

M.B.A. (Sem.-4) Examination
Environment Management
May 2019

Time : 2-00 Hours]

[Max. Marks : 70

- Q.1 (a) Discuss your role towards environment protection
(b) Explain the man-made causes of environmental crisis in India.

Q.2 Write note on

- (a) Depletion of forests and its effects.
(b) Role of forests in tribal people

Or.

Q.2 Define Ecology. What are Aquatic Ecosystem? What are threats to the aquatic ecosystem? How can aquatic ecosystem be conserved?

Q.3 Define what is pollution? What is the role of an individual in prevention of the pollution?

Or.

Q.3 State and explain the role of NGO's and Government towards wild-life conservation.

Q.4 Discuss World Food Problems. Explain giving examples the problems related to use of fertilizers and pesticide.

Or.

Q.4 What do you understand by the term 'Solid waste Management'? Discuss in brief the various types of solid waste.

Q.5 Explain Global Warming and its impact in detail

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M.B.A.-II (Sem.-4) Examination
OD & Leadership
May 2019

[Max. Marks : 50]

Time : 2-00 Hours]

Q.1 Explain the following in NOT more than two sentences: (10 Marks)

- | | |
|--|--|
| (1) Doctor-Patient model of client-consultant relationship and organizational change | (3) Trait theory of Leadership |
| (2) Transactional Leadership | (4) Process consultation |
| | (5) Follower centric leadership theories |

Q.2 Answer the following: (10 marks)

- (1) Under what conditions would leadership be neutralized or rendered unnecessary?
OR
- (1) Discuss the task and employee orientation of a leader. Explain which would be most desirable.
- (2) Discuss the path-goal model of leadership.
OR
- (2) Discuss the characteristics of leaders who follow charismatic style.

Q.3 Write short notes on: (Any two): 10 marks

- (1) The process of conducting organization-wide survey and taking feedback
- (2) Any one group-focused intervention of your choice
- (3) Any one model of your choice of planned change

Q.4 Discuss any one in detail (10 marks).

- (1) OD as a humanistic approach to planned change and its process.
- (2) Resistance to change, its nature, and the ways to overcome it.

Q.5 Name one person (non-political, can be from your social network as well) as a leader and an agent of change. Present the following about the person you selected: (10 marks)

- (1) The proof or evidence of their contribution
- (2) The process of change adopted
- (3) The resistance encountered and managed
- (4) The way followers were managed/led
- (5) Problems encountered and solved

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Candidate's Seat No : _____

**M.B.A.-II (Sem.-4 & 6) Examination
Services & Relationship Marketing**

Time : 2-30 Hours]

May 2019

[Max. Marks : 70

Each question carries 14 marks.

1 Few powerful forces are transforming the service landscape, do they have impact on the service economy. Explain.

2. Explain about basic focus strategy and given examples of how these works. Do you think that service firms should focus their efforts. Why?

Or.

2. Explain the model of service consumption. Why services tend to be harder for customer to evaluate than goods?

3. Differentiate between desired service and adequate service? Why would a service marketer need to understand both types of service expectations?

Or.

3 Explain the flower of services concepts and identify each of its petals? What insights does this concept provide for service marketers?

4. Explain Fail-safe methods? How can fail safe procedures be used to reduce service failures?

Or.

4 What roles does personal selling, advertising and public relations play (a) attracting new customer to visit a service outlet and(b) retaining existing customer.

5. Explain

a.) The Bitners Servicescapes Model

b.) Mehrabian-Russell Stimulus Response Model

M.B.A.-II (Sem.-4) Examination
Marketing : International Marketing
May 2019

Time : 2-30 Hours]

[Max. Marks : 70

Attempt all the questions. Every question carries equal marks

1. Explain briefly
 - a. The logic , tasks and stages of International Marketing involvement.
 - b. Historical impact of Consumer behavior, and Population trends on International Marketing.
2. What is the role of following factors in international marketing ?
 - a. Geography, Political economy and Technology.
 - b. Marketing Research problems and solutions.

OR

Countries across North and South America have strong economic development track record due to International Marketing. Do you agree ? Give reasons with the help of certain examples..

