Question Bank

MBA Semester IV

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Group A: MARKETING MANAGEMENT

Paper IV - Rural Marketing

1. Write the meaning, Scope and importance of rural marketing. How does it differ from the urban market?
2. Write short note on basic differences between rural, semi-urban and urban markets.
3. What is rural market research? Classify the rural consumer based on economic status and state the location for conducting the research.
4. Explain the basis of market segmentation with appropriate examples.
5. Write short note on Multi-attribute Segmentation.
6. Write a detailed note on problems of regulated market and its significance to the agriculturists.
7. What are the different modes of rural communication? Elaborate on the problems in rural communication.
8. Write a short note Conventional media.
9. Elaborate on different types of rural marketing strategies.
10. “Managing the sales force in rural markets is a difficult task”. Comment
11. Write Short notes on :- ( Different agencies could be asked)
12. Explain agricultural credit policy and agricultural insurance in detail.
13. Write short note on modern techniques for rural distribution.
14. Write a detailed note on ITC’s “e-choupal” initiative.

Paper V - Marketing of Services

1. Explain the concept of services. What is future of the service sector in the Indian economy?
2. Write short note goods vs Services
3. Define the term marketing mix discuss its role and strategies in service marketing.
4. Explain the nature, characteristics and strategies of service marketing.
5. What are the ten dimensions of service quality and how can it is improved?
6. What are the different methods and approaches to improve service quality?
7. What is service consumer behaviour? Elaborate on the facts and importance of consumer behaviour in services.
8. What are the drivers of industry globalization? Discuss the different problems connected to international marketing

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10. Give the classification of services and the different marketing challenges in service business.

11. Explain the meaning and characteristics of rural markets. Enumerate on the product mix for the rural markets.

12. What are the marketing mix elements for Hotel and Tourism services and insurance and banking services?

13. Highlight on various IT enabled services and the role of IT in BPO’s and KPO’s.

14. Write short note on e-CRM.

15. Write short note on legal issues of taxation.

**Paper VI - Sales & Distribution Management**

1. What is the role of sales force in setting the personal selling objectives? Elaborate on different sales forecasting methods.

2. How will you determine the kind and the size of sales force require for designing the different sales force strategies?

3. Discuss the different compensation plans. What are the requirements of a good compensation plan?

4. Write short on Motivating sales people.

5. Describe the different qualitative and quantitative performance criteria for evaluating the sales people?

6. Write a short note on sale contests.

7. What are the different types of quota and quota setting procedures in a sales quota system?

8. Mention the purpose for sales control. What is sales audit and sales analysis? Why is it necessary for sales control?

9. What are the basic types of sales organization structure? How is sales and advertising co-ordinated or maintain the sales department relations?

10. Write a short note on distribution logistics

11. What do you mean by warehousing? What are the different factors affecting warehousing choice?

12. Write short on legal issues in warehousing

13. What are the different need, criteria and establishing objectives for intermediaries? Mention the different functions that the retailers and the wholesalers play in the distribution process.

14. Write a short note on control issues in sales and distribution.

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GROUP B: FINANCIAL MANAGEMENT

Paper IV- International Financial Management

SECTION A

1. What is Global economy? What are the finance functions of a Global Manager?
2. What are the constraints to maximization of value of firm?
3. Define Forex Markets. What is direct and indirect rate?
4. If one month forward premium on French franc (FF) is 2% and the spot rate is Rs 6.91/FF, what is the one month forward rate?
5. Write short note on:
   (a) Covered Arbitrage vs Uncovered Arbitrage
   (b) Swap
6. Write short note on:
   (a) Hedging
   (b) Speculation
7. Write short note on:
   (a) Exchange market and Exchange Dealers
   (b) Floating vs Fixed Exchange Rates
8. Discuss the Exchange Rate System in India
9. Explain Transaction exposure?
10. Discuss currency & interest rate risk.

SECTION B

11. State the concept of Foreign Investment with respect to Direct Investment and Portfolio Investment?
12. What are the Government guidelines for ECB’s?
13. Discuss International Forfeiting vs International Leasing
14. Write short note on:
   (a) Euro currency market
   (b) Petro-Dollar Market
15. What are the problems associated with multinational capital budgeting?
16. Explain Accounts & Inventory management in MNCs?
17. Explain the concept of cost of capital with respect to International Financial Environment?
18. Discuss Theory of Optimal Capital Structure?

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19. What are the tax treaties and tax heavens in Multinational Tax Environment?
20. Explain Transfer Pricing?

