

Reg. No. : .....

D 1541

Q.P. Code : [07 DMB 09]

(For the candidates admitted from 2007 onwards)

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

Second Year

EXECUTIVE COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the various communication channels.
2. Discuss in details the format of a good business letter.
3. What are the kinds of business letters?
4. Comment on the importance of communication for your success at the interview.
5. What is the importance of listening?
6. Do you agree that communication improves the organization?

7. Assume yourself as a salesman and draw a report to the sales manager on an investigation regarding decline in sales.
  8. Explain the various applications of electronic machines in modern communication.
-

Reg. No. : .....

D 1542

Q.P. Code : [07 DMB 10]

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

Second Year

**BRAND MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each questions carries 20 marks.

(5 × 20 = 100)

1. What are the future challenges of a brand manager?
2. Take ten brands from different products categories and identify the image they carry.
3. What are the dimensions of brand equity?
4. When is category extension useful to the parent brand?
5. Discuss consequences of stretching the brand beyond its limit.

6. Compare and contrast different methods of brand equity valuation.
  7. What are the major categories of brand associations?
  8. What is the brand structure for the following brands?
    - (a) Asian paints
    - (b) Santoor
    - (c) Tata Indica.
-

Reg. No. : .....

**D 1543**

**Q.P. Code : [07 DMB 11]**

(For the candidates admitted from 2007 onwards)

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

**Second Semester /Second Year**

**Executive – MBA**

**BUSINESS ENVIRONMENT AND ETHICS**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. (a) What is business ethics? (4)  
(b) Explain the ethics management important in business. (16)
2. (a) What is utilitarianism useful for conducting a stake holder analysis? (4)  
(b) Explain the few important factors influencing business ethics. (16)
3. (a) What is politics? (4)  
(b) Discuss the traditional and modern view of politics. (16)

4. (a) What is fiscal policy? (4)  
(b) Enumerate the direct and indirect tax structure in India. (16)
5. (a) What is company law? (4)  
(b) Explain the main functions of SEBI. (16)
6. (a) What is VAT? (4)  
(b) Explain the objectives of the consumer protection act. (16)
7. (a) What is a constitution? (4)  
(b) What are the ethical implications in emerging CSR? (16)
8. (a) What is GATT? (4)  
(b) Explain the functions and objectives of WTO. (16)
-

Reg. No. : .....

D 1544

Q.P. Code : [07 DMB 12]

(For the candidates admitted from 2007 onwards)

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

Second Year

MANAGEMENT INFORMATION SYSTEM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is a system? List and explain the components of a system?
2. What is DSS? Draw and explain the components of a DSS?
3. What is Marketing Information System? Draw and explain the components of Marketing Information system for a Cement Manufacturing Company?
4. Write short notes on Data Mining, Executive information system, Role of MIS and Knowledge Management.

5. What is Decision Making? Explain the Herbert A. Simon model of decision making?
  6. What is Information System ? Explain the components of Information System?
  7. What is What IF Analysis, Sensitivity analysis, Goal Seeking Analysis and Optimizing Analysis ?
  8. What is CRM? Discuss its development and Implementation of CRM in Modern business world.
-



Reg. No. : .....

**D 1545**

**Q.P. Code : [07 DMB 13]**

(For the candidates admitted from 2007 onwards)

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

**Second Year**

**STRATEGIC MANAGEMENT**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. Enumerate the steps involved in strategic planning of a manufacturing organisation.
2. Examine the strategies adopted by family run corporates with suitable illustrations.
3. Discuss the internal and external factors influence the environment business.
4. How do you identify the critical success factors? Bring out their uses.
5. Critically evaluate the strategies of leading Indian corporates.

6. "Diversification is the roadmap to success" – Discuss.
  7. Discuss the various implications of cash flow in the company.
  8. Explain the steps involved in strategic control process.
-

Reg. No. : .....

**D 1546**

**Q.P. Code : [07 DMB 14]**

(For the candidates admitted from 2007 onwards)

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

**Second Year**

**INTERNATIONAL BUSINESS**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. What are the barriers to international trade? Explain the various factors influencing international business.
2. Explain the concept of country risk analysis. Comment on socio-economic risk and its management.
3. Elucidate on the causes of political risk that may impact a firm. What are the different means adopted by companies to deal with the political risk in international business?

4. What are the advantages of forming regional economic grouping? Write a detailed note on any such grouping.
  5. Explain the porter's diamond theory of national competitive advantage.
  6. What is foreign direct investment? What are the advantages and disadvantages of FDI?
  7. How do you determine exchange rate? What are the advantages and disadvantages of fixed exchange rate system? Explain.
  8. Describe the various methods used for evaluating and selecting countries as markets. What strategies should be deployed for successful entry?
-