3. Write short notes on the following
 - a. European Union.
 - b. Challenges of Marketing in Asia Pacific region.

OR

Explain the following in brief

- a. Challenges to Global Marketing Management.
 - b. Strategic International Alliances.
4. Briefly explain the following
 - a. Consumer Products and Services for different countries and regions
 - b. Branding challenges in International Markets
 - c. Channel structures and distribution dynamics in foreign markets
 - d. International Marketing Communications issues

5. Read the following text and answer the questions thereafter.

KFC is the world's largest fast-food chicken chain, serving more than 12 million customers at more than 4600 restaurants in the United States and more than 18000 restaurants in 120 countries and territories around the world. The company is world famous for its Original Recipe fried chicken- made with the same secret blend of 11 herbs and spices Colonel Harland Sanders perfected more than a half-century ago. In China, KFC is the largest, oldest, most popular, and fastest-growing quick service restaurant chain, with more than 4,260 locations in 850 town or cities, often enjoying healthy margins of 20 percent per store. The company has tailored its menu in China to local tastes with items such as the Dragon Twister, a wrap stuffed with chicken strips, Peking duck sauce, cucumbers, and scallions. KFC even has a Chinese mascot-a kid-friendly character named Chicky, which the company boasts has become "the Ronald McDonald of China." Like any emerging market, China does pose challenges to KFC. Sales there took a stumble early in 2013 when state-owned Chinese media accused the company of using local suppliers that gave their chickens excessive antibiotics to stimulate faster growth. A social media firestorm followed, eventually causing KFC to apologize for not having tighter controls. Supply chain problems have posed a different challenge in Africa, KFC's next growth market. Without enough domestic supplies of chicken, the company has to import them, but that is illegal in Nigeria and Kenya. To overcome the supply problem in Nigeria, it added fish to the menu. By 2013, KFC had more than 1,000 restaurants in 17 countries in Africa. As it moved into more and more African markets, the company made sure to localize its menu-selling Ugali, a type of porridge, in Kenya and jollof rice in Nigeria-and to showcase local culture on the walls and in the advertising.

(Source: *Marketing Management*, Philip Kotler, Kevin Lane Keller, Pearson, 15 edition, 2016, page 236-237)

1. KFC is constantly adapting itself to cultures and values across the world.. Do you agree. Give reasons and examples for your answer.
2. How can a brand like KFC maintain its unique identity in different markets around the world even after adjusting itself to different cultural values ?

M.B.A.-II (Sem.-4) Examination
 HR : Compensation Management
 May 2019

Time : 2-30 Hours]

[Max. Marks : 70

Q.1 (A) Explain the meaning of the terms 'Compensation' and 'Compensation Management.'

7

(B) 'Compensation differs depending on several factors, both intra and inter industry.' In the light of this statement explain both inter and intra industry compensation differentials.

7

Q.2 (A) Comment: 'Performance Appraisal and Job Evaluation are same.' Do you agree? 7

(B) Do you think that non-financial motivators can work more effectively when integrated with financial rewards in a total reward process? Give reasons to support your example with suitable example.

7

OR

Q.2 Case Study:

14

The employees of SVN pharmaceuticals were a worried lot. With the news that the company was going to be merged with ABC pharma, all of them were worried about what would happen to their jobs, and the other benefits as a result of the merger. There were all kinds of rumors regarding layoffs and reduction in pay and benefits. ABC pharma was a leading firm with operations spread across Asia and Europe. SVN pharmaceuticals had a strong hold in marketing and distribution in India, and so it was considered to be a merger of equals. Amid all the confusion, the CEO of SVN pharmaceuticals addressed the employees about the reason for the decision, and advantages to the firm if the merger is completed. He felt as a result of the merger, the firm would be able to explore various areas of research and development. The employees have only one question in their minds, what would be the impact of this merger on their jobs and their pay packages. To their relief CEO made it clear that a benefits team would be formed that would be representatives of both the companies. He requested the employees to be patient as it would take some time to clearly decide and bring in an effective benefit plan. As per CEO's statement a benefit team was formed.

The team was headed by the VP – HR of the merged company. He stated that since it was a merger of equals, they had to develop something that was the best for the new company, even if

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it were time – consuming. The team felt that the best way to go about it was to merge the best of both companies' benefit plans or create a new benefit program that would reflect the culture the new company was trying to nurture. The head also stated that their aim was not just to design a new benefit plan, but also to make sure that all the employees were knowledgeable and comfortable about the changes in the benefit program. Before concluding the meeting, the VP – HR made it clear to the team that people were of paramount importance to them and if the benefits program did not help in retaining them, then the merger would serve no purpose.

