



0096788

K19P 1205

Reg. No. : .....

Name : .....

III Semester M.B.A Degree (CBCSS-Reg./Sup./Imp.)

Examination, October- 2019

(2014 Admission Onwards)

ELECTIVE : MARKETING

MBA3E02 : SALES AND DISTRIBUTION MANAGEMENT

Time : 3 Hours

Max. Marks : 80

Instructions to candidate : Answer All Sections.

**SECTION -A**

**Note:** Answer any **Two** questions in this section. Each question carries **13** marks. (2x13 =26)

1. a) The success of a retail store largely depends on how accurately the sales forecasts have been done. Discuss

(OR)

b) Discuss the procedure involved in sales personnel recruitment and selection.

2. a) How should a salesperson handle objections during sales presentation? Explain

(OR)

b) Explain the steps involved in the development of a compensation plan.

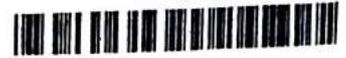
**SECTION- B**

**Note:** Answer any **Six** questions in this section. Each question carries 9 marks. 1 mark for Part (a), 3 marks for Part (b). and 5 marks for Part(c). (6x9=54)

3. a) Define motivation.

b) What motivates employees in an organization to put-forth their best effort?

P.T.O.



- c) Explain the factors affecting the motivation needs of salesmen.
4. a) Define evaluation.  
b) What are the difficulties associated with evaluation of sales force performance?  
c) Why is the evaluation of the sales performance important?
5. a) Mention the different types of training methods?  
b) Differentiate between formal and informal sales training  
c) Why recruitment and selecting right salespeople are important for the organizations
6. a) What is wheel of retailing?  
b) What are the advantages of chain stores?  
c) Explain the emerging trends in Indian retailing.
7. a) What is supply chain management?  
b) What are advantages of supply chain management?  
c) Explain the current trends in SCM.
8. a) What is logistics planning?  
b) State the various objectives of logistics system.  
c) Explain the functions of logistics management.
9. a) Define inventory?  
b) What is the purpose of warehousing?  
c) Explain the importance of warehousing in physical distribution.
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0097499

K19P 1208

Reg. No. : .....

Name : .....

III Semester M.B.A. Degree (CBCSS-Regular./Supple./Improve.)

Examination, October - 2019

(2014 Admission Onwards)

Elective : FINANCE

M.B.A 3E09 : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time : 3 Hours

Max. Marks : 80

**SECTION - A**Answer **Two** questions in this section. Each question carries **13** marks.

1. a) Discuss the objectives of the security analysis with examples.

(OR)

- b) Compare the following portfolios on the basis of Jensen's model and offer your comment. Which portfolio outperformed the market? The risk free rate of return is 8 percent.

Portfolio	Return form the portfolio	Standard deviation (%)	Beta
A	10	13	0.75
B	12	16	1.10
C	15	22	1.30
D	20	26	1.45
Market portfolio	14	18	1.00

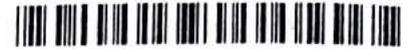
2. a) Elucidate the powers and functions of SEBI.

(OR)

- b) The estimated rates of return of six securities and their respective Beta coefficients are as follows:

Security	Estimated Rate of Return (%)	Beta
1	20.00	1.30
2	18.00	1.20
3	22.00	1.50
4	15.00	1.80
5	17.00	1.22
6	21.00	1.18

P.T.O.



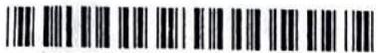
The risk free rate of return is 8 percent and the expected market return is 25 percent. Using CAPM, identify the securities that are correctly priced, overpriced, and under priced. Plot the estimated return in a graph. Comment on the result.

### SECTION - B

Answer any **Six** questions in this section. Each question carries **9** marks (1 mark for Part (a), 3 marks for Part (b) and 5 marks for part (c).

3.
  - a) What is security trading?
  - b) Explain listing of shares.
  - c) Bring out and explain the advantages of listing of shares.
  
4.
  - a) Define depository.
  - b) Bring out the need for depositories.
  - c) Explain the functions of depositories
  
5.
  - a) What is market value of firm?
  - b) Explain the IPO.
  - c) Sathya systems has made net profit of Rs. 50 crore. It has announced to distribute 60 percent of net profit as dividend. It has 2 crore outstanding equity share holders.  

The company's share is currently selling for Rs. 240. In the past, it had earned return on equity at 25 percent and expects to maintain this profitability in the future as well. If its capitalisation rate of an investor is 15 percent, what is the value of the share?  
What should the investor do?
  
6.
  - a) Define semi strong form of efficiency.
  - b) Distinguish between semi strong form and strong form of market efficiency.
  - c) Write a note on week form of market efficiency.



