FOURTH SEMESTER M.B.E. DEGREE [REGULAR/SUPPLEMENTARY] EXAMINATION, APRIL 2022

(CBCSS)

Master of Business Economics

MBE 4C 15—STRATEGIC MANAGEMENT

(2019 Admission onwards)

Time : Three Hours   Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend all questions in each section.*

2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*

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Part A

Answer all questions.
Each bunch of 5 questions carries 1 weightage.

1. The input stage of strategic analysis, according to Fred R David, consists of :

    a) Planning matrix.
    b) Evaluation matrix.
    c) SWOT matrix.
    d) SPACE matrix.

2. Forecasting technique/s of environmental analysis include/s :

    a) Judgmental forecasting.
    b) Delphi's technique.
    c) Statistical modelling.
    d) All the above.

3. For successfully carrying out the differentiation strategy, the following are required *except* :

    a) R and D capabilities.
    b) Economies of scale.
    c) Creative flair.
    d) Engineering skills.

Turn over

4. According to Michael Porter, industries can be categorized into :

    a) Local, emerging and global industries.

    b) Emerging, mature and large scale industries.

    c) Emerging, mature and global industries.

    d) Emerging, mature, declining and global industries.

5. ——————— involves gaining ownership or increased control over distributors or retailers.

    a) Forward integration.   b) Backward integration.

    c) Market penetration.   d) Turnaround process.

6. One-time costs that a customer has to bear to switch from one product to another is called :

    a) Fixed cost.   b) Opportunity cost.

    c) Switching costs.   d) Sunk cost.

7. Industry attractiveness is dependent on :

    a) Profit potential.   b) Growth prospects.

    c) Industry barriers.   d) All the above.

8. Five force analysis is associated with :

    a) Michael Porter.   b) Fred R. David.

    c) Thompson.   d) Gareth R. Jones.

9. The first step in the strategic management process is to develop :

    a) Economic infrastructure.   b) Decision-making faculty.

    c) Corporate vision and mission.   d) Feasibility evaluation.

10. Identify the checklist to analyse the political, economic, socio-cultural, technological, environmental and legal aspects of the environment :

    a) SWOT analysis.   b) Life cycle analysis.

    c) PESTEL analysis.   d) Industry analysis.

11. Risks in competitive strategies consist of :

    a) Risks of focus.   b) Risks of cost leadership.

    c) Risks of differentiation.   d) All the above.

12. Which one of the following is *not* a primary task of strategic managers ?

   a)   Establishing strategic objectives.

   b)   Developing the steps to follow in implementing operational level plans.

   c)   Defining the business and developing a mission.

   d)   Implementing and evaluating the chosen strategy.

13. Formulation of strategy is done at different levels such as :

   a)   Corporate level.   b)   Business level.

   c)   Operational level.   d)   All the above.

14. Strategic budgeting is a mix of :

   a)   Product differentiation approach and top-down approach.

   b)   Forward integration and backward integration.

   c)   Top-down and bottom-up approaches.

   d)   None of these.

15. BCG matrix is also called :

   a)   Directional policy matrix.   b)   Growth share matrix.

   c)   Portfolio strategy approach.   d)   None of these.

(15 × 1/5 = 3 weightage)

Part B

Answer any **five** *questions.*
Each question carries 1 weightage.

16. What do you mean by strategic intent ?

17. Define corporate governance.

18. What is meant by business portfolio ?

19. Prepare a note on competitive profile matrix.

20. *Industry analysis covers two important components.* Name them.

21. What is strategy formulation ?

Turn over

22. Define strategic audit.

23. What is meant by strategic group analysis ?

(5 × 1 = 5 weightage)

Part C

Answer any **seven** *questions.*
Each question carries weightage of 2.

24. Explain strategic analysis and choice.

25. Distinguish between fragmented industries and consolidated industries.

26. Explain the factors affecting resource allocation.

27. What are the barriers and issues in strategy implementation ?

28. Explain the meaning and circumstances of liquidation.

29. Discuss the basic principles of organisational structure.

30. What do you mean by corporate strategy ?

31. What are the techniques generally used for carrying out environmental analysis.

32. Explain the different hierarchical levels of planning in strategic management.

33. What are the risks in competitive strategies ?

(7 × 2 = 14 weightage)

Part D

Answer any **two** *questions.*
Each question carries 4 weightage.

34. What is meant by strategic management ? Discuss the various elements of strategic management.

35. Explain strategic evaluation and control. What are the basic characteristics of effective evaluation and control system ?

36. *SWOT analysis stands at the core of strategic management.* Discuss.

