

R19

MBA IV SEM

REGULAR & SUPPLEMENTARY

END EXAMINATION QUESTION PAPERS

JUNE 2025



Subject Code: 19MBA4TH01

MBA - IV Semester Regular & Supple Examinations, June-2025

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. Case Study: XYZ Company's Supply Chain Management Challenges

XYZ Company is a multinational electronics manufacturer known for its innovative products. However, the company has been facing several supply chain management challenges that are impacting its operations and customer satisfaction. The following case study outlines some of the key issues faced by XYZ Company:

XYZ Company has a complex supply chain with multiple suppliers located in different countries. One of the main challenges they face is the lack of visibility and coordination across the supply chain. As a result, there are frequent delays in receiving raw materials, which disrupts production schedules and affects product delivery timelines.

Additionally, the company has been experiencing quality control issues with some of its suppliers. This has resulted in defective components being incorporated into the final products, leading to customer complaints and returns. The lack of effective quality management processes and supplier evaluation mechanisms has contributed to this challenge.

Furthermore, XYZ Company has been struggling with inventory management. Due to inaccurate demand forecasting and poor coordination with suppliers, the company often ends up with excess inventory of certain products while facing shortages of others. This not only ties up valuable working capital but also hampers the company's ability to meet customer demands in a timely manner.

Questions:

- Identify and explain the key supply chain management challenges faced by XYZ Company.
- How does the lack of visibility and coordination across the supply chain impact XYZ Company's operations and customer satisfaction?
- Discuss the potential consequences of incorporating defective components into the final products and how it affects XYZ Company.
- What are the underlying causes of the quality control issues faced by XYZ Company with its suppliers?

PART-B

4X 12 = 48

- Define logistics and supply chain management. Explain the relationship between the two.
 - Discuss the role of customer retention in logistics and supply chain management. How does it contribute to overall business success?
- Discuss how logistics can contribute to gaining a competitive advantage for a company. Provide examples to support your answer.

(b) Discuss the challenges and risks associated with managing integrated supply chains and maintaining a competitive advantage.

4. (a) Explain the concept of total cost analysis in logistics. How does it differ from traditional cost analysis approaches?

(b) Discuss the benefits and challenges of implementing activity-based costing in logistics management.

5. (a) Discuss the factors that should be considered when setting benchmarking priorities in logistics and supply chain management. How can organizations determine which areas of their logistics processes to benchmark?

(b) Discuss the importance of channel structure in logistics and supply chain management. How does the design and management of channels impact the efficiency and effectiveness of logistics operations

6. (a) Discuss the role of documentation in transportation and supply chain management. Why is proper documentation important, and what types of documents are commonly used?

(b) Discuss the potential benefits and challenges of implementing CRM systems in supply chain management.

7. (a) Explain the concept of global purchasing and its relationship with global logistics.

(b) Discuss the importance of logistics in a global economy. How does logistics facilitate international trade and global supply chain operations?



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

Subject Code: 19MBATH02

MBA - IV Semester Regular & Supple Examinations, June-2025

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.

All questions carry equal marks. Part-A is compulsory: PART-A

1x12=12 M

1. CASE STUDY

Sunita was the only daughter of the owner of ABC Ltd. ABC Ltd was a textile manufacturing enterprise at Ludhiana. The company was earning good profits. It started in the year 1976. Sunita also wanted to start her own business and earn good profits. She thought of starting a unit manufacturing woollen sweaters and jackets in Ludhiana. The idea generated in her mind since her father was in the textile business. Sunita's father cautioned her but Sunita was adamant. She said, "I believe in my intuition and I know that I will do good in this business" she started her own enterprise with the money borrowed from her father. She purchased machinery and employed required employees to do the business. First year of the business was not good. She was not able to get the orders from buyers since number of good manufactures were there in the same business. She thought of taking loan and improve upon the manufacturing.

Which agencies can provide loan to Sunita?

Do you think Sunita searched for the right business idea, and took the right decision of manufacturing woollen clothes?

