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10193

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, January 2021

(INTERNATIONAL BUSINESS)

(FIRST YEAR)

510: PRINCIPLES OF MANAGEMENT

(New Regulations)

Time: Three hours

Maximum: 75 marks

SECTION - A

Answer any FIVE questions

(5×3 = 15)

1. What do you understand by line organization?
2. List out the skills of a good manager.
3. What are the different types planning on the basis of Time?
4. Short notes on Social responsibility.
5. Write short notes on MBO?
6. What says Elton Mayo?
7. Define Administration and Management.
8. What is meant by integrated control system?

SECTION - B

Answer any THREE questions

(3×10 = 30)

9. Mention the steps in planning.
10. What steps can you suggest for effective implementation of management by exception programme in organisation?
11. Explain role of creativity and innovation in management.
12. Explain Rensis Likert studies of supervisor effectiveness.
13. Briefly explain the various types of organisation.

SECTION - C

Answer any ONE question

(1×15 = 15)

14. What are the steps in controlling process and state the essentials of effective controls?
15. Critically examine the qualities and functions of a leader.
16. Distinguishing between operational and strategic planning.

SECTION - D

(Compulsory)

(1×15 = 15)

17. Case study:

Bharat Engineering works limited is a major industrial machineries besides other engineering products. It has enjoyed market preference for its machineries because of limited competition in the field. Usually there have been more or less than what the company could supply. However the scenario changed quickly because of the entry of two new competitors in the field with foreign technological collaboration for the first time, the company faced problem in marketing its products with usual profit margin-sensing the likely problem. The chief executive appointed Mr.Aravind kumar as general manager to direct the operations of industrial machinery division. Mr. Kumar had similar assignment abroad before coming back to India.

Mr.Kumar had a discussion with the chief executive about the nature of

the problem being faced by the company so that he could fix up his priority. The chief executive advised him to consult various heads of department to have first hand information. However he emphasised that the company lacked an integrated planning system while members of the Board of directors insisted on introducing this in several meetings both formally and informally.

After joining as general manager, Mr.Kumar got briefings from the heads of all departments. He asked all heads to identify major problems and issues concerning them. The marketing manager indicated that in order to achieve higher sales, he needed more sales support. Sales people had no central organisation to provide sales support nor was there a generous budget for demonstration teams which could be sent to customers to win business.

The production manager complained about the old machines and equipments used in manufacturing therefore cost of production was high but without corresponding quality.

Which competitors had better equipments and machinery? Bharath engineering had neither replaced its age old plant nor reconditioned it. Therefore to reduce the cost it was essential to automate production lines by installing new equipment.

Director of research and development did not have specific problem and therefore did not indicate for any change. However a principal scientist in R & D indicated on one day that the director of R & D. Though very nice in his approach, did not emphasize on short-term research projects which could easily increases production efficiency by at least 20% within a very short period without any major capital outlay.

Questions:

1) Discuss the nature and characteristics of the problems in this case.
What steps should be taken by Mr.Kumar to overcome these problems?

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M.B.A. DEGREE EXAMINATION, January 2021

(INTERNATIONAL BUSINESS)

(FIRST YEAR)

520: INTERNATIONAL ACCOUNTING

(New Regulations)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. Write brief note on Book Keeping.
2. What is Balance sheet?
3. Define Financial statement.
4. Define Funds flow.
5. Write short note on Pay Back Method.
6. Define capital budgeting.
7. What is financial reporting?
8. What is Intangible Assets?

SECTION-B

(3×10=30)

Answer any THREE questions

9. Journalize the following transactions in the books of Swamy & Sons.

2016	Transaction
Oct.1	A cheque for Rs.400 was received from Anand in full and final settlement of the debt of Rs.500 owed by him.
Oct.4	Paid cash to Madhan Rs.1,750 in full settlement of debt of Rs.2,000 owed to him.
Oct.9	Ram & Co. owed Rs.10,000 to Swamy & Sons. The company was declared insolvent and a sum of Rs.6,000 was received from the official liquidator by cheque in final settlement.
Oct.14	The proprietor of Swamy & Sons purchased furniture for personal use from JFK & Co. for Rs.3,000 and issued cheque from the bank account of Swamy & sons.
Oct.15	A debt of Rs.5,000 owed by Siva was earlier written off as bad. Now, Siva pays Rs.2,000 by cheque to Swamy & Sons towards the dues.

