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Total Number of Pages: 02

Course: IMBA
SubCode: 16IMN704

7th Semester Regular / Back Examination: 2023-24

SUBJECT: INTERNATIONAL BUSINESS

BRANCH(S): IMBA

Time: 3 Hour

Max Marks : 100

Q.Code: N081

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

(2 x 10)

Q1 Answer the following questions:

- Outline two challenges of international trade.
- Briefly differentiate between domestic business and international business.
- Highlight two features of foreign direct investment.
- Mention the drawbacks of Mercantilism theory.
- What is export subsidy?
- Briefly explain global portfolio management.
- What are the various types of risk in international business?
- Highlight the difference between protectionism and liberalization.
- What is country attractiveness?
- Differentiate between ad valorem tariff and specific tariff.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Discuss the factors causing globalization of business.
- Explain the ethical issues in international business.
- Write a short note on promotion of global business.
- Elucidate the various types of regional trade block.
- Differentiate between standardization and differentiation.
- Explain the non-tariff barriers in international business.
- Discuss the global entry strategies with suitable examples.
- Explicate the challenges in product development in international business.
- Write a short note on global production strategies.
- Discuss the factors affecting make or buy decisions in international business.
- Explain the various approaches to control international business.
- Describe the key issues in international supply chain management.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- 3 Discuss the factors affecting the international business environment. (16)
- 14 Make a comparative analysis of the role of GATT and WTO. (16)
- 25 Explain the different types of tariff and quotas in international business. (16)
- 26 Elucidate the training and development of expatriates in international business. (16)

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Course: IMBA

Sub_Code: 16IMBA702

7th Semester Regular / Back Examination: 2023-24

SUBJECT: Banking and Insurance Management

BRANCH(S): IMBA

Time: 3 Hour

Max Marks: 100

Q.Code: N044

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- ☒ a) What is banking?
- ☒ b) What are scheduled banks? Give example
- ☒ c) Define ECS.
- ☒ d) What is money laundering?
- ☒ e) Who is a banking Ombudsman?
- ☒ f) What is re-insurance?
- ☒ g) What is the principle of subrogation?
- ☒ h) What do you mean by actuarial services?
- ☒ i) What is risk financing?
- ☒ j) What is Bancassurance?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) What are the principles banks follow to maintain the trust of customers?
- b) Discuss the services banks perform for individuals.
- c) What is discounting of bills? Why does bank invest its funds in such bills?
- ☒ M34 Describe KYC policy of banks. What are the guidelines of RBI?
- ☒ M36 What types of complaints banking ombudsman redress?
- f) Discuss the profit management policy of banks.
- ☒ M39 Give the difference between life insurance and general insurance.
- ☒ M40 What are the essential features of a life insurance contract?
- ☒ M41 What is risk management? Explain its importance in insurance
- ☒ M42 Discuss the various methods of handling risk.
- ☒ M43 Discuss the major problems of promotion of health insurance in India
- ☒ M44 Discuss the role of IRDA in the insurance sector.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3

Discuss in brief the functions of central bank of our country. (16)

Q4

Do you agree that but for the assistance of commercial banks, no progress could be achieved by the country? (16)

Q5

Discuss in brief the seven principles on which the business of insurance is based. (16)

Q6

For each of the following hazards, state the peril to which the hazards relate: (16)

- a. A drunken driver of a truck
- b. A person with damaged kidney
- c. A house with poor quality of electricity cable fittings
- d. An unlocked car in a non-parking area.

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Course: IMBA
Sub_Code: 16IMN703

7th Semester Regular/ Back Examination: 2023-24

SUBJECT: MANAGERIAL ECONOMICS

BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : N059

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

(2 x 10)

Q1 Answer the following questions:

