

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)

DEPARTMENT OF MBA

SEMESTER-IV

MBA401: INTERNATIONAL BUSINESS

UNIT-I

International Business: An overview, Elements of International Business, Types of International Business – International Business Environment – Globalization: Forces, Meaning – The External Environment: National Differences in Economic, Political, Socio-cultural, and Technological Environment– Ethics in International Business

UNIT-II

Global Trade and Investment Environment: International Trade Theories, Investment Theories – Political Economy of International Trade – Barriers to Trade – Regional Economic Integration – Trading Blocks – Foreign Direct Investment – WTO

UNIT-III

Global Monetary System: International Monetary System – Foreign Exchange Market – Global Capital Market - Balance of Payments Problems – Macro Economic Management – Role of IMF

UNIT-IV

Strategy and Structure of International Business: Strategy of International Business - Country Selection– Market Entry Strategies and Strategic Alliances – Organization Structures of International Business

UNIT-V

International Business Operations: Export and Import Management – Government Support - Global Production – Out sourcing, and logistics – Global Marketing and R&D – Global Human Resource Management –Accounting in the International Business – Financial Management in International Business – Export Financing

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)
II MBA IV SEMESTER
MBA 401: INTERNATIONAL BUSINESS MODEL PAPER

Time: 3 Hours

Max Marks:100

Section - A

Answer ALL of the following Questions

5*16=80

1(a). Define International Business. Discuss the importance and types of international business.(Level 2-Understand)

(or)

(b). Distinguish the international business environment with reference to national differences.(Level 4- Analysis)

2(a). Illustrate Foreign Direct Investment. And also explain the principles and objectives of WTO(Level 3- Apply)

(or)

(b). Categorize International Trade theories with examples.(Level 4- Analysis)

3(a). Summarize International monetary system(Level 2- Understand)

(or)

(b). Describe the role IMF . And explain Global capital markets. (Level 2- Understand)

4 (a). Discuss the concept of Balance of Payment(Level 2- Understand)

(or)

(b) Evaluate the role of entry and exit strategies and strategic alliances of international Business(Level 5- Evaluate)

5 (a) Demonstrate the role of accounting and financial management in International Business.

(Level 3- Apply)

(or)

(b). Briefly explain about Global production, Global HRM, Global Marketing and R&D
(Level 2- Understand)

SECTION –B

Answer any five of the following 5*4=20 M

6. Define Meaning of Globalisation and mention the forces of Globalisation (Level 1-Knowledge)
 7. Discuss. Ethics in International Business. (Level 2- Understand)
 8. Explain Barriers to Trade. (Level 2- Understand)
 9. Describe Balance of payments and its problems. (Level 2- Understand)
 10. Classify Organisation of structures of International Business. (Level 4- Analysis)
 11. Explain Export and Import Management (Level 2- Understand)
 12. Describe Global outsourcing and logistics. (Level 2- Understand)
- .

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)
II MBA IV SEMESTER
MBA 401: INTERNATIONAL BUSINESS
Scheme of Evaluation

Time: 3 Hours

Max Marks:100

Section - A

Answer ALL of the following Questions

5*16=80

1(a). Define International Business. Discuss the importance and types of international business.(Level 2-Understand)

(Definition-4m, Description-12m)

(or)

(b). Distinguish the international business environment with reference to national differences.(Level 4- Analysis)

(Definition-4m, Description-12m)

2(a). Illustrate Foreign Direct Investment. And also explain the principles and objectives of WTO(Level 3- Apply)

(Definition-4m, Description-12m)

(or)

(b). Categorize International Trade theories with examples.(Level 4- Analysis)

(Definition-4m, Description-12m)

3(a). Summarize International monetary system(Level 2- Understand)

(Definition-4m, Description-12m)

(or)

(b). Describe the role IMF . And explain Global capital markets. (Level 2- Understand)

(Definition-4m, Description-12m)

4 (a). Discuss the concept of Balance of Payment(Level 2- Understand)

(Definition-4m, Description-12m)

(or)

(b) Evaluate the role of entry and exit strategies and strategic alliances of international Business(Level 5- Evaluate)

(Definition-4m, Description-12m)

5 (a) Demonstrate the role of accounting and financial management in International Business.

(Level 3- Apply)

(Definition-4m, Description-12m)

(or)

(b). Briefly explain about Global production, Global HRM, Global Marketing and R&D

(Level 2- Understand)

(Definition-4m, Description-12m)

SECTION –B

Answer any five of the following 5*4=20 M

6. Define Meaning of Globalisation and mention the forces of Globalisation (Level 1- Knowledge)

7. Discuss. Ethics in International Business. (Level 2- Understand)

8. Explain Barriers to Trade. (Level 2- Understand)

9. Describe Balance of payments and its problems. (Level 2- Understand)

10. Classify Organisation of structures of International Business. (Level 4- Analysis)

11. Explain Export and Import Management (Level 2- Understand)

12. Describe Global outsourcing and logistics. (Level 2- Understand)

(Each one carries 4 marks)

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-IV
MBA 402: HUMAN RESOURCE DEVELOPMENT
SYLLABUS

UNIT-I

Human Resource Development: Concepts, Goals, Importance, Challenges of HRD – Macro and Micro Perspectives of HRD - HRD Climate and Culture – HRD Process – HRD Approaches for Coping with Organizational Changes – HRD Departments and their Tasks – HRD as A Profession – Duties and Responsibilities of HRD Manager – Present Status of HRD in India – HRD Matrix.

UNIT-II

Interventions of Human Resource Development: Behavioral Factors in HRD – Performance Management, Performance Appraisal, Potential Appraisal, Coaching, Counseling and Mentoring, Career Planning and Development – Organizational Development Process – Organizational Development Interventions: Concept and Role of HRD Interventions –TQM and HRD Strategies.

UNIT-III

Training and Development: Need for Training, Concept of Learning and Learning Principles, Training Process, Training Need Analysis, Training Methods, and Evaluation of Training Methods – HRD and Employee Engagement – Management Development: Concept, Meaning, Importance and Scope of Management Development.

UNIT-IV

HRD in Practice: HRD in Strategic Organizations – HRD Experiences in Indian Public and Private Sector Industries – HRD in Government and Service Sectors – HRD in Voluntary Organizations – Global Developments and Implications for HRD in India.

UNIT V

HRD Audit & Research: HRD Audit: Concept and Objectives of HRD Audit, Methodology, Preparation of HRD Audit, HRD Score Card, HRD Audit Failures – Current Status of HRD Audit in India- Future of HRD –Research on HRD.

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-IV
MBA 402: HUMAN RESOURCE DEVELOPMENT MODEL PAPER

Time :3 hours

Max marks:100

SECTION A

Answer ALL questions

5*16=80m

1.a) “Discuss the macro and micro perspectives of Human Resource Development. Analyze how HRD contributes to organizational success at both levels.” (Level-4, Analyze)

(Or)

b.) “Evaluate the present status of HRD in India. How can HRD managers reshape the HRD climate and culture to meet future challenges?” (Level-5, Evaluate)

2.a) “Apply the concept of coaching, counselling, and mentoring to enhance employee performance and development. Illustrate with examples from organizational settings.” (Level-3, Apply)

(Or)

b.) “Analyze the role of HRD interventions in the Organizational Development process. How do TQM and HRD strategies contribute to continuous improvement?” (Level-4, Analyze)

3.a) “Explain the stages of the training process and highlight the principles of learning that must be considered while designing an effective training program.” (Level-4, Analysis)

(Or)

b.) “Evaluate different training methods in terms of their effectiveness. Which method is most suitable for managerial development and why?” (Level-3, Apply)

4.a) “Compare and contrast HRD practices in Indian public and private sector organizations. What lessons can each learn from the other?” (Level-2, Understand)

(Or)

b) “Design a comprehensive HRD strategy for a voluntary organization aiming to expand its operations nationally. Consider HRD challenges and best practices.” (Level-2, Understand)

5.a) “Explain the concept and objectives of an HRD audit. Describe the methodology involved in conducting an HRD audit in a medium-sized company.” (Level-4, Analysis)

(Or)

b) “Critically evaluate the current status of HRD audit practices in India. What improvements would you recommend for enhancing HRD effectiveness?” (Level-5, Evaluate)

SECTION -B

Answer any five of the following

5*4=20m

6. Define Human Resource Development (HRD). List any two key goals of HRD in an organizational context. (Level -1,Remember)
7. Explain the difference between performance appraisal and potential appraisal in HRD interventions. (Level 2-Understand)
8. Apply the concept of training need analysis (TNA) to identify training gaps in a newly hired employee group (Level 3- Apply)
9. Analyze two key differences in HRD practices between public and private sector organizations in India. (Level 2-Understand)
10. Evaluate the significance of the HRD scorecard in assessing the performance of HRD initiatives.(Level 4-Analysis)
11. Suggest a basic HRD matrix model for a mid-sized IT company aiming to improve employee engagement and performance. (Level 2-Understand)
12. Current Status of HRD Audit in India (Level 2-Understand)

