

KGR INSTITUTE OF TECHNOLOGY AND MANAGEMENT
(Rampally (V), Keesara (M), Medchal-Malkajgiri Dist. – 501 301)

MBA (CBCS) III SEMESTER IMPORTANT QUESTIONS

OPERATIONS MANAGEMENT

1. What is operations management? Explain the scope of operations management?
2. Explain the concepts involved in manufacturing process.
3. What do you mean by operational strategy?
4. Explain about product life cycle and process life cycle.
5. What is plant layout? Types of plant layout.
6. What is aggregate planning? Explain the model of aggregate planning.
7. What is master production scheduling and discuss?
8. What is work study? Explain the components of work study.
9. Discuss types of services operations.
10. What is work measurement? Methods of work measurement.
11. Discuss about material requirement planning and manufacturing process.
12. What is material management? Explain importance of material management.
13. What is value analysis? Explain the role of value analysis in cost reduction.
14. What are the techniques of inventory control?
15. What is stores management? Functions of stores management.

PROBLEMS

UNIT – II

1. Job Sequencing Problems

UNIT – V

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|---------------------------|------------------------|
| 1. EOQ Problems | 12. Just in time |
| 2. ABC Analysis Problems | 13. Line Balancing |
| 3. Process Design | 14. Value analysis |
| 4. Casting | 15. Process Design |
| 5. Maintenance Management | 16. Inventory control |
| 6. Plant layout | 17. Vendor Rating |
| 7. Aggregate planning | 18. n-Jobs |
| 8. Method study | 19. ABC |
| 9. Material Management | 20. Bin card |
| 10. EOQ | 21. PPC |
| 11. Cost Control | 22. Process life cycle |

MBA (CBCS) III SEMESTER IMPORTANT QUESTIONS

E-Business

Section - I

1. Intranet
2. Online Crimes
3. Tax issues in E-Business
4. 4G System
5. M-Banking
6. Define internet
7. What is meant by merchant account?
8. Write a note on electronic purses
9. Define firewall
10. Define legitimacy
11. Define personal jurisdiction
12. What is cyber squatting?
13. Define conflict laws.
14. Define defamation
15. What is E-commerce?
16. What is mobile TV?

Section – II

1. What do you mean by payment model
2. What is auction?
3. Define mobile commerce.
4. What is the use of GPS?
5. How to access amateur Radio (AR)?
6. Write a brief note on Bluetooth printers.
7. What is server side technology?
8. How mobile tickets reduce the cost?
9. Discuss briefly about the E-Business models.
10. Explain the online payment mechanism.
11. Discuss legal and ethical issues relating to E-Business
12. What is e-marketing? Discuss the web marketing strategies
13. What is m-commerce? State its benefits and limitations and applications
14. Compare between E-commerce and M-commerce.
15. Write about the wireless and mobile communication system.
16. Write about the mobile communication standards.
17. Explain the process of mobile ticketing, and state its advantages.
18. What do you mean by Mobile Computing? Discuss its applications.
19. What is value analysis?

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MBA (CBCS) III SEMESTER IMPORTANT QUESTIONS

OPERATIONS RESEARCH

Section – I

1. Define Operations Research. Explain its nature, characteristics and phases of OR?
2. Linear Programming Problems and Theory
3. Discuss the role OR in decision making and techniques?
4. Problems on LPP and Theory
5. Problems on Transportation and Theory
6. Assignment Problems and Theory
7. PERT and CPM Problems and Theory
8. QUEUING Theory problems and Theory
9. GAME Theory problems and Theory
10. Simulation Problems and Theory

Section – II

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|------------------------------|--------------------------|
| 1. Objective function | 11. Sensitivity Analysis |
| 2. Linear Programming | 12. Assignment problem |
| 3. Non-negative function | 13. PERT |
| 4. Critical path | 14. Service time |
| 5. Critical activities | 15. Models of Queuing |
| 6. Transportation Problem | 16. Value of Game |
| 7. Game theory | 17. Dominance principle |
| 8. Saddle Point | 18. Simulation |
| 9. Two Persons zero sum game | 19. Artificial Variable |
| 10. Queuing theory | 20. Unbalanced Problem |

