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END SEMESTER EXAMINATION, JUNE - 2024

M. B. A. Semester - IV

Course Name: Performance Management **Course Code: MBA431**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS –** ***Attempt All.***		**(2x10 = 20 Marks)**
	a.	What do you mean by Merit Based Pay?	CO 1
	b.	What are Post appraisal interviews?	CO1
	c.	Define MBO	CO2
	d.	Differentiate between KRA's and KPIs.	CO2
	e.	What is variable pay?	CO1
	f.	What is the purpose of incentives?	CO1
	g.	What is performance appraisal?	CO1
	h.	What is 360 Degree appraisal?	CO1
	i.	What is ROI?	CO1
	j.	What is performance Prism?	CO1
Q.2	**SHORT ANSWER QUESTIONS –** ***Attempt any Five.***		**(4x5 = 20 Marks)**
	a.	Why are post appraisals required?	CO5
	b.	What is the purpose of performance appraisal?	CO2
	c.	Should we measure only the financial performance of the organization? What are the demerits of this?	CO2,4
	d.	Explain the BARS method of performance appraisal.	CO2
	e.	What is the difference between performance appraisal and performance management?	CO 2
	f.	A sales manager has 30 sales executives as team members under him. While appraisal the manager rated all his team members very high (as excellent). No employee was rated as good, average or poor. Identify and explain the type of bias by the rater while evaluating the employee's performance.	CO3,4
	g.	Differentiate between individual and group incentives.	CO2
Q.3	**STRUCTURED QUESTIONS –** ***Attempt any Three.***		**(10x3 = 30 Marks)**
	a.	Give a detailed account of the process of performance management.	CO2
	b.	What are the financial indicators of performance used for the performance management of the organizations?	CO2
	c.	Do you feel rewards should be linked with performance? What can be the disadvantages of doing so? How can we overcome this disadvantage?	CO4
	d.	In an organization, there are 2000 employees in a department. The manager has been given with limited funds to be used to reward his employees in the department. The forced distribution method of appraisal was used in this case. Is it correct to use this method in this case? How will the manager apply this method? Also enumerate the probable disadvantages of this appraisal method.	CO3,5

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Q.4	Case Analysis/ Situation Based QUESTIONS	(15x2 = 30 Marks)

Attempt any two parts: CO 3,4, 5,6

A consulting firm you have worked for over the last year is having some financial troubles. The large contracts it once had are slowly going away, and the company struggles to meet the sales goals. The sales staff has not been meeting the sales goals set for them, resulting in incorrect budgets. You create a spreadsheet with pertinent sales employee data:

Name	Title	Years with the company	Last overall rating on performance evaluation (1–5 scale, 5 being highest)	Last year's sales goal met?
Deb Waters	Sales Manager	1	3	N/A as her position is managerial
Jeff Spirits	Account Manager	5	3	Yes, 1% over
Orlando Chang	Account Manager	3	4	Yes, 10% over goal
Jake Toolmeyer	Account Manager	2	4	No, 2% under goal
Audrey Barnes	Account Manager	5	5	Yes, 15% over goal
Kelly Andrews	Account Manager	1	2	No, 20% under goal
Amir Saied	Account Manager	8	5	Yes, 5% over goal
Winfrey Jones	Account Manager	4	2	No, 10% under goal

a. Discuss how you will plan to manage the performance of the underperforming sales employees.

b. Discuss strategies to motivate the sales employees who are doing well to stay with the organization.

c. How can the consulting firm adjust its overall sales strategy to better support both struggling and high performing sales employees in achieving their goals?

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Enrol. No. S R H U **Regn. No.** D D

END SEMESTER EXAMINATION, JUNE - 2024

M. B. A. Semester - IV

Course Name: Derivatives & Risk Management **Course Code: MBA421**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	VERY SHORT ANSWER QUESTIONS – *Attempt All.*		(2x10 = 20 Marks)
	a.	Explain two advantages of financial derivatives.	CO1
	b.	What is call option?	CO1
	c.	What is index futures?	CO1
	d.	What is Currency risk?	CO1
	e.	What is index futures?	CO1
	f.	Explain MIBOR.	CO2
	g.	What is currency option?	CO2
	h.	What is an American Option?	CO2
	i.	Write a detailed note on uses of financial derivatives.	CO2
	j.	Explain the systematic risk.	CO2

