

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)

DEPARTMENT OF MBA

SEMESTER-IV

MBA401: INTERNATIONAL BUSINESS

SYLLABU

S 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 MODEL QUESTION PAPER

MBA 401:INTERNATIONAL BUSINESS

Answer ALL of the following Questions

(5*16=80)

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

(or)

(b). Briefly explain the international business environment with reference to national differences.

2(a). Explain Foreign Direct Investment. And also explain the principles and objectives of WTO

(or)

(b). Describe in brief International Trade theories with examples.

3(a). Explain in detail International monetary system

(or)

(b). what is the role IMF . And explain Global capital markets.

4 (a). Discuss the concept of Balance of Payment

(or)

(b) . what is the role of entry and exit strategies and strategic alliances of international Business

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

(or)

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

SECTION –B

6. Answer any five of the following

5*4=20 M

1. Meaning of Globalisation and mention the forces of Globalisation
 2. Ethics in International Business.
 3. Barriers to Trade.
 4. Balance of payments and its problems.
 5. Organisation of structures of International Business.
 6. Export and Import Management
 7. Global outsourcing and logistics.
- .

SCHEME OF EVALUATION

SECTION - A

- 1 (a) Definition : 2 M importance and types of international business: 14 M
(b) international business environment with reference to national differences: 16M
- 2 (a). Foreign Direct Investment : 8M principles and objectives of WTO : 8M
(or)
(b) International Trade theories with examples : 16 M
- 3 (a). International monetary system : 16 M
(or)
(b) role of IMF : 8M ; Global capital markets: 8 M
- 4 (a). concept : 4M ; Balance of Payment: 12 M
(or)
(b) . role of entry and exit strategies : 8 M ; strategic alliances of international Business: 8M
- 5 (a) . role of accounting : 8 M ; financial management in International Business: 8M
(or)
(b). Global production : 4M; Global HRM: 4M Global Marketing : 4M ; R&D: 4M

SECTION –B

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

1. Meaning of Globalisation : 2 M; forces of Globalisation : 2M
2. Ethics in International Business: 4M
3. Barriers to Trade: 4M
4. Balance of payments : 2 M; problems: 2M
5. Organistaion of structures of International Business: 4 M
6. Export and Import Management : 4 M
7. Global outsourcing and logistics.: 4 M

**ANDHRA LOYOLA
COLLEGE
(AUTONOMOUS)
DEPARTMENT OF
MBA
SEMESTER-IV
MBA402HRMOB:
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.

MODEL PAPER

Time :3 hours

100 MARKS

SECTION A

Essay type questions

Answer ALL questions 5*16=80m

1. Explain Human Resource Development

(OR)

2. Explain HRD Matrix.

3. Explain Performance Appraisal

(OR)

4. Explain about Organizational Development Process

5. Explain about TQM and HRD Strategies

(OR)

6 Explain about Training Need Analysis

7. Explain about HRD Experiences in Indian Public and Private Sector Industries

(OR)

8. Explain Global Developments and Implications for HRD in India

9. Explain about HRD Audit & Research

(OR)

10. Explain about – Current Status of HRD Audit in India

Answer any five of the following

5*4=20m

1.Challenges of HRD 2.Performance Management 3.TQM 4.Employee Engagement

5. HRD in Voluntary Organizations 6. Future of HRD 7.Research on HRD

SCHEME OF VALUATION FOR HUMAN RESOURCE DEVELOPMENT

1.DEFINITION 5 ,CONCEPT-11

2.DEFINITION 5 ,CONCEPT-11

3.DEFINITION 5 ,CONCEPT-11

4.DEFINITION 5 ,CONCEPT-11

5.DEFINITION 5 ,CONCEPT-11

6.DEFINITION 5 ,CONCEPT-11

7.DEFINITION 5 ,CONCEPT-11

8.DEFINITION 5 ,CONCEPT-11

9.DEFINITION 5 ,CONCEPT-11

10.DEFINITION 5 ,CONCEPT-11

SECTION-II

EACH 4MARKS

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COLLEGE-AUTONOMOUS-VIJAYAWADA

DEPARTMENT OF MBA

SEMESTER IV

MBA403MKT: SALES AND DISTRIBUTION MANAGEMENT

SYLLABUS

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

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

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

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

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-IV
MBA403MKT: SALES AND DISTRIBUTION MANAGEMENT
MODEL PAPER

Time: Three Hours

Maximum Marks: 100

SECTION A

Answer the following.