10. What are the uses of Financial Statement Analysis?
11. Explain the methods of Banking investment proposals.
12. Explain the need for Budget control.
13. Explain the various methods of transfer pricing in international business and the various problems in transfer pricing.

SECTION-C**(1×15=15)****Answer any ONE question**

14. Distinguish between Fund Flow Statement and Income statement.
15. Explain briefly the application of marginal costing technique.
16. Explain the Environmental and Social Disclosures.

SECTION-D**(1×15=15)****(Compulsory)**

17. Write a detailed note on the International Accounting Standards.

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M.B.A. DEGREE EXAMINATION, January 2021

(INTERNATIONAL BUSINESS)

(FIRST YEAR)

530: INTERNATIONAL ECONOMICS

(New Regulations)

Time: Three hours

Maximum: 75 marks

SECTION – A

Answer any FIVE questions

(5×3 = 15)

1. Mention any three differences between Inter-Regional Trade and International Trade.
2. What are effects of tariff?
3. What is commercial policy?
4. Elucidate exchange control.
5. Define international liquidity.
6. Brief about flexible exchange rate.
7. Define globalization.
8. List the international financial institutions.

SECTION – B

Answer any THREE questions

(3×10 = 30)

9. Explain the theory of comparative cost.
10. Discuss the difference between free trade and protection.
11. Brief the various problems of foreign exchange.
12. Discuss about commercial policy and economic development.
13. Describe the liberalization and globalisation of trade policies.

SECTION – C

Answer any ONE question

(1×15 = 15)

14. Discuss about economic growth and international trade.
15. Discuss the difference between fixed and flexible exchange rates.
16. Explain the functions of Asian development Bank.

SECTION – D
(Compulsory)

(1×15 = 15)

17. Case study:

Suppose there are two countries of equal size, Eastland and Westland, that both produce and consume two goods, Food and Cloths. The productive capacities and efficiencies of the countries are such that if both countries devoted all their resources to Food Production, output would be as follows: Eastland: 100 tonnes Westland: 400 tonnes.

If all the resources of the countries were allocated to the production of

Clothes, output would be: Eastland:: 100 tonnes and Westland:: 200 tonnes
Assuming each has constant opportunity costs of production between the two products and both economies have full employment at all times. All factors of production are mobile within the countries between clothing and food industries, but are immobile between the countries. The price mechanism must be working to provide perfect competition.

Which country must produce which products?

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M.B.A. DEGREE EXAMINATION, January 2021

(INTERNATIONAL BUSINESS)

(FIRST YEAR)

540: INTERNATIONAL BUSINESS ENVIRONMENT

(New Regulations)

Time: Three hours

Maximum: 75 marks

SECTION – A

Answer any FIVE questions

(5 × 3 = 15)

1. Define International trade.
2. What is meant by economic environment?
3. Write short note on Tariff.
4. Explain the features of Euro Dollar Market.
5. What is global capital market?
6. Give the meaning of export promotion.
7. What are the essentials of contract?
8. List out the various methods of winding up.

SECTION – B

Answer any THREE questions

(3 × 10 = 30)

9. Discuss Newer theories of international trade.
10. How does foreign culture influence Indian Industry?
11. Describe the political and legal provisions to patents in India.
12. What is meant by arbitration agreement? Explain in brief the effects of agreement.
13. Brief the different modes of winding up.

SECTION – C

Answer any ONE question

(1 × 15 = 15)

14. Mention the perspective of the multinational corporations in India.
15. What do you mean by 'Canalisation' of imports and export? How it works? On what grounds it is desirable?
16. Discuss the problems and prospects of globalisation of Indian Business—Illustrate with examples.

SECTION – D

(Compulsory)

(1 × 15 = 15)

17. Case study:

As general manager of the Mumbai office of the international McCoy-Nitin advertising agency, DivyaBurman had an urgent decision to make. The head of a large project team had been taken seriously ill, and with a major pitch due for a potentially large client in just 6 weeks she needed to appoint a replacement at once. There were three potential candidates.

