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MBA IV SEM

REGULAR & SUPPLEMENTARY EXAMINATIONS

JULY 2023



**Subject Code: 19MBA4TH01**

**MBA - IV Semester Regular & Supple Examinations, July-2023**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**Time: 3 hours**

**Max Marks: 60**

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

**PART-A (CASE STUDY)**

**1 X 12 = 12**

1. Deere & Company (brand name John Deere) is famed for the manufacture and supply of machinery used in agriculture, construction, and forestry, as well as diesel engines and lawn care equipment. In 2014, Deere & Company was listed 80th in the Fortune 500 America's ranking and was 307th in the 2013 Fortune Global 500 ranking. Deere and Company has a diverse product range, which includes a mix of heavy machinery for the consumer market, and industrial equipment, which is made to order. Retail activity is extremely seasonal, with the majority of sales occurring between March and July. The company was replenishing dealers' inventory weekly, using direct shipment and cross-docking operations from source warehouses located near Deere & Company's manufacturing facilities. This operation was proving too costly and too slow, so the company launched an initiative to achieve a 10% supply chain cost reduction within four years.

Most companies involved in manufacture and supply of machinery used in agriculture begin with the best intentions to achieve successful and sustainable supply chain cost management, but somehow seem to lose momentum, only to see costs increase again in short order. In this context the company undertook a supply chain network-redesign program, resulting in the commissioning of intermediate "merge centers" and optimization of cross-dock terminal locations. Deere & Company also began consolidating shipments and using break-bulk terminals during the seasonal peak. The company also increased its use of third-party logistics providers and effectively created a network that could be optimized tactically at any given point in time. Consequently, Deere & Company's supply chain cost-management achieved an inventory decrease of \$1 billion, a significant reduction in customer delivery lead times (from ten days to five or less) and annual transportation cost savings of around 5%. You are required to study and guide the company regarding the following matters.

**Questions:**

- (1) Analyse the supply chain challenges faced by the Deere & Company
- (2) How does the Deere & Company overcome supply chain cost reduction challenges?
- (3) Do you agree with company's supply chain network-redesign program is a path to cost reduction strategy? Justify your answer.
- (4) Will this company manage to sustain their supply chain cost-reduction efforts and keep expenses under control as part of its long-term cost management?



**PART-B**

**4 X 12 = 48**

2. (a) List out critical focus areas to achieve sustainability and effectiveness in supply chain.  
(b) Why should logistics companies adopt a customer-centric approach?  
(c) How good and supply chain leads to an effective customer service and increase in customer retention?
3. (a) What are the advantages and disadvantages of integrated supply chain in today's globalised economic era?  
(b) What are the main types of competitive advantage through logistics?  
(c) Briefly explain three most common business models among logistics companies.
4. (a) What are the different types of benchmarking in supply chain? Briefly explain them.  
(b) List out logistics key performance indicators and metrics? What are the steps of benchmarking a supply chain performance?
5. (a) What are the types of sourcing in supply chain management? Discuss strategic sourcing process in supply chain management.  
(b) Describe the process of revenue management for bulk and spot demands.
6. (a) What are the principles and types of logistics costing?  
(b) What is direct product profitability (DPP)? Describe the steps to be followed in measuring DPP.
7. (a) What is Global supply chain management? Explain various processes in global supply chain management.  
(b) Bring out the issues and challenges of managing global supply chain management

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Subject Code: 19MBA4TH02

## MBA - IV Semester Regular & Supple Examinations, July-2023 ENTREPRENEURSHIP DEVELOPMENT

Time: 3 hours

Max Marks: 60

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B  
All questions carry equal marks of 12.

### PART-A (CASE STUDY)

1 X 12 = 12

In 2017, four friends from Chennai wanted to launch a business together and become entrepreneurs. But they didn't know which industry to venture into. Naveen Kumar, Karthick Sukumaaran, Karthikeyan E, and Mitlesh Kumar, all 25-years-old, did their engineering together and were working in different sectors. "While our work background varied from marketing and finance to human resources, we wanted to bring all our experiences together under a single business," Naveen says. As they brainstormed, they noticed kulfi were becoming popular in the city. "People in Chennai loved kulfi and it wasn't selling only because of the hot climate. We saw customers went out to eat kulfi even at nights and on rainy days. It sold well anytime and anywhere in Chennai," Naveen says.

