

**(DEMB11)**

**ASSIGNMENT - 1**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**BUSINESS POLICY AND STRATEGIC MANAGEMENT  
MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Corporate strategy.
  - (b) Competitive analysis.
  - (c) Display matrices.
  - (d) Portfolio analysis.
  - (e) Turn-around strategy.
  - (f) Core Competency.
2. Discuss in brief about Corporate Policy and Planning in India.
3. Discuss the role of Board of Directors in an organization.
4. What are the financial plans involved in strategy implementation? Explain.

**(DEMB11)**

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**BUSINESS POLICY AND STRATEGIC MANAGEMENT  
MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Explain the merits and demerits of Mergers.
2. Discuss about Environmental analysis and Internal corporate analysis.
3. Explain the steps involved in Turn-around management.
4. Case study.

Chocolate Makers 'Hershey's Inc. 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 real 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 - Tic' 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?

**(DEMB12)**

**ASSIGNMENT - 1**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**INTERNATIONAL BUSINESS  
MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Globalisation.
  - (b) Free trade.
  - (c) Multi National Companies.
  - (d) Business negotiations.
  - (e) LDCs.
  - (f) International logistics.
  
2. What is international business? Enumerate the modes of operations in international business.
3. Critically examine different theories of international trade in brief.
4. What are the various types of strategies in international business?

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**INTERNATIONAL BUSINESS  
MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Describe the role of WTO in strengthening business relations between countries.
2. What is HRM? What are the factors influencing HRM in international business?
3. State the factors influencing the culture of multinational corporates.
4. Case study.

Mid-West Manufacturing Company manufactured electronic sensing -equipment and had revenues of about \$ 20 million. The president of Mid-West had founded the company five years ago and had been fairly successful in developing sales and acquiring capital to run the corporation. Two years ago a major oil company acquired 35% of Mid-West's shares and provided funds for expansion of plant and capital equipment. Continued rapid growth of the company, however, was causing continual cash-flow problems. The cash-flow problems were compounded by extensive price cutting by competitors which reduced Mid West profit margins considerably.

Mid-West's President was never a believer of corporate planning. But the executives of oil company through their representation on the board began insisting on a 3-year business plan. Mid-West never had even an annual plan for the corporation. Since the President was against planning the oil company executives approached the executive Vice President and key managers and requested that a plan be developed.

Marketing Manager told the executive Vice President that it would be difficult for him to contribute to the plan without specific delineation of corporate, goals from the President. If the goal was to increase market share and corporate revenues. Mid-West Would have to sell their products slightly below the competition. This strategy in the near-term would certainly cause red ink in the bottom line. If the goal was to be profitable, he would go after only high profit margin market niches and be big in small markets. This would mean lower revenues and less prominent position in the industry. Marketing Manager said bluntly that unless he had specific direction (strategic objectives) from the top, he would not participate in the planning process.

Director of Engineering was convinced that if minor improvements were made to the production process they would yield immediate reduction in manufacturing costs. But the president was against making these changes. The current production process, even though a little expensive gave a distinguished look to Mid-West's products He contended that if the changes were made, their product would look like every body else's.

Director of R & D had specific – projects that needed approval from the President. The success in these projects would result in 10 to 30% cost reduction in key products. The President was reluctant to approve these projects, because it would mean drastic changes to the original

process developed by the President himself. President believed that his process was still the best and could-not be improved upon.

The executive Vice President Summarized the Position of Mid-West to the oil company executives as follows. Mid-West needs to resolve specific issues both on technical and marketing side. All these require major decisions from the president. Some issues in solve specific philosophy and beliefs. Unless we-get resolution and clarification, the planning would be worthless. The key issue was the absence of top management support for formulation of mission, objectives and strategies, i.e. conceptual planning.

Questions:

- (a) What Steps are necessary to begin a planning function at Mid-West?
- (b) What would be the consequences of not developing corporate plan on company's Future?
- (c) Why was Mid-West so successful without corporate planning up to now? What has changed that requires planning in future?