37. What is meant by activating strategy ? Discuss functional and operational implementation.

(2 × 4 = 8 weightage)

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FOURTH SEMESTER M.B.E. DEGREE [REGULAR/SUPPLEMENTARY] EXAMINATION, APRIL 2022

(CBCSS)

Master of Business Economics

MBE 4C 14—MONEY AND BANKING

(2019 Admission onwards)

Time : Three Hours   Maximum : 30 Weightage

General Instructions

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Part A

Answer **all** *question.*
Each bunch of **five** *questions carries 1 weightage.*

1. Speculative demand for money is :

   a) Positively related to market interest rate.

   b) Inversely related to the market interest rate.

   c) Inversely related to the supply of money.

   d) Unrelated to rate of interest.

2. The concepts inside money and outside money have been associated with :

   a) Keynes.   b) Friedman.

   c) Gurley and Shaw.   d) Baumol.

Turn over

3. NSFR stands for :

    a)   Net stable fund ratio.
    b)   Net sustainable funding ratio.

    c)   Net stable funding ratio.
    d)   Net stable fundable ratio.

4. Lending to which of the following sectors is not a part of priority sector lending ?

    a)   Small-scale industry.
    b)   Housing for poor.

    c)   Allied activities to agriculture.
    d)   Iron and Steel industry.

5. Which among the following measures of money supply is represented by broad money ?

    a)   M1.
    b)   M2.

    c)   M3.
    d)   M4.

6. Identify the Committee that launched the process of reforms of financial system in India :

    a)   Gadgil committee.
    b)   Nariman committee.

    c)   Narasimham committee.
    d)   Khanna Committee.

7. According to H-theory of money, the supply of money is a function of H and ——————————.

    a)   Currency deposit ratio..
    b)   Time deposit ratio.

    c)   Reserve deposit ratio.
    d)   All the above.

8. The concept money illusion is firstly coined out by :

    a)   Irving Fischer.
    b)   Milton Friedman.

    c)   Alfred Marshall.
    d)   J M Keynes.

9. The banks are required to maintain a certain ratio between their liquid assets and total deposits. This ratio is called :

    a)   Cash reserve ratio.
    b)   Statutory liquidity ratio.

    c)   Capital adequacy ratio.
    d)   Central liquid reserve.

10. SWIFT can be expanded as :

    a)   Society for Worldwide Inter bank Financial Telecommunication.

    b)   Security for Worldwide Inter bank Financial Telecommunication.

    c)   Secured for Worldwide Inter bank Financial Telecommunication.

    d)   Safety for Worldwide Inter bank Financial Telecommunication.

11. Banking Ombudsman is appointed for :

   a) Handling and redress banks complaints against customers' behavior.

   b) Handling and redress customer complaints against deficiency in certain banking services.

   c) Providing decision on important banking operations like - CRR, SLR and MSF etc.

   d) All the above.

12. Cash balance approach in quantity theory emphasis on :

   a) Money as a medium of exchange.   b) Money as a store of value.

   c) Money as a measure of value.   d) Money as a transfer of value.

13. India's first credit information company is :

   a) CIBIL.   b) CRISIL.

   c) SEBI.   d) NABARD.

14. The inventory approach to transaction demand for money was put forward by :

   a) J M Keynes.   b) James Tobin.

   c) W J Baumol.   d) Irving Fisher.

15. ————————— is a qualitative measure of credit control.

   a) Credit rationing.   b) Moral suasion.

   c) Changing margin requirements.   d) All the above.

(15 × 1/5 = 3 weightage)

Part B

Answer any **five** *questions.*
Each question carries 1 *weightage.*

16. What is meant by priority sector lending ?

17. Differentiate between public sector and private sector banks.

18. What do you mean by liquidity management ?

19. What is meant by SMTP ?

20. What is telegraphic transfer in banking ?

21. Define capital adequacy ratio.

Turn over

22. What is meant by tele banking ?

23. Differentiate between repo rate and reverse repo rate.

(5 × 1 = 5 weightage)

Part C

Answer any **seven** *questions.*
Each question carries 2 weightage.

24. Examine the features of banking reforms and regulation with special reference to Narasimham Committee.

25. Explain electronic funds transfer. What are the merits and demerits of electronic funds transfer ?

26. Prepare a note on European Central Bank.

27. Illustrate the money multiplier process in H theory ?

28. Discuss the history of Nationalization of banks in India.

29. Explain the significant functions of commercial banks.

30. What is classical dichotomy ? How does Patinkin integrate the money market and the goods market of the economy ?

31. What is meant by credit creation ? Highlight the limitations of credit creation process.

32. Prepare a note on SARFAESI Act.

33. What are the objectives of monetary policy ?

(7 × 2 = 14 weightage)

Part D

Answer any **two** *questions.*
Each question carries 4 weightage.