(5X16=80)

- 1 (a) Illustrate the interface of Sales with different functions?
Or
(b) Write about Field Sales Manager? What are his tasks and responsibilities?
2. (a) What are sales Forecasting? Explain the Methods and Procedures of Sales Forecasting?
Or
(b) Write about Sales territory? Explain about the procedural steps for sales territories?
3. (a) Define Sales Training? Explain the procedure for evaluating the effectiveness of sales training programme?
Or
(b) Explain the various compensation plans for managing the sale force?
4. (a) Explain different types of channels of distribution involved in marketing of goods?
Or
(b) Define channel conflicts. Discuss the causes and consequences of conflicts within channel ?
- 5.(a) Define Market logistics ? Explain its Objectives?
Or
(b) Explain the new developments in supply chain management?

SECTION B • (5x 4 = 20 marks)

ANSWER ANY 5

- 6) Marketing mix.
- 7) Sales forecasting.
- 8) Sales Quota
- 9) Compensation
- 10) Sales Audit

- 11) Channel Dynamics
- 12) Supply chain operations

SCHEME OF EVALUATION

- 1) What is Sales Management? **4M** Illustrate the interface of Sales with different functions? **12M**
Or
- (b) Write about Field Sales Manager? **4M** What are his tasks and responsibilities? **12M**
- 2) A) What are sales Forecasting? **4M** Explain the Methods and Procedures of Sales Forecasting? **12M**
Or
- (b) Write about Sales territory? **4M** Explain about the procedural steps for sales territories? **12M**
- 3) (a) Define Sales Training? **4M** Explain the procedure for evaluating the effectiveness of sales training programme? **12M**
Or
- (b) Explain the various compensation plans for managing the sale force? **16M**
- 4) (a) Explain different types of channels of distribution involved in marketing of goods? **16M**
Or
- (b) Define channel conflicts. **4M** Discuss the causes and consequences of conflicts within channel? **12M**
- 5) (a) Define Market logistics ? **8M** Explain its Objectives? **8M**
Or
- (b) Explain the new developments in supply chain management? **16M**

Section B

- 6) Marketing mix **4M**.
- 7) Sales forecasting. **4M**
- 8) Sales Quota **4M**
- 9) Compensation **4M**
- 10) Sales Audit **4M**
- 11) Channel Dynamics **4M**
- 12) Supply Chain operations **4M**

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)

DEPARTMENT OF MBA

II MBA. – SEMESTER IV

Course code-MBA405HRMOB

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

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.

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DEPARTMENT OF MBA
SEMESTER-IV
MBA 405HRMOB : INTERNATIONAL HUMAN RESOURCE MANAGEMENT
MODEL QUESTION PAPER

Time :3 hours

Max marks:100

SECTION A

Answer ALL questions5*

1.a)Define IHRM? Explain its Objectives and importance ?

(OR)

b). What are the differences between Domestic HRM and IHRM?

2.a)Discuss the issues in International Selections? What are the advantages and disadvantages of International Staffing Policies?

(OR)

b)Discuss the Need and Importance of Expatriate Training? What is the current scenario in International Training and Development?

3.a)Explain the Objectives and Key components of International Compensation Programme?

(OR)

b)Write about International Labour Relations? Discuss the Key Issues in International Labour Relations?

4.a)Discuss the IHRM practices in Japan, America?

(OR)

b)Discuss the IHRM practices in Germany China and India?

5.a)Write about Human Resource Outsourcing, Ethics in IHRM?

(OR)

b)Write about Future challenges in IHRM and Discuss the Problems of Women Expatriates?

SECTION-B

Answer any five of the following

5*4=20m

a)Three Dimensions of IHRM

- b) Cultural Issues in IHRM
- c) Expatriate Failures and Reasons
- d) Approaches to International Compensation
- e) Information Technology and IHRM
- f) Challenges of IHRM
- G) Human Resource Out-Sourcing

SCHEME OF VALUATION

SECTION- A

1.a) Definition of IHRM: 3 M, Objectives and importance : 13 M

(OR)

b). Differences between Domestic HRM and IHRM: 16 M

2.a) issues in International Selections: 4 M, Advantages and disadvantages of International Staffing Policies : 12 M

(OR)

b) Need and Importance of Expatriate Training: 4 M, current scenario in International Training and Development: 12 M

3.a) Objectives: 4 M, Key components of International Compensation Programme: 12 M