- a) What are the fundamental problems faced by an Economy?
- b) State the most important aspects of decision sciences that are included in managerial economics.
- c) In what way the growth of the economy would affect demand for a commodity?
- d) Does frequency of consumption affect elasticity?
- e) What does the law of diminishing returns explain?
- f) Why marginal cost eventually increases as output increases?
- g) What causes excess capacity under Monopolistic competition?
- h) Why do Marketers adopt "Penetration pricing strategy"?
- i) Distinguish between Real and Nominal GDP.
- j) Why business cycles are synchronic by nature?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) How does Managerial Economics integrate concepts from economics, business, and decision sciences?
- b) Explore the role of managerial economics in analyzing production and cost.
- c) How does consumer behavior influence demand elasticity? Provide examples.
- d) "The slope of an isoquant is a measure of the relative marginal productivities of the factors". Explain.
- e) How is the concept of Elasticity of Demand useful for businesses in making pricing decisions?
- f) Distinguish between fixed costs and variable costs. How does understanding these costs aid in managerial decision-making?
- g) Explain the concept of economies of scale. How can a firm achieve economies of scale, and what are its implications?

h3
b3
Compare and contrast short-run and long-run cost curves. How do they differ, and why are they important for a firm's decision-making process?

j3
j3
Discuss the implications of market structures on the behavior of firms. Give examples of industries that represent each market structure.

j3
What is the role of non price strategies like advertising in oligopoly? Why are they important?

k)
No method of national income accounting is perfect. Critically evaluate the different methods of national income accounting in the context of this statement.

11)
Why is it better to keep a check on Business cycles? Is it feasible, keeping in view their obvious and inevitable occurrence?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3
Explain the various steps in Managerial decision making process. At what steps does knowledge of economic theory and method help managers to arrive at an optimum strategy? (16)

Q4
"If a price is not an equilibrium price, there is a tendency for it to move to its equilibrium level. Regardless of whether the price is too high or too low to begin with, the adjustment process will increase the quantity of the good purchased". Explain using a demand and supply diagram. (16)

Q5
Discuss the significance of advertising and branding in monopolistic competition. How do these marketing strategies help firms differentiate their products and capture market share? (16)

Q6
Which monetary and fiscal measures do you think are more effective in controlling inflation? Give logic in support of your answer. (16)

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COURSE: IMBA

Sub Code:16IMN701

7TH Semester Regular / Back Examination: 2023-24

SUB: FUNDAMENTALS OF ERP

BRANCH: IMBA

TIME: 3 HOURS

MAX MARKS: 100

Q Code: N022

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10)

(02x10)

- a) Who are the main players in the ERP market?
- b) What are the direct benefits of ERP systems?
- c) What is cycle time in ERP system?
- d) How do conventional application packages and ERP packages differ?
- e) Write the Reasons for growth of ERP market.
- f) What are the factors that are critical for the success of the ERP implementation?
- g) Define Supply Chain Management.
- h) What are the ERP packages available in India?
- i) What are the phases of BPR?
- j) What are the factors that are critical for the success of the ERP implementation?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(06x08)

- a) What is 'Data Migration' process of an ERP system?
- b) List out the steps involved in the maintenance of the ERP Systems.
- c) When an ERP system does is considered as an 'Ideal ERP System'?
- d) Write down the 'evolution phases' of Enterprise Resource Planning (ERP).
- e) How to choose the right supply chain management software?
- f) What are the Components present in BAAN ERP modules?
- g) What is the Difference Between Supply Chain Management and Logistics?
- h) How does SCM help to share data and get instincts with business partners?
- i) Write down the implementation and post implementation issues of ERP system.
- j) Explain in detail about ERP audit methodology.
- k) Explain the role ERP in E-Business.
- l) What are the failure factors of ERP?

Part-III

(02X16)

Only Long Answer Type Questions (Answer Any Two out of Four)

(16)

Q3 Explain the Competitive Advantages of ERP vs. Traditional Information System.

Q4 Write down the objectives of Business Process Re-engineering (BPR) and explain different functional modules?

(16)

Write detailed reports on any two?

- i) Emerging trends in ERP.
- ii) Supply chain management.
- iii) Related technologies of ERP.
- iv) Business process management techniques.

Q5 Explain the various criteria to be met and possessed by an ERP system, when proposed for the small and medium enterprises.

(16)

Q6 Explain with a suitable example how the Cloud ERP System helps to improve Supply Chain Management.

(16)

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