

(DEMB11)

Total No. of Questions : 08]

[Total No. of Pages : 02

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2018**

**First and Second Years**

**BUSINESS POLICY & STRATEGIC MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks :70**

---

---

**SECTION - A**

**Answer any three questions.**

**(3 x 5 = 15)**

- Q1)** a) Corporate policy.  
b) Shareholders.  
c) Internal corporate analysis.  
d) Display matrices.  
e) Diversification.  
f) Turn-around management.

**SECTION - B**

**Answer any three questions.**

**(3 x 15 = 45)**

- Q2)** Discuss how shareholders and board of directors become strategists.
- Q3)** Discuss the role and skills of top management.
- Q4)** How do you assess competitive strength of an organization?
- Q5)** How do you evaluate the strategic alternatives using the BCG criteria?
- Q6)** What is a merger? Explain the circumstances under which the mergers are appropriate?
- Q7)** Discuss the process of strategic control in detail.

**SECTION - C**  
**(Compulsory)**

**(10)**

**Q8) Case Study:**

Mr. Southern, the managing director of a company manufacturing office machines, was for the last few months toying with the idea of embarking on the production of computers. One consideration that had deterred him from going ahead was that, given the present lack of interest for computers among business houses, there was no immediate prospect of sizable increase in the demand for the new product.

Another consideration was an enormous investment involved in the manufacture of computers. Not that the company lacked funds, but he feared that his idea might not attract many members of the board. He could also guess the reasons.

The company was doing extremely well, both sales-wise and profit-wise. The research department, on which the company spent a bare five per cent of its turnover, had been successfully designing new models of the existing line of products to serve consumer need and desires. Then, as some directors with socialistic leaning might say, in a country affected with massive unemployment, a company ought not to product computers that would render thousands of workers jobless.

Questions:

- a) As a director of the company, would you go along with Mr. Southern?
- b) Are the constraints visualized by Mr. Southern really formidable?



**(DEMB12)**

**Total No. of Questions : 08]**

**[Total No. of Pages : 02**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2018**

**First and Second Years**

**INTERNATIONAL BUSINESS**

**Time : 3 Hours**

**Maximum Marks :70**

---

---

**SECTION - A**

**Answer any three questions.**

**(3 x 5 = 15)**

- Q1)** a) International trade.  
b) MNC  
c) Logistics.  
d) Trade barriers.  
e) Letter of credit.  
f) Custodian.

**SECTION - B**

**Answer any three of the following questions.**

**(3 x 15 = 45)**

- Q2)** Explain the various theories of international trade in brief.  
**Q3)** How is strategic planning done in multinational companies? Explain.  
**Q4)** Explain about multinational culture in corporations.  
**Q5)** What are the negotiations in international business? Explain.  
**Q6)** Explain the human resource management in MNC's.  
**Q7)** Describe the role of international organizations.

**SECTION - C**

**(Compulsory)**

**(10 Marks)**

**Q8)** Case Study:

The Star Corporation is a Hong Kong manufacturing firm that the going to do business in mainland China. The company's contract with the Chinese government calls for it to supply technical know-how and machinery for producing consumer electronics. These products are not state of the art, but they

will be more than adequate for the needs of the Chinese consumers. Star has agreed to sell the Chinese its plant, which was being closed because it was no longer competitive.

The Chinese will pay to move all the machinery and equipment to their country and install it in a factory that is currently being modified for this purpose. The two will then become partners in the venture. Star will provide the management and technical expertise to run the plant, and the Chinese will provide the workers and will be responsible for paying for all the output. Star will receive an annual fee of \$3 million and 5 percent of all sales.

The Star management is very pleased with the arrangement although they are of Chinese descent, they have lived in Hong Kong all their lives and know relatively little about doing business either with or in China. To provide Star with the necessary information and assistance, a native of China, educated there but living in Hong Kong the past 5 years, was brought in. The individual told the company the following facts about China:

Chinese managers do not plan. They are usually told what to do and they do it. Planning is handled by others and simply passed on to them.

Chinese managers are not concerned with profit or loss. They simply do their jobs and let the government worry about whether the operation is making money. No rewards are given to workers who perform well; everyone is treated the same. If there is no work, the workers are still paid, although they may not be required to come to the factory.