Questions:

- 1) The benefits team has to devise a benefit program that would satisfy the employees of both the firms. Can you suggest some steps for the benefit team to function effectively?
- 2) Why would creating a new benefit plan take more time? what should be the action plan for the HR team

Q.3 (A) What do you mean by compensation for Special Groups? What are the components of executive compensation package? Give reasons for high executive compensation. 7

(B) Write short note on Pension scheme. 7

OR

Q.3 Case
14

Study:

The CEO and other executives of Computer Associates were granted board and shareholder approval in 1995 for an executive compensation plan that allowed executives to collect stock grants if the common stock price maintained a given price for 60 days. In early 1998 the stock did, and the executives collected their shares. Shortly after collecting their grants, the company announced that its revenue estimates were to be reduced by Rs.100 Crores for the next two quarters. The stock lost two-thirds of its value the next day. The cash bonus-to-salary ratio was unusually high for a company with average performance, such as Computer Associates. At the time, high performing software companies generally had a ratio of 1:3 but Computer Associates had a ratio of 1:5.

Questions.

- 1) What are the flaws in the executive compensation plan?
- 2) How far the executive compensation plans responsible for the crash in the stock prices?

M.B.A.-II (Sem.-4) Examination

Finance : Corporate Finance & Restructuring

Time : 2-30 Hours]

May 2019

[Max. Marks : 70

- Instructions: (1) This paper contains five questions
 (2) Questions 1 and 5 are compulsory
 (3) Questions 2, 3 and 4 have internal options
 (4) Figures in the right side in the parenthesis indicate marks

- Q-1 Suppose you invest 48% of your portfolio in Reliance Industries and 52% in Tata Steel. The expected return on your Reliance Industry's stock is 17% and on Tata Steel is 14%. The standard deviation of their annualized daily returns are 37% and 33%, respectively. Assume a correlation coefficient of 1.0 and calculate the portfolio variance. (07)
- (A) Explain Equivalent Annual Cost Method with example in context of Investment Appraisal Decision. (07)
- Q-1 (B)
- Q-2 XYZ Ltd has invested in the infrastructure project. The project entails the initial cost of Rs. 500 thousand. The market presents three economic scenarios, viz High Growth, Average Growth and No Growth. The estimated details for the three years are as under: (14)

(Rs in '000)

Year	Economic Condition	Cash Flows	Probability
1	High Growth	200	0.30
	Average Growth	150	0.60
	No Growth	40	0.10
2	High Growth	300	0.30
	Average Growth	200	0.50
	No Growth	500	0.20
3	High Growth	400	0.20
	Average Growth	250	0.60
	No Growth	30	0.20

The discount rate is 10%. Determine the Net Present Value for each respective years and suggest whether the infrastructure project is financially viable as per NPV rules or not.

Or

- Q-2 Explain different issues in case of dividend policy decision. (07)
- (a)
- Q-2 Dream well company Ltd is expecting an annual income of Rs. 50000, whose cost of equity is 12.5%. The company at present has the debt of Rs. 300000 of 5% interest. You are required to determine the value of the company's present situation and its following cases as per Net Income Approach of Capital Structure Decision. (07)
- (b)
- Case (1) If the company have to raise the debt by Rs. 200,000.
 Case (2) If the company have to reduce the debt to Rs. 100,000.
- Q-3 What is Corporate Restructuring? Explain Spin off and Split up as form of Corporate Restructuring (07)
- (a)
- Q-3 Explain with the relevant examples the motives of mergers in the context of corporate restructuring (07)
- (b)

Or

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- Q-3 What do you mean by Takeover? Explain in brief takeover tactics. Also state with (07)
(a) reasons which are the successful takeover tactics in India.
- Q-3 Explain Divestiture as a form of Corporate Restructuring? (07)
(b)
- Q-4 Explain the provisions of Companies Act with respect to Merger and Acquisitions. (07)
(a)
- Q-4 Explain Free Cash Flow to Equity Model with illustration in context of valuation of (07)
(b) target company.
- Or**
- Q-4 Explain Comparable Company Approach with illustration in context of valuation of (07)
(a) target company.
- Q-4 What do you mean by Leverage Buy Out? What are its characteristics? State the (07)
(b) prerequisites to success of leverage buy out.
- Q-5. Sagar Ltd and Sarita Ltd were amalgamated on and from 1st April, 2018. A new (14)
company Sangam Ltd was formed to take over the business of existing companies.
Balance sheet of both the companies as on 31-3-2012 are as under