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-IV
MBA 402: HUMAN RESOURCE DEVELOPMENT MODEL PAPER

SCHEME OF VALUATION
Section-A

Time :3 hours

Max marks:100

SECTION A

Answer ALL questions

5*16=80m

1.a) "Discuss the macro and micro perspectives of Human Resource Development. Analyze how HRD contributes to organizational success at both levels." (Level-4, Analyze) 8marks +8 marks

(Or)

b.) "Evaluate the present status of HRD in India. How can HRD managers reshape the HRD climate and culture to meet future challenges?" (Level-5, Evaluate) 8marks +8 marks

2.a) "Apply the concept of coaching, counselling, and mentoring to enhance employee performance and development. Illustrate with examples from organizational settings." (Level-3, Apply) 8marks +8 marks

(Or)

b.) "Analyze the role of HRD interventions in the Organizational Development process. How do TQM and HRD strategies contribute to continuous improvement?" (Level-4, Analyze) 8marks +8 marks

3.a) "Explain the stages of the training process and highlight the principles of learning that must be considered while designing an effective training program." (Level-4, Analysis) 8marks +8 marks

(Or)

b.) "Evaluate different training methods in terms of their effectiveness. Which method is most suitable for managerial development and why?" (Level-3, Apply) 8marks +8 marks

4.a) "Compare and contrast HRD practices in Indian public and private sector organizations. What lessons can each learn from the other?" (Level-2, Understand) 8marks +8 marks

(Or)

b) "Design a comprehensive HRD strategy for a voluntary organization aiming to expand its operations nationally. Consider HRD challenges and best practices." (Level-2, Understand) 8marks +8 marks

5.a) "Explain the concept and objectives of an HRD audit. Describe the methodology involved in conducting an HRD audit in a medium-sized company." (Level-4, Analysis) 8marks +8 marks

(Or)

b) “Critically evaluate the current status of HRD audit practices in India. What improvements would you recommend for enhancing HRD effectiveness?” (Level-5, Evaluate) 8marks +8 marks

SECTION -B

Answer any five of the following

5*4=20m

6. Define Human Resource Development (HRD). List any two key goals of HRD in an organizational context. (Level -1,Remember)
7. Explain the difference between performance appraisal and potential appraisal in HRD interventions. (Level 2-Understand)
8. Apply the concept of training need analysis (TNA) to identify training gaps in a newly hired employee group (Level 3- Apply)
9. Analyze two key differences in HRD practices between public and private sector organizations in India. (Level 2-Understand)
10. Evaluate the significance of the HRD scorecard in assessing the performance of HRD initiatives.(Level 4-Analysis)
11. Suggest a basic HRD matrix model for a mid-sized IT company aiming to improve employee engagement and performance. (Level 2-Understand)
12. Current Status of HRD Audit in India (Level 2-Understand)

(Each one carries 4-marks)

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
II MBA-IV SEMESTER
MBA 404HRMOB -STRATEGIC HUMAN RESOURCE MANAGEMENT

SYLLABUS

UNIT-I SHRM Framework: SHRM: Meaning, Nature and Scope of SHRM – Strategic Framework for HRM– Process of Strategic HRM – Corporate Strategy and SHRM – SHRM Approaches- Business Strategy and Organizational Capability – Developing SHRM Plans and Strategies – Strategic HR Planning – Acquisition and Development.

UNIT-II

Strategy Formulation: Strategic planning – Multinational Strategies – Strategic alliance – Sustainable global competitive advantage – Assessment of strategic alternatives – Managerial issues in strategic formulation – Importance and methods of forecasting the supply of HR – Key HR activities in Mergers and Acquisition (M & A) – Ensuring alignment – Ensuring strategic flexibility for the future – An investment perspective of Human Resources – HR investment consideration.

UNIT-III

HR Strategy Implementation: Human Aspects of Strategy Implementation: Behavioral Issues in Strategy Implementation, Matching Culture with Strategy – Leadership, Power and Politics, Employee Morale – Personal Values and Business Ethics – Retrenchment Strategies: Downsizing, Voluntary Retirement Schemes (VRS), HR Outsourcing, Early Retirement Plans, and Project Based Employment.

UNIT-IV

Recruitment and Retention Strategies: Online Recruitment, Employee Referrals, Recruitment Process Outsourcing, Head Hunting, Executive Education, Flexi Timing- Telecommuting – Work– life Balance Practices – Employee Empowerment –Employee Involvement – Autonomous Work Teams – Training, Development and Performance Strategies: Creating a Learning Organization, Competency Mapping, Multi-Skilling Succession Planning, Cross Cultural Training.

UNIT-V

HR Strategy Evaluation: HR evaluation process – Overview– Scope – Strategic Impact – Level of Analysis – Criteria – Level of Constituents – Ethical Dimensions – Approaches to Evaluation - Balanced score card perspective – Bench marking – Evaluating Strategic Contribution of Traditional areas such as selection, Training, Compensation – Evaluating Strategic Contribution in Emerging areas such as Management of Diversity and Quality Readiness

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
II MBA-IV SEMESTER
MBA 404HRMOB -STRATEGIC HRM MODEL PAPER

TIME -3 HOURS

MAXMARKS-100

SECTION A

Answer ALL questions 5*16=80m

1.a) Explain about SHRM Framework (Level 2- Understand)

(OR)

b). Illustrate linkage between Corporate Strategy with examples

(Level 3-Apply)

2.a) Discuss Strategic planning (Level 2- Understand)

(OR)

b) Demonstrate Key HR activities in Mergers and Acquisition

(Level 3-Apply)

3.a) Discuss Human Aspects of Strategy implementation
(Level 2- Understand)

(OR)

b) Evaluate retrenchment Strategies (Level 5- Evaluate)

4.a) Categorize retention Strategies (Level 4- Analysis)
(OR)

b) Explain about Training, Development and Performance Strategies
(Level 2-Understand)

5.a) Discuss HR Strategy Evaluation (Level 2- Understand)
(OR)

b) Explain about Balanced score card, Bench marking (Level 2- Understand)

SECTION-B

Answer any five of the following

5*4=20m

6. Define Strategic HR Planning (Level 1-Knowledge)
7. Discuss Multinational Strategies (Level 2- Understand)
8. Explain HR investment consideration (Level 2- Understand)
9. Describe about Voluntary Retirement Schemes (VRS) (Level 2- Understand)
10. Describe Cross Cultural Training (Level 2- Understand)
11. Explain Multi-Skilling Succession Planning (Level 2- Understand)
12. Define Bench marking (Level 2- Understand)

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
II MBA-IV SEMESTER
MBA 404HRMOB -STRATEGIC HRM MODEL PAPER
SCHEME OF VALUATION

TIME -3 HOURS

MAXMARKS-100

SECTION A

Answer ALL questions 5*16=80m

1.a) Explain about SHRM Framework (Level 2- Understand)

(Definition -4m , Description-12m)

(OR)

b). Illustrate linkage between Corporate Strategy with examples

(Level 3-Apply)

(Definition -4m , Description-12m)

2.a) Discuss Strategic planning (Level 2- Understand)

(Definition -4m , Description-12m)

(OR)

b) Demonstrate Key HR activities in Mergers and Acquisition

(Level 3-Apply)

(Definition -4m , Description-12m)

3.a) Discuss Human Aspects of Strategy implementation
(Level 2- Understand)

(Definition -4m , Description-12m)

(OR)

b) Evaluate retrenchment Strategies (Level 5- Evaluate)

(Definition -4m , Description-12m)

4.a) Categorize retention Strategies (Level 4- Analysis)

(Definition -4m , Description-12m)

(OR)

b) Explain about Training, Development and Performance Strategies

(Level 2-Understand)

(Definition -4m , Description-12m)

5.a) Discuss HR Strategy Evaluation(Level 2- Understand)

(Definition -4m , Description-12m)

(OR)

b) Explain about Balanced score card, Bench marking(Level 2- Understand)

(Definition -4m , Description-12m)

SECTION-B

Answer any five of the following

5*4=20m

6. Define Strategic HR Planning (Level 1-Knowledge)

7. Discuss Multinational Strategies (Level 2- Understand)

8. Explain HR investment consideration (Level 2- Understand)

9. Describe about Voluntary Retirement Schemes (VRS) (Level 2- Understand)

10. Describe Cross Cultural Training (Level 2- Understand)

11. Explain Multi-Skilling Succession Planning (Level 2- Understand)

12. Define Bench marking (Level 2- Understand)

(Each one carries 4 -marks)

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)
DEPARTMENT OF MBA
II MBA – SEMESTER IV
Course code-MBA405HRMOB
INTERNATIONAL HUMAN RESOURCE MANAGEMENT
SYLLABUS

UNIT-I

12 HOURS

Basics of IHRM: Definition, Nature, Importance, Objectives & Problems of IHRM, Difference between IHRM and Domestic HRM - Growing interest in IHRM -Three Dimensions of IHRM activities-Cultural issues in IHRM.