There is a basic aversion to individual decision making; most decisions are collective efforts.

The current government of China would like its managers to learn how to run a profit oriented operation and eventually eliminate the need for foreign managerial assistance.

When outsiders tell Chinese how to do things, they have to be careful not to insult or offend the Chinese who are often sensitive about the way they are treated.

**Questions:**

- a) What selection criteria would you recommend to Star when deciding whom to send to China?
- b) What procedures should the company use in making the final selection? and
- c) What type of repatriation agreement would you recommend the firm use?



(DEMB13)

Total No. of Questions : 08]

[Total No. of Pages : 03

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2018

First and Second Years

MANAGEMENT INFORMATION SYSTEMS

Time : 3 Hours

Maximum Marks :70

---

---

**SECTION - A**

**Answer any three questions.**

**(3 x 5 = 15)**

- Q1)** a) Information resource management.  
b) Systems design.  
c) Accounting software.  
d) Expert systems.  
e) Structured decisions.  
f) File management.

**SECTION - B**

**Answer any three questions.**

**(3 x 15 = 45)**

- Q2)** Explain the pace of computerization in IFFCO.
- Q3)** Describe the organization of relational database management system.
- Q4)** What are the various considerations in the design of operating system?
- Q5)** What are the various functions of data communication software?
- Q6)** Describe H.A. Simons decision making process.
- Q7)** State the impact of nationalization on database storage and performance.

**SECTION - C**  
**(Compulsory)**

**(10)**

**Q8) Case Study:**

Sandal, shoe, and bootmaker Deckers Outdoor Corporation recently switched to an Internet networking technology called Virtual Private Networks to interconnect their global company.

Virtual Private Networks (VPNs) use the power of the Internet instead of using private telecommunications lines or other network links. A virtual private network is a secure and encrypted connection between two points across the Internet. It transfers information by encrypting and encapsulating telecommunications traffic into packets and sending the packets over the Internet. Most VPNs are built and run by Internet service providers. Companies that go with a VPN from an Internet service provider essentially outsource their networks to save money on having to acquire and manage their own wide area network equipment and bandwidth requirements.

Deckers is a \$100 million company whose 20-person office in Hoek Van Holland, the Netherlands, collaborates on product development with its staff in Goleta, California. The VPN cost roughly \$31,000 to implement and saves Deckers \$10,000 per month compared with leasing their previous high-speed network connections.

“We needed a network that would serve as the foundation for our international expansion,” says Steve Miley, MIS director at Deckers. “It will be critical... because our offices will use it to make sure projects are done on time”.

Employees at the two sites use the VPN to update the status of product development projects through Lotus Notes groupware databases. The VPN supports Notes’ ability to replicate databases of project information at each work site, which is crucial to groupware support of project team collaboration.

VPN performance “is slow but workable for interactive Notes database access”, Miley says. And as the quality of Internet service improves, VPN performance can only improve, he adds.

Security, a reported shortcoming of virtual private networks, is improved with NetFortress software from Fortress Technologies. It automatically changes encryption keys every 24 hours. “We feel very secure with their products on our network”, he says.

Offices for production management in Hong Kong, Mexico, and Macao will be added to the VPN this year, Miley says. Those sites currently use expensive international telephone calls to access servers in Goleta. Desktop videoconferencing over the VPN, to cut international travel costs, is also planned.

Deckers doesn’t mind being among the first to implement a virtual private network. “VPNs are here to stay”, Miley says. “And we’re on the leading edge, not the bleeding edge”.

Questions:

- d) What are the business benefits of Deckers' switch to a virtual private network?
- e) What can be done to overcome several limitations of virtual private networks?
- f) Does it make business sense for any company to use the internet as their private telecommunications network? Why or why not?



**(DEMBE1)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2018**

**First and Second Years**

**E-BANKING AND INSURANCE MANAGEMENT**

**Theory & Practice of Banking in India**

**Time : 3 Hours**

**Maximum Marks :70**

---

---

**Answer any five questions.**

**All questions carry equal marks.**

- Q1)** Discuss the role of commercial banks in economic development.
- Q2)** Briefly explain RBI regulation on commercial banks.
- Q3)** Explain changing profile of Indian banking.
- Q4)** What do you understand by merchant banking? Explain its functions.
- Q5)** What is factoring? Explain various types of factoring in detail.
- Q6)** Explain various types of cheques. Explain about promissory notes.
- Q7)** Explain about collecting banker and paying banker.
- Q8)** What are secured advances? How are they granted?
- Q9)** Describe the procedure involved in taking loans against immovable properties.
- Q10)** Write a note on priority sector advances.





