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Reg. No. :

D 1551

Q.P. Code : [09 DMB 15]

(For the candidates admitted from 2009 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Optional — INTERNATIONAL BUSINESS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is globalisation its forces, meaning, dimensions and stages?
2. What do you understand by country risk? What are the factors that affect a country's risk?
3. Elucidate on the regional trade block.
4. What do you mean by multinational enterprises? Explain all the advantages and disadvantages of MNEs from the point of view of MNEs as well as the host country.

5. Discuss about various types of exchange rate systems and state the factors determining exchange rate.
 6. How does the foreign exchange market works?
 7. Write notes on :
 - (a) Balance of payment
 - (b) Free trade agreements
 - (c) Trade barriers
 - (d) international logistics
 - (e) Vertical foreign direct investment.
 8. What are the different entry modes in an international market with their advantages and disadvantages?
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Q.P. Code : [09 DMB 16]

(For the candidates admitted from 2009 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Optional — BUSINESS ENVIRONMENT AND
ETHICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the objectives of business? How far do you agree with this view that Indian business presents a mixed picture as far as social responsibility is considered?
2. "Business and Government are the two most powerful institutions in the society" Discuss the relationship between these two.
3. What are the ethical dilemmas? How can they be resolved?

4. What is Corporate Governance? Why is it assuming greater relevance now a day?
 5. Bring out the challenges of Globalization.
 6. Discuss about the effects or consequences of Deficit Financing.
 7. What is meant by VAT? Enumerate the advantages of VAT.
 8. State briefly the rules and regulations framed under FEMA.
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Q.P. Code : [09 DMB 17]

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M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Optional – RETAIL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is retailing? Explain the types of retailing.
2. Discuss the scope of retailing from International Perspective.
3. What is a retail brand? What are the types of brand?
4. Describe the importance of supply charge management in retailing.
5. Discuss the approaches to retail pricing.

6. Outline the importance of relationship marketing in retailing.
 7. What are the factors to be considered in having a website? Explain.
 8. Explain the importance of retail audit.
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M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

MANAGING INTERPERSONAL EFFECTIVENESS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Impression Management. Why is it important?
2. Discuss the barriers of effective communication.
3. Write short notes on :
 - (a) self knowledge
 - (b) self awareness
 - (c) self effectiveness
 - (d) self monitory.

4. Discuss the steps in preparing for assertive business writing.
 5. What are positions? Discuss.
 6. Discuss the advantages and disadvantages of TA.
 7. Discuss the role and characteristics of an effective counsellor.
 8. What kind of training is needed for becoming an effective counsellor? Discuss the need and importance of such a training program.
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Q.P. Code : [09 DMB 19]

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M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Optional — QUALITY MANAGEMENT SYSTEMS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define quality. Explain the various quality improvement techniques.
2. Elaborately discuss process variation. What is Taguchi's view of variation?
3. What is acceptance sampling? Explain the sampling plans.
4. Explain the various statistical process control charts.
5. Explain the analysis of mean and variance.

6. Explain the principles of total quality management.
 7. What is quality audit? Explain with suitable examples.
 8. Explain the concepts and importance of IS 14000.
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Reg. No. :

D 1556

Q.P. Code : [09 DMB 20]

(For the candidates admitted from 2009 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Optional — TOTAL QUALITY MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define TQM. Explain the continuous improvement process.
 2. Elaborately explain the pillars of TQM.
 3. Explain organizational implication – attitude and involvement of top management.
 4. Explain strategic quality management.
 5. Discuss the total quality models.
 6. Explain the training quality process.
 7. Explain the quality costs involved in TQM.
 8. What is auditing for TQM? Explain.
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D 1557

Q.P. Code : [09 DMB 21]

(For the candidates admitted from 2009 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Optional – RISK MANAGEMENT AND INSURANCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the types of business risk? Explain the methods of handling the different types of risks.
2. Describe the techniques of risk management of commercial property.
3. Explain the coverage particulars of home owners policy.
4. Write notes on :
 - (a) Workers' compensation
 - (b) Flood insurance.

5. Explain the important provisions of life insurance contract.
 6. Name the important health insurance providers in India. Also explain the mechanics of cost sharing.
 7. Explain the structure of annuities. Also bring out the characteristics of annuities.
 8. Critically examine the performance of life and general insurance industry in India.
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