PART-B

Answer any four questions

4x12=48 M

2. Elucidate the Qualities and Characteristics of Entrepreneurship. Discuss the role of Entrepreneurship in Economic Development.
3. Critically discuss the various Entrepreneurship Development Programmes. Outline the qualities of a Entrepreneurship Development Programme trainer.
4. Illustrate the various factors affecting the Creativity. Write about the Creativity Process.
5. Describe the key considerations in Project Feasibility Study.
6. Trace the causes for Industrial Sickness. Explain the various remedies available for reducing the Industrial sickness.
7. Critically evaluate the performance of various intuitions to support the entrepreneurs in India.



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Subject Code: 19MBA4THF1

MBA - IV Semester Regular & Supple Examinations, June-2025 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. Company ABC and company XYZ have been offered the following rates per annum on a Rs. 200 million 5 year loan.

Name of Company	Fixed Rate	Floating Rate
ABC	12%	LIBOR + 0.1 %
XYZ	13.4%	LIBOR + 0.6 %

Company ABC requires a floating rate loan and company XYZ requires a fixed rate loan. Design a swap that will net a bank acting as intermediary, 0.1% p.a. and be equally attract to both companies.

PART - B

4 x 12 = 48

2. (a) Define Risk Management. Discuss the steps in Risk Management process.
(b) Elucidate the Risk Reporting Process. Explain the stages in it.
3. (a) Value at Risk (VaR) is the risk management concept which is useful for top level management. Discuss its computation methods.
(b) Discuss various non-insurance methods of risk management.
4. (a) Explain the concept and types of derivatives.
(b) Discuss various types of players of derivative market.
5. (a) Define forward contract. Determine pay-off in forward contract for long and short position.
(b) Consider the three-month future contract on S and P 500. Suppose that the stock underlying the index provides a dividend yield of 1 % p.a., that the current value of index is 400 and that continuously risk free rate of interest is 6% p.a.,. Calculate the future price.
6. (a) Describe about various types of financial swaps.
(b) Discuss the valuation of interest rate swaps with an illustration.
7. (a) Define option. Distinguish between futures and options.
(b) Discuss the Binomial Option Pricing Model(BOPM).



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Subject Code: 19MBA4THF3

MBA - IV Semester Regular & Supple Examinations, May-2025

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. ABC Ltd. is a prominent Indian multinational corporation (MNC) operating in the pharmaceutical sector. The company imports raw materials from various countries, including the USA, Europe, and China, and exports finished pharmaceutical products to a global market. Over the years, ABC Ltd. has expanded its operations globally, leading to significant exposure to currency and interest rate risks. ABC Ltd. faces transaction exposure due to its imports of raw materials priced in foreign currencies, particularly the US Dollar (USD) and Euro (EUR). ABC Ltd. frequently borrows funds from Indian and international markets to finance its expansion projects and working capital requirements. Changes in interest rates can impact its borrowing costs significantly.

i) How does transaction exposure impact ABC Ltd.'s financial performance, and what strategies could it adopt to mitigate this risk?

i) Evaluate the impact of interest rate risk on ABC Ltd.'s financial stability and discuss strategies it could use to hedge against this risk.

PART-B

4X 12 = 48

2. (a) Explain the nature and scope of international financial management and its significance for multinational corporations.

(b) Identify and describe the main components of the international financial system.

3. (a) Explain the role and significance of the Eurocurrency market in the global financial system.

(b) Analyse the functions of the International Monetary Fund (IMF). How does the IMF contribute to global financial stability?

4. (a) Explain the key participants in the foreign exchange market and their respective roles.

(b) Describe the structure of the foreign exchange market in India.

5. (a) Discuss the main motives behind Foreign Direct Investment (FDI).

(b) Analyse the various modes of foreign investment available to multinational corporations (MNCs)

6. (a) Explain the types of foreign exchange risk faced by multinational corporations.

(b) Analyse the different approaches to managing currency risk through hedging techniques.

7. (a) Compare and contrast the worldwide taxation approach and the territorial taxation approach.

(b) Discuss the differences between income tax, withholding tax, and value-added tax (VAT).



