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Total Number of Pages: 02

IMBA
16IMN701

7th Semester Regular/ Back Examination: 2024-25

SUBJECT: Fundamentals of ERP

BRANCH: IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: R004

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)

- In what way does ERP support better decision-making?
- Name one key change in the evolution from MRP II to ERP.
- How does BPR improve business efficiency?
- Why is Oracle Financials so commonly utilised by companies all over the world?
- What makes SAP R/3 popular among large enterprises?
- How does vendor support influence the decision to select an ERP package?
- What is the role of order management in SCM?
- How can organizations monitor and improve ERP performance post-implementation?
- Which HR metric is commonly improved through ERP?
- Name a benefit of ERP for product lifecycle management.

Part-II

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

- What components enable ERP to aggregate information across company processes as an Integrated Management Information System?
- How does effective change management contribute to overcoming the challenges of Business Process Reengineering?
- Discuss the positive aspects and challenges of substituting conventional information systems with enterprise resource planning.
- Explain the key aspects of an enterprise resource planning system and how they operate together to provide an integrated solution for organizations.
- Analyse PeopleSoft's ERP capabilities, particularly in human resources and finance.
- Assess the specific ways in which the human resources module of ERP facilitates employee management and growth.

- g) Explain why training is critical to the success of an ERP system. What areas should be covered in an effective ERP training program?
- h) Describe the basic principles of supply chain management. How do these principles help organizations to manage demand, supply, and resources effectively?
- i) How can Product Data Management (PDM) improve product lifecycle management and operational efficiency in Supply Chain Management (SCM)?
- j) Evaluate the impact of ERP on internal financial audits and risk management, highlighting how ERP enhanced financial transparency and control through a case study.
- k) What role can ERP play in improving HR compliance?
- l) How does ERP improve order processing in sales?

Part-III

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

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|----|---|------|
| Q3 | How can Business Process Reengineering be leveraged to create an effective business model that aligns with ERP implementation? What steps should organizations take to achieve this alignment? | (16) |
| Q4 | Explore the most significant stages in the ERP procurement process, assessing how at each stage, from requirements gathering to final selection, ensures that the ERP system meets the organization's needs. | (16) |
| Q5 | Describe the basic principles of supply chain management. How do these principles help organizations manage demand, supply, and resources effectively? Discuss the importance of inventory management, demand forecasting, and supplier relationships as fundamental principles of SCM. | (16) |
| Q6 | In what ways does ERP enhance production capacity planning and resource allocation? Present a case study illustrating how ERP enhanced machine utilisation and manpower distribution in a manufacturing setting. | (16) |

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Course: IMBA
Sub_Code: 16IMN702

7th Semester Regular/Back Examination: 2024-25
SUBJECT: Banking and Insurance Management
BRANCH(S): IMBA
Time: 3 Hours
Max Marks: 100
Q.Code: R043

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)

- Define the term "bank" and its primary purpose
- What is the difference between commercial banks and cooperative banks?
- Explain the role of the Reserve Bank of India (RBI) in the banking system.
- What is a demand deposit?
- Define "insurance" and its purpose.
- What is the difference between life insurance and general insurance?
- Explain the concept of "risk pooling" in insurance.
- What is banc assurance?
- Name two basic types of life insurance policies.
- What is a claim in the context of insurance?

Part-II

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

- Describe the main functions of commercial banks in India.
- Explain the concept of retail banking and list some common retail banking products.
- Discuss the importance of mobile banking and internet banking services.
- Explain the role of RBI in regulating banks and ensuring financial stability.
- Describe the different types of deposits offered by banks.
- Discuss the significance of insurance in financial planning.
- Explain the difference between term insurance and whole life insurance policies.
- What is insurance legislation, and why is it important for the insurance industry?
- Explain the main features of the Insurance Regulatory and Development Authority of India (IRDAI) Act.
- Describe the concept of risk management in insurance. How insurers assess risks?
- Explain the claims process in life insurance and how claims are managed.
- Describe the types of insurance policies available for individuals and businesses in the general insurance category.

Part-III

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

- Q3** Discuss the structure of the banking system in India and the roles of different types of banks, such as commercial banks, cooperative banks, and development banks. (16)
- Q4** Analyze the role of insurance in risk management, covering key principles such as risk pooling, underwriting, and diversification. (16)
- Q5** Explain the various products and services offered by banks, including loan products, deposit products, and value-added services. (16)
- Q6** Discuss the legal and regulatory framework governing the insurance industry in India, focusing on key acts, such as the IRDAI Act and the Insurance Act. (16)

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN703

7th Semester Regular/Back Examination: 2024-25

SUBJECT: Managerial Economics

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: R102

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 coffee shop observes that when it reduces the price of its coffee by 10%, sales increase by 15%. What type of price elasticity of demand does this indicate?
- Define Managerial Economics and explain its relevance to decision-making in a business.
- If the government imposes a tax on luxury goods, what would you expect to happen to the supply curve of such goods?
- During an economic downturn, demand for luxury goods decreases. Explain briefly how this relates to the concept of income elasticity of demand.
- Describe the difference between fixed and variable costs.
- A manufacturing company operates at full capacity and considers outsourcing to meet extra demand. How would short-run versus long-run production costs influence its decision?
- Define monopoly and provide an example.
- When a firm is operating under monopolistic competition, what role does product differentiation play in its pricing strategy?
- Analyze the potential effect on national income if consumer spending suddenly declines sharply.
- Briefly explain the term "business cycle."

