

**Subject Code: MB942/R09**

**MBA IV Semester [R09] Regular Examinations, May/June-2011**

**Business Ethics and Governance**

**Time: 3 Hours**

**Max Marks: 60**

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**Answer any FIVE questions .All questions carry EQUAL marks**

**Question No: 8 is compulsory**

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1. a) Define Morality?  
b) Explain the nature and goals of business ethics?
2. a) What are recent Indian major scams ?  
b) Explain the reason for unethical business practices in India
3. a) What is target marketing ?  
b) What ethics shall we follow in advertising?.
4. a) Define HRM?  
b) Discuss the frauds that are taking in Indian banking industry.
5. a) What is Corporate governance ?  
b) Explain SEBI's initiatives regarding corporate governance?
6. a) Who is a share folder?  
b) Discuss the role of auditors in safe guarding the governance
7. a) What is CSR ?  
b) Explain nature of CSR activities in Indian corporate sector?

**8. Case Study:**

Exports of a country are in great demand because level of income of people in the importing country is fairly high, such goods will be in a position to command higher price and income level of people in the country exporting those goods will rise. This will mean higher wages in export industries. The rising of people in export industries will also men

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Increasing demand for other domestic goods whose prices will also go up and therefore, level of income or people producing those goods would also rise.

On the other hand, if in a country, demand for imported goods from other country is relatively small or elastic people in the importing country will be getting imported goods at relatively lower price; income of the people producing such goods will be lower. This will also mean lower demand for other domestically produced goods while they will be paying high prices for imported goods

**Questions:**

- a) “The level of income of people in a country” has great influence on sharing gains from international trade. Justify with reasons?
- b) “The demand for such goods is inelastic in the importing country”. Do you agree? If yes, give Reasons?
- c) Determine the relationship between size of a country and gains from international trade.

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**Subject Code: MA403/R07**

**MBA IV Semester [R07] Supplementary Examinations, May/June-2011**

**International Marketing**

**Time: 3 Hours**

**Max Marks: 60**

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**Answer any FIVE questions .All questions carry EQUAL marks**

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1. a) What is International Marketing ?  
b) Explain the scope of International Marketing?
2. a) What is International political environment ?  
b) Discuss International political environment have impact on International Marketing.
3. a) What do you mean by third world countries?  
b) Discuss the importance of marketing in third world countries.
4. a)What do you mean by indirect exporting ?  
b) Explain various International Marketing entry strategies?
5. a)What do you mean by product positioning?  
b) Discuss the ways to position the product at international market?
6. a) What is distribution channel?  
b) Explain various factors that affect the choice of channel
7. a) What is pricing ?  
b) Explain various environmental influences on pricing decisions.
8. a) What is export market?  
b) Explain various export assistance and incentives in India?

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**Subject Code: MA404/R07**

**MBA IV Semester [R07] Supplementary Examinations, May/June-2011**

**International Financial Management**

**Time: 3 Hours**

**Max Marks: 60**

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**Answer any FIVE questions .All questions carry EQUAL marks**

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1. a) What is importance of IFM ?  
b) Discuss the nature and scope of international financial decision?
2. a) Distinguish between current A/C and capital A/C?  
b) Explain unilateral transfer.
3. a) Distinguish between mono-metallic and Bi-metallic standards?  
b) Write a note on the developments in the European Monetary Union.
4. a)How do you compute the forward rate differential ?  
b) What is cross rate? How is it computed?
5. a) Distinguish between American option and European option?  
b) What are the factors on which the value of aw options contract depends?
6. a) What do you mean by Fisher effect?  
b) The exchange rate between rupee and us \$ is Rs.40/US\$ at the end of period one. The rate of inflation in Indian and the USA is 6% and 3% respectively. What is the likely exchange rate at the end of the period 2?
7. a) How do you calculate the cost of debt and cost of equity ?  
b) Explain adjusted present value approach.
8. a) How is cash need assessed? Can be optimized?  
b) If order cost is \$2000 per order, holding cost is \$ 500 per order size, and if total demand is 300 tones what will be the EOQ?

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**Subject Code: MA405/R07**

**MBA IV Semester [R07] Supplementary Examinations, May/June-2011**

**Performance Management**

**Time: 3 Hours**

**Max Marks: 60**

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**Answer any FIVE questions .All questions carry EQUAL marks**

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1. a) What is Performance Management ?  
b) Explain the relationship between Performance Management and HRM?
2. a) What is Performance theatre?  
b) Discuss the ways of managing the managee.
3. a) How to plan managee Performance ?  
b) Discuss various issues in organizational and individual performance plans.
4. a)What is mentoring ?  
b) Explain various principles of mentoring?
5. a)What do you mean by stocktaking?  
b) Discuss the steps in delivering efficient feedback?
6. a) What is recognition and reward?  
b) Discuss briefly process of implementing the appraisal system
7. a) What is organizational effectiveness?  
b) Discuss the performance management skills and their use.
8. a) What do you mean by high performance teams?  
b) Explain various ways in developing high performance teams?

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