Subject Code: 19MBA4THM1

MBA - IV Semester Regular & Supple Examinations, June-2025
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)

1 X 12 = 12

1. Ola's re entry into food delivery business

In Dec 2017 India's mobile app based ride sharing firm Ola made a re entry into the food delivery space. It acquired third largest player in the market – Food Panda India for around \$50 million from Germany based Delivery Hero Group. Furthermore, Ola planned to invest US \$ 200 million (Rs.1330 crores) in expanding Food Panda's business which was the largest funds infusion in an Indian food delivery company. Ola's founding partner Pranay became the interim CEO of Food Panda and was supported by the existing leadership team at the food delivery business.

Issues:

- To analyse the reasons that drive a company to make a market exit and a subsequent market re entry.
- To examine the chances of a company finding success in a new and emerging market space.
- To scrutinize the strategies to be undertaken by a company to make a mark in a growing but highly competitive market.

Questions for Discussion:

1. Is it a good decision for Ola to enter into food delivery market.
If yes, give reasons for support of your answer.
2. What strategies would you suggest to the company to be successful in food delivery market.

PART-B

4X 12 = 48

2. (a) Differentiate between marketing services vs physical services
(b) Discuss the reasons for the growth of service sector
3. (a) Explain the significance of relationship marketing
(b) Suggest measures to improve customer loyalty in service sector
4. (a) Discuss the steps in the development of new services
(b) Explain the positioning strategies of service sector
5. (a) Discuss the relationship between pricing and demand of services
(b) Write in brief about service excellence
6. (a) Discuss the role of marketing communication in service sector
(b) Explain the role of intermediaries in service sector
7. (a) Explain consumer grievance recovery strategies
(b) How to rectify service deficiencies



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Subject Code: 19MBA4THM2

MBA - IV Semester Regular & Supple Examinations, June-2025

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 (CASE STUDY)

1 X 12 = 12

1. Financial services provider IDBI Capital has launched an online investment portal to provide information, analysis and tips to retail investors to help them invest in IPOs, equities and mutual funds.

IDBI paisabuilder.in is for the retail investors and the site will concentrate on helping them in right decision making by minimizing risk involved in equity investment. The investors will be given unique bank, Demat and Trading accounts, which will be safe for carrying out trading. Investment information will be free to all. To carry out trading, an investor has to be a member by giving a onetime fee of Rs.700 and thereafter only broking charges for trading in shares. The website will give information and analysis on markets, economy, corporate and specific sectors for which the company has tied up with Multex, a subsidiary of Reuters and centre for Monitoring Indian Economy.

IDBI Capital has also roped in top 15 broking houses to give recommendations to retail investors. The effort is to help small investors get better returns. Besides online guidance, IDBI Capital will open about 350 franchises in urban and rural areas to help investors who do not have access to internet.

The portal has two platforms 'Paissa Power Classic Account' for relatively new investors and 'Paissa Power Streaming Account' for active investors in BSE and NSE. The company aims to introduce trading in commodities, F&O and debt instruments later.

Question(s)

1. How IDBI should attract new customer/investors using digital media? Suggest?
2. What promotion mix IDBI should use its active investors to trade them into commodities, debt instrument and F&O markets? Justify?

PART-B

4X 12 = 48

2. (a) What is the concept of Digital Marketing? Discuss the benefits of Digital Marketing.
(b) Distinguish between Marketing and Digital Marketing.
3. (a) What are the various channels of Digital Marketing?
(b) Discuss the process of migrating from traditional channels to digital channels.
4. (a) Explain in brief the elements of a Digital Marketing Plan?
(b) Discuss the retention and acquisition of new customers?
5. (a) What is the role of web Marketing manager? Discuss briefly.
(b) Write about the tools to monitor online reputation Management.
6. (a) What is SEM? Discuss the importance of SEM.
(b) Distinguish between Online Advertising Vs Traditional Advertising.
7. (a) Explain the process of understanding Social media?
(b) How to analyse Digital Media Performance? Explain in brief.