**ASSIGNMENT - 1**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

MANAGEMENT INFORMATION SYSTEMS  
**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Role of MIS in decision making.
  - (b) Topologies
  - (c) MIS Design
  - (d) Systems Engineering
  - (e) RDHMS
  - (f) ERP
  - (g) Mobile Computing
  - (h) IT Services
2.
  - (a) What is Management information system? Explain the types of information systems used in tactical level.
  - (b) Discuss the structure of information system.
3.
  - (a) Explain the contemporary approaches in acquiring information system.
  - (b) Discuss the steps in MIS planning procedure.
4.
  - (a) Discuss the scope and significance of decision support systems.
  - (b) What is artificial intelligence? Write the scope and features of A.I.

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

MANAGEMENT INFORMATION SYSTEMS  
**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. (a) Discuss the role of MIS in Human resource management.  
(b) Discuss the importance of international information system.
2. (a) Explain the intellectual rights of IT services.  
(b) Explain the ethical issues of a digital firm.
3. Case Analysis.

Xenon publication is developing a subscription system. They need to create and delete records of subscribers. Also records must be updated when there is an address change, name change or change in the expiration data (i.e. after a subscription is renewed). All issues sent are recorded on the individual record. One function of the system will be to print mailing labels. These should be printed in Zipcode in order to facilitate bulk mailings. Management is also concerned that the Zipcode was recently expanded by the postal service.

There are 15 million subscribers some of these people telephone the subscription dept. for a variety of reasons an issue has not been received, their payment check for subscription renewal has not been cleared, there is a change in their personal information etc. mail inquiries are also received.

Questions:

- (a) What type of file organization would you select? Why?
- (b) Within a record how would you compensate for the Zipcode.

**(DEMBB1)**

**ASSIGNMENT - 1**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT  
MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Industry analysis
  - (b) Rolling settlement
  - (c) SML
  - (d) Income fund
  - (e) Investment risk
  - (f) Odd-lot theory
2. State various channels available to an investor to invest his funds in the stock market.
3. Explain various approaches available to value securities.
4. How are stock exchanges working in India? Explain.

**(DEMBB1)**

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT  
MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

5. How are charts interpreted in technical analysis? Explain.
6. Describe the methods of evaluating portfolio risk.
7. Critically analyse the capital market theory.
8. Case study.

What is the optimum portfolio in choosing among the following securities and assuming  $R_f = 5$  percent and  $\sigma^2_m = 10$  percent.

| Security | Expected Return | Beta | $\sigma^2_{ei}$ |
|----------|-----------------|------|-----------------|
| A        | 15              | 1.0  | 30              |
| B        | 12              | 1.5  | 20              |
| C        | 11              | 2.0  | 40              |
| D        | 8               | 0.8  | 10              |
| E        | 9               | 1.0  | 20              |
| F        | 14              | 1.5  | 10              |

**(DEMBB2)**

**ASSIGNMENT - 1**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First and Second Years

FINANCIAL MARKETS AND DERIVATIVES

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. (a) Certificate of deposit.
- (b) Custodial service.
- (c) Public issue.
- (d) Futures market.
- (e) Binomial model.
- (f) Currency swaps.

Hedging is the basic function of futures market'. Comment.

2. What are the functions of money market?
3. State SEBI regulations relating to stock market.

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First and Second Years

FINANCIAL MARKETS AND DERIVATIVES

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Explain the functions of primary market.
2. Describe the trading strategies used in options.
3. Trace out the growth of financial derivatives in India.

The following table provides data on monthly changes in the spot price and the futures price for a certain commodity.

|                       |       |       |       |       |       |
|-----------------------|-------|-------|-------|-------|-------|
| Spot price change :   | +0.50 | +0.61 | -0.22 | -0.35 | +0.79 |
| Futures price change: | +0.56 | +0.63 | -0.12 | -0.44 | +0.60 |
| Spot price change :   | +0.44 | +0.15 | +0.70 | -0.51 | -0.41 |
| Futures price change  | +0.06 | +0.01 | +0.80 | -0.56 | -0.46 |

Use the data to calculate a minimum variance hedge ratio.