In terms of ability and management potential, Rahel was clearly the strongest. Her performance to date had been outstanding, and while this would be a significant step up; Divya was fully confident that she could make it, put together a very strong pitch and, in the process, make a case for permanent promotion when a vacancy next arose. The only difficulty was that this would mean making Rahel senior to and more highly paid than her husband, Sanjay. Currently they were at the same level, but Sanjay, having been with the company for longer, was on the higher salary, and was generally seen as the senior partner. Promoting Rahel, even temporarily, would be difficult for him, and very difficult for her - indeed when Divya raised the possibility in casual conversation, Rahel pleased with her not to be promoted.

The second candidate was Sanjay himself. He was the most experienced person on the team, a safe pair of hands and would be seen by colleagues as an obvious choice, but Divya strongly doubted his potential to lead the team, and worried that the pitch would fall flat.

The third candidate was David, the son of the firm's chief executive, who was in the middle of a six month stint in Mumbai as part of a programme of gaining exposure to the firm world-wide, before taking up a head-office position. David had less experience than either of the other two candidates, and less natural ability than Rahel, and from the point of view of the pitch would be a very high risk choice. The advantage, though, was that even if he failed, as Divya thought likely, the experience would ultimately be of value to the firm.

What ethical considerations might Divya take into account in making this decision? Would these be different if the office were in New York? Or in Shanghai?

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Register Number:

Name of the Candidate:

M.B.A.DEGREE EXAMINATION, January 2021

(INTERNATIONAL BUSINESS)

(FIRST YEAR)

550: FOREIGN POLICY OF INDIA

(New Regulations)

Time: Three hours

Maximum: 75 marks

SECTION - A

Answer any FIVE questions

(5×3 = 15)

1. What do you mean by foreign policy?
2. State the objectives of 2009-2014 foreign Trade Policy.
3. What are the roles of India in the World Trade Organisation?
4. What kinds of trade relationship that India is maintaining with south Africa in recent period?
5. Write a note on Export Management.
6. Write short note on SAARC.
7. What is meant by STC?
8. State the functions of EXIM Policy.

SECTION - B

Answer any THREE questions

(3×10 = 30)

9. Explain the Elements of India's foreign policy.
10. Discuss the salient features and special provision of 2009-2014 policy.
11. Evaluate India's relationship both political and trade, with the United Nations Organisation.
12. Discuss the need for India's trade relationship with its neighbour countries.
13. List out the subsidiaries of STC.

SECTION - C

Answer any ONE question

(1×15 = 15)

14. Describe an account on Indian Diplomacy regarding Foreign Policy in India.
15. Evaluate India's relationship both political and trade with united kingdom after our country Independence.
16. Describe the performance of the Central Cottage industries corporation of India. Suggest measures to improve its performance.

SECTION - D

(Compulsory)

(1×15 = 15)

17. Discuss the functions of EXIM Policy.

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Name of the Candidate:

M.B.A. DEGREE EXAMINATION, January 2021

(INTERNATIONAL BUSINESS)

(FIRST YEAR)

560: INFORMATION TECHNOLOGY AND E-COMMERCE

(New Regulation)

Time: Three hours

Maximum: 75 marks

SECTION - A

Answer any FIVE questions

(5×3 = 15)

1. Why are computers important?
2. State the meaning of Track ball.
3. Write the uses of World Wide Web.
4. What are extranets?
5. Define "Electronic Cash".
6. What is CRM?
7. What are the objectives of Web advertisement?
8. What do you mean by store value cards?

SECTION - B

Answer any THREE questions

(3×10 = 30)

9. Explain various E-marketing strategies.
10. How does an organisation get benefited using the IT?
11. Elaborate the knowledge management strategies for different organisations.
12. Describe the different categories of information system.
13. Explain the importance of Consumer Market Research in E-commerce.

SECTION - C

Answer any ONE question

(1×15 = 15)

14. Elaborate the EDI application in business.
15. Describe the various methods used for making online payments.
16. Explain the various strategies used for developing E-commerce web sites.