Liabilities	Sagar Ltd. (Rs)	Sarita Ltd (Rs)	Assets	Sagar Ltd. (Rs)	Sarita Ltd (Rs)
Equity Share Capital of Rs. 100 each fully paid up	600000	500000	Land and Building	500000	300000
12% Preference Share Capital of Rs. 100 each fully paid	200000	150000	Plant and Machinery	300000	200000
General Reserve	150000	100000	Investments	200000	100000
Investment Allowance Reserve	50000	30000	Stock	130000	70000
Export Profit Reserve	80000	40000	Debtors	100000	150000
Profit & Loss A/c	60000	40500	Cash & Bank	65000	125500
12% Debentures	50000	35000			
Creditors	90000	40000			
Bills Payable	15000	10000			
	1295000	945500		1295000	945500

Additional Information

- (i) 12% Debenture holders of Sagar Ltd and Sarita Ltd are discharged by Sangam Ltd by issuing such number of 15% Debentures of Rs. 100 each so as to maintain the same amount of interest.
- (ii) Sangam Ltd will issue 4 Equity shares for each 3 Equity shares of Sagar Ltd and 3 Equity share for each 4 Equity shares of Sarita Ltd. The shares are to be issued at Rs. 110 each, having face value of Rs. 100 per share.
- (iii) Preference shareholders of the two companies are issued equivalent number of 15% Preference shares of Rs. 100 each of Sangam Ltd at a price of Rs. 120 per share.
- (iv) Statutory Reserves are to be maintained for 2 more years.
- You are required to prepare Balance Sheet of Sangam Ltd after the amalgamation has been carried out in nature of merger by taking in to consideration the provisions of Accounting Standard 14.

M.B.A.-II (Sem.-4) Examination
Marketing : Product & Brand Management

Time : 2-30 Hours]

May 2019

[Max. Marks : 70

Q.1 As a marketer, how would you analyze product 'category attractiveness' specially from the viewpoint of positioning and effective promotion? [14]

Q.2 (a) In a launch of a new product / service, what assessments determine the market potential? [07]

OR

Q.2 (a) What methods can be adopted to organize Marketing Department? Explain the basis of the departments and its relevance vis a vis product / service provided. [07]

Q.2 (b) Elucidate the contents of a Marketing Plan of a product manufacturing company. Explain how it is beneficial. [07]

Q.3(a) Briefly explain the following terms, with examples: (any 4) [07]

- i) brand elements
- ii) brand equity
- iii) branding
- iv) brand positioning
- v) brand association
- vi) brand awareness

Q.3 (b) With competition in the market, explain positioning as a marketing strategies by a firm on: (any 3) [07]

- i) Market leader
- ii) Market challengers
- iii) Market followers
- iv) Market nichers

OR

Q.3 (b) What routes can be taken for new product development? State the stages for development of new products. [07]

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Q.4 (a) Explain of the following – particularly their – focus, implementation and brand perspective. (any 2) [07]
i) Permission Marketing
ii) One to one Marketing
iii) Experimental marketing

OR

Q.4(a) How can you conduct 'brand audits' and develop 'tracking procedures' in the Brand Equity Measurement System? [07]

Q. 4(b) In the Qualitative Research Techniques, briefly explain: [07]
i) Projective Techniques
ii) Free Associations
iii) Zaltman Metaphor Elicitation Technique (ZMET)

OR

Q.4(b) Explain the method for developing a Brand Architecture Strategy. Also define the possible roles of Brands in the Brand Portfolio. [07]

Q.5 What are the main methods by which we can link 'Secondary Brand Associations' to the 'Brand'? [14]

M.B.A.-II (Sem.-4) Examination
HR : HR Policy Formulation
May 2019

Time : 2-30 Hours]