34. Examine Liquidity Preference Theory. Highlight the Gurley and Shaw version of liquidity theory.

35. Explain the functions of the Reserve Bank of India.

36. Examine the important innovations introduced in banking in India.

37. Discuss the meaning, causes and effects of Non-Performing Assets.

(2 × 4 = 8 weightage)

FOURTH SEMESTER M.B.E. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, APRIL 2022

(CBCSS)

Master of Business Economics

MBE 4C 13—RESEARCH METHODOLOGY AND COMPUTER APPLICATION

(2019 Admission onwards)

Time : Three Hours   Maximum : 30 Weightage

General Instructions

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Part A

Answer **all** *questions.*
Each bunch of **five** *questions carries 1 weightage.*

1. The mean of the squared deviations of some observations from their arithmetic mean is called :

     (a) Standard deviation.   (b) Variation.

     (c) Median.   (d) Mode.

2. A research problem is feasible only when :

     (a) It is researchable.

     (b) It is new and adds something to knowledge.

     (c) It is having utility and relevance.

     (d) All of the above.

3. Qualitative observation is usually done for exploratory purposes; it is also called ——————— observation :

     (a) Structured.   (b) Naturalistic.

     (c) Complete.   (d) Probed.

Turn over

4. Probability sampling is rarely used in qualitative research because :

    (a)   Qualitative researchers are not trained in statistics.

    (b)   It is very old-fashioned.

    (c)   It is often not feasible.

    (d)   Research questions are more important than sampling.

5. Which among the following can be used for testing the overall significance of a multiple regression ?

    (a)   F-test.   (b) t-test.

    (c)   Z-test.   (d)   Chi-square test.

6. ———— is not a method of data collection :

    (a)   Questionnaire.   (b)   Interview.

    (c)   Experiment.   (d)   Observation.

7. Consider the following statements :

    Statement I   Pure research refers to systematic study of life aimed at fuller knowledge or a deeper understanding of the theoretical aspects of a phenomenon

    Statement II : Applied research is a systematic, empirical study undertaken to generate knowledge for problem-solving in a very broad sense.

    (a)   Statement I alone is correct.

    (b)   Statement II alone is correct.

    (c)   Statements I and II are correct.

    (d)   Statements I and II are incorrect.

8. Which of the following is not a type of purposive sampling ?

    (a)   Probability sampling.   (b)   Deviant case sampling.

    (c)   Theoretical sampling.   (d)   Snowball sampling.

9. Research design is :

    (a)   A way of conducting research that is not grounded in theory.

    (b)   The choice between using qualitative or quantitative methods.

    (c)   A framework for every stage of the collection and analysis of data.

    (d)   All the above.

10. The term regression was introduced by :

   (a) Karl Pearson. (b) Francis Galton.

   (c) Alfred Marshall. (d) Spearman.

11. If the test statistic of t test lies in the critical region, then the :

   (a) Null hypothesis is rejected.

   (b) Alternative hypothesis is rejected.

   (c) Null hypothesis is accepted.

   (d) None of the above.

12. The root mean square deviation is called :

   (a) Variance. (b) Quartile deviation.

   (c) Mean deviation. (d) Standard deviation.

13. SPSS stands for :

   (a) Statistical Programmes for the Social Sciences.

   (b) Statistical Package for the Social Sciences.

   (c) Statistical Package for the Scientific Studies.

   (d) Scientific Package for the Social Sciences.

14. ———— is a type of logical thinking that starts with a general idea and reaches a specific conclusion.

   (a) Static method. (b) Dynamic method.

   (c) Deductive method. (d) Inductive method.

15. ———— is also called dimension reduction, which is used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables.

   (a) Regression analysis. (b) Factor analysis.

   (c) Cluster analysis. (d) Correlation.

(15 × 1/5 = 3 weightage)

Part B

Answer any **five** *questions.*
Each question carries 1 weightage.

16. Distinguish between type I and type II error.

17. What is coefficient of variation ?

Turn over

18. What is a research question ?

19. Prepare a short note on field study.

20. Define experimental research.

21. What is meant by literature review ?

22. Briefly explain ANOVA in regression.

23. Distinguish between quantitative and qualitative data.

(5 × 1 = 5 weightage)

Part C

Answer any **seven** *questions.*
Each question carries weightage of 2.

24. Explain standard deviation. Narrate the procedure of calculating the standard deviation.

25. Explain different methods of sampling.

26. Explain the meaning and estimation procedures of mean, median and mode.

27. What is deductive method in research ? How is it different from inductive method ?

28. Discuss the meaning and applications of Excel.

29. What is meant by data analysis ? Discuss various data analysis methods.

30. Define scaling technique. Examine the scaling techniques in research.

31. Explain the characteristics of a good hypothesis.

32. Discuss the advantages and disadvantages of interview method.

33. Differentiate between multidisciplinary, interdisciplinary and transdisciplinary approaches in research.

(7 × 2 = 14 weightage)

Part D

Answer any **two** *questions.*
Each question carries 4 weightage.

34. Distinguish between pure and applied research. Examine the features of social research.

35. Discuss the meaning, characteristics and types of research design.

36. Explain the methods of collecting primary data and secondary data.

37. What is research report ? Explain the procedure of report writing.

(2 × 4 = 8 weightage)