

Seat No. : _____

LE-130

April-2014

Fifth Year M.B.A. (KS) (Integrated)

**Seminar on Contemporary Issues in Financial Management
(Finance)**

Time : 3 Hours]

[Max. Marks : 70

1. Write detailed note on any **two** of the following : **14**
- (1) Nature and functions of stock exchanges in India.
 - (2) Listing Agreement
 - (3) Emerging Financial Services
 - (4) FERA Vs FEMA
2. As a financial consultant, you have been appointed by a company management to advise them on the IPO process along with key regulatory requirements and role of each intermediary in this process. You are requested to provide your response on the same. **14**
- OR**
- (A) In the recent times, there has been lot of awareness about hedging the loan risk by availing interest rate and currency swap. You are requested to elaborate the concept and advantages of financial swap along with illustrations. **8**
- (B) Explain any two types of financial swap (except interest and currency swaps). **6**
3. Explain any **seven** of the following terms : **14**
- (1) Inter-bank Quote and Merchant Quote
 - (2) Broken Date Forward
 - (3) Inverse Quote
 - (4) Cross Quote
 - (5) NIFTY
 - (6) Foreign Exchange
 - (7) Current Account Transaction
 - (8) External Commercial Borrowings
 - (9) Authorised person
 - (10) ADR / GDR

4. (A) In the recent times, a lot of innovative financial instruments have come into Indian Financial markets. Explain any two of such innovative financial instruments. 6

- (B) The following are the rates of today : 8

Currency	Bid	Ask
USD / INR	59.4500	59.4600
USD / EURO	1.3085	1.3087
USD / GBP	1.5765	1.5767

Deposit rates for six months for both the countries are as follows :

France (EURO) : 6% p.a.

India (INR) : 8.5% p.a.

What should be the forward rate of INR/EURO to ensure that there is no arbitrage ? What should be forward rate of INR/EURO if the INR deposit rate is 10% p.a. ?

5. (A) An investor wants to invest in some liquid money market instruments. As a finance professional, you are requested to briefly advise about the various money market instruments with its unique features. 8

- (B) The following are the rates of today : 6

Currency	Bid	Ask
USD / INR	59.4500	59.4600
USD / EURO	1.3085	1.3087
USD / GBP	1.5765	1.5767
JPY / INR	64.8250	64.8725

USD-INR Forward Rates		
Month	Premium (Paise)	
	Bid	Ask
One Month	31.50	32.50
Two Months	67.00	69.00
Three Months	102.50	104.50
Four Months	129.00	131.00
Five Months	154.00	156.00
Six Months	177.50	179.50

Calculate the following rates :

- (1) Rate of EURO / INR
- (2) Rate of GBP / INR
- (3) Three months Forward rate USD / INR and Premium in % terms
- (4) If nine months forward premium is 5.2% p.a., then find out 9 months forward rate and derived INR / USD rate for the transaction.

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April-2014

Fifth Year M.B.A. (K.S.) (Integrated)

Seminar on Contemporary Issues in Marketing (Marketing)

Time : 3 Hours]

[Max. Marks : 70

1. (A) Write a detailed note on the process of developing and producing small aircrafts in India. What could be the technical and marketing challenges in this process ? 7

OR

How do you think organizational culture affects the new product development process ? Give relevant examples for the same.

- (B) With more and more MNCs entering the Indian Market in the automobile industry, what do you see as major advantages for the host country and home country ? 7

2. (A) Write a detailed note on the major retail formats found in our country with relevant examples on each. 8

- (B) Explain any **two** from the following : 6

- (1) Site selection for a retail store
- (2) Retail store design
- (3) Wheel of retailing

3. (A) Read the following caselet and answer the question : 7

‘Four years back Hero Honda started engaging villagers to sell its two wheelers, and that’s when the turnaround began for it. Hero Honda tried this novel concept in Semi-urban and rural areas in FY’09 through its ‘Har Gaon, Har Angan’ campaign. For this, the company referred to its Usage and Attitude study conducted by its in-house research agency and identified potential customers in villages. Second, it charted out events (like festivals, harvests, marriages et al) in the villages to take advantage of the cash holding capacity of the villagers. It also trained 500 rural sales executives to sell its bikes in the villages and contacted various Headmasters, Village Sarpanch and anganwadi workers knowing well that in Rural India, there is high brand stickiness or loyalty.

How do you think Hero Honda could have better executed its rural marketing strategies to penetrate rural India ? Design the same.

- (B) Boxoffice Meter (available on www.wassupbollywood.com/boxoffice-meter), is a system that predicts Boxoffice Prospects of film based on the Impact of Trailer & Music, Star Value, Promotions, Buzz, Release Size and other important factors. Unlike our old system that predicted just Opening day boxoffice collections of a movie, Boxoffice Meter provides you an early insight to Opening Day, Opening Weekend, First Week, Second Week, Third Week & Lifetime Business of 5 Upcoming films.

Another contribution on Bollywood news is from ETC. ETC is considered as the most credible Bollywood trade channel. For years it has been catering to all the viewers, distributors, producers, exhibitors, actors, music companies as a one stop shop for all the happenings in the Bollywood Fraternity. It also shows THANDA GARAM, a Bollywood buzz meter, which tracks the buzz around forth-coming movies and the forecast of estimated box-office collections from the movies.

Both these examples show the importance of a latest trend in marketing. Which is this trend ? How is it useful for marketing metrics ? 7

4. (A) Define Branding. Explain brand hierarchy strategies in detail with relevant examples. 7
- (B) Explain brand value chain with relevant examples. 7
5. (A) For a given service like a Child Day Care service, find out what could be the probable gaps in service delivery. Define each gap. 7
- (B) Classify the services based on the nature of act performed and the target for service delivery. Give implication for each of this. 7

OR

One of the major challenges in service marketing is effective management of service demand and supply. Explain in detail. How does the process of capacity planning help in service marketing ?

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Fifth Year M.B.A. (KS) (Integrated)

**Seminar on Contemporary Issues in HRM
(HR)**

Time : 3 Hours]

[Max. Marks : 70

1. (A) Human Resource Management should be in sharper focus in the dwindling business environment. Discuss the statement in light of the contemporary environment of HRM. 7
(B) Highlighting the concept of HRIS, discuss the application of HRIS giving examples. 7
 2. (A) Bring out the difference between Knowledge Management and Talent Management. How would you mobilize knowledge and plant to manage the knowledge workers in an IT firm ? 7
(B) Write a note on People's capability maturing model. 7
 3. (A) "Recession is a time to hire talent". Critically analyze the statement. 7
(B) What are the various HR stages during the merger of two organizations ? 7
 4. (A) Discuss the role of employee while implementing work-life balance in an organization. 8
(B) Organizations at times prefer diverse workforce. Why ? 6
 5. Write short note on any **four** : 14
 - (a) Outplacement
 - (b) Ergonomics
 - (c) Buddy Programme
 - (d) Whistle blowing
 - (e) Open door policy
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