**Paper V- Security Analysis and Investment Management**

**SECTION A**

1. What do you mean by Portfolio management process?
2. Discuss in detail about investment Basics?
3. What is Investor’s life cycle? How investment goals and option can be compared?
4. Describe in depth Fundamental Analysis?
5. Discuss following:
   1. Economy Analysis
   2. Sector Analysis
   3. Company Analysis
   4. Individual Stock And
   5. Bond Analysis
6. What are the various tools and techniques used in Fundamental Analysis?
7. What are the various tools and techniques used in Business Cycle Analysis?
8. What are the various tools and techniques used in Industry Analysis?
9. How analysis of company’s growth can be done?
10. Discuss in depth about efficient capital markets.
11. What are the implications of sufficient capital markets?
12. Discuss in detail about Dow Theory.
13. Discuss in detail about Random walk Hypothesis.
14. Discuss in depth about Indian markets and its efficiency.
15. What is Markowitz portfolio theory?
16. What do you understand by efficient frontier and Investor utility?
17. How risk and return assess for one security and two securities?
18. Elaborate capital market theory.
19. What is capital asset pricing Model?
20. Discuss following
   1. Risk free asset.
   2. Systematic risk.
   3. Unsystematic risk.
   4. CML.
   5. SML.
21. Describe in detail Arbitrage pricing theory.
22. What is empirical test of APT? Discuss in brief about stability of beta.

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SECTION B

23. What is technical analysis?
24. Describe various tools and techniques used for technical analysis.
25. Discuss in depth about candle stick charts
26. What is MACD analysis?
27. What do you mean by Moving Averages?
28. What are the DCF valuation techniques?
29. What is P/E ratio? Discuss in detail about uses, implications and limitations.
30. What is security valuation? Discuss valuation of preferred stock and bonds.
31. What are the various asset allocation strategies? Describe in depth about Tactical strategies.
32. Discuss following with respect to equity portfolio management
   1. Passive vs. Active
   2. value vs. growth
33. What do you understand by Derivatives?
34. What are the future and options trading strategies?
35. How risk management is being done using Derivatives products.
36. How cost and benefit implications are determined?
37. How portfolio performance can be evaluated?
38. Write short notes on following
   1. Treyner analysis
   2. Sharpe analysis
   3. Jensen analysis
   4. Performance attribution analysis
   5. Strategies of Great Masters

Paper VI - Principles & Practice of Banking and Insurance

SECTION A

1. Define the terms ‘banker’ and ‘customer’ and bring out the relationship that exists between them.
2. Explain the term ‘Banking’. State the present structure of commercial banking system in India.
3. What are the different forms of banker’s advances?
4. Explain the principles: that guide a banker in granting loans and advances.

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5. What do you mean by deposit mobilization? What are the various deposit accounts provided by commercial banks in India?

6. Define endorsement. Explain with illustration the different kinds of endorsement and bring out their significance.

7. Discuss the various fields of investment of a bank. Explain the sources from which a bank receives funds and also the way in which it employs funds.

8. What do you understand by the term ‘Fee based services’ and ‘Fund based services’?

SECTION B

9. Explain the various saving and investment options with regard to Insurance.

10. What do you understand by Endowment policies?

11. Describe the special features of Health insurance policies available in the market.

12. What are various General Insurance products offered in the market?


14. Write notes on (any two) :-
   (a) Bill of lading
   (b) Government securities
   (c) Treasury profit
   (d) Evaluation of loan applications
   (e) Insurance and Tax benefit

GROUP C: HUMAN RESOURCE MANAGEMENT

Paper IV - Industrial Relations & Labour Regulations

1. Explain Industrial Relations and its scope? Comment on various approaches to industrial relations.

2. Explain the concept of Collective Bargaining. What are the essential prerequisites for it?

3. What is a grievance? Explain grievance settlement machinery practiced in detail.

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4. What are the causes of industrial dispute? Explain the preventive actions which can be taken for it.
5. What are the consequences of industrial disputes on industry and society as a whole? Explain the relation between peace & harmony and industrial productivity & progress.
6. Elaborate the concept of labour welfare? Explain the role of labour welfare officer in Indian industry.
7. Trace the origin and growth of the idea of social security. What are the benefits to workers-social assistance and social insurance.
8. Describe the constitution of International Labour Organization (ILO). What is the impact of ILO on Indian Legislation?
9. Explain the growth and development of labour legislation in India.
10. Explain various provisions related to health and safety of workers as in Factories Act, 1948.
12. Explain the trend of trade unions in India.
13. Explain the provisions of Trade Union Act, 1926.
15. Explain the functioning of various offices attached to Labour Ministry in India.
16. Short Notes:
   a. Collective Bargaining
   b. Workers Participation
   c. Social Security Measures
   d. Payment of Bonus Act, 1965
   e. Payment of Gratuity Act, 1972
   f. Welfare Commissioners


1. Define HRD. Explain the multi dimensional & new concept of HRD.
2. Explain the strategy for HRD, diversify in work force.
3. Discuss the Human Resource Planning for diversification, expansion, mergers, acquisitions & takeovers.
5. Explain the concept of HRD culture & practices with subculture & subsystem.
6. Define HRIS. Explain the concept, process & application of HRIS.
7. Write a note on principles & practices of HR system & HRD intervention.