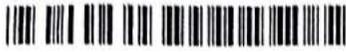
7. a) What is a security market line?  
b) Bring out the assumptions of CAPM.  
c) A portfolio consists of three securities P, Q and R with the following parameters:

	P	Q	R
Expected Return%	25	22	20
Standard Deviation%	30	26	24

Correlation:	
PQ	-0.50
QR	+0.40
PR	+0.60

If the securities are equally weighted, how much is the risk and return of the portfolio of these three securities?

8. a) Define option.  
b) Distinguish between American and European option.  
c) Explain the factors influencing option value.
9. a) What do you mean by portfolio revision?  
b) Explain portfolio construction.  
c) Explain the objectives of portfolio revision.
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K19P 1213

Reg. No. : .....

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III Semester M.B.A. Degree (CBCSS-Reg./Supple./Imp.)  
Examination, October- 2019  
(2014 Admission Onwards)

ELECTIVE : HUMAN RESOURCES

MBA 3E18 : TRAINING AND DEVELOPMENT : SYSTEMS AND  
PRACTICES

Time : 3 Hours

Max. Marks : 80

Instructions to Candidate : Answer **All** Sections.

**SECTION - A**

Answer **Two** questions in this section. Each question carries **13** marks.  
(2x13 =26)

1. What factors you would consider while selecting training method? Write in detail about any four methods of training?

(OR)

Why there is a need for training evaluation? Discuss the criteria and approaches.

2. Elucidate the objectives and considerations in designing effective training programmes.

(OR)

Explain the process and approaches of Training Needs Analysis

**SECTION - B**

Answer any **Six** questions in this section. Each question carries **9** marks  
(1 mark for Part (a), **3** marks for Part (b) and **5** marks for part (c))

(6x9 =54)

3. a) What is behaviourism?  
b) What are the challenges of training?  
c) Explain Reinforcement Theory of learning.

P.T.O.



4. a) What is Summative Evaluation?  
b) How training site is selected?  
c) How to manage career break? Explain.
  
  5. a) What is goal setting?  
b) Write a note on training Aids.  
c) Explain the stages of career development.
  
  6. a) What is management development programme?  
b) Write a note on organisational analysis.  
c) Explain the models of training applicable to corporate sector.
  
  7. a) What is training design?  
b) Write a note on employee development.  
c) What is transfer of training? What are the conditions?
  
  8. a) What is power game?  
b) Distinguish between traditional career and protean career.  
c) Explain the future aspects of training and development.
  
  9. a) What is a dual career path?  
b) State the criteria for designing effective training programme.  
c) Elucidate strategic training process.
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K19P 1214



Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS-Reg./Suppl./Improv)**  
**Examination, October - 2019**  
**(2014 Admission Onwards)**  
**Elective: Human Resources**  
**MBA 3E19 : PERFORMANCE MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**SECTION - A**

Answer **Two** questions in this section. Each question carries **13** marks.  
**(2×13=26)**

1. a) Explain the prerequisites, Objectives and Characteristics of performance Management.

**OR**

- b) Elaborate the methods of performance appraisal.

2. a) What is the role of performance planning and Job Description in performance management.

**OR**

- b) Summarise the ethical and legal issues in Indian organisation with regard to performance management.

**SECTION - B**

Answer any **Six** questions. Each question carries **9** marks **1** mark for Part (a), **3** marks for Part (b) and **5** marks for part (c). **(6×9=54)**

3. a) What are standards?  
b) Write a note on MBO.  
c) Explain the challenges faced by performance management.
4. a) What is horn effect?  
b) State the philosophy underlying performance management.  
c) Explain the role of coaching, counseling and mentioning in performance management.

P.T.O.



5.
    - a) Who are consultants?
    - b) Write a note on performance management audit.
    - c) which competencies and skills are needed to reach the performance standards in organisations.
  
  6.
    - a) What are critical incidents?
    - b) What are performance review discussion
    - c) Write a note on performance management documentations.
  
  7.
    - a) What is an organisations structure
    - b) Explain E-Appraisal.
    - c) Explain the role of HR professionals in performance Management.
  
  8.
    - a) What is potential appraisal?
    - b) Write a note on competency mapping.
    - c) Explain the significance of performance management.
  
  9.
    - a) Expand BARS.
    - b) To what extent can performance appraisal errors can be minimised through the help of information technology?
    - c) The higher the position an employee occupies in an organisation, the easier it is to appraise his or her performance objectively. Do you agree or disagree? Discuss.
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K19P 1209

Reg. No. : .....

Name : .....