(OR)

b) International Labour Relations: 2 M, Key Issues in International Labour Relations: 14 M

4.a) IHRM practices in Japan, America: 16 M

(OR)

b) IHRM practices in Germany China and India: 16 M

5.a) Human Resource Outsourcing: 8 M, Ethics in IHRM: 8 M

(OR)

b) Future challenges in IHRM: 8 M, Problems of Women Expatriates: 8 M

SECTION-B

a) Three Dimensions of IHRM: 4 M

b) Cultural Issues in IHRM: 4 M

- c) Expatriate Failures and Reasons:4 M
- d)Approaches to International Compensation:4 M
- e)Information Technology and IHRM:4 M
- f)Challenges of IHRM:4 M
- G) Human Resource Out-Sourcing 4M

**ANDHRA
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DEPARTMENT
OF MBA
SEMESTER-IV

MBA 403
FIN-FINANCIAL
DERIVATIVES
SYLLABUS**

Unit – I :

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

:

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 :

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 :

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:

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.

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DEPARTMENT OF MBA
II MBA –IV- SEMESTER-MODEL PAPER
MBA 403 FIN-FINANCIAL DERIVATIVES

TIME -3 HOURS

MAXMARKS-100

ANSWER THE FOLLOWING QUESTIONS

5*16=80m

1.a) Define financial derivative. Explain about different types of financial derivatives

(or)

b) Discuss regulatory framework for Indian derivatives market

2.a) Compare forwards and futures

(or)

b) Explain about futures trading on BSE and NSE

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

(or)

b) Discuss trading strategies involved in options.

4.a) Discuss factors effecting option pricing.

(or)

b) Draw binomial trees from the following data and show the stock prices

Parameter	European	
	Call option	Put option
Stock price	100	100
Strike price	120	80
Maturity	1 year	1 year
Sub periods(t)	Two	Two
U factor	1.40	1.40
D factor	0.80	0.80

5.a) Define swap. Explain about overview of swaps

(or)

b) Discuss currency swaps with an example

SECTION B ANSWER ANY FIVE

OF THE FOLLOWING

5*4=20m

6. Counter party risk
7. Interest rate futures
8. Margin
9. Types of option contracts
10. Stock index
11. Intrinsic value and time value of an option
12. Swap dealer role

SCHEME OF VALUATION FOR FINANCIAL DERIVATIVES

SECTION-A

1.a) DEFINITION 5 ,CONCEPT-11

b) DEFINITION 5 ,CONCEPT-11

2.a) DEFINITION 5 ,CONCEPT-11

b) DEFINITION 5 ,CONCEPT-11

3.a) DEFINITION 5 ,CONCEPT-11

b) DEFINITION 5 , CONCEPT-11

4.a) DEFINITION 5 ,CONCEPT-11

b) FOR EACH OPTION 8 MARKS(2*8=16M)

5.a) DEFINITION 5 ,CONCEPT-11

b) DEFINITION 5 ,CONCEPT-11

SECTION-B

EACH ONE CARRIES 4-MARKS

UNIT-I

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SYLLABUS

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,CURREENCY 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.

UNITV

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,

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

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

(OR)

b) Explain about features, Objectives, and Importance of IFM.

2 a) Explain about International Monetary System

(OR)

b) Explain about Purchasing Power Parity, Forward Rate Parity and Interest Rate Parity – Fisher Open Condition

3.a) Explain about Economic, Transaction, Translation, and Real Operating Exposure

(OR)

b) Explain about exposure Management Contractual and Natural Hedging

4) a) Explain about International Portfolio Management

(OR)

b) Explain about International CAPM, and Identification of Optimum Portfolio

5) a) Explain about International Working Capital Management

(OR)

b) Explain about Consolidated Financial Reporting International Accounting Standards and Practices

SECTION-B

Answer any five of the following

5*4=20m

6. Balance of payments

7. IFM

8. triangular arbitrage

9. Euro bond market

10. adjusted present value approach

11.cost of capital

12. Bilateral Treaties

SCHEME OF VALUATION FOR GLOBAL FINANCE

SECTION-A

- 1. a)DEFINITION 5, CONCEPT-11**
b)DEFINITION 5, CONCEPT-11
- 2. a) DEFINITION 5, CONCEPT-11**
b) DEFINITION 5, CONCEPT-11
- 3. a) DEFINITION 5, CONCEPT-11**
b)DEFINITION 5, CONCEPT-11
- 4. a)DEFINITION 5 ,CONCEPT-11**
b) DEFINITION 5, CONCEPT-11
- 5.a)DEFINITION 5, CONCEPT-11**
b) DEFINITION 5, CONCEPT-11

