

FACULTY OF MANAGEMENT
M.B.A. IV – Semester (CBCS) Examination, May / June 2019

Subject: Banking & Insurance
Paper – MB – 405 – I (F)
(Elective – IV – Finance)

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

- 1 State the structure of Indian Banking System
- 2 What is meant by priority sector lending?
- 3 State the recent banking innovations
- 4 What is the nature of insurance business?
- 5 State the types of General Insurance.

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

- 6 a) Describe the evolution of Banking System in India.
OR
b) Discuss the vital aspects of BASEL norms I, II and III.
- 7 a) Explain the process of credit granting and its management.
OR
b) Describe the issues relating to customer profitability analysis.
- 8 a) A borrower of a bank is sanctioned Rs. 10 crores credit limit, but utilized only Rs.8 crores on an average at contracted rate of 20%. The borrower will have to pay a commitment fee of 0.5% on the unused portion of the credit limit. The bank insists that the borrower maintains a margin of 20% for the utilized portion of the credit limit and 5% for the unutilized portion. The central bank imposes a reserve requirements of 10% of the deposits. You are required to find:
 - i) The estimated loan revenue
 - ii) The estimated bank funds outlay for the borrower and
 - iii) The estimated before tax yield to the bank from this loan.**OR**
b) The current prime lending rate is 9% and the future interest rates are expected to be volatile and have Crax Bank wants to change floating rate on loans to its borrowers. For a particular borrower the bank decided to charge 350 basis points premium over the prime rate to cover for the risk. You are required to:
 - i) Find the prime plus and prime time rates chargeable to the borrower
 - ii) If the prime rate increases by 1.5% and decreases by 1.5% how would the principles and prime time rates change to the borrower.
 - iii) In case of increasing of decreasing interest rate which of the two methods are beneficial to the bank.

9 a) Describe the History and Development of Insurance Sector in India.

OR

b) Explain the functioning of IRDA.

10 a) Distinguish between life insurance and general business operations in detail.

OR

b) Explain the settlement of claims mechanism in life insurance business.

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M.B.A. IV – Semester (CBCS) Examination, May / June 2019

Subject: Services and Global Marketing

**Paper – MB – 405 – 2 (Marketing)
Discipline specific
(Elective – IV)**

Time: 3 Hours

Max.Marks: 80

**Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)
[Short Answer Type]**

- 1 Positioning
- 2 Promotion
- 3 Interactive Marketing
- 4 Technological Environment
- 5 Global product planning

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

- 6 a) What are the concepts and scope of services?
OR
b) What is segmentation target marketing? Explain.
- 7 a) How do you measure service quality and how do you understand quality management.
OR
b) What is service marketing mix? Explain.
- 8 a) How do you build customer relationship through segmentation.
OR
b) What is internal and external marketing?
- 9 a) What is cultural environment and economic environment?
OR
b) What is Government Environment and Technological Environment?
- 10 a) What are new products in global marketing?
OR
b) How do you identify global customer needs?

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M.B.A. IV – Semester (CBCS) Examination, May / June 2019

Subject: Talent and Knowledge Management

**Paper – MB – 405 – 3 (HR)
(Elective – IV – HRM)**

Time: 3 Hours

Max.Marks: 80

**Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)
[Short Answer Type]**

- 1 Knowledge discovery
- 2 Location of knowledge
- 3 Valid competency
- 4 Talent reservoir
- 5 Knowledge worker

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

- 6 a) Write in detail about talent management grid.
OR
b) Bring out the strategies of talent management.
- 7 a) Discuss about developing process of talent management information systems.
OR
b) What is meant by competency? State its features.
- 8 a) Explain the nature and significance of knowledge management.
OR
b) List out and explain the features of knowledge intensive firm.
- 9 a) Write in detail about Earl's seven schools of knowledge management.
OR
b) Discuss in detail about knowledge management mechanisms.
- 10 a) Explain the influencing factors of knowledge management.
OR
b) Describe the impact of knowledge management on organizational effectiveness with illustrations.

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M.B.A. IV – Semester (CBCS) Examination, May / June 2019

Subject: Software Project Management

Paper – MB – 405 – 4

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.

Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)

[Short Answer Type]

- 1 Define Project and Project Management
- 2 What do you mean by Strategic and Technical Assessment?
- 3 Define Sequencing and Monitoring
- 4 What is Contract Management?
- 5 Define Virtual Teams.

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

- 6 a) Discuss the importance of Software Project Management.
OR
b) Explain the various activities covered by Software Project Management.
- 7 a) Explain the various methods of Project Evaluation.
OR
b) Discuss the COSMIC full function points and its applicability.
- 8 a) Explain PERT with its steps for evaluation.
OR
b) Explain the steps in Monte Carlo Stimulation technique.
- 9 a) What do you mean by Project Management and Control Framework?
OR
b) Discuss the need and importance of Cost Monitoring in Software Project Management.
- 10 a) Explain the methods of Staff Selection in Software Projects.
OR
b) Discuss the various decision making models in project management.