UNIT-II

12 HOURS

Recruitment, Selection, Staffing and Training in International context: Issues in International Selections, International Staffing Policies, Advantages & Disadvantages of Staffing Policies, Expatriate Selection-Expatriate Failures & Reasons – Need & Importance of Expatriate Training, Cultural Awareness Programs, Current scenario in international training and development.

UNIT-III

12 HOURS

International Compensation, Performance Management & Labour Relations: Objectives and Key components of an International compensation program, Approaches to International compensation, Performance Management of Expatriates- International Labour Relations, Key issues in International Labour Relations.

UNIT-IV

12 HOURS

IHRM Practices in Selected Countries: HRM practices in different countries- Japan, America, Britain, Germany, China and India.

UNIT-V
HOURS

12

Special Issues in IHRM: Information Technology and International HRM, Human Resource Out-Sourcing, Women Expatriates and their problems, Ethics in IHRM, Future challenges in IHRM.

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)
DEPARTMENT OF MBA
II MBA – SEMESTER IV
Course code-MBA405HRMOB
INTERNATIONAL HUMAN RESOURCE MANAGEMENT
QUESTION PAPER
SECTION – A

(Answer any five of the following. Each question carries 16 marks. Internal choice is provided. One question from each unit.)
(5 × 16 = 80 Marks)

Q1. a) Define IHRM. Explain its nature, importance, and objectives. Highlight the key problems encountered in IHRM. *(BTL 2 – Understanding)*

OR

b) Differentiate between IHRM and Domestic HRM. Analyze the cultural issues that impact IHRM functions in multinational organizations. *(BTL 4 – Analyzing)*

Q2. a) Discuss the various international staffing policies. Evaluate their advantages and disadvantages in the global context. *(BTL 5 – Evaluating)*

OR

b) Identify the reasons for expatriate failure. Describe how cultural awareness programs and expatriate training can help reduce these failures. *(BTL 2 – Understanding)*

Q3. a) Explain the key objectives and components of an international compensation program. Compare the different approaches to international compensation. *(BTL 2 – Understanding)*

OR

b) Examine the performance management process of expatriates and analyze key issues in international labour relations. *(BTL 4 – Analyzing)*

Q4. a) Compare and contrast the HRM practices in Japan, Germany, and America. What can India learn from their approaches? *(BTL 4 – Analyzing)*

OR

b) Describe the HRM practices in Britain, China, and India. Evaluate how cultural context influences HRM strategies in these countries. *(BTL 5 – Evaluating)*

Q5. a) Describe the impact of information technology and outsourcing on IHRM. Explain the role of ethics in international HR practices. *(BTL 2 – Understanding)*

OR

b) Discuss the challenges faced by women expatriates. Evaluate future trends and challenges in IHRM in the globalized economy. *(BTL 5 – Evaluating)*

SECTION – B

(Answer any five of the following. Each question carries 4 marks.)

(5 × 4 = 20 Marks)

Q6. Define IHRM and mention any two of its unique characteristics. *(BTL 1 – Remembering)*

Q7. List any four reasons for expatriate failure. *(BTL 1 – Remembering)*

Q8. What are the key components of an international compensation program? *(BTL 2 – Understanding)*

Q9. Give two examples of cultural issues that affect international HR practices. *(BTL 2 – Understanding)*

Q10. Describe two important considerations in performance management of expatriates. *(BTL 3 – Applying)*

Q11. Identify two HRM practices from Japan that can be applied in Indian firms. *(BTL 3 – Applying)*

Q12. Discuss briefly any one ethical issue and one IT-related issue in IHRM. *(BTL 4 – Analyzing)*

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)
DEPARTMENT OF MBA
II MBA – SEMESTER IV
Course code-MBA405HRMOB
INTERNATIONAL HUMAN RESOURCE MANAGEMENT
SCHEME OF EVALUATION
SECTION – A (5 × 16 = 80 Marks)
(Each question carries 16 marks with internal choice)

Q1a (BTL 2 – Understanding)

- Definition of IHRM – 2 marks
- Explanation of nature, importance, and objectives – 8 marks (2+3+3)
- Discussion of problems in IHRM – 6 marks

Q1b (BTL 4 – Analyzing)

- Clear differentiation between IHRM and Domestic HRM – 6 marks
- Identification and analysis of cultural issues – 6 marks
- Examples/case illustrations – 4 marks

Q2a (BTL 5 – Evaluating)

- Description of staffing policies – 6 marks
- Evaluation of advantages – 5 marks
- Evaluation of disadvantages – 5 marks

Q2b (BTL 2 – Understanding)

- Identification of reasons for expatriate failure – 5 marks
- Explanation of cultural awareness and training – 7 marks
- Current scenario or relevance – 4 marks

Q3a (BTL 2 – Understanding)

- Objectives and components – 6 marks

- Explanation of approaches to international compensation – 10 marks

Q3b (BTL 4 – Analyzing)

- Discussion on expatriate performance management – 8 marks
- Key issues in international labour relations – 8 marks

Q4a (BTL 4 – Analyzing)

- Comparative analysis of HRM practices – 10 marks
- Suggestions for India – 6 marks

Q4b (BTL 5 – Evaluating)

- Overview of HRM practices in Britain, China, India – 8 marks
- Evaluation of cultural influence – 8 marks

Q5a (BTL 2 – Understanding)

- Role of IT in IHRM – 6 marks
- Discussion on HR outsourcing – 4 marks
- Ethical considerations – 6 marks

Q5b (BTL 5 – Evaluating)

- Challenges faced by women expatriates – 8 marks
- Evaluation of future trends and challenges – 8 marks

SECTION – B (5 × 4 = 20 Marks)

(Each short answer question carries 4 marks.)

Q6 (BTL 1 – Remembering)

- Definition – 2 marks
- Any two characteristics – 2 marks

Q7 (BTL 1 – Remembering)

- Listing of four reasons – 1 mark each

Q8 (BTL 2 – Understanding)

- 2 components clearly explained – 2 marks each

Q9 (BTL 2 – Understanding)

- Identification of 2 cultural issues – 2 marks
- Explanation – 2 marks

Q10 (BTL 3 – Applying)

- Two considerations in performance management – 2 marks each

Q11 (BTL 3 – Applying)

- Any two applicable practices from Japan – 2 marks each

Q12 (BTL 4 – Analyzing)

- Ethical issue – 2 marks
- IT-related issue – 2 marks

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

**DEPARTMENT OF MBA
SEMESTER-II
MBA404MKT: E-MARKETING**

SYLLABUS

UNIT-I

12 HOURS

E-Marketing-An Overview – Introduction, Objectives, Definition, History and, Features of E-Marketing – Scope, Benefits and Problems in E-Marketing – E-Customers – E-marketing Tools & Techniques – Types of E-Markets and Marketing

**UNIT-II
HOURS**

12

Marketing Plan: Introduction, Objectives, Definition of E-Marketing Plan – Situational Analysis, Setting Objectives, Marketing Mix Decision, Budget Allocation, Action Plan, Measuring Success – E-Marketing Mix Strategy: Objectives, the 4Ps in E-Marketing, Additional 3Ps in E-Marketing of Services, the 2P+2C+3S Formula in E-Marketing.

**UNIT-III
HOURS**

12

Applications of E-Marketing: Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium – Strategic Advantages of E: Creating New Sources of Competitive Advantage, Direct Distribution Model, Re-engineering the Supply Chain, Targeting Underserved Segments, Lower Price Barrier, Delivery Systems for Digital Products, Creates an Efficient Marketplace, Creates a Virtuous Cycle.

**UNIT-IV
HOURS**

12

E-Metrics: Introduction, Objectives, E-Metrics: An Overview, Monitoring E-Marketing Activities, User Surveys and Usability Testing, Tracking and Site Analysis Tools – E-Customer Relationship Management: Objectives, Concept of E-CRM, Prerequisites for the Implementation of E-CRM, Transition from CRM to E-CRM, E-CRM and Community Building, E-CRM and Customer Lifecycle, E-CRM versus E-Loyalty, Conversion Optimization.

**UNIT-V
HOURS**

12

Legal and Ethical Issues in E-Marketing: Introduction, Objectives, Need for E-Business Legal Protection, Legal and Ethical Issues in E-Marketing, Privacy, Digital Property, Online Expression, Emerging Issues.