Subject Code: 19MBA4THH2

MBA - IV Semester Regular & Supple Examinations, June-2025
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. Mr. Murthy considered himself fortunate to be chosen as team leader for one of the newly formed work teams in the insurance division of the financial services firm where he worked. The purpose of forming teams was to improve customer service. Each team now had the authority to issue insurance policies and settle claims, within limits, for specific geographic regions. Before the division was organized into teams, separate departments existed for sales, administration, underwriting, and claims. Although the company was profitable, it received too many criticisms about poor service. Customers complained that it took too long to settle claims. Company sales representatives contended that the underwriting department took too long to approve and issue policies. One of the Murthy's early initiatives was to call frequent team meetings to discuss meetings to discuss how service was going to be improved. He emphasized to the group that the company had moved into the modern era and that teams were empowered to look for ways to improve efficiency. Mr. Murthy also emphasized that each team member had more responsibility than under the previous structure. Each team member would be doing some sales administration, some underwriting, and some claims work. Mr. Swaroop, a team member, commented during one of Murthy's meetings: "Just think of it, three jobs in one and being paid just the same as before." At the same meeting, another team member asked, "What so special about calling us a team? I had a nice job in the underwriting department before these teams were formed. I enjoyed that work. Now my job is more confusing". Mr. Murthy replied, "The company decided this way was the way to go. Trust me everything will work out fine in the end. Just go along with the team idea for now". Four months after the work teams were formed, Murthy's boss, Dr. Murali, met with him to discuss progress. Wong told Murthy, "Your team isn't making as much progress as I would like. Policies are not being issued any faster. Customer complaints about slow claims settlements are at the same level as before we converted into teams. The other teams are making more progress. Does your team have a problem?"

"Yes, we have a problem," said Murthy. "Everyone comes to work just as in the days before teams. They do most of their work alone, but they get together when needed. It just seems to be business as usual. So far, the idea of being a high-producing team hasn't caught on." "Are you being an effective team leader?" asked Wong. "I think I am," said Murthy. "I do everything I'm supposed to. I hold meetings. I take care of the paperwork and email. I try to settle problems. I say thank you when somebody does a good job." "I'll be back with you in three months to discuss your team's progress. I want to see improved results in terms of better customer service."

QUESTIONS:

1. How did Mr.Murthy form his team and what is the purpose behind this?
2. Which influence tactics (if any) is Mr.Murthy using to achieve better results with his team?
3. Identify and Explain the problems faced in this case study

PART-B

4X 12 = 48

2. (a) Define leadership? Explain the nature, significance and traits of an effective leader in contemporary business world?
(b) Write about Blake and Mouton's managerial theory.
3. (a) Define motivation. Critically examine the need hierarchy theory of motivation?
(b) Briefly write about Fiedler's contingency model of leadership?
4. (a) Define Organization structure? Explain in detail about various types of Organizational structures?
5. (a) Define communication and Explain the process, barriers of communication in detail?
6. (a) Explain the meaning and characteristics of morale?
(b) Explain in brief the nature of organisational conflict?
7. (a) Explain about team building and management?
(b) State the team building activities?



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Subject Code: 19MBA4THH4

MBA - IV Semester Regular & Supple Examinations, June-2025

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.

PART-A (CASE STUDY)

1 X 12 = 12

1. Murugan is Ex-employee of Fab Co Pvt Ltd company worked for more than 7 years. While he switch over he forgot to apply gratuity from the employer. After 3 years later he came to know and realised his gratuity from Fab Co. He applied several times but no response from the earlier employer. Finally he approached legally where he faced lot of complications. Labour commissioner arranged a liaison session of both parties. Finally he got nominal amount irrespective of Gratuity calculations.

Questions

1. What are the favourable conditions to Mr.Murugan
2. What is the role of Labour officer in the case. Explain

PART-B

4X 12 = 48

2. (a) Define the term Industrial relations. Explain the objectives of IR
(b) Discuss the determinants of Industrial Relations with illustrations
3. (a) Differentiate Strike and Lockout. Explain the compatible solutions for both.
(b) Explain ID Act 1947 with provisions
4. (a) Define Bonus explain its eligibility criteria in Indian Industry.
(b) Elaborate the calculation of Bonus payments with example
5. (a) Discuss the background of Payment of Gratuity Act, 1972
(b) Explain the exemption employer from liability in certain cases.
6. (a) Define Wage. Explain different types of wage
(b) Explain wage board and its duties in fixation of wages in Indian Industry.
7. (a) Explain the Factories Act, 1948
(b) Discuss any 4 health care provisions related to Factories Act, 1948