SECTION-B

EACH 4MARKS

**ANDHRA
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DEPARTMENT OF MBA
II MBA-IV
SEMESTER**

UNIT-I

**MBA 404HRMOB -STRATEGIC
HUMAN RESOURCE
MANAGEMENT SYLLABUS**

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 HUMAN RESOURCE
MANAGEMENT**

MODEL PAPER

**TIME -3 HOURS
MARKS-100**

MAX

SECTION A

Answer ALL questions

5*16=80m

1.a) Explain about SHRM Framework

(OR)

b). Explain about – Corporate Strategy and SHRM,- Business Strategy and Organizational Capability

2.a) Explain about Strategic planning

(OR)

b) Explain about – Key HR activities in Mergers and Acquisition

3.a) Explain about Human Aspects of Strategy implementation

(OR)

b) Discuss retrenchment Strategies

4.a) Explain about retention Strategies

(OR)

b) Explain about Training, Development and Performance Strategies

5.a) Explain about HR Strategy Evaluation

(OR)

b) Explain about Balanced score card, Bench marking

SECTION-B

Answer any five of the following

5*4=20m

6. Strategic HR Planning

7. Multinational Strategies
8. HR investment consideration
9. Voluntary Retirement Schemes (VRS)
10. Cross Cultural Training,
11. Multi-Skilling Succession Planning
12. Bench marking

SCHEME OF VALUATION FOR STRATEGIC HUMAN RESOURCE MANAGEMENT

SECTION-A

1.a) DEFINITION 5 ,CONCEPT-11

b) DEFINITION 5 ,CONCEPT-11

2.a) DEFINITION 5 ,CONCEPT-11

b) DEFINITION 5 ,CONCEPT-11

3.a) DEFINITION 5 ,CONCEPT-11

b) DEFINITION 5, CONCEPT-11

4.a) DEFINITION 5 ,CONCEPT-11

b) DEFINITION 5 ,CONCEPT-11

5.a) DEFINITION 5 ,CONCEPT-11

b) DEFINITION 5 ,CONCEPT-11

SECTION-B

EACH ONE CARRIES 4MARKS

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA

DEPARTMENT OF MBA

Revised CBCS 2020-21 Batch onwards)

II MBA. – SEMESTER IV Course code-MBA404MKT

COURSE TITLE-RETAIL MANAGEMENT

Total Hrs. /Semester: 75

Max. Marks: 100

Hrs. /W: 5

Total Credits: 4

COURSE OUTCOMES:On successful completion of the course, students will be able to:

- develop an understanding of the contemporary retail management, issues, strategies and trends in Retailing
- highlight the significance of retailing and its role in the success of modern business houses
- acclimatize with the insights of retailing, key activities and relationships.

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.

Reference Books

1. Levy &Weitz, Retailing Management, TMH.
2. Swapna Pradhan, Retailing Management Texts & Cases, McGraw Hill Companies.
3. *A.J.Lamba, The art of Retailing, TMH.*
4. Andrew J Newmann&Petescullen, Retailing Management, Thomson Learning.

5. Barry Berman Joel & R Evans, Retailing Management-A Strategic Approach, Pearson Education.
6. Gilbert, Retail Marketing Management, Pearson Education.
7. Chetan Bajaj, Rajnish Tuli and Srivatsva, Retail Management, Oxford University Press.
8. Suja Nair, Retail Management, Himalaya Publisher.
9. Lecy, M., B.A. Weitz, and Ajay Pundit., Retailing Management, The McGraw-Hill Companies.

Website references:

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2. <https://www.yourarticlelibrary.com/stores/retail-stores-store-based-retailer-and-non-store-retailing/7586>
3. <https://www.marketingtutor.net/retail-marketing/>
4. <https://www.yourarticlelibrary.com/retail-management/financial-strategy-in-retail-management/48141>
5. <https://www.vendhq.com/blog/sales-promotion/>
6. https://www.sheerid.com/business/resources/promotional_pricing/
7. <https://www.coursehero.com/file/65144176/SCOPE-OF-STORES-MANAGEMENTpdf/>
8. https://www.investopedia.com/terms/c/customer_relation_management.asp
9. <https://www.wharftt.com/what-are-retail-information-systems/>
<http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf>

UNIT-I

**ANDHRA
LOYOLA
COLLEGE(AUT
ONOMOUS) II
MBA
-SEMESTER IV**

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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

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

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

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

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.