III Semester M.B.A Degree (CBCSS-Reg./Sup./Imp.)  
Examination, October - 2019 ,  
(2014 Admission Onwards)

ELECTIVE : FINANCE

MBA 3E10 : FINANCIAL MARKETS AND INSTITUTIONS

Time : 3 Hours

Max. Marks : 80

SECTION - A

Answer any **Two** questions in this section. Each question carries **13** marks.  
(2×13 =26)

1. Elucidate the structure of Indian financial system.

(OR)

Discuss the process of venture capital financing.

2. Discuss the functions of a capital market.

(OR)

Elucidate the role of SEBI in Indian capital market.

SECTION - B

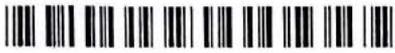
Answer any **Six** questions in this Section. Each question carries **9** marks.  
1 mark for Part (a), **3** marks for Part (b) and **5** marks for (c). (6×9=54)

3. a) Define financial system.  
b) Differentiate between formal and informal financial system.  
c) Describe the functions of financial system.

P.T.O.



4.
    - a) What do you mean by public issue?
    - b) Explain private placement.
    - c) Explain the significance of underwriters in a financial market.
  
  5.
    - a) What is E-Banking?
    - b) Write note on consortium loaning.
    - c) Explain the dangers of NPA.
  
  6.
    - a) Define disinvestment.
    - b) Explain interest rate analysis.
    - c) Explain the objectives of disinvestment.
  
  7.
    - a) What do you mean by asset under management?
    - b) Write a note on NAV.
    - c) Explain the open market operations of RBI.
  
  8.
    - a) What is leasing?
    - b) Differentiate between leasing and hire purchase.
    - c) Explain the recent development in E-trading.
  
  9.
    - a) What is merchant banking?
    - b) Write a note on factoring services.
    - c) Discuss the functions of merchant banking.
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K19P 1204

Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS-Reg./Sup./Imp.)****Examination, October-2019****(2014 Admission Onwards)****Elective : Marketing****M.B.A 3E01 : CONSUMER BEHAVIOUR**

Time : 3 Hours

Max. Marks : 80

**Instructions :** Answer **All** sections**SECTION - A**

Answer **Two** questions in this section. Each question carries **13** marks. **(2×13=26)**

1. a) Explain the importance of cultural factors in determining consumer behavior.  
(OR)  
b) Describe the parameters for measuring customer expectation and satisfaction.
2. a) Discuss the Consumer Research Process.  
(OR)  
b) Briefly model, how a consumer of the following products would buy them.
  - i) A LED TV
  - ii) Wheat Flour. Discuss using the concept of decision-making.

**SECTION - B**

Answer any **Six** questions in this section. Each question carries **9** marks (1 mark for Part (a), **3** marks for Part (b) and **5** marks for part (c). **(6×9=54)**

3. a) Define Consumerism.  
b) Explain the elements of learning.  
c) Explain the challenges and difficulties in understanding the consumers.

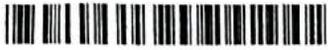
P.T.O.



4.
    - a) What do you mean by consumer gifting behaviour?
    - b) Briefly explain the determinants of buyer behaviour.
    - c) What is Brand Personification? Explain with examples.
  
  5.
    - a) What is Social Class?
    - b) Write short notes on Opinion Leadership.
    - c) Explain the types of situational influences.
  
  6.
    - a) What is a Brand?
    - b) Write a note on Consumer Protection Councils.
    - c) Explain perception and its key elements.
  
  7.
    - a) Define positioning.
    - b) "Learning leads to change in behavior." Explain.
    - c) Explain the impact of opinion leaders on consumer decision making.
  
  8.
    - a) What is VALs?
    - b) Write short notes on Reference groups.
    - c) Explain the Consumer Movement in India.
  
  9.
    - a) What is Perceptual Mapping?
    - b) How does a family influence the behavior of a buyer? Explain.
    - c) Briefly explain the need recognition process.
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K19P 1201



Reg. No. : .....

Name : .....

**III Semester M.B.A**  
**. Degree (CBCSS-Reg./Sup./Imp.)**  
**Examination, October - 2019**  
**(2014 Admission Onwards)**

**M.BA 3C15 : INDIAN MANAGEMENT ETHOS AND PRACTICES**

Time : 3 Hours

Max. Marks : 80

**Instructions to Candidate :** Answer to All the sections.

**SECTION - A**

Answer **Two** questions in this section. Each question carries **13** marks.

1. a) Elucidate the evolution of business ethics in East and West.  
(OR)  
b) Critically evaluate the role of ethics in the era of globalisation.
2. a) Explain the value system and ethical dilemmas in holistic business management.  
(OR)  
b) Explain the provisions of competition law and ethical behaviour in India.

