

**(DEMB11)**

**ASSIGNMENT-1**

**EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025**

**Second Year**

**BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**MAXIMUM MARKS :30**

**ANSWER ALL QUESTIONS**

1. (a) Concept of corporate strategy.  
(b) Role of Top management.  
(c) Competitive Analysis.  
(d) Need for portfolio Analysis.  
(e) Strategic Alternatives.  
(f) Evaluation of strategy.
2. Write a note on corporate policy and planning in India.
3. Describe the Role and functions of Board of Directors.
4. What are the objectives of SWOT Analysis?
5. Outline the problems involved in financial Analysis.
6. Examine the Reasons for mergers and Acquisitions.
7. What is meant by Turn Around Management? What are the issues involved in it?

**ASSIGNMENT-2**

**EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025**

**Second Year**

**BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**MAXIMUM MARKS :30**

**ANSWER ALL QUESTIONS**

**1. Case study**

Chocolate Makers “Hershey”s Ine, USA and Ferrero SpA, Italy are considering a joint bid to buy out” Cadbury Plc, which could help the British confectioner fend off a hostile take over by Kraft. Foods Inc, USA this move is the strongest sign of a possible rival bid to Kraft’s \$16.7 Billion offer which Cadbury rejected and said was “derisory”.

Parallely Ferrero could join financial investors and private equity players considered friendly to Cadbury, for a possible alliance. With this proposal, the advantage for Cadbury shareholders is that they would continue to hold shares in a high growth confectionery group having UK listing rather than being paid around 50% equity in a low growth US listed conglomerate having a turn over of \$ 11.7 billion a year. Ferrero, has an annual sale of \$9.3 billion with 18 factories and 21600 employees worldwide, “it is also known for its Kinder “Chocolates and” “Tic-Tac” candy.

Questions:

- (a) Explain “intensive” and “integrated growth strategies” adopted by these conglomerates;
  - (b) Explain the five types of competitive advantages pursued by Hershey’s and Ferrero, while formulating their strategic plans; and
  - (c) Why do companies resort to hostile bidding?
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**(DEMB12)**

**ASSIGNMENT-1**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025**

**Second Year**

**INTERNATIONAL BUSINESS**

**MAXIMUM MARKS :30**

**ANSWER ALL QUESTIONS**

1. (a) Concept of International Business.
  - (b) Strategic considerations.
  - (c) Control of International Trade.
  - (d) HRM in MNCs.
  - (e) Multilateral Agreements.
  - (f) Regional Trade Grouping
2. Explain in detail about any one of the theories of International Trade.
3. Discuss the need and importance of strategic planning in MNCs.
4. What is the process involved in evaluation of performance of International Business?
5. Outline the factors influencing effective Negotiations in International Business.
6. Critically examine the role of International organisations in promoting International Business.
7. What factors are responsible for promoting multinational corporate culture?

**ASSIGNMENT-2**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025**

**Second Year**

**INTERNATIONAL BUSINESS**

**MAXIMUM MARKS :30**

**ANSWER ALL QUESTIONS**

**1. Case Study**

You are just a week young in your job as a treasury executive in a leading laptop trader/supplier in Indian. Earlier your company was sourcing assembled laptops from China, but with the incentives provided in the Budget by the finance minister of India, your company is planning to enter assembly/manufacturing market in India. Now your Company is Planning to source components and sub assemblies from Taiwanese firms. This will involve a of foreign exchange trading and contracts since you are from a leading university in India. Your CFO has asked you to make presentation to the top management on various possibilities relating to forex market in India.

Questions for Discussion:

What is all that you would like to tell the top management so as to establish your credibility?

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**(DEMB13)**

**ASSIGNMENT-1**

**EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025**

**Second Year**

**MANAGEMENT INFORMATION SYSTEMS**

**MAXIMUM MARKS :30**

**ANSWER ALL QUESTIONS**

1. (a) DBMS
  - (b) Data warehouse
  - (c) Query Language
  - (d) Software
  - (e) Big data analytics
  - (f) Types of information system.
2. Write about the role and importance of management information system.
3. Explain in detail the concept of system analysis and design.
4. Write a detailed note on Computer Networks.
5. What are the methods to control project? Explain.
6. What is DBMS? Write about DBMS implementation.
7. Write about different types of Data Communication Concepts.