Q.2	SHORT ANSWER QUESTIONS – *Attempt any Five.*		(4x5 = 20 Marks)
	a.	Explain different types of financial derivatives.	CO3
	b.	Explain the features of forward contract.	CO3
	c.	Distinguish between future and option contract.	CO3
	d.	An investor enters into a short gold futures contract when the futures price is 60 cent per pound. One contract is for delivery of 60,000 pounds. How much the investor gain or lose if cotton price at the end of the contract is: (a) 58.20 cent per pound (b) 61 30 cent per pound?	CO3
	e.	Explain the merits and demerits of swap.	CO4
	f.	PC jewelers Ltd. Fearing appreciation of gold rate in near future enters into a long forward contract on 1st April 2020 for the purchase of 1000 g of gold to be delivered on 1st October 2020 at Rs. 2700 per gram. What will be the profit or loss to the party if the price of gold on 1st October 2020 turns out to be Rs. 2600 per gram.	CO4
	g.	Suppose an investor has written 200 futures contracts on silver. How can he use call options to provide insurance against a decline in value of net position?	CO4

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Q.3	STRUCTURED QUESTIONS – *Attempt any Three.*	(3x10 = 30 Marks)
a.	How is forwards contract different from future contract?	CO4
b.	When will call option be ITM, OTM and ATM.	CO4
c.	Explain different types of risk faced by a business firm.	CO5
d.	What is an option contract? What are its features?	CO5

Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.*	(2x15 = 30 Marks)

a Consider the following data about call option on coal india Ltd.

Options	Strike Price (K) (in Rs)	Spot Rate (S1) (in Rs)	Premium (in Rs.)
1	250	260	11.50
2	270	260	8.25

Classify each of the above options and find out the intrinsic value and time value of the options. CO5

b A speculator, Mr. Karthik, has shorted 10 July cotton futures in the month of April 2017 at an exercise price of Rs. 17890 per bale. Size of each contract is 25 bales. What would be gain or loss to the speculator if cotton price either increases by 5% or decreased by 10% in the month of July 2017. CO6

c Mr. Joseph took long position in five soybean futures contracts at an exercise price of Rs. 2900 per quintal. The initial margin is Rs. 15000 and maintenance margin is Rs. 12000 per contract. Each contract is assumed to be having100 quintals of soybean. The daily settlement prices for the first five days trading as follows

Days	1	2	3	4	5
Settlement Price (Rs/Quintal)	2880	2850	2875	2880	2818

Prepare mark to market margin statement Showing gain/loss if the contract is closed on fifth day. CO6

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END SEMESTER EXAMINATION, JUNE - 2024

M. B. A. Semester - IV

Course Name: Wealth Management **Course Code: MBA423**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS –** ***Attempt All.***		**(10x2 = 20)**
	a.	What do you mean by wealth management?	CO1
	b.	What is PAN?	CO1
	c.	What do you mean by systematic risk?	CO1
	d.	What is mutual fund?	CO1
	e.	What is commodity market?	CO1
	f.	Explain estate planning with example.	CO2
	g.	Explain the rule of compounding with example.	CO2
	h.	Explain the diversification with suitable example.	CO2
	i.	Explain the importance of general insurance.	CO2
	j.	Explain the power of attorney in estate planning with example.	CO2
Q.2	**SHORT ANSWER QUESTIONS –** ***Attempt any Five.***		**(5x4 = 20)**
	a.	Define the term 'investor type' and provide two examples of common investor classifications.	CO3
	b.	Discuss the comprehensive steps involved in the retirement planning process.	CO3
	c.	Define health insurance and provide an example of a common health insurance product.	CO3
	d.	Describe the role of 'tax planning' in financial planning and provide an example of how it can help individuals optimize their tax liabilities.	CO3
	e.	Define Power of Attorney (PoA) in the context of financial transactions.	CO4
	f.	Explain how SWP allows investors to receive regular payouts from their investment portfolios while preserving the principal amount.	CO4
	g.	Describe the factors investors should consider when implementing an SWP, including withdrawal frequency, withdrawal amount, and portfolio allocation.	CO4

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Q.3	STRUCTURED QUESTIONS – *Attempt any Three.*		(3x10 = 3
	a.	Explain the concept of estate planning and its significance in managing assets and ensuring the smooth transfer of wealth to beneficiaries.	CO4
	b.	Evaluate the benefits of integrating various financial services and products to provide a holistic approach to managing wealth.	CO4
	c.	Discuss common challenges and considerations in retirement planning, such as inflation, longevity risk, healthcare costs, and changing life circumstances.	CO5
	d.	Highlight the importance of building a diversified investment portfolio across different asset classes to achieve financial goals and manage risk effectively.	CO5

Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.*		(2x15 = 30)
	a.	Discuss the financial planning process and its critical role in achieving personal financial goals.	CO4
	b.	Address the role of tax planning, estate planning, and retirement planning within the wealth management framework.	CO5
	c.	**Case Study: Estate Planning for the Singh Family** Mr. and Mrs. Singh, both in their late 50s, are considering estate planning to ensure the smooth transfer of their assets to their children and minimize tax implications upon their passing. The Singh's own a primary residence valued at ₹1.5 crore and have additional financial assets totalling ₹2 crore. They also own two vehicles worth ₹20 lakhs and have investments in stocks and mutual funds valued at ₹1.5 crore. The Singh's have two children, a son aged 30 and a daughter aged 28, who are financially independent and have their own families. The Singh's want to allocate their assets equitably between their children while minimizing the impact of estate taxes and ensuring their estate is distributed according to their wishes. **Questions:** 1. **Estate Inventory and Valuation:** • Calculate the total value of the Singh family's assets, including their primary residence, financial assets, vehicles, and investments. 2. **Estate Distribution Planning:** • Propose a plan to distribute the Singh family's assets equitably between their two children while considering the value of each asset and the children's financial needs. 3. **Tax Planning Strategies:** • Recommend tax planning strategies to minimize estate taxes upon the passing of Mr. and Mrs. Singh, considering the current value of their assets and applicable tax laws. 4. **Asset Protection:** • Discuss strategies to protect the Singh family's assets from potential creditors and legal challenges during the estate distribution process. 5. **Legacy Planning:** • Suggest ways for Mr. and Mrs. Singh to leave a meaningful legacy for their children and future generations, beyond the financial assets, such as charitable donations or establishing a family trust.	CO5

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Regn. No. D D

END SEMESTER EXAMINATION, JUNE - 2024

M. B. A. Semester - IV

Course Name: Human Resource Planning & Development **Course Code: MBA432**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – ***Attempt All.*** **(10x2 = 20 Marks)** **CO**

		CO
a.	What is Career Planning?	1
b.	How does HRD support organizational growth?	1
c.	What are the key steps in the Career Development process?	1
d.	What is an employee assistance program (EAP)?	1
e.	Why are competencies important for an organization?	1
f.	Explain how Succession Planning supports organizational continuity.	2
g.	List one step in the Human Resource Planning process.	2
h.	What is employee counselling?	2
i.	List key skills required for effective coaching.	2
j.	What is a strategic Human Resource plan?	2

Q.2 SHORT ANSWER QUESTIONS – ***Attempt any Five.*** **(5x4 = 20 Marks)** **CO**

		CO
a.	Explain in detail how Succession Planning can be used for effective talent management and to enhancing employee morale.	3
b.	Describe the characteristics of a successful mentoring relationship.	3
c.	Explain the role of mentoring in career development and its long-term benefits.	3
d.	Discuss the importance of employee wellness programs in modern organizations and their impact on overall organizational health.	3
e.	Analyze the relationship between Human Resource Planning and business forecasting.	4
f.	Evaluate the role of remote work policies in supporting employee wellness	4
g.	How does stress management contribute to employee performance?	4

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Q.3 STRUCTURED QUESTIONS – ***Attempt any Three.*** **(3x10 = 30 Marks) CO**

a.	Explain the role of strategic Human Resource plans and assess their impact on long-term organizational success.	4
b.	Outline the key objectives of Human Resource Planning and analyze how it supports organizational strategy.	4
c.	Define the purpose of coaching in performance management and discuss how it can be effectively integrated into an employee's development plan.	5
d.	Describe Human Resource Accounting and analyze how it contributes to strategic decision-making in HR management.	5

Q.4 CASE ANALYSIS/ SITUATION BASED – ***Attempt any Two.*** **(2x15 = 30 Marks) CO**

a.	Evaluate the impact of HR leadership in steering Human Resource Development initiatives. Discuss how integrating advanced technologies like machine learning for talent forecasting and succession planning can drive substantial business innovations and competitive advantage.	5
b.	Evaluate the importance of conducting a Human Resources Audit and its benefits for organizational compliance and efficiency. Discuss how HR can implement audit findings to optimize HR policies and practices.	6
c.	TechGiant Inc., known for its high-pressure deadlines and competitive work environment, faces significant employee burnout issues. As the HR manager, how would you design a stress management and employee wellness program that fits the company culture? Discuss the steps you would take, the challenges you might face in implementation, and how you would measure the success of these initiatives.	6