MODEL PAPER

Answer ALL of the following questions

5*16=80 M

1 (a) Explain e-marketing tools and techniques. Also mention types of e-markets.

(or)

(b) write an overview of e-marketing.

2 (a) Briefly explain e-marketing plans.

(or)

(b) Explain different p's in e-marketing.

3(a) what are the objectives of applications in e-marketing and explain about distribution costs.

(or)

(b) Explain direct distribution model and explain the process of virtuous cycle creation.

(or)

4 (a) Write in detail about e-metrics.

(or)

(b) What is e-crm? Explain its role in different phases.

5 (a) Write about legal and ethical issues in e-marketing.

(or)

(b) write present scenarios of issues emerging in e-marketing.

SECTION - B

Answer any five of the following

5*4=20 M

6. E-marketing.

7. 2P+2C+3S formula.

8. CRM

9. Digital property.

10. E-marketing distribution.

11. Re-engineering supply chain

12. Budget allocation.

SCHEME OF VALUATION

1 (a) Explain e-marketing tools and techniques.8m Also mention types of e-markets.8m

(or)

(b) write an overview of e-marketing.16m

2 (a) Briefly explain e-marketing plans.16m

(or)

(b) Explain different p's in e-marketing.16m

3(a) what are the objectives of applications in e-marketing 8m and explain about distribution costs.8m

(or)

(b) Explain direct distribution model 8m and explain the process of virtuous cycle creation.8m

(or)

4 (a) Write in detail about e-metrics.16m

(or)

(b) What is e-crm?6m Explain its role in different phases.10m

5 (a) Write about legal(8m) and ethical issues(8m) in e-marketing.

(or)

(b) write present scenarios of issues emerging in e-marketing.16m

SECTION - B

Answer any five of the following

5*4=20 M

- 6) E-marketing.4m
- 7) 2P+2C+3S formula.4m
- 8) CRM4m
- 9) Digital property.4m
- 10) E-marketing distribution.4m
- 11) Re-engineering supply chain4m
- 12) Budget allocation.4m

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)

II MBA MODEL QUESTION PAPER

MBA 406FIN: 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.

ANDHRA LOYOLA COLLEGE(AUTONOMOUS)

II MBA MODEL QUESTION PAPER

MBA 406FIN: STRATEGIC COST MANAGEMENT

MODEL PAPER

SECTION A

ANSWER THE FOLLOWING

5X16=80M

1. (a) Explain costing systems for job and process oriented manufacturing environment?

(OR)

- (b) Following is the data taken from the recorded of a concern manufacturing a special part ZED:

Selling price per unit

rs.20

Direct material cost per unit

rs.5

Direct labour cost per unit

rs.3

Variable overhead cost per unit

rs.2 Budgeted level of output

80,000 units

Budgeted recovery rate of fixed overhead cost per unit

rs.5 Units: - 20,000: 40,000: 60,000: 80,000: 1, 00,000.

You are required to:

- (1) Draw individual c-v-p chart with 40,000 units: 25,000 units: 50,000 units
(2) In the same chart show the impact of the c-v-p. If selling price per unit is increased by 30% and decreased by 10%
2. (a) Explain Cost Driver Concept?

(OR)

- (b) Discuss about Profit variance Analysis?

3. (a) Explain Activity Based Costing and What are the estimated costing system methods?

(OR)

- (b) What is impact of Hidden Factory? Explain Advantage & Disadvantage of ABC?

4. (a) Explain briefly understanding the concept of Cost of quality?

(OR)

- (b) How to measure of COQ?

5. (a) Explain Briefly following the concepts (1) TQM (2) Business process Re-engineering?

(OR)

(b) Explain Just in time approach. What are implementations for costing Systems?

SECTION-B

ANSWER ANY 4 OF THE FOLLOWING

4X5=20M

1. Regression analysis?
2. Target Costing?
3. ABC?
4. COQ?
5. Life cycle Costing?
6. Cost sheet format?
7. Cash Break-even- point?
- 8.