The friends approached the MSME department for advice, where the assistant director for a local branch showed them the various government opportunities and schemes available for upcoming entrepreneurs. "With this information, we each contributed Rs 10,000, and took up a small, 80 square feet space for manufacturing. Armed with technical know-how as well, we began making kulfi and selling it in public spaces such as parks and beaches," Naveen says. The company, registered as Green Castle Food and Beverages, started selling under the brand 'Boozo Kulfi'. The kulfi were a big hit. In just one year, the engineers sold kulfi worth Rs 24 lakh.

The Boozo brand is still new, and the founders are attempting to set it apart by supplying products directly to retail shops. Naveen says the competitors usually sell through their own outlets. "By selling to retail shops, we are able to reach more customers at their doorsteps. Our pricing is also very affordable compared to our competitors," he adds. Naveen and his team focus on customer acquisition through direct relationships in order to build brand recognition and value. They set up stalls in densely-populated areas, carnivals, and trade centres.

The founders say they have disciplined themselves into keeping aside a certain percentage of profits as a backup fund. They try to avoid selling products on credit. They also deposit cash in banks on a daily basis, as they feel this serves a token of trust with their bankers. Naveen says he derives joy from seeing customers' happy faces when they taste Boozo kulfi. This goes for people from all income ranges. By growing the Boozo brand, Green Castle and its founders aim to become a major player in the dairy products industry and contribute to the nation's growth. The business aims to set up a dairy plant by 2023, list its stock, and make all its customers shareholders.

Discuss, in detail your key takeaways from the above case.

1. What do you think are the factors contributed to the success story of Boozo Kulfi brand
2. List out any suggestions that you have for the team of friends to improve their business further in the dairy industry.

**PART-B**

**4X 12 = 48**

2. (a) List out various characteristics and qualities of entrepreneurship and explain them in detail.  
(b) Examine the role and significance of women entrepreneurship in economic development of a country
  
3. (a) Discuss, in detail various steps involved in designing an appropriate training program for inculcating Entrepreneurial Spirit.  
(b) Explain various needs and objectives of entrepreneurship development programmes.
  
4. (a) Explain various factors affecting creativity with relevant examples.  
(b) Examine various steps involved in the process of creativity. Explain with an example.
  
5. (a) Analyze the significance of various methods of generating ideas for a project.  
(b) Discuss, in detail, the process of Project Evaluation and Review with an example.
  
6. (a) Explain the significance of MSMEs in economic development of a country  
(b) List out various factors inducing growth of MSMEs and explain various growth strategies.
  
7. (a) Appraise the role of Financial institutions, in supporting MSMEs, in India  
(b) Explain the significant role of Entrepreneurial Development Institutes in encouraging entrepreneurial spirit.

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Subject Code: 19MBA4THF1

**MBA - IV Semester Regular & Supple Examinations, July-2023**  
**FINANCIAL RISK MANAGEMENT & DERIVATIVES**

Time: 3 hours

Max Marks: 60

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

**PART-A (CASE STUDY)**

1 X 12 = 12

1. "Risk management involves identifying assessing and responding to project risk in order to minimize the likelihood and impact of the adverse event on the achievement of the project objective." Discuss.

**PART-B**

4X 12 = 48

2. (a) Emphasize the need for risk management  
(b) Elaborate the features of various types of risk management techniques
3. (a) Discuss the Risk Management Process  
(b) Differentiate VaR of a Portfolio Vs VaR of a Single Asset
4. (a) Do you agree or disagree with the top risks that have been identified by management?  
(b) Justify the significance of Asset-Liability Management in detailed
5. (a) Distinguish between the following: 1) Options and future contracts 2) Hedging and forward contracts.  
(b) Elaborate the elements of a valid contract.
6. (a) Elaborate the loss control measures of any manufacturing company of your choice  
(b) Discuss the types of options
7. (a) Discuss the types of swaps  
(b) Evaluate and construct the Binominal Option Pricing Model

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# Narasaraopeta Engineering College (Autonomous)

Kotappakonda Road, Yellamanda (P.O), Narasaraopet- 522601, Guntur District, AP.