[Max. Marks : 70

Q.1 EXPLAIN THE FOLLOWING IN ONE OR TWO SENTENCES

- | | |
|---------------------------|------------------------------|
| 1. Rule | 5. Human Resource Management |
| 2. Procedure | 6. Moonlighting |
| 3. Strategy | 7. Zero-tolerance |
| 4. Organization Structure | |

Q.2 WRITE SHORT NOTES ON:

1. The criteria that help investigate effectiveness of a policy document.

OR

1. The linkages between organization's (a) Strategy (b) Systems, and its HR Policies

2. The role of HRM department in the process of HR Policy formulation

OR

2. Importance of compliance to the laws in effect on the content and nature of HR Policies (with examples)

Q.3 ANSWER THE FOLLOWING (ANY TWO):

1. Present the arguments for and against use of policy documents of other organizations and adopting them as they are in one's own organization. Present your own conclusion with reasons and examples.
2. Explain how HR Policies and (a) Laws (b) Service Rules (c) Forms and (d) Review are interrelated.
3. Discuss in detail the process of Policy revision with steps.

Q.4 Select ONE of the following policies, and provide (a) its draft cover page details and table of contents and (b) a highlight of its major sections and (c) list of annexures:

- | | |
|----------------------------|-------------------------|
| 1. Charge Hand-over policy | 2. Staff Advance Policy |
|----------------------------|-------------------------|

Q.5 Discuss in detail how HR policy making can combine the elements of clarity as well as flexibility in its policy draft. Present a structure and very brief outline of contents of any one of the following policies for a medium scale Pharmaceutical Manufacturer:

- | | |
|------------------|--------------------------------|
| 1. Safety Policy | 2. Grievance Management Policy |
|------------------|--------------------------------|

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Candidate's Seat No : _____

Time : 2-00 Hours}

M.B.A.-II (Sem.-4) Examination
Finance : Banking & Insurance
May 2019

[Max. Marks : 70

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Q 1. Write a detailed note on Reserve Bank of India and its functions? (14)

Q 2. Write a note on BASEL III norms as applicable in India. (14)

OR

Q 2. Explain the statement, "Banks in India are now financial supermarkets". (14)

Q 3.

- (a) Explain capital adequacy for banks in India. (07)
(b) Write a note on LIC. (07)

OR

Q 3.

- (a) Write a note on Co-operative banks in India. (07)
(b) Explain travel Insurance in detail.. (07)

Q 4.

- (a) What is term insurance? (07)
(b) Write a note on ULIP. (07)

OR

Q 4. Write a detailed note on IRDA. (14)

Q 5. What is reinsurer? Write a detailed note on underwriting in insurance. (14)

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Candidate's Seat No : _____

M.B.A.-2 (Sem.-4) Examination
HR Performance Management
May 2019

Time : 2-30 Hours]

[Max. Marks : 70

Q1 Answer in brief with suitable examples: (14)

1. How to conduct a constructive review meeting?
2. What can organisations and individuals can do to solve performance problems?

Q2 Explain Coaching & Counselling in detail, together with the stages of both?

OR

Q2 Discuss and evaluate the impact and contribution of Performance Management in an organisational setup? (14)

Q3 What is 360 degree feedback? Explain its uses, with the help of a Model. (14)

Q4 a) What is PRP? How is it different to competence- related pay? (07)

b) Explain various Performance Management trends seen in India and around the world? (07)

Q5 Analyse the case study and answer the following questions: (14)

Bell A Limited was one of the world's fastest growing telecom companies that carved for itself a leadership position in the global telecommunications sector. In October 2007, it achieved the distinction of becoming the fastest private telecom company in the world to reach

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the landmark of 50 million customers in a single country, within a short period of 143 months of start of operations.

It was India's leading private sector provider of telecommunications services, covering a wide spectrum comprising mobile, fixed line, broadband and enterprise services. As of December 2007 it was India's largest integrated private telecom service provider with 55.16 million mobile subscribers constituting a market share of 24.09% of the entire mobile telephone industry.

Bell A was the first telecom company to have an All-India footprint by covering all the 23 telecom circles of India.

It was one of the five largest companies in India in terms of the market capitalization and the flagship organization of Bell Enterprises, one of India's leading business groups with diverse interests such as telecom, agro products, insurance and retail.