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

**DEPARTMENT OF MBA
SEMESTER-II
MBA404MKT: E-MARKETING**

MODEL PAPER

Time: 3 hours

Max Marks: 100

SECTION A

Answer ALL questions

5×16 = 80 Marks

1.a) Define E-Marketing and discuss its scope, benefits, and challenges. (Level-2, Understand)

OR

1.b) Explain the features and types of E-Markets. (Level-2, Understand)

2.a) Develop an E-Marketing plan including situational analysis and budget allocation. (Level-3, Apply)

OR

2.b) Explain the 2P+2C+3S formula in E-Marketing. (Level-2, Understand)

3.a) Examine the applications of E-Marketing as a lead generation and customer service tool. (Level-4, Analyze)

OR

3.b) Evaluate the strategic advantages of E-Marketing. (Level-5, Evaluate)

4.a) Explain how E-Metrics are used to monitor E-Marketing activities. (Level-2, Understand)

OR

4.b) Analyze the implementation and benefits of E-CRM. (Level-4, Analyze)

5.a) Discuss legal and ethical issues in E-Marketing. (Level-2, Understand)

OR

5.b) Evaluate the challenges related to privacy and digital property. (Level-5, Evaluate)

SECTION B

Answer any FIVE of the following

5×4 = 20 Marks

6. Define E-Marketing. (*Level-1, Remember*)

7. List the tools and techniques used in E-Marketing. (*Level-1, Remember*)

8. Describe the additional 3Ps in E-Marketing of services. (*Level-2, Understand*)
9. Explain how online advertising functions as a direct response medium. (*Level-2, Understand*)
10. Discuss the role of E-CRM in customer lifecycle management. (*Level-3, Apply*)
11. Illustrate how usability testing is part of E-Metrics. (*Level-3, Apply*)
12. Outline the legal protections needed for E-Business. (*Level-2, Understand*)

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

**DEPARTMENT OF MBA
SEMESTER-II
MBA404MKT: E-MARKETING**

SCHEME OF EVALUATION

SECTION A (Each question carries 16 Marks)

- 1.a) Definition - 4m, Scope, benefits, challenges - 12m
- 1.b) Features - 4m, Types of E-Markets - 12m
- 2.a) Structure of plan - 4m, Analysis and budgeting - 12m
- 2.b) Explanation of formula and application - 16m
- 3.a) Applications overview - 4m, Lead generation and customer service role - 12m
- 3.b) Identification of strategic advantages - 4m, Detailed explanation - 12m
- 4.a) E-Metrics tools - 4m, Monitoring mechanisms - 12m
- 4.b) E-CRM concepts - 4m, Benefits and implementation - 12m
- 5.a) Legal/ethical issues - 4m, Examples and discussion - 12m
- 5.b) Evaluation of privacy and property challenges - 16m

SECTION B (Each carries 4 Marks)

- 6. Definition and explanation - 4m
- 7. Listing with brief explanation - 4m
- 8. Description of 3Ps - 4m
- 9. Explanation with example - 4m
- 10. Application in lifecycle management - 4m
- 11. Tools and process explained - 4m
- 12. Key protections with examples - 4m

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-II
MBA403MKT: SALES AND DISTRIBUTION MANAGEMENT

UNIT-I

12 HOURS

Sales Management: Concept, Nature and Scope, Objectives and Functions –Interface of Sales with different functions – Theories of Selling – Organization Framework of the Field Sales Force – Types and Methods – Field Sales Manager: Tasks and Responsibilities, Relation with Salesman, and Relationship with Top Management – Coordinating and Controlling the Marketing Mix –Trends and Challenges – Selling Through Different Media.

UNIT-II

12 HOURS

Sales Forecasting & Operations: Methods and Procedural Steps in Forecasting – Prospecting for Customers – Modes of Sales Presentation – Designing and Delivering of Sales Presentation — Sales Budgeting – Allocation of Field Sales Resources – Design Sales Territories – Sales Quota – Control of Sales – Sales Meeting.

UNIT-III

12 HOURS

Sales force Management: Planning Manpower Requirements – Recruiting and Selecting Sales Personnel – Methods and Administering Selection Procedures – Developing Sales Training Programs, Executing and Evaluating Sales Training Programs, Motivating Sales Personnel, Compensating Sales Personnel – Designing and Administering Various Compensation Plans, Controlling Sales Personnel and Managing, Sales Evaluation Programs, Comparing Standards with Actual Performances of Sales Personnel – Sales Audit and Analysis.

UNIT-IV

12 HOURS

Distribution Management: Role of Distribution in Marketing Mix – An Overview of Marketing Channels – Structure, Functions, and Relationships of Channels of Distribution – Channel Planning and organizational Patterns in Marketing Channels – Channel Design Process and Channel Management Decisions – Channel Intermediaries: Role and Types – Wholesaling: Types of Wholesalers, and Wholesaler marketing decisions – Retailing: Types of Retailers, and Retailer Marketing Decisions – Channel Dynamics and Conflicts.

UNIT-V
HOURS

12

Market Logistics & Supply Chain: Logistics Objectives, Market Logistics Decisions for Distribution Channels – Transport and Handling: Economic of Transportation – Modes of

Transport, Organizing Transport Facilities – Supply Chain Operations – New Developments in Supply Chain Management.

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

SEMESTER-II

MBA403MKT: SALES AND DISTRIBUTION MANAGEMENT

MODEL PAPER

Time: 3 hours

Max Marks: 100

SECTION A

Answer ALL questions

5×16 = 80 Marks

1.a) Explain the nature and scope of Sales Management and its role in coordinating the marketing mix. *(Level-2, Understand)*

OR

1.b) Describe the tasks of a field sales manager and the challenges in modern sales management. *(Level-2, Understand)*

2.a) Discuss various methods of sales forecasting and steps in planning a sales operation. *(Level-3, Apply)*

OR

2.b) Design a sales presentation and explain modes of customer prospecting. *(Level-3, Apply)*

3.a) Examine the process of recruiting and training sales personnel. *(Level-4, Analyze)*

OR

3.b) Evaluate compensation methods for sales personnel. *(Level-5, Evaluate)*

4.a) Describe the functions and structure of distribution channels and their importance in marketing. *(Level-2, Understand)*

OR

4.b) Explain the channel design process and types of channel intermediaries. *(Level-3, Apply)*

5.a) Analyze logistics decisions and supply chain operations for effective market distribution.
(Level-4, Analyze)

OR

5.b) Evaluate modes of transportation and developments in supply chain management.

(Level-5, Evaluate)

SECTION B

Answer any FIVE of the following 5×4 = 20 Marks

6. Define Sales Management. *(Level-1, Remember)*
7. Explain the theories of selling. *(Level-2, Understand)*
8. Discuss sales budgeting. *(Level-2, Understand)*
9. Describe sales territory design. *(Level-3, Apply)*
10. Outline the recruitment process of sales personnel. *(Level-2, Understand)*
11. Explain types of retailers. *(Level-2, Understand)*
12. Describe logistics objectives in a distribution channel. *(Level-2, Understand)*

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-II
MBA403MKT: SALES AND DISTRIBUTION MANAGEMENT

SCHEME OF EVALUATION

SECTION A (Each question carries 16 Marks)

- 1.a) Definition - 4m, Explanation of scope and coordination - 12m
- 1.b) Field manager roles - 4m, Challenges - 12m
- 2.a) Forecasting methods - 4m, Sales operation planning - 12m
- 2.b) Presentation design - 4m, Prospecting methods - 12m
- 3.a) Recruitment and training steps - 4m, Explanation with examples - 12m
- 3.b) Compensation strategies - 4m, Evaluation with reasoning - 12m
- 4.a) Structure and functions - 4m, Importance in mix - 12m
- 4.b) Design process - 4m, Types of intermediaries - 12m
- 5.a) Logistics decisions - 4m, SCM operation analysis - 12m
- 5.b) Transportation modes - 4m, Recent SCM developments - 12m

SECTION B (Each question carries 4 Marks)

- 6. Definition with explanation - 4m
- 7. Overview of theories - 4m
- 8. Purpose and steps in budgeting - 4m
- 9. Key considerations and procedure - 4m
- 10. Steps in recruitment - 4m
- 11. Types with examples - 4m
- 12. Objectives and application - 4m

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA
DEPARTMENT OF MBA
Revised CBCS 2024-25 Batch onwards)

II MBA- SEMESTER IV Course code-MBA404MKT

COURSE TITLE-RETAIL MANAGEMENT

SYLLABUS

UNIT-I

12 HOURS

Introduction to Retailing: Concept, Meaning, Nature, Scope and Importance, and Functions of Retailing – Overview of Indian & Global Retailing – Theories of Retail Development – Retail organization Structure – Types of Retailing: Store Based and Non-store Based Retailing – Retail Customers and Consumers – Changing Trends of Consumerism and Consumer Buying Behavior Retail Consumer Purchase Decision Making Process – Concepts of Cross-shopping, and Cross-buying Behavior – Opportunities and Challenges of Retailing in India – Innovative Business Models in Indian Retailing: e-tailing.