Subject Code: 19MBA4THF3

MBA - IV Semester Regular & Supple Examinations, July-2023

## INTERNATIONAL FINANCIAL MANAGEMENT

Time: 3 hours

Max Marks: 60

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B  
All questions carry equal marks of 12.

### PART-A (CASE STUDY)

1 X 12 = 12

1. What are the new challenges for the International Financial Management? Especially during the COVID 19.

### PART-B

4X 12 = 48

2. What is the role of IFM? Differentiate fixed vs floating exchange rate system
3. Explain the IMF and its objective and functions.
4. (a) What do you mean by purchasing power parity?  
(b) Explain about FDI?
5. Outline the Theory of comparative advantage
6. Discuss about types of risks?
7. Recall statement of Nominal Effective Exchange Rate and Real Effective Exchange Rate

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Subject Code: 19MBA4THH2

**MBA - IV Semester Regular & Supple Examinations, July-2023**  
**LEADERSHIP MANAGEMENT**

**Time: 3 hours**

**Max Marks: 60**

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B  
All questions carry equal marks of 12.

**PART-A (CASE STUDY)**

**1 X 12 = 12**

1. Pepsi is a small company in front of ocean like company Coca cola at initial days. No competitor with stand against Coca Cola but Pepsi can give enough. With the strategically moves of the Indian Lady Mrs. Indra Noui. The market share, employees size, product varieties, advertising expenses etc. are high comparatively. With almost no cost Pepsi move along with the Coca Cola equally.

Q&A

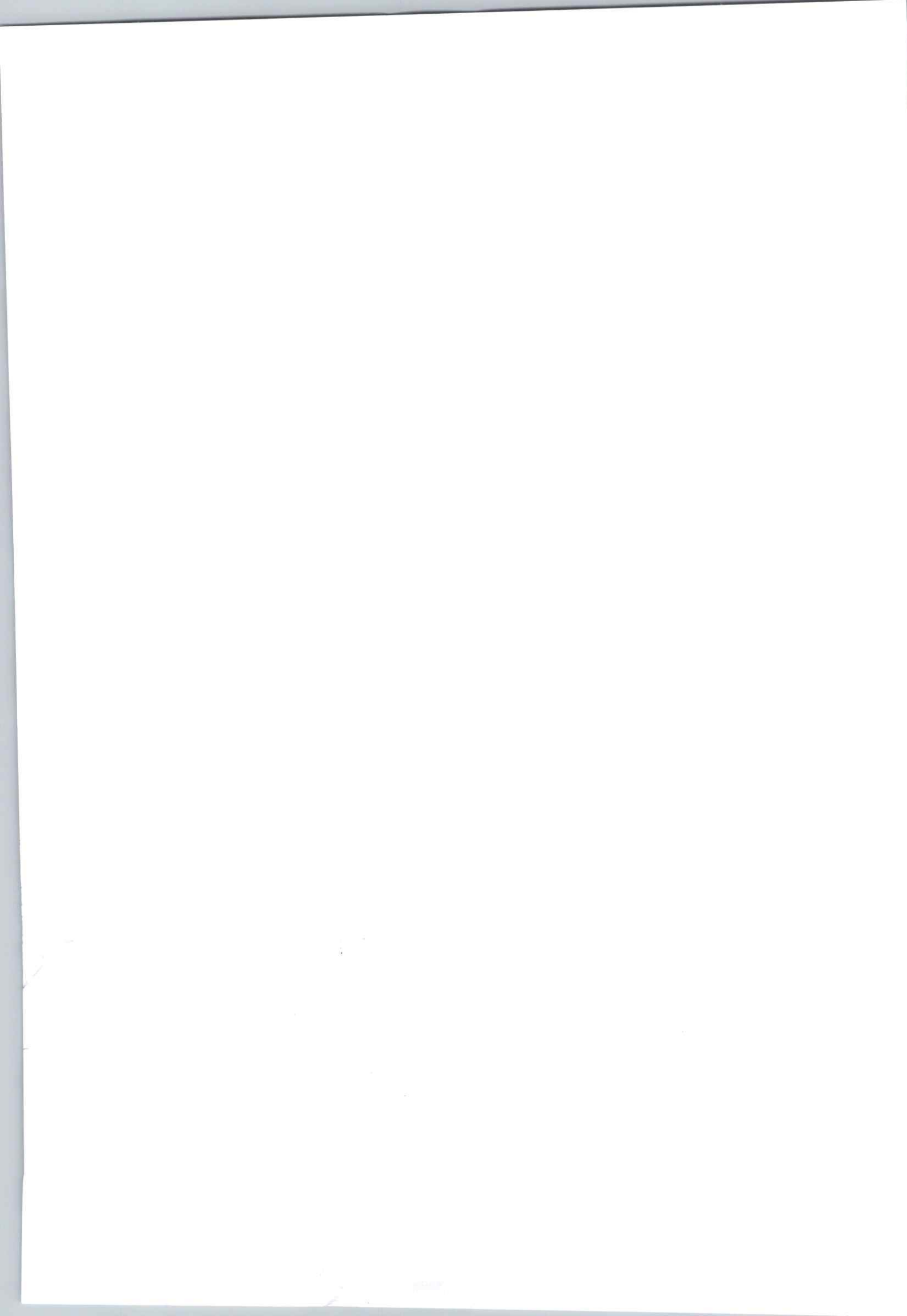
1. Identify what kind of strategy Pepsi owned?
2. List out the leadership qualities of Mrs. Indra noui.

