroup and provide the amount. If the recommendation makes sense, Walmart will approve it and P&G will ship the goods. The new solution worked so well that over time, Wal-Mart advised P&G to ignore the purchase recommendations and only ship the diapers that Walmart thought they would need. Walmart eliminated the costs associated with maintaining Pampers inventory. Inventory is managed more efficiently because P&G can do a better job than Wal-Mart. This means the retailer has less inventory on hand and is less likely to experience stock-outs. Lower inventory levels free up space in Walmart's distribution center and reduce the retailer's need for working capital to finance that inventory. Anyone can supply diapers to Walmart, but P&G increases the value of the diapers it supplies through its inventory management process. This gives it the position of the preferred supplier of a large distribution chain. As a preferred supplier, P&G gains additional space on Walmart store shelves and in coveted shelf displays.

    **Questions :**

    a) How the process of Vendor Managed Inventory becomes advantageous for an organization ?

    b) What were the challenges faced by Walmart in regards to P&G ?

    c) Why cost management is important for Vendor Managers ?

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**IV Semester M.B.A. (Day) Degree Examination, November/December 2023**
**(CBCS) (2014 – 15 Onwards)**
**MANAGEMENT**
**Paper – 4.4.3 : Talent and Knowledge Management**

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. Explain talent development budget.
2. Differentiate between talent and knowledge workers.
3. Briefly explain Talent Value chain.
4. What is knowledge management ? Describe the different types of knowledge.
5. What are the challenges in knowledge management ?
6. Briefly explain the need for using psychometric tests.
7. Explain the measurements of ROT in IT companies.

SECTION – B

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

8. Define "Talent Management System". Discuss benefits and challenges of TMS.
9. Explain the building blocks of talent management system.
10. What are the trends in Social Media for talent management ?
11. Discuss the role and relevance of internet search engines and knowledge management practices.

P.T.O.

SECTION – C

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

Talent Management Systems (TMS) encompass competencies, performance management, and the evaluation of employee potential, serving as the building blocks of effective talent management. Modern practices in talent attraction, selection, retention, and engagement are essential for organizations to remain competitive. Talent management has also been greatly influenced by social media, as it is increasingly used for recruitment, employer branding, and employee engagement.

Emerging trends in talent management, including the gig economy, remote work, and diversity and inclusion, are shaping the future of talent management strategies.

Netflix's talent management strategy provides a compelling case study. The company has established itself as a leader in the entertainment streaming industry through innovative talent practices. Netflix's TMS is known for its emphasis on fostering a culture of freedom and responsibility, allowing employees considerable autonomy and flexibility. The company's unique approach to talent attraction involves attracting top talent from across the globe, irrespective of geographic location. Netflix's "keeper test" is a notable aspect of its performance management system, where managers are asked if they would fight to keep an employee on their team. Additionally, the company actively leverages social media to promote its unique culture and attract talent.

**Questions :**

a) How does Netflix's culture of freedom and responsibility contribute to its ability to attract and retain top talent ?

b) What are the benefits and potential challenges associated with Netflix's approach to talent management, particularly in the context of the gig economy and remote work trends ?

c) How has Netflix effectively used social media in its talent management strategy, and what lessons can other organizations learn from this approach ?