**ASSIGNMENT-2**

**EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025**

**Second Year**

**MANAGEMENT INFORMATION SYSTEMS**

**MAXIMUM MARKS :30**

**ANSWER ALL QUESTIONS**

**1. Case Study.**

At present, the Snocan Company which manufactures 25 products has 103 sales offices throughout the United States with an average of 10 sales representatives per office. Every week, the sales reports in each office are tabulated by a clerk on a rotary calculating machine. The reports divide sales according to sales representative, product and customer. The reports are mailed to headquarters where they are Combined by clerks using calculating machines. The results are then typed and given to marketing research and to management. While top management is studying the reports, marketing research analyzes them and forecasts sales to the next six months. Unfortunately, by the time management receives the reports they are from three to six weeks old.

A new system has been devised in which daily sales by sales person, product and customer are sent over a data communication line from each office to headquarters. A new electronic computer is to be installed to compile and analyze the data and forecast sales. The computer will also handle Payroll calculations and replace three clerks in payroll.

The detailed design has been approved by management. The company's system designer is now ready to detail plans for implementation. Nobody in the company has had any experience with computers or computer languages. About 2000 square feet of floor space is available at present for the computer Centre. The kind of data transmission equipment and the computer have not yet been specified.

Provide the Snocan Company with a thorough set of plans for implementing their new MIS.

**(DEMBB1)**

**ASSIGNMENT-1**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025**

**Second Year**

**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**MAXIMUM MARKS :30**

**ANSWER ALL QUESTIONS**

1. (a) Security valuation
- (b) Industry Analysis
- (c) Money lenders
- (d) Debt equity ratio
- (e) Open ended mutual funds
- (f) Portfolio manager
2. What are the components of Investment risk?
3. Explain the concept of efficient market hypothesis.
4. Explain about forms of market efficiency.
5. Describe Markowitz Theory for portfolio selection.
6. What are the assumptions of CADM model?
7. Discuss the significance of performance evaluation of managed portfolio.

**ASSIGNMENT-2****EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025****Second Year****SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT****MAXIMUM MARKS :30****ANSWER ALL QUESTIONS****1. Case study**

Karan, a portfolio manager at Collins Asset Management, is using the capital asset pricing model for making recommendations to her clients. Her research department has developed the information shown in the following exhibit.

	Forecast Returns	Standard deviation	Beta
Stock X	14.0%	36%	0.8
Stock Y	17.0	25	1.5
Market Index	14.0	15	1.0
Risk free rate	5.0		

- (a) Calculate expected return and alpha for each stock
  - (b) Identify and justify which stock would be more appropriate for an investor who wants to
    - (i) add this stock to a well-diversified equity portfolio.
    - (ii) hold this stock as a single-stock portfolio.
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**(DEMBB2)**

**ASSIGNMENT-1**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025**

**Second Year**

**FINANCIAL MARKETS AND DERIVATIVES**

**MAXIMUM MARKS :30**

**ANSWER ALL QUESTIONS**

1. (a) Call money market
  - (b) Binominal model
  - (c) Options market
  - (d) Swap
  - (e) Interest rate Derivatives
  - (f) What do you understand by capital market?.
2. Describe the primary market scenario in India.
  3. What are the measures taken by SEBI for Increasing liquidity in stock markets?
  4. "Treasury bills are an important short term source of finance for the government"  
Discuss.
  5. What are derivatives? State the reasons for the exploring growth of derivatives.
  6. Explain the black scholes model and highlight its limitations.
  7. Critically examine the regulatory frame work of derivatives trading in India.