Part-II

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

- Consider a company facing perfectly elastic demand. How would this affect its ability to set prices? Use a real-world example to support your analysis.
- Explain the scope of managerial economics and its relationship with other disciplines.

- c) A company finds that its product has high income elasticity. During a recession, what should be the company's pricing and production strategies?
- d) Explain the concept of economies of scale and how they affect a firm's cost structure.
- e) Analyze how a business might adjust its production in the short run versus the long run if the price of a key input rises significantly.
- f) Describe the determinants of demand and give examples of each.
- g) Illustrate the process of market equilibrium with the help of a demand and supply curve.
- h) Given an increase in minimum wage, analyze the impact on supply and cost structure for small businesses in a perfectly competitive market.
- i) In the short run, a firm's marginal cost increases due to rising input costs. How should the firm adjust its production to maximize profit?
- j) If a new competitor enters a monopolistically competitive market, how would you expect the original firm's demand curve and pricing strategy to change? Provide reasoning.
- k) A nation experiences a sharp decline in its GDP due to external economic shocks. Analyze the effects this might have on employment and income levels.
- l) In a business cycle recession phase, analyze the likely impact on demand for inferior goods versus luxury goods.

Part-III

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

- Q3** Explain the nature, scope, and significance of managerial economics in strategic decision-making. Discuss how managerial economics helps managers to make decisions in uncertain business environments with relevant examples. **(16)**
- Q4** Popular consumer electronics brand faces increased competition. Using demand elasticity concepts, analyze how the company could use price, income, and cross elasticity of demand to adjust its pricing strategy and maximize revenue. **(16)**
- Q5** Elaborate on different market structures (perfect competition, monopoly, monopolistic competition, and oligopoly). Discuss how pricing strategies vary across these markets, including methods like penetration pricing, skimming, and cost-plus pricing, with examples to demonstrate the application of each in real business scenarios. **(16)**
- Q6** India experiences a surge in foreign direct investment (FDI) in the technology sector. Analyze the potential impact on national income, employment, and the overall economy. **(16)**

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Course: IMBA
Sub_Code: 16IMN704

7TH Semester Regular / Back Examination 2024-25

SUBJECT: INTERNATIONAL BUSINESS

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: R149

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) Highlight at least two differences between domestic and international business.
- b) Outline the benefits of international business.
- c) What is the main difference between standardization and differentiation?
- d) What is meant by voluntary export restraints?
- e) Mention the different types of quotas.
- f) Cite an example of contract manufacturing.
- g) Outline the challenges in product development.
- h) What do you mean by third country national?
- i) Why is international distribution channel important?
- j) What is make or buy decision?

Part-II

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

(6 x 8)

- a) Examine the rationale of tariff and non-tariff barriers in international business.
- b) Elaborate the factors to be considered for the selection of expatriate managers.
- c) Explicate the ethical issues in international business.
- d) Distinguish between WTO and GATT.
- e) Write a short note on global portfolio management.
- f) Elucidate the different approaches to compensation in the context of international business.
- g) Explain the important factors causing globalization of business.
- h) Discuss the merits and demerits of regional trade block.
- i) Explain the factors to be considered before setting price of a product in international market.
- j) Discuss the challenges of international trade.
- k) Differentiate between FDI and FII.
- l) How do MNCs manage political and economic risk in international business?

Part-III

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

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|-----------|---|-------------|
| Q3 | Elucidate the various factors of international business environment. | (16) |
| Q4 | Discuss the issues involved in global supply chain management. | (16) |
| Q5 | Make a comparative study of Comparative Advantage theory and Absolute Advantage theory. | (16) |
| Q6 | Discuss the promotional strategies an automobile company should devise in order to foster the sale of its products in the international market. | (16) |

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN705

7th Semester Regular/Back Examination: 2024-2025

Subject: Corporate Strategy

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: R195

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) Define blue ocean strategy. Give an example.
- b) Define Strategy implementation.
- c) What is strategic inflection point?
- d) What is KSF?
- e) What do you mean by strategic group mapping? Give an example.
- f) How mission is different from vision?
- g) State any two techniques for strategy evaluation.
- h) Give an account of vertical integration.
- i) What do you mean by SBU.
- j) What is the difference between internal and external environment?

Part-II

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

- a) What is BCG matrix? What are its uses and limitations?
- b) Elaborate the basic elements of strategic management process.
- c) Why it is important for a firm to study and understand the external environment?
- d) Explain the strategies used in the global environment for building and restructuring the corporation.
- e) How can ETOP analysis be beneficial for an organization?
- f) Discuss the factors which should be considered by a firm for choosing strategy in a Declining Industry.
- g) What do you mean by strategy implementation? What are the important issues involved in it.
- h) "Resource Allocation as a vital part of strategy" why this is vital?
- i) Discuss the most appropriate methodology for evaluation of strategy
- j) What is strategic control? Discuss the purpose of strategic control.
- k) Describe resources and capabilities as core competencies
- l) "Mergers and acquisition are often failed because of incompatibility of culture of the firm". Explain.

Part-III

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

(16x2)

- Q3** Define strategic management and discuss the important steps are involved in strategic management Process. **(16)**
- Q4** Discuss the porter's five force model of industry analysis with suitable example. **(16)**
- Q5** Discuss the Mc. Kinseys 7s framework for organisational analysis with an illustration. **(16)**
- Q6 (a)** Discuss the importance of SWOT analysis and ETOP. **(8)**
- (b)** Write short notes on BCG matrix and its significance. **(8)**