With the key result areas that are used for measuring individual Performance, managers are able to focus their efforts and energies in the right direction and be rewarded for the same. The appraisal is based more on facts than on value judgments or intuitions and gives appraise full opportunity to discuss his point of view. Every employee giving in writing their goals for the next financial year is extremely beneficial since it ensures transparency in the process and builds up the manager's trust and confidence in the system, thereby increasing his motivation and commitment towards work. A set of Performance factors that are used to evaluate employees help in converging the objectives of the individual and the company and helps organization in reaching a position of excellence and sustained growth

The Performance appraisal form of each employee passes through a number of heads and needs to be signed and rechecked by a number of VP's, which may create lot of confusion and waste large amount of time. The appraisal comprises of lot of comments and remarks by various heads and VP's rather than simple grading on the basis of points, which is not so practical and convenient in evaluating. The appraisal system is

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done yearly and not quarterly. Rewards based on appraisal system are given only occasionally which hampers the motivation of the employees. Employees don't get feedbacks properly as a result they can't work properly on it.

Questions:

- 1) What are the main challenges faced by the organisation?
- 2) How can the challenges be eliminated by altering the PMS and the Appraisal system in the organisation?

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Candidate's Seat No : _____

M.B.A.-II (Sem.-4) Examination
Finance-Security Analysis and Portfolio Management
May 2019

Time : 2-30 Hours]

[Max. Marks : 70

Q 1. Explain the landscape of investment and various investment avenues. (14)

Q 2.

(a) Explain important financial statements used in company analysis. (07)

(b) What are the important parameters studied in Economic analysis. (07)

OR

Q 2. The following data are available for Portfolio X, Y and Z. (14)

Year	A	B	C
2013	16	28	38
2014	11	15	-18
2015	22	06	59
2016	14	-21	41
2017	08	48	-32
2018	15	-11	33

Use Sharpe Ratio to find the best performing portfolio from the above?

Q 3.

(a) Write a note on debentures and its types. (07)

(b) Explain RSI indicator in detail? (07)

OR

Q 3. Write a detailed note on Capital Asset Pricing Model. (14)

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Q 4.

- (a) Explain Price/Earnings and Price/Book ratios in detail. (07)
(b) Write a note on Moving Averages. (07)

OR

Q 4. Write a detailed note on EIC framework. (14)

Q 5.

- (a) Write a note on various types on Bonds in India. (07)
(b) Write a note on Gordon Dividend Model . (07)

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Candidate's Seat No : _____

M.B.A.-II (Sem.-4) Examination
New Enterprise & Innovation Management
May 2019

Time : 2-30 Hours]

[Max. Marks : 70

Q-1	What do you understand from the word "entrepreneur"? What is enterprise, explain the stages of entrepreneurial process	14
Q-2	Discuss the contribution of MSME and start-ups in Indian economy? What incentives are given to SSI by Indian Government?	14
	OR	
Q-2	What are the sources of Finance? What you will keep in your mind while generate fund for your Business?	14
Q-3(A)	What is the role of entrepreneur in Indian Economy?	7
Q-3 (B)	What are the difficulties faces by Indian Women in Entrepreneurship?	7
	Or	
Q-3	How and MNCs can enter in Indian Market? Describes all the ways in brief	14
Q-4	How any company manage their growth? Explain it with different level of life cycle of company	14
	Or	
Q-4	How to do Business in Indian Economy? Which thing needs to understand before establishment of an E- Business in India?	14
Q-5	Write down the answers for the following case study	14

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Bharat Stem Cell Bank

Below is the executive summary of the Bharat Stem Cell Bank.

Concept

Our business theme revolves around a breakthrough research in the stem cell technology, which will help the future mankind. The primary concept is the preservation and use of the discarded umbilical cord that is cut at the time of birth of a baby, which can cure a range of diseases. We have identified a low-investment highly scalable business in this area.

What are stem cells

Stem cells are the master cells containing white blood corpuscles that fight infection, red blood corpuscles that carry oxygen, and platelets that promote clotting, and the cells of our immune system. The sources from which stem cells can be derived are bone marrow, embryonic, and umbilical cord. The stem cells found in the umbilical cord are starter cells (immature cells that duplicate once transplanted), which give them enormous potential for applications in gene therapy and regenerative medicine.