**PART-B**

**4X 12 = 48**

2. (a) Define Leadership. Summarise the qualities of a good leader.  
(b) Explain Blake and Mountan theory
3. (a) Define Perception. List out various factors on perception.  
(b) Describe the personality and personality development.
4. (a) Explain the influence of leadership on sustainability  
(b) Discuss the need of leadership in view of organisation culture.
5. (a) Define organisation communication. Explain types of communication  
(b) Describe different types of Ego states in communication transactions
6. (a) Define Group dynamics. Explain about group morale  
(b) Explain the conflict management process
7. (a) Define Team. Explain the development of team resources  
(b) Mention some inspirational Indian leaders with one or two examples.

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**Subject Code: 19MBA4THH4**

**MBA - IV Semester Regular & Supple Examinations, July-2023**  
**INDUSTRIAL JURISPRUDENCE & LABOUR LEGISLATIONS**

**Time: 3 hours**

**Max Marks: 60**

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

1.

**PART-A (CASE STUDY)**

**1 X 12 = 12**

In December 2000, the Supreme Court finally passed judgment on the controversial Philips case. It was in favour of the PIL. The judgment dismissed the review petition filed by the workers as a last ditch effort. The judge said that though the workers can demand for their rights, they had no say in any of the policy decisions of the company, if their interests were not adversely affected. Following the transfer of ownership, the employment of all workmen of the factory was taken over by Kitchen Appliances with immediate effect.

Accordingly, the services of the workmen were to be treated as continuous and not interrupted by the transfer of ownership. The terms and conditions of employment too were not changed. Kitchen Appliances started functioning from March 2001. This factory had been designated by Videocon as a major Centre to meet the requirements of the eastern region market and export to East Asia countries. The Supreme Court decision seemed to be a typical case of 'all's well that ends well.' Ashok Nambissan, General Counsel, PIL, said, "The decision taken by the Supreme Court reiterates the position which Philips has maintained all along that the transaction will be to the benefit of Philips' shareholders." How far the Salt Lake workers agreed with this would perhaps remain unanswered.

**QUESTIONS FOR DISCUSSION:**

1. 'Changes taking place in PIL made workers feel insecure about their jobs.' Do you agree with this statement? Give reasons to support your answer.
2. Comment on the reasons behind the Salt Lake workers resisting the factory's sale. Could the company have avoided this?

**PART-B**

**4X 12 = 48**

2. (a) Define Employee legislation. Mention the historical dimensions in India  
(b) Elucidate the development of Industrial relations in India.
3. (a) Define Strike and Lockout. Mention any two reasons for lockouts in Industry  
(b) Explain the penalty rules for breaching of contract
4. (a) Define Bonus. Discuss the eligibility criteria  
(b) Explain the payment of bonus Act, 1965
5. (a) Describe the features of Gratuity Act, 1972  
(b) Discuss the example of employer exemption from Gratuity
6. (a) Define wage and minimum wage. Explain the procedure of fixing minimum wages.  
(b) List out some of the employer offences on minimum wages
7. (a) Explain the registration practices of factories.  
(b) Discuss health measures under factories act, 1948

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**Narasaraopeta Engineering College (Autonomous)**  
Kotappakonda Road, Yellamanda (P.O), Narasaraopet- 522601, Guntur District, AP.