UNIT-II

12 HOURS

Retail Market Strategy: Concept, Definition, and Need for Retail Market Strategy – Developing a Sustainable Competitive Advantage – Strategic Retail Planning Process – Retail Growth Strategies: Opportunities and Challenges for Domestic and International Expansion – Retail Location: Concept, Types, and Importance of Retail Location – Retail Location Theories – Retail Location Process – Retail Location and Retail Strategy – Retail Site Selection: Local, Legal, and Market Potential Considerations.

UNIT-III

12 HOURS

Retail Management: Concept, Scope and Process of Retail of Management – Retail HRM: Policies, Practices, and Managing of Human Resources in Retailing Business – Financial Strategies in Retailing: Objectives and Goals – Strategic Profit Model – Financial Performance Assessment in Retailing – Retail Merchandising: Process of Merchandise Planning, and Methods of Merchandise Procurement – Category Management – Emergence of Private Labels (Store Brands).

UNIT-IV

12 HOURS

Retail Pricing & Promotion: Policies, and Strategies of Retail Pricing – Techniques for Increasing Retail Sales – Retail Promotion Mix: Retail Advertising and Sales Promotions – In-store Price-promotions – Retail Communication Budget: Process and Methods of Budgeting – Emergence of Multichannel Retailing: Issues and Challenges – Integrating and Controlling Retail Strategy.

UNIT-V

12 HOURS

Store Management: Concept, Scope and Importance of Store Management – Store Layout, Design, Atmospherics, and Visual Merchandising – Retail Customer Service: Managing Service Quality, Complaint Handling, and Service Recovery Strategies – Customer Relationship Management: CRM Process and CRM Programs – Retail Customer Satisfaction, Loyalty, and Retention Strategies – CRM Measurements: Customer Life Time Value and Customer Equity – Retail Information System– Supply Chain Management in Retailing – Ethical Issues in Retailing – Retail Audit – Retailing Research in India.

MODEL QUESTION PAPER

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA
DEPARTMENT OF MBA
Revised CBCS 2024-25 Batch onwards)
II MBA. – SEMESTER IV Course code-MBA404MKT
COURSE TITLE-RETAIL MANAGEMENT
SECTION – A

*(Answer **any five** of the following. Each question carries 16 marks. Internal choice is provided. One question from each unit.)*

(5 x 16 = 80 marks)

Q1. a) Explain the different theories of retail development and discuss the functions and significance of retailing in modern business. *(BTL 2 – Understanding)*

OR

b) Analyze the changing trends in consumer buying behavior and examine the implications of cross-shopping and cross-buying behavior in Indian retailing. *(BTL 4 – Analyzing)*

Q2. a) Describe the strategic retail planning process and evaluate how a retailer can develop a sustainable competitive advantage. *(BTL 5 – Evaluating)*

OR

b) Discuss the various types of retail locations and assess how location decisions affect overall retail strategy. *(BTL 5 – Evaluating)*

Q3. a) Explain the process of merchandise planning and discuss the emergence and role of private labels in retailing. *(BTL 2 – Understanding)*

OR

b) Apply the Strategic Profit Model to evaluate a retailer's financial performance and analyze its implications for retail decision-making. *(BTL 3 – Applying, BTL 4 – Analyzing)*

Q4. a) Examine the components of a retail promotion mix and evaluate techniques used to increase retail sales in competitive markets. *(BTL 5 – Evaluating)*

OR

b) Design a multichannel retailing strategy for a new retail brand considering communication budget, promotion, and integration challenges. *(BTL 6 – Creating)*

Q5.a) Discuss the elements of store layout and visual merchandising and their role in enhancing customer experience. *(BTL 2 – Understanding)*

OR

b) Design a CRM strategy for a retail brand that ensures customer satisfaction, loyalty, and retention, integrating retail information systems and lifetime value concepts. *(BTL 6 – Creating)*

SECTION – B

*(Answer **any five** of the following. Each question carries 4 marks.)*

(5 x 4 = 20 marks)

Q6. Define the term "Retailing" and state its importance in the Indian economy. *(BTL 1 – Remembering)*

Q7. List and explain any four types of non-store based retailing formats. *(BTL 1 – Remembering)*

Q8. Illustrate the key steps in the retail location selection process. *(BTL 3 – Applying)*

Q9. Summarize the objectives of financial strategies used in retailing. *(BTL 2 – Understanding)*

Q10. Differentiate between retail advertising and in-store promotions with examples. *(BTL 4 – Analyzing)*

Q11. Explain the importance of customer service and complaint handling in store management. *(BTL 2 – Understanding)*

Q12. Propose an innovative e-tailing model suitable for rural India. *(BTL 6 – Creating)*

SCHEME OF EVALUATION

SECTION – A

(Answer any five of the following. Each question carries 20 marks. Internal choice is provided)

(5 x 16 = 80 Marks)

Q1.

a) Explain the different theories of retail development and discuss the functions and significance of retailing in modern business.

(BTL2-Understanding)

- Theories of retail development : **6 marks**
- Functions of retailing: **6 marks**
- Significance of retailing in business: **4 marks**

OR

b) Analyze the changing trends in consumer buying behavior and examine the implications of cross-shopping and cross-buying behavior in Indian retailing.

(BTL4-Analyzing)

- Identification of recent trends: **5 marks**
- Analysis of cross-shopping and cross-buying: **6 marks**
- Implications in Indian context: **5 marks**

Q2.

a) Describe the strategic retail planning process and evaluate how a retailer can develop a sustainable competitive advantage.

(BTL5-Evaluating)

- Description of strategic planning process: **8 marks**
- Evaluation of strategies for sustainable advantage: **8 marks**

OR

**b) Discuss the various types of retail locations and assess how location decisions affect overall retail strategy.
(BTL5–Evaluating)**

- Types of retail locations: **6 marks**
- Importance and factors influencing choice: **6 marks**
- Impact on strategy with examples: **4 marks**

Q3.

**a) Explain the process of merchandise planning and discuss the emergence and role of private labels in retailing.
(BTL2–Understanding)**

- Process of merchandise planning: **8 marks**
 - Role and significance of private labels: **8 marks**

OR

**b) Apply the Strategic Profit Model to evaluate a retailer's financial performance and analyze its implications for retail decision-making.
(BTL3–Applying, BTL4–Analyzing)**

- Diagram and explanation of Strategic Profit Model: **6 marks**
- Application to financial data or scenario: **6 marks**
- Analysis and interpretation of results: **4 marks**

Q4.

**a) Examine the components of a retail promotion mix and evaluate techniques used to increase retail sales in competitive markets.
(BTL5–Evaluating)**

- Elements of promotion mix: **8 marks**
- Evaluation of promotion techniques: **8 marks**

OR

b) Design a multichannel retailing strategy for a new retail brand considering communication budget, promotion, and integration challenges.

(BTL6–Creating)

- Design and components of the strategy: **6 marks**
- Budget and promotion integration: **6 marks**
- Addressing challenges and feasibility: **4 marks**

Q5.

a) Discuss the elements of store layout and visual merchandising and their role in enhancing customer experience.

(BTL2–Understanding)

- Store layout elements: **6 marks**
- Visual merchandising techniques: **6 marks**
- Impact on customer experience: **4 marks**

OR

b) Design a CRM strategy for a retail brand that ensures customer satisfaction, loyalty, and retention, integrating retail information systems and lifetime value concepts.

(BTL6–Creating)

- CRM strategy framework: **6 marks**
- Integration with retail IS and data usage: **6 marks**
- Incorporating CLV and equity concepts: **4 marks**

SECTION – B

(Answer any five of the following. Each question carries 4 marks.)

