

**FACULTY OF MANAGEMENT****M.B.A. IV – Semester (CBCS) Examination, May / June 2018****Subject: Banking and Insurance****Paper – MB – 405 – I (Finance)  
(Elective – IV – Finance)****Time: 3 Hours****Max.Marks: 80****Note: Answer all the questions from Part-A and Part-B.****Each question carries 4 marks in Part-A and 12 marks in Part-B.****PART – A (5x4 = 20 Marks)****[Short Answer Type]**

- 1 State the functions of Commercial Banks.
- 2 Distinguish between fixed and floating rates
- 3 What is meant by Core Banking solution?
- 4 What are the principles of Insurance?
- 5 State the types of General Insurance Business.

**PART – B (5x12 = 60 Marks)****[Essay Answer Type]**

- 6 a) Describe the structure and significance of Indian Banking System.  
**OR**  
b) Explain the functions of Reserve Bank of India.
- 7 a) Discuss the procedure for assessment of credit worthiness of a prospective borrower.  
**OR**  
b) What is NPAs and state the causes and its implications in Banking Operations.
- 8 a) As the interest rates are expected to change, ABC Bank wants to charge floating rate of interest to its borrower. The present prime rate is 8% p.a. The bank wants to charge a premium of 350 basis points over the prime rate for this borrower. You are required to find the floating rate for the borrower as per prime plus and prime time-rate methods and which of the two methods would be beneficial to the bank. Further, if the prime rate increases to 9% and/or decreases to 7.5% what would be the floating rate for the borrower.  
**OR**  
b) A customer wants to borrow Rs.50 crs from XYZ Bank. The bank studied the risk associated with the borrower and found that the probability of repaying the principal and interest is 94% as per schedule. In case of difficulty the bank loan recover 81% of the principal and interest due. The minimum required rate for the bank is 14%. The cost of funds for the bank is 12% and the associated service cost is 0.25%. What rate should the bank quote to the borrower?
- 9 a) Discuss the significance of Insurance Business in Indian Economy.  
**OR**  
b) Explain the salient features of different Life Insurance products.
- 10 a) Describe the advantages of general Insurance Business activities.  
**OR**  
b) Discuss the role of marketing intermediaries in insurance business operations.

**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) (New Syllabus) Examination, May / June 2018**

**Subject: Services and Global Marketing (Marketing)**

**Paper – MB – 405 – 2  
Discipline Specific  
(Elective – IV – Marketing)**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Goods and services continuum
- 2 Basic Elements of Service Quality
- 3 Service marketing triangle
- 4 Cultural environment
- 5 .International product positioning

**PART – B (5x12 = 60 Marks)  
[Essay Answer Type]**

- 6 a) Define services. Explain its concepts and scope.  
**OR**  
b) Evaluate customer expectations and perceptions of services.
- 7 a) Evaluate 4Ps of services marketing.  
**OR**  
b) Discuss various methods of measuring Service Quality.
- 8 a) Briefly discuss about Services Marketing Strategies.  
**OR**  
b) Evaluate Internal Marketing and Interactive Marketing of services.
- 9 a) Define Global Marketing and explain its importance.  
**OR**  
b) Explain factors effecting to the Global Marketing Environment.
- 10 a) Explain global product planning and its objectives.  
**OR**  
b) Evaluate distinction between Global Marketing and Indian Marketing.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2018**

**Subject: Talent and Knowledge Management**

**Paper – MB – 405 – 3 (HR)  
(Elective – IV – HRM)**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Concept of knowledge management
- 2 TMIS
- 3 Knowledge intensive firm
- 4 Knowledge management products
- 5 Organizational performance

**PART – B (5x12 = 60 Marks)  
[Essay Answer Type]**

- 6 a) What is meant by talent reservoir? Explain about its designing.  
**OR**  
b) Describe how to create a talent management system.
- 7 a) Give an overview on various types of competencies.  
**OR**  
b) Briefly explain about valid competency model.
- 8 a) Discuss in detail about alternative views of knowledge.  
**OR**  
b) Briefly explain about key processes in knowledge intensive firms.
- 9 a) Write a note on knowledge management approaches.  
**OR**  
b) Elucidate the infrastructure of knowledge management.
- 10 a) Explain the nature and significance of knowledge discovery systems.  
**OR**  
b) Bring out the types of assessment of knowledge management.

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**FACULTY OF MANAGEMENT**

**M.B.A. IV – Semester (CBCS) Examination, May / June 2018**

**Subject: Software Project Management**

**Paper – MB – 405 – 4**

**Time: 3 Hours**

**Max.Marks: 80**

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 Define Software and its classification
- 2 Define cash flow forecasting
- 3 What is PERT and CPM?
- 4 What do you mean by project tracking?
- 5 What are the types of Communication Genres?

**PART – B (5x12 = 60 Marks)  
[Essay Answer Type]**

- 6 a) Discuss the overview of Project Planning.  
**OR**  
b) Explain how software project planning is different from other types of projects.
- 7 a) Explain the cost benefit evaluation technique in Software Project Management.  
**OR**  
b) What do you mean by Estimation in Software Project testing?
- 8 a) What is activity planning and explain its objectives?  
**OR**  
b) Discuss the different Network planning models.
- 9 a) Explain the Software Configuration Management and its tools.  
**OR**  
b) Explain the steps in Project Management and Control in Software Project Management.
- 10 a) Explain Oldham – Hackman job characteristic model of motivation.  
**OR**  
b) Explain the importance of Team Structures in Software Project Management.

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