MBA (CBCS) III SEMESTER IMPORTANT QUESTIONS

FINANCIAL RISK MANAGEMENT

Section – I

1. Explain the nature and scope of risk in modern financial companies?
2. Explain various types of risk? Write about the need for the study of risk management?
3. Explain the risk management process?
4. Write briefly the approaches or methods of risk management?
5. Critically examine the Var (Value at risk),
6. What is CaR? Explain briefly?
7. Explain the detail the non insurance methods of risk management?
8. Discuss the RBI guidelines on Asset-liability Management for banks?
9. What is interest rate risk? Explain the measurement of interest rate risk?
10. What are derivatives? Explain the role of derivative securities in minimizing the risk?
11. Difference between forwards and futures contract?
12. What are different types of swaps? Explain how the pricing of swaps are done?
13. Explain the concept and types of options?
14. Explain how interest rate swap can be used by a fixed income portfolio manager to control risk or improve return?

Section – II

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| 1. Types of Risks | 12. Put Option |
| 2. Hedging | 13. Currency Swaps |
| 3. Asset Liability Management (ALM) | 14. Call Option |
| 4. Risk aversion | 15. Intrinsic Value |
| 5. Back Testing | 16. Types of derivatives |
| 6. Interest rate risk | 17. Clearing House |
| 7. What is VaR | 18. Interest rate variation in currency swaps |
| 8. What is CaR | 19. Types of options |
| 9. Optimal Hedge Ratio | 20. What is BOPM |
| 10. Participants in derivatives market | |
| 11. Forward Contracts | |

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MBA (CBCS) III SEMESTER IMPORTANT QUESTIONS

INTERNATIONAL FINANCE

Section – I

1. Explain about the nature, scope and importance of international finance.
2. Discuss about various international financial instruments.
3. Explain about gold standards and Brettonwoods agreement.
4. Explain about global financial institutions.
5. Explain about major participants of foreign exchange markets.
6. Discuss the concept of NEER and REER. Differentiate between them.
7. Explain about BOP.
8. Explain about purchasing power parity.
9. Describe the types of exchange rate risk.
10. Discuss risk management through hedging.
11. What do you by IMF and explain in brief?
12. Explain about FDI. Theories of FDI.
13. Describe the process of calculating APV.
14. What is taxation? Explain the various types of taxes.
15. What is transfer pricing? Explain various transfer pricing techniques.
16. Explain the modes of double taxation relief.

PROBLEMS

UNIT - II

1. Problems On Exchange Rate

UNIT - III

1. Problems On Arbitrage Methods

UNIT - IV

1. PROBLEMS ON HEDGING TECHNIQUES

Section – II

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|-----------------------|--|
| 1. Adrs | 11. Foreign exchange market |
| 2. Balance of Payment | 12. Types of Risk |
| 3. Euro Bond | 13. Tax planning |
| 4. Gold standards | 14. International financial Management |
| 5. Hedging | 15. VAT |
| 6. Types of taxation | 16. Forward contract |
| 7. NPV | 17. Types of banking |
| 8. FDI | 18. International monetary fund |
| 9. Derivatives | 19. Modes of foreign investment |
| 10. Risk Management | 20. Foreign tax credits |

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MBA (CBCS) III SEMESTER IMPORTANT QUESTIONS

PROMOTION AND DISTRIBUTION MANAGEMENT

Section -I

1. The nature of marketing communications
2. The integration of marketing communication
3. The basic IMC tools used to accomplish an organization's communication objectives
4. Integrated marketing communication planning process.
5. Model of marketing communication decision process.
6. The promotional programme.
7. Creative strategy development process of execution creative strategy
8. Media planning & strategy developing media plans

Section -II

1. Discuss various strategies for Implementation of media plans
2. What is the role of personal selling in IMC programme
3. What is interactive marketing? How does it help the promotion program of a company?
4. Motivating and controlling sales force effort.
5. What is sales promotion Explain the various sales promotional tools with examples
6. Explain the process of execution of creative strategy.
7. How to integrate personal selling with other promotional techniques?
8. Innovation Adoption model
9. Marketing mix
10. Media plan
11. Distribution channel
12. Distribution cost
13. Explain the significance of supply chain management
14. How to motivation and control the distributions channel members?
15. How to integrate sales promotions with advertisements?
16. Discuss merits and demerits of various sales promotion methods