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8. Give a brief idea on Recent Scenario & Changes of HRD in India.
9. Explain the role of HRD in Government agencies.
10. Explain the concept of rural development through HRD.
11. Discuss the future of I.T. & I.T.E.S. emerging sectors in India.
12. Write short note on-
   a) Total Quality Management (TQM)
   b) Knowledge management
   c) HR Restructuring & Reengineering
   d) Quality Circles

**Paper VI - Global HRM Scenario & Practices**

1. What is Global HRM? Explain the objectives & scope of International HRM.
2. Discuss the objectives & scope of international HRM. How does cultural & reality shock influence IHRM?
3. Explain the Brewster & Bournois Model?
4. Discuss the Hofstede’s Model with reference to Cultural Approach Power distance, Uncertainty avoidance & Individuality.
5. Explain various factors involved in recruitment & selection practices of multinational organization.
6. What is HR information system? What are its advantages & limitations?
7. How does the HR approach differ in domestic & global companies?
8. What are the essential qualities of a global manager?
9. Explain the HR practices in Japanese organization with relevant examples.
11. What are the factors affecting international compensation? What are the various approaches to compensation?

**GROUP H: BANKING & FINANCIAL SERVICES MANAGEMENT**

**Paper IV - Basics of Financial Accounting for Bankers**

**SECTION A**

1. Discuss Ordinary Annuities.
2. Discuss Bond Pricing.

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3. A company is considering the following investment projects:

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<tr>
<th>Cash Flows (Rs)</th>
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<tbody>
<tr>
<td>Projects</td>
<td>C0</td>
<td>C1</td>
<td>C2</td>
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<tr>
<td>A</td>
<td>-10000</td>
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<td>B</td>
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<td>+4000</td>
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<td>D</td>
<td>-10000</td>
<td>+10000</td>
<td>+3000</td>
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Rank the project according to NPV and Payback method.

4. Explain Discounted Cash Flow Techniques?

5. Define Accounting Standard and underline its scope?

6. Discuss Accounting Principles.

7. State the concepts of Accountancy.

8. Write a note on Accrual and Cash Basis of Accounting?

9. What are the different types of account and state the debit-credit rule.

10. Explain the various types of subsidiary books.

SECTION B

11. Write short note on:
    (a) Trial Balance
    (b) Capital vs Revenue Expenditure

12. Write short note on:
    (a) Inventory valuation
    (b) Bills of Exchange

13. Differentiate between Leasing and Hire Purchase.

14. Problem on Receipt and Payment account (very important)

15. Discuss the assets, Liabilities and Networth in Banking Balance Sheet?

16. Explain the provision of treatment of intangibles like Goodwill etc.

17. Draw the format of Final Accounts of Banking Companies.

18. What is the Method and Procedure of accounting in a computerized environment?

19. Explain the preparation of statement of accounts as per the revised norms in the globalized context?

20. What are the Legal provisions of submission of returns to RBI according to various acts?

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Paper V - Portfolio Management

1. What are the Components of Investment Risk?
2. What are the norms for valuation the securities?
3. What are the various securities market in India
4. What do you understand by credit rating agency? Describe organization.
5. How equity investment analysis is done?
6. Describe Economy and Industry Analysis in detail.
7. What is technical analysis? Discuss Efficient Market Hypothesis Case.
8. What do you mean by Portfolio theory? Describe portfolio selection in brief.
9. Elaborate Concept of capital market theory.
10. What is Portfolio Revision?
11. How to evaluate performance of Managed portfolios?
12. Discuss following
   1. Mutual Funds
   2. UTI
   3. LIC
   4. ICICI and
   5. Private Sector MF’s
13. What is Treasury Management? What are the various methods adopted problems and resolution?

Paper VI - Bank Financial Management

SECTION A

1. Discuss the objective of bank management of deployment of funds profitably with respect to project finance?
2. Discuss the objective of bank management of compliance with various regulations?
3. What are the factors affecting efficiency of function of bank?
4. Discuss risk management under the purview of banking laws?
5. Discuss the computation of profit and various components of indicators of return to shareholders?
6. Discuss the inter-dependability of growth in profits and in assets and the limitations on growth?
7. What Is Bank Capital? What are its ideal characteristics?
8. Discuss Capital Adequacy of Bank Capital?

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9. What is the importance of Fundamental Stock Valuation in Bank Stock Pricing?
10. What do you understand by Bank Dividend Policy? What are the elements of the Dividend Decision?

SECTION B

11. Write Short Note on:
   a. Credit risk
   b. Default risk

12. Write short note on:
   a. Recovery risk
   b. Collateral risk

13. What is Liquidity Management? What are the objectives of Liquidity Management?
14. Explain the concept of Liquidity through statutory reserves?
15. Why is structuring of cash flows - inflow/outflow important with respect to liquidity management?
16. Discuss Liquidity Adjustment Facility (LAF) of Central Bank in Liquidity management?
17. What are the fundamental factors affecting interest rates?
18. What is the role of money market and sources of liquidity in the Indian money market?
19. Explain the concept of Treasury Management?
20. Write a note on ALCO in asset-liability management?