SCHEME OF VALUATION

SECTION A

ANSWER THE FOLLOWING

5X16=80M

- 1) (a) Explain costing systems for job and process oriented manufacturing environment? 16M

(OR)

(b) Following is the data taken from the recorded of a concern manufacturing a special part ZED:

Selling price per unit	rs.20
Direct material cost per unit	rs.5
Direct labour cost per unit	rs.3
Variable overhead cost per unit	rs.2
Budgeted level of output	80,000units
Budgeted recovery rate of fixed overhead cost per unit	rs.5
Units: - 20,000: 40,000: 60,000: 80,000: 1, 00,000.	

You are required to:

Draw individual c-v-p chart with 40,000 units: 25,000 units: 50,000 units(10M)

In the same chart show the impact of the c-v-p. If selling price per unit is increased by 30% and decreased by 10% (6M)

- 2) (a) Explain Cost Driver
Concept? 16M (OR)

(b) Discuss about Profit variance Analysis? 16M

3. (a) Explain Activity Based Costing(6M) and What are the estimated costing system methods?(10M)

(OR)

(b) What is impact of Hidden Factory?(6M) Explain Advantage & Disadvantage of ABC?(10M)

4. (a) Explain briefly understanding the concept of Cost of quality?16M

(OR)

(b) How to measure of COQ?16M

5. (a) Explain Briefly following the concepts (1) TQM(8M) (2) Business process Re- engineering?(8M)

(OR)

(b) Explain Just in time approach.(8M) What are implementations for costing Systems?(8M)

SECTION-B

ANSWER ANY 4 OF THE FOLLOWING

4X5=20M

6) Regression analysis? 4m

7)Target Costing? 4M

8)ABC? 4M

9) COQ? 4M

10) Life cycle Costing? 4M

11)Cost sheet format? 4M

12)Cash Break-even- point?

4M

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA
DEPARTMENT OF MBA
II MBA. – SEMESTER IV

Course code-MBA409

COURSE TITLE-EMPLOYABILITY SKILLS

Total Hrs. /Semester: 45
Hrs. /W: 3

Max. Marks: 100
Total Credits: 2

SYLLABUS

UNIT-I

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

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

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

Case Study – Case Analysis – Discussion and Presentation –Team Building and Team Work – Innovation and Creativity – Emotional Intelligence – Self Management

UNIT-V

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) VIJAYAWADA
DEPARTMENT OF MBA
II MBA. – SEMESTER IV

Course code-MBA409

COURSE TITLE-EMPLOYABILITY SKILLS

MODEL PAPER

Time: 2 hours

Max marks: 100

Answer ALL questions

5X20=100

1. a) Define Communication? Write about a) Workplace Communication
b) Different Styles of Communication?
(Or)
b) What are Interpersonal and Intrapersonal Skills? Discuss the Importance of Listening in Communication?
- 2.a) Discuss the importance of using Visual Aids in Oral Communication?
Write about Communicating Across Cultures?
(Or)
b. What are 7 Cs of Communication ? Describe the tips to create a Power Point and other Presentations?
- 3.a) Write about a) Goal Setting b) Article Writing c) SWOT Analysis
(Or)
b. Explain about Event Management ? What are the Prerequisites and Skills required to Organise an Event ?
- 4.a) What is a Case study ? How to Analyse and Present a Case Study ?
(Or)
b. Explain about a) Team Work b) Innovation c) Emotional Intelligence
d) Self Management
- 5.a) Write about Corporate Etiquettes ? How to Prepare for Interview During Interview Process ?
(Or)
b. Write about a) Mock Interview b) CV Preparation c) Group Discussion?

Scheme of evaluation

1) Define Communication	06 marks
Workplace Communication	07 marks
Different Styles of Communication	07
marks Or	
b) What are Interpersonal and Intrapersonal Skills	10 marks
Importance of listening in communication	10 marks
2) Communicating Across Cultures	10 marks
visual aids in cross culture communication	10 marks
Or	
What are 7 Cs of Communication	10 marks
Tips to create a power point presentation	10 marks
3) Goal Setting	06 marks
Article Writing	07 marks
SWOT Analysis	07 marks
Or	
Event management	05 marks
Presentation skills	05 marks
4) Case study	10 marks
How to Analyze and Present a Case Study	10 marks
Or	
Team Work	05 marks
Innovation	05 marks
Emotional Intelligence	05 marks
Self-Management	05 marks
5) Corporate Etiquettes	10 marks
How to Prepare for Interview	05 marks
During Interview Process?	05 marks
Or	
Mock Interview	10 MARKS
CV Preparation	05 MARKS
Group Discussion?	05 MARKS