Lifesaving umbilical cord stem cells

More than 45 diseases have now been treated using cord blood cells. These include malignant diseases like leukaemia, lymphoma, neuroblastoma, and retinoblastoma, and several other non-malignant diseases as well. The non-malignant diseases are primarily inherited disorders of the blood and immune systems, or are genetic diseases affecting metabolism.

Cord blood stem cells are preferable to those found in bone marrow and embryonic cells because as against bone marrow cells, cord blood cells have a higher chance of match, are immediately available, and have less chance of graft vs. host diseases. Embryonic cell extraction has ethical issues and is banned in many countries.

The Opportunity: A bank for cord blood stem cells

We propose setting up of a cord bank that would provide safe and efficient storage of cord bloods. In India, with a billion plus population and a baby being born every 3 seconds, there is presently only one cord bank. Internationally, there are 100 cord banks providing similar services. Also, in many countries, such cord bank facility does not exist. In fact, it is estimated that the probability of a need for cord blood stem cells arising within a family is as high as 1/1500.

Currently, there is one stem cell bank set up in Chennai. We want to move quickly and set up one in Mumbai.

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Our business model

Revenues will come from one-time setting-up fee and an annual charge for storage.

Once a customer signs up, he/she will pay an annual storage charge. Thus, there will be a constant trickle of revenue in form of annual contract.

By setting up large-scale facilities at Mumbai, we plan to lower the cost of these storage facilities. Tie-ups with doctors would create awareness about the benefits of stem cell preservation among the target customers.

Easy transportation coupled with similar storing technology will makes it possible to get customers from all over the country. Since a cost differential exists in the storage costs between the developed countries and India, we can take the outsourcing contracts of some of the cord banks of the western countries.

Marketing strategy

Our marketing and promotional strategy would include:

- **Doctors:** Create awareness about the product's advantages through the gynaecologist and employ them on commission basis. This will help increase awareness level as well as increased sales.
- **Hospitals:** Have tie-ups with hospitals in the country. This will help create awareness as well as facilitate the saving of the umbilical cord after the baby is delivered.
- **Direct marketing:** We would have our direct agents contacting prospective families who are expecting children.

Financials

The initial capital required would be to the tune of Rs. 10 crore. Most of it will be spent on setting up the facility. The return on investment would be around 30 per cent. It will take about 12 months to set up the facility, and operations can commence soon thereafter.

With a robust business model and by being quick to adopt this new technology, the company will be able to provide exceptional returns to its shareholders.

Questions for Discussion

1. What are the main strengths and weaknesses of the proposed business?
2. What are the questions raised by the executive summary that can be answered by a full business plan?



M.B.A.-II (Sem.-4) Examination
International Business (IB)

Time : 2-30 Hours]

May 2019

[Max. Marks : 70

INSTRUCTIONS:

- 1) Each questions carry equal marks.
- 2) Draw diagram wherever necessary.

Q.1) A) Explain the meaning and scope of International Business with its Reform process. (07)
B) Investment is "the flow of funds from one destination to another".—In light of statement define FDI and give its importance. (07)

Q.2) Attempt any two. (14)
A) Compare and contrast Domestic business with International Business.
B) "Globalization process does not take place instantly"— Explain the stages for Globalization of an organization.
C) What is Cultural Environment? How does it affect international business?

Q.3) A) What is Product Life Cycle? Explain the trade theory of Raymond Vernon associated with Product Life Cycle. (07)

(OR)

A) Explain the theory of Factor Mobility and write its implication. (07)

B) What do you mean by foreign exchange transaction & explain various types of Exchange rates. (07)

(OR)

B) Explain in detail how GATT is responsible for the establishment of WTO. Write a note on WTO. (07)

Q.4) A) List the type of Strategy in International Business & Discuss Global Strategy with Its implication. (07)

(OR)

A) Discuss in detail about the Export Strategy in International Business. (07)

B) What is Franchising? Write a detail note on it. (07)

(OR)

B) Explain the system used to Co-ordinate and Control operations in International Business. (07)

Q.5) A) Explain the following. (Any one) (07)
1. Managing Marketing Mix Globally.
2. Global Manufacturing Strategies.

B) Explain the following. (Any One) (07)
1. International Financial Reporting Standard. (IFRS)
2. Global HR planning, process & benefits.