**(DEMBE2)**

Total No. of Questions : 10]

[Total No. of Pages : 01

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2018**

**First & Second Years**

**E-BANKING AND INSURANCE MANAGEMENT**

**Management of Financial Service**

**Time : 3 Hours**

**Maximum Marks :70**

---

---

**Answer any five questions.**

**All questions carry equal marks.**

- Q1)** Explain the scope of financial services in India.
- Q2)** Describe the regulatory framework for financial services.
- Q3)** Explain the various functions of stock exchange.
- Q4)** Discuss the relevant regulations guiding mutual funds.
- Q5)** What is the role of merchant banker in managing an issue?
- Q6)** What are the various sources by which a project can be financed?
- Q7)** Explain the differences between leasing and hire purchasing.
- Q8)** What is debt securitization? Explain its merits and demerits.
- Q9)** Bring out the advantages and disadvantages of possessing credit cards.
- Q10)** What is bill discounting? Explain the purpose of bill discounting.



**(DEMBE3)**

Total No. of Questions : 10]

[Total No. of Pages : 01

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2018**

**First and Second Years**

**E-BANKING AND INSURANCE MANAGEMENT**

**Insurance and Risk Management**

**Time : 3 Hours**

**Maximum Marks :70**

---

---

**Answer any five questions.**

**All questions carry equal marks.**

- Q1)** What is risk management? Explain the objectives of risk management.
- Q2)** Explain the emerging role of chief risk officer.
- Q3)** Explain the regulation of insurance business in India.
- Q4)** Explain the organizational structure of insurance companies.
- Q5)** What is underwriting? Explain the objectives of underwriting.
- Q6)** Explain the marketing strategies of insurance players in India.
- Q7)** Who are insurance intermediaries and explain their functioning?
- Q8)** How do you measure the performance of insurance company? Explain.
- Q9)** Explain the techniques of reinsurance in detail.
- Q10)** Explain fundamentals of insurance pricing and their objectives.



**(DEMBE4)**

Total No. of Questions : 10]

[Total No. of Pages : 01

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2018**

**First and Second Years**

**E-BANKING AND INSURANCE MANAGEMENT**

**Principles & Practice of Life & General Insurance**

**Time : 3 Hours**

**Maximum Marks :70**

---

---

**Answer any five questions.**

**All questions carry equal marks.**

- Q1)** What is insurance? Explain principles of insurance.
- Q2)** Explain various types of insurances in detail.
- Q3)** What is life insurance? Explain essentials of life insurance contract.
- Q4)** Explain the benefits of term-insurance policy and endowment insurance policy.
- Q5)** Explain various factors effecting the premium determination.
- Q6)** Explain rights and restrictions of the life insurance policy holder.
- Q7)** What is fire insurance? Explain the principles of fire insurance.
- Q8)** What do you mean by marine insurance? Explain various types of marine insurance.
- Q9)** Explain elements and benefits of motor insurance.
- Q10)** Write about aviation insurance and burglary insurance.



**(DEMBE5)**

Total No. of Questions : 10]

[Total No. of Pages : 01

**EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY – 2018**

**First and Second Years**

**E-BANKING AND INSURANCE MANAGEMENT**

**Insurance Law**

**Time : 3 Hours**

**Maximum Marks :70**

---

---

**Answer any five questions.**

**All questions carry equal marks.**

- Q1)** Explain the salient features of insurance act, 1938.
- Q2)** How do you classify the various contracts of insurance?
- Q3)** What do you understand by discharge of contracts by agreement?
- Q4)** Explain the conditions precedent to validity of insurance policy.
- Q5)** State the conditions that are necessary for right of contribution.
- Q6)** Explain the general principles of reinsurance.
- Q7)** How do you exercise the right of subrogation?
- Q8)** What are the contracts that need not be performed?
- Q9)** Explain the various agents in insurance field.
- Q10)** Explain the contractual duties of good faith.