(5 x 4 = 20 Marks)

Q6. Define "Retailing" and state its importance in the Indian economy. *(BTL 1 – Remembering)*

-Definition: 2 marks

– Importance in Indian economy: 2 marks

Q7. List and explain any four types of non-store based retailing formats. *(BTL 1 – Remembering)*

- Listing of four formats: 1 mark
- Explanation of each format : 3 marks

Q8. Illustrate the key steps in the retail location selection process. (*BTL 3 – Applying*)

- Explanation of key steps: 3 marks
- Logical illustration or example: 1 mark

Q9. Summarize the objectives of financial strategies used in retailing. (*BTL 2 – Understanding*)

- Identification and explanation of objectives: 3 marks
- Summary or conclusion: 1 mark

Q10. Differentiate between retail advertising and in-store promotions with examples. (*BTL 4 – Analyzing*)

- Differences between the two concepts: 2 marks
- Relevant examples for each: 2 marks

Q11. Explain the importance of customer service and complaint handling in store management. (*BTL 2 – Understanding*)

- Explanation of importance: 2 marks
- Justification with examples: 2 marks

Q12. Propose an innovative e-tailing model suitable for rural India. (*BTL 6 – Creating*)

- Innovation in the model: 2 marks
- Relevance to rural Indian context: 2 marks

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

FINANCIAL DERIVATIVES

SYLLABUS

Unit – I

12 HOURS

Introduction to Financial Derivatives – Meaning and Need – Growth of Financial Derivatives in India – Derivative Markets – Participants – Functions – Types of Derivatives – Forwards – Futures – Options – Swaps – The Regulatory Framework of Derivatives Trading in India.

Unit – II

12 HOURS

Features of Futures – Differences Between Forwards and Futures – Financial Futures – Trading – Currency Future – Interest Rate Futures – Pricing of Future Contracts – Value At Risk (VAR) – Hedging Strategies – Hedging with Stock Index Futures – Types of Members and Margining System in India – Futures Trading on BSE & NSE.

Unit – III

12 HOURS

Options Market – Meaning & Need – Options Vs futures – Types of Options Contracts – Call Options – Put Options – Trading Strategies Involving Options – Basic Option Positions – Margins – Options on stock Indices – Option Markets in India on NSE and BSE.

Unit – IV

12 HOURS

Option Pricing – Intrinsic Value and Time Value - Pricing at Expiration – Factors Affecting Options pricing – Put-Call Parity Pricing Relationship – Pricing Models – Introduction to Binominal Option Pricing Model – Black Scholes Option Pricing Model.

Unit – V

12 HOURS

Swaps – Meaning – Overview – The Structure of Swaps – Interest Rate Swaps – Currency Swaps – Commodity Swaps – Swap Variant – Swap Dealer Role – Equity Swaps – Economic Functions of Swap Transactions – FRAs and Swaps.

Reference Books:

1. Rene M Stulz, Risk Management and Derivatives, Cengage, New Delhi

2. David Thomas. W & Dubofsky Miller. Jr., Derivatives Valuation and Risk Management, Oxford University, Indian Edition.
3. N.D.Vohra & B.R.Baghi, Futures and Options, Tata McGraw-Hill Publishing Company Ltd.
4. Red Head: Financial Derivatives: An Introduction to Futures, Forward, Options” Prentice Hall of India.
5. David A. Dubofsky, Thomas W.Miller, Jr.: Derivatives: Valuation and Risk Management, Oxford University Press.
6. Sunil K.Parameswaran, “Futures Markets: Theory and Practice” Tata-McGraw-Hill Publishing Company Ltd.
7. D.C.Parwari, Financial Futures and Options, Jaico Publishing House
8. T.V.Somanathan, Derivatives, Tata McGraw-Hill Publishing Company Ltd.
9. NSE manual of Indian Futures & Options & www.Sebi.com

Website references:

1. <http://www.himpub.com/documents/Chapter721.pdf>
2. <https://www.icicidirect.com/knowledge-center/learn-hub/-options/chapter-1-introduction-to-derivatives>
3. <https://mbastudymaterial.com/regulation-of-derivatives-trading-in-india/>
4. <https://www.educba.com/futures-vs-forward/>
5. <https://www.investopedia.com/ask/answers/difference-between-options-and-futures/>
6. <https://scripbox.com/pf/stock-exchanges-in-india/>
7. http://sdeuoc.ac.in/sites/default/files/sde_videos/VI%20Sem.%20-%20Financial%20Derivatives_0.pdf
8. <https://analystprep.com/study-notes/frm/part-1/financial-markets-and-products/trading-strategies-involving-options/>
9. <https://www.investopedia.com/terms/v/varianceswap.asp#:~:text=A%20variance%20swap%20is%20a%20derivative%20contract%20in, on%20the%20underlying%20asset%27s%20price%20changes%2C%20or%20volatility.>
10. <https://www.investopedia.com/terms/f/fra.asp>

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

II MBA –IV- SEMESTER-MODEL PAPER

MBA 403 FIN-FINANCIAL DERIVATIVES

TIME -3 HOURS

MAX MARKS-100

ANSWER THE FOLLOWING QUESTIONS

5*16=80m

1.a) Define financial derivative. Explain about different types of financial derivatives(Level-2 , Understand)

(or)

b) Describe regulatory framework for Indian derivatives market

(Level2 -Understand)

2.a) Compare forwards and futures (Level 4-Analysis)

(or)

b) Illustrate futures trading on BSE and NSE ((Level 4-Apply)

3.a) Define option. Explain about terminology of option contract

(or)

b) Outlining trading strategies involved in options. (Level-2 , Understand)

4.a)Evaluate factors effecting option pricing.(Level 5-Evaluate)

(or)

b) Describe Binomial Option Pricing model(Level-2 , Understand)

5.a) Define swap. Explain about overview of swaps (Level-2, Understand)

(or)

b) Demonstrate currency swaps with an example (Level 3-Apply)

SECTION-B

ANSWER ANY FIVE OF THE FOLLOWING

5*4=20m

0. Define Counter party risk (Level-1, Knowledge)
0. Discuss Interest rate futures (Level-2, Understand)
0. Compare types of Margin (Level-4, Analysis)
1. Evaluate types of option contracts (Level-5, Evaluate)
0. Explain Stock index (Level-2, Understand)
0. Explain Intrinsic value and time value of an option (Level-2, Understand)
1. Discuss Swap dealer role (Level-2, Understand)

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
II MBA –IV- SEMESTER-MODEL PAPER SCHEME OF VALUATION
MBA 403 FIN-FINANCIAL DERIVATIVES

TIME -3 HOURS

MAX MARKS-100

ANSWER THE FOLLOWING QUESTIONS

5*16=80m

1.a) Define financial derivative. Explain about different types of financial derivatives(Level-2 , Understand)

(Def-4m,Explanation-12m)

(or)

b) Describe regulatory framework for Indian derivatives market

(Level2 -Understand)

(Def-4m,Explanation-12m)

2.a) Compare forwards and futures (Level 4-Analysis)

(Def-4m,Explanation-12m)

(or)

b) Illustrate futures trading on BSE and NSE ((Level 4-Apply)

(Def-4m,Explanation-12m)

3.a) Define option. Explain about terminology of option contract

(Def-4m,Explanation-12m)

(or)

b) Outlining trading strategies involved in options. (Level-2 , Understand)

(Def-4m,Explanation-12m)

4.a) Evaluate factors effecting option pricing.(Level 5-Evaluate)

(Def-4m,Explanation-12m)

(or)

b) Describe Binomial Option Pricing model(Level-2 , Understand)

(Def-4m,Explanation-12m)

5.a) Define swap. Explain about overview of swaps(Level-2 , Understand)

(Def-4m,Explanation-12m)

(or)

b) Demonstrate currency swaps with an example(Level 3-Apply)

(Def-4m,Explanation-12m)

SECTION-B

ANSWER ANY FIVE OF THE FOLLOWING

5*4=20m

1. Define Counter party risk (Level-1,Knowledge)
1. Discuss Interest rate futures(Level-2,Understand)
2. Compare types of Margin(Level-4,Analysis)
3. Evaluate types of option contracts (Level-5, Evaluate)
1. Explain Stock index (Level-2, Understand)
2. Explain Intrinsic value and time value of an option(Level-2, Understand)
3. Discuss Swap dealer role(Level-2,Understand)

Each one carries 4marks

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA
DEPARTMENT OF MBA
Revised CBCS 2024-25 Batch onwards)

II MBA. – SEMESTER IV Course code-MBA406FIN

COURSE TITLE-STRATEGIC COST MANAGEMENT
SYLLABUS

UNIT-I **12 HOURS**

Designing Costing Systems for Job and Process Oriented Manufacturing Environments – Cost Estimation and Regression Analysis – Linear Programming and Cost Volume Profit Analysis – Learning Curves.

UNIT-II **12 HOURS**

Cost as a Source of Competitive Advantage – Value Chain Concept – Cost Driver Concept – Strategic Positioning Concept – Profit Variance Analysis – Target Costing – Life Cycle Costing.

UNIT-III **12 HOURS**

Activity Based Costing – Drawbacks of Conventional Costing Systems – Hidden Factory – Merits and Demerits of ABC – Implementation of ABC.

UNIT-IV **12 HOURS**

Cost of Quality – Understanding, Analysis and Measurement of COQ.

UNIT-V **12 HOURS**

Business Process Reengineering – Total Quality Management, Just in Time and Flexible Manufacturing Systems as Enablers of Low-Cost Strategy –Implications for Costing Systems.