**SECTION - B**

Answer any **Six** questions in this section. Each question carries **9** marks.  
(1 mark for Part (a), 3 marks for Part (b) and 5 marks for part (c))

3. a) Define business ethics  
b) What is the separatist view on ethics?  
c) Explain the arguments against business ethics
4. a) What is utilitarianism?  
b) What are the features of value driven management?  
c) Write the essence of CSR

P.T.O.



5.
    - a) What is code of ethics?
    - b) Explain the concept of deontology
    - c) Write the Indian values for the workplace
  
  6.
    - a) What is corporate mission statement?
    - b) Write the elements of quality management system
    - c) Explain quality of work life in Indian philosophy
  
  7.
    - a) What is corporate governance?
    - b) Explain the role of self discipline in business
    - c) Write a note on business ethics and profit
  
  8.
    - a) What is dharma of organisation?
    - b) Write a note on universalism
    - c) Explain the need of value based holism in Indian management
  
  9.
    - a) What is respect for status?
    - b) Write a note on organisation culture and ethics
    - c) Explain the role of legislation in enforcing ethical business behaviour
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K19P 1202

Reg. No. : .....

Name : .....

**III Semester M.B.A. Degree (CBCSS-Reg./Supple/Improv)**  
**Examination, October - 2019**  
**(2014 Admission Onwards)**  
**MBA 3C16 : BUSINESS LAW**

Time : 3 Hours

Max. Marks : 80

**SECTION - A**

Answer 2 questions in this section. Each question carries 13 marks.

1. a) Bring out salient features and objectives of consumer protection Act 1986.

**(OR)**

- b) Enumerate rights and duties of seller and Buyer under sale of Goods Act 1930.

2. a) Outline the provisions related to contract of agency.

**(OR)**

- b) Explain in detail the important procedure related to memorandum and articles of Association.

**SECTION - B**

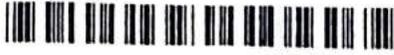
Answer any 6 questions. Each question carries 9 marks.  
(1 mark for Part (a), 3 marks for Part (b) and 5 marks for part (c).

3. a) Who is an unpaid seller?  
b) Explain irrevocable agency  
c) Why minors agreement is absolutely void? Explain.
4. a) What is an industrial dispute?  
b) What are the objectives of factories Act 1948.  
c) Explain two methods of deciding minimum wages.

P.T.O.



5.
    - a) What is material alteration of cheque?
    - b) Distinguish between promissory note and bill of exchange.
    - c) In what circumstances payment of cheque be refused by a bank.
  
  6.
    - a) Define the term agency.
    - b) Distinguish between indemnity and guarantee.
    - c) Explain essential features of a Quasi Contract.
  
  7.
    - a) What do you mean by district consumer forum?
    - b) Explain the jurisdiction of district and state.
    - c) How to dispose the complaints of consumers? Explain.
  
  8.
    - a) What do you mean by prospectus of a company?
    - b) Explain types of companies.
    - c) Elaborate the procedure for conducting company meetings.
  
  9.
    - a) What is illegal agreement?
    - b) Explain the performance of contract.
    - c) Bring out the characteristics of negotiable instruments.
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0095910

K19P 1203

Reg. No. : .....

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III Semester M.B.A Degree (CBCSS-Reg./Supple/Improv)  
Examination, October- 2019  
(2014 Admission Onwards)

**MBA3C17 : MANAGEMENT INFORMATION SYSTEM**

Time : 3 Hours

Max. Marks : 80

**SECTION - A**

Answer any **Two** questions in this section. Each question carries **13** marks. **(2x13 =26)**

1. a) Elucidate need for information systems in modern business organisations.

**(OR)**

b) Discuss the structure of decision support system.

2. a) Discuss the challenges of strategic information system.

**(OR)**

b) Explain the critical success factors of information systems.

**SECTION - B**

Answer any **six** questions in this Section. Each question carries **9** marks. 1 mark for Part (a), 3 marks for Part (b) and 5 marks for (c). **(6x9=54)**

3. a) What do you mean by systems approach?  
b) Explain operating support system.  
c) Explain the fundamentals of information systems.

P.T.O.



4. a) What is management information system?  
b) Explain management support system.  
c) Explain the need for information systems in business.
  
  5. a) What do you mean by transaction processing system?  
b) Give an overview of marketing information system.  
c) Explain the importance of marketing information system.
  
  6. a) What is an expert system?  
b) Bring out the interrelationship between decision support system and executive support system.  
c) Describe the advantages and disadvantages of executive support system.
  
  7. a) What is E-business?  
b) Bring out the need for virtual company.  
c) Explain the different E-business applications.
  
  8. a) Define business process reengineering.  
b) What is a BPR model?  
c) Explain the steps involved in business process reengineering.
  
  9. a) What is computer crime?  
b) Differentiate between facility control and procedural control.  
c) Explain the privacy issues in technology management.
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