SECTION - D

(Compulsory)

(1×15 = 15)

17. Draft an E-commerce plan for establishing an online business of consumer durable goods.
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Total No. of Pages: 1

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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, January 2021

(INTERNATIONAL BUSINESS)

(FIRST YEAR)

570: COMMUNICATION FOR GLOBAL MANAGERS

(New Regulations)

Time: Three hours

Maximum: 75 marks

SECTION - A

Answer any FIVE questions

(5 × 3 = 15)

1. Define communication.
2. What is meant by Non-verbal communication?
3. How is the meeting of a committee different from a conference?
4. Write the functions of a business letter.
5. What are the three steps in writing process?
6. What are the precautions to be taken while writing good and bad news reports?
7. What do you mean by Team Meeting?
8. State the characteristics of a good report.

SECTION - B

Answer any THREE questions

(3 × 10 = 30)

9. Brief the guidelines for overcoming the barriers.
10. Discuss the importance of listening in communication.
11. State the functions of visual aids in oral presentation.
12. Draft an agenda for the statutory meeting.
13. Brief the characteristics of a good report.

SECTION - C

Answer any ONE question

(1 × 15 = 15)

14. What are the different types of communication? Explain the merits and demerits of each.
15. Discuss the characteristics of a good speech.
16. Explain the structure of a report.

SECTION - D

(Compulsory)

(1 × 15 = 15)

17. How do you communicate in teams and make the team to more effective? Discuss.

Register Number:

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M.B.A. DEGREE EXAMINATION, January 2021

(INTERNATIONAL BUSINESS)

(FIRST YEAR)

580: ORGANIZATIONAL BEHAVIOUR

(New Regulations)

Time: Three hours

Maximum: 75 marks

SECTION – A

Answer any FIVE questions

(5 × 3 = 15)

1. Write a short note on “organization as a social system”.
2. What is a personality?
3. What is a job satisfaction?
4. Write a misbehaviour.
5. Differentiate power and politics.
6. What is a leadership?
7. Define proactive.
8. Write a change agents.

SECTION – B

Answer any THREE questions

(3 × 10 = 30)

9. Explain the framework of Organizational Behaviour.
10. Explain the stages of personality development.
11. Explain the types of groups in organisation.
12. Explain the characteristics of leadership.
13. Write a detailed note on work life balance.

SECTION – C

Answer any ONE question

(1 × 15 = 15)

14. Discuss the factors influencing perception.
15. Discuss the functions of motivation at work.
16. Explain the Developing Gender Sensitive Work Place.

SECTION – D

(Compulsory)

(1 × 15 = 15)

17. You are in charge of a small department and you have three subordinates Tom, Jerry and Pat. The key to the success of your department is to keep these employees as motivated as possible. Here is the brief summary profile of each of the subordinates:

Tom is the type of employee who is hard to figure out. His absenteeism record is much higher than average. He greatly enjoys his family and thinks family is central to his life. He believes deeply in the values of his culture. As a result the things that the company can offer him inspire him very little. He feels that the job is simply a means to satisfy his family's basic needs. Overall he does an adequate

job and is very conscientious, but all attempts to make him to do more have failed. He is allowed to do his own things as long as he meets the minimal standards of performance. He is very friendly and outgoing.

Jerry is in many respects opposite from Tom. He is a likeable person but unlike Tom, he responds well to company's rules and has a high degree of loyalty to the company. The problem with Jerry is that he cannot do work independently. He does well with what is assigned to him but he is not very creative or dependable when he is on his own. He is also a shy person who is not very assertive when dealing with people outside the department. This hurts his performance as he cannot immediately prove himself to others.

Pat is a very assertive person. He will work for money and would readily change jobs for money. He rarely works hard for the company but expects the company to work for him. In the present job he does not mind working for 60-hour week, if money is there. Even though he has a family and elderly parents to take care, he once left a job when his employer did not give him increments. His previous employers were not happy with his work. He was always after monetary benefits. He never seemed satisfied.

1. As per Alderfer's ERG Theory, what group of core needs seems to dominate each of the three subordinates?
2. Explain Tom, Jerry and Pat's motives/needs through any one of the Content theories of Motivation.