Reference Textbooks

- ☐ Vijay Govindarajan, “Strategic Cost Management”
- ☐ Roert S.Kaplan and Anthony A Atkinson, Advanced Management Accounting
- ☐ Druly,Colin,Management Accounting and Control, Thomson Learning

- Horngren, Datar Foster, Cost Accounting, Pearson Education
- Hansen and Mowen, Cost Management, Thomson Learning
- S.Kaplan and Anthony A Atkinson, Management Accounting, Pearson Education
- Anthony, Robert N; and Govindrajan, Vijay, Management Control System, Mc Graw Hill

Website references:

1. <https://openstax.org/books/principles-managerial-accounting/pages/4-1-distinguish-between-job-order-costing-and-process-costing>
2. <https://www.accountingnotes.net/cost-accounting/cost-volume-profit/cost-volume-profit-cvp-analysis-cost-accounting/10582>
3. <https://marketingwithsaif.com/value-chain-the-source-of-competitive-advantage/>
<https://tallysolutions.com/accounting/life-cycle-costing/>

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA
DEPARTMENT OF MBA
Revised CBCS 2024-25 Batch onwards)

II MBA. – SEMESTER IV Course code-MBA406FIN

COURSE TITLE-STRATEGIC COST MANAGEMENT

Answer ALL the following Questions

5x16=80Marks

1. A. **Explain** the differences between job costing and process costing systems.
Give industry-specific examples where each is applied. Level 2: Understand) or

B. **Apply** the concept of **Cost-Volume-Profit (CVP) analysis** in a scenario where a company must decide between two product lines. Use hypothetical numbers to demonstrate break-even analysis.

Level 3: Apply).
2. A. **Discuss** the concept of **Life Cycle Costing** and how it helps in long-term strategic decision making. Level 2: Understand) Or

B. **Apply** the concept of **Value Chain Analysis** to identify cost-saving opportunities in a manufacturing firm. Level 3: Apply).
3. **Explain** the major **differences between Activity-Based Costing (ABC) and traditional costing systems** with examples. Level 2: Understand) Or

B. **Apply** ABC to a simple case: A company manufactures two products, one complex and one simple. Show how overheads can be distributed more accurately under ABC compared to traditional methods. Level 3: Apply).
4. **Define and explain** the components of **Cost of Quality (COQ)** – prevention, appraisal, internal and external failure costs. Level 2: Understand) Or

B. **Apply** the COQ concept to a real or hypothetical business case. Show how identifying quality-related costs can improve profitability. Level 3: Apply).
5. **Explain** the concept of **Total Quality Management (TQM)** and how it supports a low-cost strategy in manufacturing. Level 2: Understand). Or

B. **Discuss with an example** how **Just-In-Time (JIT)** implementation can reduce inventory costs and enhance efficiency in manufacturing systems. Level 3: Apply)

Answer Any Four Questions

4x5 = 20 Marks

6. Define **job costing** and provide an example. (*Level 1 – Remember*)
7. What is **process costing**? Where is it used? (*Level 1 – Remember*)
8. List two differences between job and process costing. (*Level 2 – Understand*)
9. Explain the purpose of **regression analysis** in cost estimation. (*Level 2 – Understand*)
10. What is meant by **learning curve** in cost management? (*Level 2 – Understand*)
11. Calculate the **break-even point** using given fixed and variable costs (simple numbers). (*Level 3 – Apply*)
12. Give an example of how **linear programming** can help in production planning. (*Level 3 – Apply*)

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA
DEPARTMENT OF MBA
Revised CBCS 2024-25 Batch onwards)

II MBA. – SEMESTER IV Course code-MBA406FIN
COURSE TITLE-STRATEGIC_COST MANAGEMENT

Scheme

Answer ALL the following Questions

5x16=80Marks

4. A. **Explain** the differences between job costing and process costing systems. Give industry-specific examples where each is applied. Level 2: Understand) or 16 Marks
- B. **Apply** the concept of **Cost-Volume-Profit (CVP) analysis** in a scenario where a company must decide between two product lines. Use hypothetical numbers to demonstrate break-even analysis. 16 Marks
- Level 3: Apply).
5. A. **Discuss** the concept of **Life Cycle Costing** and how it helps in long-term strategic decision making. Level 2: Understand) Or 16 Marks
- B. **Apply** the concept of **Value Chain Analysis** to identify cost-saving opportunities in a manufacturing firm. Level 3: Apply). 16 Marks
3. **Explain** the major **differences between Activity-Based Costing (ABC) and traditional costing systems** with examples. Level 2: Understand) Or 16 Marks
- B. **Apply** ABC to a simple case: A company manufactures two products, one complex and one simple. Show how overheads can be distributed more accurately under ABC compared to traditional methods. Level 3: Apply). 16 Marks
4. **Define and explain** the components of **Cost of Quality (COQ)** – prevention, appraisal, internal and external failure costs. Level 2: Understand) Or 16 Marks

B. **Apply** the COQ concept to a real or hypothetical business case. Show how identifying quality-related costs can improve profitability. Level 3: Apply). 16 Marks

5. **Explain** the concept of **Total Quality Management (TQM)** and how it supports a low-cost strategy in manufacturing. Level 2: Understand). Or 16 Marks

B. **Discuss with an example** how **Just-In-Time (JIT)** implementation can reduce inventory costs and enhance efficiency in manufacturing systems. Level 3: Apply) 16 Marks

Answer Any Four Questions

4x5=20 Marks

6. Define **job costing** and provide an example. *(Level 1 – Remember) 5 Marks*
7. What is **process costing**? Where is it used? *(Level 1 – Remember) 5 Marks*
8. List two differences between job and process costing. *(Level 2 – Understand) 5 Marks*
9. Explain the purpose of **regression analysis** in cost estimation. *(Level 2 – Understand) 5 Marks*
10. What is meant by **learning curve** in cost management? *(Level 2 – Understand) 5 Marks*
11. Calculate the **break-even point** using given fixed and variable costs (simple numbers). *(Level 3 – Apply) 5 Marks*
12. Give an example of how **linear programming** can help in production planning. *(Level 3 – Apply) 5 Marks*

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-IV
MBA404FIN: GLOBAL FINANCE
SYLLABUS

UNIT-I

Multinational Corporations: Features of MNCs, Motives for Going Global, Factors Inhibiting MNCs to Maximize Profits, Complexities and Issues in Financial Decisions of a Multinational Firm – Financial Management Versus International Financial Management – IFM: Features, Objectives, and Importance of IFM, BOP, MODES OF INTERNATIONAL BUSINESS

UNIT-II

International Monetary System: Gold Standard, Interwar Period, Bretton Woods System, Fixed and Floating Exchange Rate System – Foreign Exchange Market: Features and Functions – Exchange Rate: Determination of Exchange Rate – Spot and Forward Rates, Price quotations, arbitrage policy, – International Parity Conditions: Purchasing Power Parity, Forward Rate Parity and Interest Rate Parity – Fisher Open Condition – Exchange Rate Movement and Decision to Invest – Global Financial Markets: International Banks, Euro Currency Market, Euro Bond Market, International Stock Market, and Global Equity Market, GDR, ADR

UNIT-III

Management of Exposure: Economic, Transaction, Translation, and Real Operating Exposure – Exposure Management Contractual and Natural Hedging, CURRENCY FUTURES, CURRENCY OPTIONS, CURRENCY SWAPS, – Interest Rate Risk Assessment and Management – International Capital Budgeting: Multinational Considerations and Calculation of Cash Flows, and Adjusted Present Value Approach.

UNIT-IV

International Portfolio Management: Decision to Invest in Portfolio, International CAPM, and Identification of Optimum Portfolio – International Project Financing: Concepts, Types, Techniques, and Key Elements – Cost of Capital and Capital Structure of Multinational Firms – Long term Financing Sources of MNCs.