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MBA (CBCS) III SEMESTER IMPORTANT QUESTIONS

PRODUCT AND BRAND MANAGEMENT

Section -I

1. Write a short note about Brand Positioning
2. What is meant by Risk-return analysis
3. What are the sources of ideas
4. Describe briefly about learning curve analysis
5. Importance of pre-testing
6. What is meant by product mix? Explain various important decisions of product mix
7. Write about new product planning process.
8. What do you mean by portfolio analysis
9. Write a short note on ad little model.
10. Define product.

Section -II

1. Write a note on packaging
2. Write a short note on product architecture.
3. What is a prototype?
4. Write a note on market structure analysis
5. Write about adoption process
6. What do you mean by product launch?
7. Define product planning.
8. What is a product development process?
9. Define brand management.
10. What are the four phases of launch cycle?
11. Write a short note on test marketing
12. What do you mean by positioning?
13. Define market segmentation.
14. What is perceptual mapping?
15. What do you mean by idea generation?
16. Write a short note on concept selection.

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MBA (CBCS) III SEMESTER IMPORTANT QUESTIONS

ORGANISATIONAL DEVELOPMENT

Section - I

1. Define OD
2. Write any five characteristics of OD
3. What is Organizational change?
4. What are OD values?
5. Lewin's change model.
6. Force field analysis.
7. Parallel Learning Structures.
8. Interventions
9. Diagnosis.
10. Action Research.
11. Organization culture and climate.
12. Six box model.
13. Third wave organization.
1. 14.T- groups
14. Managerial grid
15. TQM
16. Organizational Learning.
17. Self –designing organization.
18. Confrontation
19. Survey feedback activities.
20. Define teams and teamwork

Section – II

1. Define organizational development. Discuss the relevance of OD.
2. Discuss the overview of the field of organization development. Briefly explain the evolution. History of growth of OD.
3. What are the signification characteristics of OD
4. Describe action research as a process and as a model

5. What is meant by planned change? Discuss Lewis change model.
6. Examine the nature and classification of organizational development interventions
7. Explain about various issues relating to consultant and client relationship
8. What is meant by team intervention? what are the techniques of team interventions
9. What do you mean by “T groups”? Discuss its importance.
10. Explain the concept of total quality management what are the issues involved in total quality managed
11. What are quality circles? examine the relationship between quality circles and total quality management
12. Explain the essentials for optimal success of organizational development
13. Examine the pros and cons of third party interventions and team interventions
14. Explain the relevance of normative –reductive strategy of changing
15. What are the downsizing strategies? Explain in detail about the downsizing interventions
16. Explain the following
 - i) Culture Change.
 - ii) Organizational Learning

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MBA (CBCS) III SEMESTER IMPORTANT QUESTIONS

COMPENSATION MANAGEMENT

1. Exploring and defining the Compensation context.
2. Compensation Dimensions.
3. Role of Compensation in Organizations.
4. Non Financial Compensation System.
5. Total Reward System.
6. New trends in Compensation System.
7. The 3P Compensation System.
8. Bases for Traditional Pay System and Modern Pay System.
9. Aligning Compensation Strategy with HR Strategy and Business Strategy.
10. Seniority Pay and Longevity Pay.
11. Team Based Pay.
12. Creating Internal Equity Through Job Analysis and Job Valuation.
13. Building Market Competitive Compensation System.
14. Integrating internal job structure with external market pay rates.
15. Designing pay for knowledge program.
16. Legally Required Benefits.
17. VEBA
18. Design and Planning benefit Program.
19. Totally Integrated Employee Benefit program.
20. International Compensation and Competitive Strategies.
21. Compensating the Flexible Workforce .
22. Compensation for Expatriates and Repatriates.
23. Strategic Issues and Choices in using Contingent and Flexible Workers.