Subject Code: 19MBATHM2

**MBA - IV Semester Regular & Supple Examinations, July-2023**  
**DIGITAL MARKETING**

**Time: 3 hours**

**Max Marks: 60**

**Question Paper Consists of Part-A and Part-B.**

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from **Part-B**  
**All questions carry equal marks of 12.**

**PART - A**

**1 x 12 = 12 M**

**1. CASE STUDY**

**Fevikwik Todo Nahi Jodo**

With all the great campaigns that were made in the last three years, this is a personal favourite and has Top of the Mind (TOM) recall. The ad was released during ICC World Cup 2015 weeks before India vs. Pakistan match. The ad showcases two soldiers representing both the nations at the Wagah border for the Beating Retreat ceremony, until something unexpected happens. During the act the Indian soldier notices that his Pakistan counterpart has some problem with his shoe sole. To save his counterpart from the embarrassment the Indian soldier uses Fevikwik on his sole and makes it perfect again. The ad was aired during World Cup 2015 when the sentiments were at an all-time high to support India. After the ad was uploaded on Fevikwik's You Tube channel it crossed a viewership of 9,50,000 views! The brand promoted the ad hashtag#Todo Nahi Jodo.

**Questions**

1. What are the lessons learnt from the caselet?
2. Give the SWOT analysis of the case.
3. Prepare new idea to market a hatchback car in the similar way.

**PART-B**

**4 x 12 = 48 M**

**Answer any four questions**

2. Elaborate the challenges in Digital Marketing Demystify the various Digital Marketing Strategies.
3. Brief about the Online Public Relations. Distinguish between Digital Marketing and Web Marketing.
4. Illustrate the important elements in Digital Marketing Plan. Explain the Situation Analysis.
5. Examine the roles and responsibilities of Web Marketing Manager. Present the Web Marketing Department structure.
6. Elucidate the important elements in Search Engine Marketing. Present the display ads format.
7. Describe the merits and demerits of Micro Blogging. Elaborate the Digital Media Performance.



Subject Code: 19MBA4THM1

**MBA - IV Semester Regular & Supple Examinations, July-2023**  
**SERVICES MARKETING**

**Time: 3 hours**

**Max Marks: 60**

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

**PART-A (CASE STUDY)**

**1X 12 = 12**

1. ICICI OneSource (IOS) set up in December 2001, became India's leading third-party BPO companies, offering services to consumer industries in financial services, retail, telecom, media and utilities. Its global delivery standards resulted in multiple long-standing client relationships with FTSE 100 and Fortune 500 companies and have made it a clear leader among Indian BPO companies catering to the UK market. IOS with a commitment to quality was the world's first company to achieve COPC (Customer Operations Performance Center) -2000 CSP certification for back office processing and the first Indian BPO company to attain BS 7799 certification.

The company had approximately 4000 employees across five offshore delivery centers in Bangalore and Mumbai, and in-market teams in the US and UK. The employee focus of the company is by means of its recruitment, training and promotion programs. The company facing certain issues like security, improving quality standards in call centers and importance of grooming and motivating employees in BPO Company.

**Questions:**

1. Technology and process are core aspects of an outsourcing company. Explain how ICICI One Source (IOS) has imbibed quality in these aspects to achieve world-class service levels?
2. Quality in service is enhanced by investments in people. How has IOS leveraged human resources to improve their service capabilities qualitatively?

**PART-B**

**4X 12 = 48**

2. (a) What are Services? Explain the Classification of Services?  
(b) Describe the role of Services in Indian Economy?
3. (a) Explain the necessity of understanding customer needs and expectations in services?  
(b) Define Relationship Marketing? Explain the importance of customer relationship marketing in services?
4. (a) Explain in detail the process Service market segmentation?  
(b) What is New service Development? Explain the steps in new service development?
5. (a) Bring out the objectives of service pricing ?  
(b) Define service quality management? Outline the GAP model of service quality?
6. (a) Define marketing communication? Explain various types of marketing communication in service marketing?  
(b) Explain the significance of intermediaries in services?
7. (a) What are service deficiencies ? How it can be reduced?  
(b) Explain different Consumer Grievance recovery strategies in services?