UNIT-V

International Working Capital Management: Cash Management, Receivables and Inventory Management – Short-term Financing – International Accounting: Foreign Currency Translation, Multinational Transfer Pricing and Performance Measurement – Consolidated Financial Reporting International Accounting Standards and Practices – International Taxation: Key elements and Issues, International Tax Environment, Bilateral Treaties, and

Tax Heavens – Dividend Policy for Multinational Corporations: Issues, Challenges, and Dividend

**ANDHRA LOYOLA COLLEGE(AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-IV
MBA404FIN: GLOBAL FINANCE MODEL PAPER**

Time :3 hours

Max marks:100

SECTION A

Essay type questions Answer ALL questions

5*16=80m

1.a) Explain about features of mncs, motives for going global, factors inhibiting mncs to maximize profits(Level 2-Understand)

(OR)

b) Describe features, Objectives, and Importance of IFM.(Level 2-Understand)

2 a) Demonstrate about International Monetary System(Level 3-Apply)

(OR)

b) Evaluate Purchasing Power Parity, Forward Rate Parity and Interest Rate Parity – Fisher Open Condition (Level 5-Evaluate)

3.a) Distinguish Economic, Transaction, Translation, and Real Operating Exposure (Level 4-Analysis)

(OR)

b) Illustrate exposure Management Contractual and Natural Hedging (Level 3-Apply)

4.a) Discuss about International Portfolio Management (Level 2- Understand)

(OR)

b) Summarize International CAPM, and Identification of Optimum Portfolio (Level 2-Understand)

5.a) Describe International Working Capital Management (Level 2- Understand)

(OR)

b) Discuss Consolidated Financial Reporting International Accounting Standards and Practices(Level 2- Understand)

SECTION-B

Answer any five of the following

5*4=20m

6. Define Balance of payments (Level 1-Knowledge)
7. Explain IFM (Level 2-Understand)
8. Illustrate triangular arbitrage (Level 3-Apply)
9. Discuss Euro bond market (Level 2-Understand)
10. Describe adjusted present value approach ((Level 2-Understand)
11. Define cost of capital (Level 1-Knowledge)
12. Discuss Bilateral Treaties (Level 2-Understand)

**ANDHRA LOYOLA COLLEGE(AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-IV
MBA404FIN: GLOBAL FINANCE SCHEME OF EVALUATION**

Time :3 hours

Max marks:100

SECTION A

Essay type questions Answer ALL questions

5*16=80m

1.a) Explain about features of mncs, motives for going global, factors inhibiting mncs to maximize profits (Level 2-Understand)
(Def-4m, Description-12m)

(OR)

b) Describe features, Objectives, and Importance of IFM. (Level 2-Understand)
(Def-4m, Description-12m)

2 a) Demonstrate about International Monetary System (Level 3-Apply)
(Def-4m, Description-12m)

(OR)

b) Evaluate Purchasing Power Parity, Forward Rate Parity and Interest Rate Parity – Fisher Open Condition (Level 5-Evaluate)
(Def-4m, Description-12m)

3.a) Distinguish Economic, Transaction, Translation, and Real Operating Exposure (Level 4-Analysis)
(Def-4m, Description-12m)

(OR)

b) Illustrate exposure Management Contractual and Natural Hedging (Level 3-Apply)
(Def-4m, Description-12m)

4.a) Discuss about International Portfolio Management (Level 2- Understand)
(Def-4m,Description-12m)

(OR)

b) Summarize International CAPM, and Identification of Optimum Portfolio
(Level 2-Understand)
(Def-4m,Description-12m)

5.a) Describe International Working Capital Management (Level 2- Understand)
(Def-4m,Description-12m)

(OR)

b) Discuss Consolidated Financial Reporting International Accounting Standards and Practices (Level 2- Understand)
(Def-4m,Description-12m)

SECTION-B

Answer any five of the following

5*4=20m

6. Define Balance of payments (Level 1-Knowledge)
- 7.Explain IFM (Level 2-Understand)
- 8.Illustrate triangular arbitrage (Level 3-Apply)
- 9.Discuss Euro bond market (Level 2-Understand)
- 10.Describe adjusted present value approach ((Level 2-Understand)
- 11.Define cost of capital(Level 1-Knowledge)
- 12.Discuss Bilateral Treaties (Level 2-Understand)

(Each one carries 4 marks)

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER IV
MBA409: EMPLOYABILITY SKILLS

SYLLABUS

- | | |
|--|-----------------|
| UNIT-I | 12 HOURS |
| Communication–Meaning and Significance for Managers–Public Speaking–Speaking in Meeting-Workplace Communication-One to one Communication–Different Styles of Communication– Interpersonal and Intrapersonal Skills–Reading ability–Importance of Listening in Communication. | |
| UNIT–II | 12 HOURS |
| Presentation Skills – Writing Oral Presentations – Using Visual Aids in Oral Communication – Communicating Across Cultures – 7 Cs of Communication – Body Language- Tips on how to Create a Power Point and other Presentations. | |
| UNIT–III | 12 HOURS |
| Goal Setting – Creating Individual Action Plans – Article Writing – SWOT Analysis – Event Management – (Training Students to Organize Events and present a report on Event organized). | |
| UNIT–IV | 12 HOURS |
| Case Study – Case Analysis – Discussion and Presentation –Team Building and Team Work – Innovation and Creativity – Emotional Intelligence – Self Management | |
| UNIT–V | 12 HOURS |
| Business and Corporate Etiquettes – Overview of Interview– Self introduction at Various Forums and During Interview – Mock Interview – CV Preparation-Group Discussion. | |

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER IV
MBA409: EMPLOYABILITY SKILLS

Time :3 hours

Max marks:100

SECTION A

Answer ALL questions

5*16=80m

1.a) How does communication help you at workplace? (b) What are the benefits associated with effective communication? (Level-2, Understand)

(Or)

b.) What do you mean by listening? "Professional managers need good listening skills to enhance interpersonal relationship at workplace". Comment (Level-2, Understand)

2.a) What do you mean by oral communication? Briefly discuss the various audio-visual aids that are used in oral presentation. (Level-3, Apply)

(Or)

b.) What is body language? Why is it important in communication? Give suitable examples of positive body language. (Level-2, Understand)

3.a) What is goal setting? (b) Explain its importance, benefits (c) need for SWOT analysis (Level-4, Analysis)

(Or)

b.) What is article writing? State its purpose. Write an article on 'Importance of Morning Walk. (Level-3, Apply)

4.a) What is team building? Explain its importance and process (Level-2, Understand)

(Or)

b) 8. Explain

- (i) Creativity (ii) team work (iii) importance of emotional intelligence at workplace
- (iv) What are self-management skills? (Level-2, Understand)

5.a) What are corporate etiquettes? Give some valuable corporate etiquette tips to practice at the workplace (Level-4, Analysis)

(Or)

b) 10. (i) Explain in brief how would you draft your CV for a corporate job interview.
(ii) Describe need and importance of group discussion. (Level-5, Evaluate)

SECTION -B

Answer any five of the following

5*4=20m

6. One to one Communication (Level -1,Remember)
7. Reading ability (Level 2-Understand)
8. Communicating Across Cultures (Level 3- Apply)
9. SWOT Analysis (Level 2-Understand)
10. Case Study (Level 4-Analysis)
11. Emotional Intelligence (Level 2-Understand)
12. Self-introduction (Level 2-Understand)

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER IV
MBA409: EMPLOYABILITY SKILLS

SCHEME OF VALUATION
Section-A

Time :3 hours

Max marks:100

SECTION A

Answer ALL questions

5*16=80m

1.a) How does communication help you at workplace? (b) What are the benefits associated with effective communication? (Level-2, Understand) a 8 marks/b 8 marks

(Or)

b.) What do you mean by listening? "Professional managers need good listening skills to enhance interpersonal relationship at workplace". Comment (Level-2, Understand)

Meaning 5 marks/ 11 marks

2.a) What do you mean by oral communication? Briefly discuss the various audio-visual aids that are used in oral presentation. (Level-3, Apply) meaning 5 marks/11 marks

(Or)

b.) What is body language? Why is it important in communication? Give suitable examples of positive body language. (Level-2, Understand) meaning 5 marks/11 marks

3.a) What is goal setting? (b) Explain its importance, benefits (c) need for SWOT analysis (Level-4, Analysis) meaning 5 marks/11 marks

(Or)

b.) What is article writing? State its purpose. Write an article on 'Importance of Morning Walk. (Level-3, Apply) meaning 5 marks/11 marks

4.a) What is team building? Explain its importance and process (Level-2, Understand) meaning 5 marks/11 marks

(Or)

b) 8. Explain

(i) Creativity (ii) team work (iii) importance of emotional intelligence at workplace

(iv) What are self-management skills? (Level-2, Understand) i 8marks/ii 8 marks

5.a) What are corporate etiquettes? Give some valuable corporate etiquette tips to practice at the workplace (Level-4, Analysis) meaning 5 marks/11 marks

(Or)

b) 10. (i) Explain in brief how would you draft your CV for a corporate job interview.

(ii) Describe need and importance of group discussion. (Level-5, Evaluate)

i 8marks/ii 8 marks

SECTION -B

Answer any five of the following

5*4=20m

6. One to one Communication (Level -1,Remember)
7. Reading ability (Level 2-Understand)
8. Communicating Across Cultures (Level 3- Apply)
9. SWOT Analysis (Level 2-Understand)
10. Case Study (Level 4-Analysis)
11. Emotional Intelligence (Level 2-Understand)
12. Self-introduction (Level 2-Understand)

(Each one carries 4-marks)