**(DEMBB3)**

**ASSIGNMENT - 1**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

INTERNATIONAL FINANCIAL MANAGEMENT

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) International monetary system
  - (b) Accounting exposure
  - (c) Flexible exchange rate
  - (d) Financing global firm
  - (e) Optimum capital budget in MNC
  - (f) Devaluation of rupee
  
2. How does MNC maintain accounts and monitor variations in exchange rates? Explain.
3. State the dimensions of international financial management.
4. Explain the participants in foreign exchange market.

**(DEMBB3)**

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

INTERNATIONAL FINANCIAL MANAGEMENT

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Elucidate the internal techniques used in the management of exposures.
2. What are the advantages of centralised cash management?
3. Explain the determinants of foreign exchange rate.
4. While you were visiting London, you purchased Jaguar for £ (GBP) 35000 payable in three months. You have enough cash at your bank in New York city which pay 0.35 percent interest per month. Compounding monthly to pay for the car. Currently the spot exchange rate is S 1.45/£ and the three month forward exchange rate is S 1.40/£ In London, the money market interest rate is 2.0 percent for a three month investment. There are two alternative ways of paying for your Jaguar.
  - (a) Keep the funds at your bank in the United States and buy £ 35000 forward.
  - (b) Buy a certain amount of Pound spot today and invest the amount in the UK for three months so that the maturity value becomes equal to £ 35000.

Evaluate each payment method. Which method would you prefer? Why?

**(DEMBB3)**

**(DEMBB4)**

**ASSIGNMENT - 1**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

MANAGEMENT OF FINANCIAL SERVICES

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Participants in financial markets.
  - (b) Functions of stock exchanges
  - (c) Project management
  - (d) Underwriting
  - (e) Leasing Vs. Hire purchasing
  - (f) Bill discounting
2. Define 'financial services'. Explain its nature and scope.
3. Explain regulatory framework for financial services in India.
4. Critically examine the performance of mutual funds in India.

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

Second Year

MANAGEMENT OF FINANCIAL SERVICES

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Explain various steps involved in pre and post issue management.
2. Define 'debt securitisation'. Explain its process.
3. What is factoring? Explain various types of factoring.
4. Cost of machinery to be leased out Rs. 1,50,000.  
Estimated life 5 Years.  
Estimated residual value Rs. Rs. 10,000.  
Estimated lease rental Ps. 45,000 per annum.  
The company follows written down value method of depreciation @ 25%.  
Assume tax rate at 35%.  
Cost of borrowing machinery is 14%. You are required to
  - (a) Evaluate the leasing option to the company.
  - (b) Calculate the brake-even lease rentals and minimum lease rental to be charged by the company if the expected NPV to be earned is Rs. 10,000.

**(DEMBB5)**

**ASSIGNMENT - 1**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First and Second Years

Second Year

PROJECT MANAGEMENT  
**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Ratio analysis.
  - (b) Project review.
  - (c) Feasibility study.
  - (d) Cost over runs.
  - (e) Selection of materials handling equipment.
  - (f) Project management information system.
2. Explain the conduct of technical analysis.
3. State the stages in the formulation of project report.
4. Describe significance of economic analysis in project management.

**(DEMBB5)**

**ASSIGNMENT - 2**

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First and Second Years

Second Year

**PROJECT MANAGEMENT  
MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Discuss the sources of financing projects in India.
2. Elucidate the financial aspects in project implementation.
3. Enumerate the process of integrated project management control system.
4. The following details are available regarding a project:

| Activity | Predecessor<br>Activity | Duration (Weeks) |
|----------|-------------------------|------------------|
| A        | -                       | 3                |
| B        | A                       | 5                |
| C        | A                       | 7                |
| D        | B                       | 10               |
| E        | C                       | 5                |
| F        | D, E                    | 4                |

Determine the critical path, the critical activities and the project completion time.