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END SEMESTER EXAMINATION, JUNE - 2024

M. B. A. Semester - IV

Course Name: Digital Marketing **Course Code: MBA412**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – *Attempt All.* **(2X 10 = 20 Marks)**

a.	What is the history of digital marketing?	CO1
b.	Define search engine optimization?	CO1
c.	What are organic and paid advertisement?	CO1
d.	How do you see email advertising?	CO1
e.	What are phishing in cyber world?	CO1
f.	Explain POE media.	CO2
g.	Give a note on PPC.	CO2
h.	What is the click and impression ratio?	CO2
i.	What is affiliate marketing?	CO2
j.	What is CHATBOT?	CO2

Q.2 SHORT ANSWER QUESTIONS – *Attempt any Five.* **(4X5 = 20 Marks)**

a.	Explore the advantages and challenges of utilizing video networks in digital marketing. How can businesses leverage video content to enhance brand visibility, and what metrics are crucial for measuring the success of video ad campaigns?	CO3
b.	What is the role of ad serving in digital advertising, and how does it contribute to the efficient delivery of ads to target audiences?	CO3
c.	Explain SEO, How can businesses effectively conduct keyword research, and what role does content play in SEO strategies.	CO3
d.	Describe the fundamental principles of affiliate marketing. How can businesses build and maintain successful relationships with affiliates, and what strategies can be employed to track and measure the performance of affiliate campaigns?	CO3
e.	What factors should be considered when selecting the most suitable media channels for a digital advertising campaign?	CO4
f.	Explain the key elements that make a banner ad effective. How can businesses optimize banner ads for different devices and platforms to enhance their reach and engagement?	CO4
g.	Evaluate the digital marketing .Also tell various types of digital marketing methods popular now a days.	CO4

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Q.3 STRUCTURED QUESTIONS – ***Attempt any Three.*** **(3X10 = 30 Marks)**

a. Develop a comprehensive website strategy for a small business that sells handmade crafts online. Consider the user experience, navigation, and content organization. How would you optimize the website for search engines, and what role does mobile responsiveness play in enhancing the overall user experience? Discuss the importance of clear calls-to-action and how they contribute to the success of the website. CO4

b. Explain the POE framework in digital marketing and provide examples for each component (Paid, Owned, and Earned). How can a small business effectively leverage each element of the framework to create a cohesive and integrated marketing strategy? Discuss the advantages and potential challenges associated with each category, emphasizing the importance of a balanced approach in achieving marketing objectives. CO4

c. Compare and contrast behavioral and contextual targeting in digital advertising. How do these targeting methods work, and what are the key differences between them? Provide examples of situations where each targeting method would be most effective. Discuss the ethical considerations associated with behavioral targeting and how businesses can maintain a balance between personalized advertising and user privacy. CO5

d. A startup is keen to understand the performance of its digital marketing efforts. Outline the key digital marketing analytics metrics that the business should track and analyze. How can these metrics provide insights into the effectiveness of various online campaigns, social media activities, and website performance? Discuss the tools and platforms that beginners can use to gather and interpret digital marketing analytics data, emphasizing the importance of data-driven decision-making. CO5

Q.4 Case Analysis/ Situation Based QUESTIONS – ***Attempt any Two.*** **(2X15 = 30 Marks)**

a. You've been hired to develop a digital marketing strategy for a local bakery that wants to increase its online presence and boost in-store foot traffic. The bakery specializes in artisanal bread and pastries. Outline the key elements of your digital marketing plan, including specific platforms, content strategies, and engagement tactics tailored to the bakery's target audience. CO5

b. Your company is facing a negative social media campaign initiated by a dissatisfied customer. The complaints are gaining traction, and the brand's reputation is at risk. Develop a crisis management plan for handling the situation, including strategies for addressing the customer's concerns, mitigating reputational damage, and turning the narrative into a positive one. CO6

c. Your company is about to launch a new tech gadget, targeting a younger demographic. The marketing team is considering leveraging social media influencers to promote the product. Develop a plan outlining how you would identify, approach, and collaborate with influencers. Include considerations for measuring the campaign's success and ensuring authenticity in influencer partnerships. CO6

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