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

FINANCIAL MARKETS AND DERIVATIVES

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case study

Apply the Black-Scholes model to value a call option under the following circumstances:

Stock Price	=	Rs. 100
Exercise price	=	Rs. 95
Risk free interest rate	=	10% per annum
Time to expiration	=	3 months
Standard Deviation	=	0.5

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**(DEMBB3)**

**ASSIGNMENT-1**

**EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025**

**Second Year**

**INTERNATIONAL FINANCIAL MANAGEMENT**

**MAXIMUM MARKS :30**

**ANSWER ALL QUESTIONS**

1. (a) International Financial System
  - (b) Forex market
  - (c) Exchange Rate Determination
  - (d) International Cash Management
  - (e) Managing Transaction Exposure
  - (f) Zero currency
2. Examine the need and importance of the study of International Financial Management.
3. What are the issues involved in Managing Accounting exposure?
4. Discuss the need and importance of Financing Foreign Trade.
5. Outline the factors which are influencing International Financial decisions.
6. Describe the objectives of International Investment Strategy.
7. Write briefly about the International Financial Environment at Present.

ASSIGNMENT-2

EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025

Second Year

INTERNATIONAL FINANCIAL MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study

A US multinational is planning to set up a subsidiary in India. The initial project cost is estimated to be US \$ 10 billion. The working capital requirement would be Rs. 2 billion. The project is to generate a cash inflow of Rs. 7 billion/year in first 3 years and then a growth of 5 percent per year is expected upto the 8<sup>th</sup> year. Thereafter, there will be a decline of 7 percent in growth per year and the project will be closed down at the end of 12 years. Consider a discount factor of 12 percent and depreciation of rupee against dollar at the rate of 1 percent per year. Is the project worth while? Tax rate in India is 35 percent.

Study the project from the point of view of both the US multinational and Indian subsidiary. The current exchange rate is Rs. 45/US \$.

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**(DEMBB 4)**

**ASSIGNMENT-1**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025**

**Second Year**

**MANAGEMENT OF FINANCIAL SERVICES**

**MAXIMUM MARKS :30**

**ANSWER ALL QUESTIONS**

1. (a) Regularity Framework for Financial Services
  - (b) Mutual Funds
  - (c) Project Financing
  - (d) Credit rating
  - (e) Venture capital
  - (f) Stock Exchange
2. Explain the various financial services available in India Financial Market.
3. Discuss the pre-issue obligations of Merchant Bankers.
4. Outline the reasons for Mergers and Restructuring.
5. Explain the legal and tax aspects of leasing.
6. Explain the nature and scope of Financial Services.
7. What are the accounting aspects of Hire Purchase Finance?

**ASSIGNMENT-2**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025**

**Second Year**

**MANAGEMENT OF FINANCIAL SERVICES**

**MAXIMUM MARKS :30**

**ANSWER ALL QUESTIONS**

**1. Case Study :**

A steel furniture manufacturing company is interested in acquiring a machine costing Rs.5,00,000. It has two options.

- (a) To borrow the amount at 18% pa. repayable in 5 equal instalments.
- (b) To take on lease the asset for a period of five years at year end rentals of Rs.1,20,000.

The corporate tax is 30% and the depreciation is allowed on written down value @ 20% pa. The asset will have a salvage value of Rs.1,80,000 at the end of 5<sup>th</sup> year.

You are required to advise the company about lease or buy decision.

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**(DEMBB5)**

**ASSIGNMENT-1**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025**

**Second Year**

**PROJECT MANAGEMENT  
MAXIMUM MARKS :30  
ANSWER ALL QUESTIONS**

1. (a) Feasibility analysis.  
(b) CPM  
(c) Risk management  
(d) Estimation of Human Resource  
(e) Integrated project management control system  
(f) Project costing
2. What do you understand by economic and financial analysis? What are their objectives?
3. What are the objectives of project management and discuss the project selection method.
4. What strategies are used while planning a project? Explain.
5. Discuss the guidelines for construction of the project Network and enumerate the differences of PERT and CPM Networks.
6. How the conflicts may arise in project organisation? How the same will be resolved? Explain.
7. Examine the need and importance of project review.

**ASSIGNMENT-2**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025**

**Second Year**

**PROJECT MANAGEMENT  
MAXIMUM MARKS :30  
ANSWER ALL QUESTIONS**

**1. Case study :**

Anusha garments, a manufacturing company in apparels is exporting to European countries. Quality of the finished product and meeting the time schedule is the competitive strength of the company. Even though new orders were lining up the company is not showing interest because of the overload already committed. Recently the company is facing problems due to scarcity of electrical power, manpower and government regulations.

As a project manager identify the risk factors in the project and do a suitable analysis on the same.

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