

Seat No. : _____

AG-118

April-2023

Integrated MBA, Sem.-X

SOCIM

Time : 2½ Hours]

[Max. Marks : 70

1. (A) Clinic Plus Health shampoo was launched in India in the year 1987 by Hindustan Unilever and is India's largest selling shampoo brand. Clinic Plus was one of the first shampoo brands, launched in 1972 on an anti-dandruff platform and educated consumers about the need for such a product. The next phase was the mother-daughter bond. 7

According to the brand manager, the brand philosophy is :

“Living freely, fearing no one, never breaking down, and staying strong. These shouldn't just be characteristics of the hair but also of our young daughters. Mothers should raise their daughters to be strong the way Clinic Plus makes their hair.”

Clinic Plus shampoo has entered the soap category with 'Clinic Plus soap' launched recently. Which concept of brand extension does this relate to ? What could be the possible pros and cons of using the same brand name for the soap ? Discuss.

- (B) Discuss the criteria for choosing brand elements with relevant examples for each. 7

OR

- (B) Explain various brand elements. For the brand 'McDonalds' show which elements are relevant. 7

2. Write answers for any **TWO** : 14

(A) Discuss the relevance of Google Adwords [now Google Ads] and Adsense in digital marketing. Justify with examples.

(B) Explain in detail TOFU, MOFU and BOFU as digital marketing funnel stages.

(C) Differentiate among Web 1.0, Web 2.0 and Web 3.0 and their roles in the evolution and progress of digital marketing.

3. Draw the chart showing the industrial classification of products. Explain in detail how this classification can be used for all the inputs used by chain of pizza restaurant like Dominos. 14

OR

Write short notes on : 14

(A) Business Buying Situations

(B) OEM versus Aftermarket

4. What are the major challenges faced by marketers wanting to enter the rural markets in India ? Explain in detail. How do you think FMCG major like HUL entered the rural markets using various creative rural marketing campaigns and strategies ? 14

5. (A) Explain the concept of Green marketing and Neuro marketing strategies with relevant examples for each. 8

(B) Identify the jargon/person and describe the same. 6

(1) Brands are sometimes worshipped and enjoy a great loyalty base from customers who show great emotional bonding with each element of the brand. Identify this phenomeon.

(2) Netflix found out that many of the people binge-watching the shows were falling asleep. Not many brands would consider that a serious problem, but Netflix obviously saw an opportunity to show that they listen, they care, and they are as creative as a brand can be. So they invented Netflix Socks - smart socks that detect when the user is dozing off, send a signal to the user's TV and pause the show. Identify this phenomeon.

(3) He is considered to be the 'Father of Rural marketing in India' and has contributed by designing innovative campaigns for marketing of various products/services in rural India. Identify this personality.

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Integrated MBA, Sem.-X

Performance Management (HR Elective)

Time : 2½ Hours]

[Max. Marks : 70

1. Explain in detail about various elements of PMS system. 14

2. (A) Discuss in brief about goal-setting theory and expectancy theory for setting goal in the company. 14
(B) Define performance managing, also explain the steps in the process of performance managing of the employees in the company.

OR

“Competency mapping refers to the identification of preferred behaviour and personal skills”. Justify the statement by designing competency mapping process in the company. 14

3. (A) What is full form of BSC ? Explain BSC method of evaluation in detail. 7
(B) Explain the various types of future oriented performance appraisal methods in detail. 7

OR

What is mentoring ? Explain the process of mentoring programme in the company. 14

4. Attempt any **two** from below : 14
(A) Explain in detail about performance management reward system integrated model.
(B) Enlist the factors for building and leading high-performance team in the organisation.
(C) Explain the reward system to show the positive linkage of performance management to reward and compensation system.

5. Explain in brief all the roles of HR professionals in improving organisation performance. 14

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April-2023

Integrated MBA, Sem.-X**International Finance Management
(Finance Specialization)****Time : 2½ Hours]****[Max. Marks : 70**

1. An Indian importer import goods worth \$1,25,000. He expects an appreciation of dollar. So, he goes for hedging the risk. The currency market has the following data : **14**
- Spot rate on the date of the contract ₹ 82.00/\$.
 - Three-month forward rate ₹ 82.50/\$.
 - Strike rate in a three-month call option ₹ 82.60/\$ with 5% premium.
 - Strike rate in a three-month put option ₹ 82.80/\$ with 5% premium.
 - Spot rate on the date of payment/maturity ₹ 82.90/\$.
- Will he go for hedge ? If so, which of the option he will select ?

2. (A) Mr. Roy willing to enter in international trade with Canada, how he can understand Exchange rate quotations ? **7**
- (B) Calculate the following Direct and Indirect quote : **7**
- If Direct quote is ₹ 84.95/\$ what is Indirect quote ?
 - If Indirect quote is CHY0.0837/₹ what is Direct quote ?

OR

- (B) Spot rate between ₹ & \$ 83 - 83.10, 1 month forward point is 0.10 - 0.11, 2 month point 0.14 - 0.15. 3 month point 0.17-0.19, calculate 1, 2, 3 month forward rate. Also calculate how many \$ can be converted from ₹ 70,00,000. Spot 1, 2, 3 month. **7**
3. (A) What are the types of International bonds, how convertible bond is significant nature ? **7**
- (B) A proposal involves \$20,00,000. The annual cash flow is \$10,00,000 for three years. Find IRR. **7**

QR

- (A) How cost of capital is affecting international trade, share a rational example of same. **7**
- (B) Import and export of goods services and other monetary transaction how you can classify in different the BOP components ? **7**

4. (A) What is purchasing power parity theory ? Discuss Absolute and Relative PPP. 7
(B) What are the major participants of foreign exchange market ? 7

OR

- (A) What is Double taxation avoidance with International Finance Management context. 7
(B) Explain Exchange Rate. What are the factors influencing exchange rate ? 7
5. (A) What are the steps in management of cash and near-cash assets ? 7

OR

- (A) Explain International Taxation and brief about Tax Havens. 7
(B) Calculate the following transaction : 7
- (1) Import goods worth 1,00,000 USD from Boston.
 - (2) Export goods worth 1,75,000 Canadian \$.
 - (3) Received Dividend of 20,000 USD.
 - (4) Paid Interest on international bonds of 15,000 Euro.
- (Spot rate: 1USD = ₹ 82.50 – ₹ 82.80, 1Euro = ₹ 90.00 – ₹ 90.25, 1 Canadian \$ = ₹ 63.80 - ₹ 64.00)

OR

- (B) Spot rate between ₹ and Euro ₹ 40/Euro – ₹ 40.10/ Euro, 1-month forward point is 0.10 – 0.11, 2-month forward 0.12 – 0.13. 3 month point 0.14 – 0.15, calculate 1, 2 and 3-month forward rate. Also calculate how many euro can be converted from ₹ 20,00,000 spot 1, 2 and 3 month. 7

