

MB-118

May-2022

MBA, Sem.-X

International Financial Management

Time : 2 Hours]

[Max. Marks : 50

SECTION – I

Attempt any **THREE** questions out of **FIVE** questions :

1. (A) Discuss the Nature and Scope of International Financial Management. 7
(B) 'Disequilibrium in Balance of Payment is a normal phenomenon'. Explain the Statement. 7

2. (A) Explain Covered Interest Arbitrage with a suitable example. How is it different from uncovered Interest Arbitrage ? 7
(B) Explain how arbitrageurs and speculators operate in the forward market. 7

3. A firm in Mumbai wants to buy an equipment costing USD 5 million from a company in New York. The Indian firm will be permitted to pay the amount in three months. 14
The current spot rate of the U.S. dollar is INR/ USD ₹ 45/\$1. The firm expects the spot rate of US dollar to change in three months. The spot rate after three months is expected to be ₹ 44.5. The three-month forward rate of INR/ USD is ₹ 46. The rate of borrowing is 6% and the rate of deposit in bank is 4%.
In the Indian Options market, a call option on the U.S. dollar with an expiration date coinciding with the three month payment period has an exercise rate of INR 46. The options premium is INR 10,000.
Calculate the cash payable in each alternative course of action that is :
(a) No Hedging
(b) Forward contract
(c) Money Market Instruments
(d) Options contract

Also suggest the best Hedging Technique.

4. (A) Firm – A absorbs Firm – B on the basis of following data : 10

Particulars	Firm – A	Firm – B
(a) Present earnings	\$120,000	\$54000
(b) Number of shares	15000	9000
(c) Earnings per share	\$8	\$6
(d) Market price per share	\$120	\$63
(e) Price earnings ratio	15	10.5

Calculate Gain on Merger :

- (i) If Consideration is paid at Floor Price
- (ii) If Consideration is paid at Ceiling Price
- (B) Differentiate between Foreign Bonds and Euro Bonds. 4
5. (A) Explain the steps in Management of cash and near cash assets. 10
- (B) Discuss the modes of Double Taxation relief. 4

SECTION – II

6. Section – II is Compulsory. Each MCQ carries 2 marks (Attempt any 4 MCOs out of 5) 8
- (1) From the following information, calculate gain/loss to the Indian importer who uses options for hedging the exchange rate risk.
- (i) Spot rate is Rupees 90/£.
- (ii) A-90 day call option is having the strike price of ₹ 88.60 and a premium of ₹ 0.05/£.
- (iii) A-90 day put option is having the strike price of ₹ 88.80 and a premium of ₹ 0.05/£.
- (iv) Spot rate on the 90th day is ₹ 88.80/£.
- (A) Gain of ₹ 0.20/£ by buying call and put
- (B) Loss of ₹ 0.20/£ by buying call and put
- (C) Gain of ₹ 0.20/£ by buying call and selling put
- (D) Loss of ₹ 0.20/£ by buying call and selling put

Seat No. : _____

MB-118

May-2022

MBA, Sem.-X

Seminar on Contemporary Issues in Marketing

Time : 2 Hours]

[Max. Marks : 50

SECTION – I

Answer any **three** from the **five** questions :

1. Write short notes on any **TWO**. **14**
 - (A) Owned, Paid and Earned media in digital marketing.
 - (B) Influencer marketing and the related fraud.
 - (C) Google Analytics and Customer Engagement metrics.

2. (A) Write a detailed note on ‘Brand Architecture’ and various types of brands with relevant examples on each. **8**
(B) Explain the six criteria for selecting brand elements. Give appropriate examples for each. **6**

3. (A) A leading firm in Mumbai wants to encash the demand for the increased aspirational level of the rural population in Gujarat in grooming themselves to match their urban counterparts by offering several grooming products for males and females. Do a detailed SWOT analysis for the same. **8**
(B) How did HPCL implement their CSR Project Rasoi Ghar in the villages ? What do you think were the major challenges in implementing this project ? **6**

4. (A) Explain the classification of industrial goods with a neatly drawn chart and relevant examples. **8**
(B) Explain different types of industrial customers with relevant examples. **6**

5. Write detailed notes on : **14**
 - (A) Green Marketing
 - (B) Neuro Marketing

SECTION – II

6. Answer any **eight** from the following. Each question carries **1** mark. **8**
- (1) ‘Google Alerts’ and ‘Contact us @ website’ are examples of _____ respectively.
- (A) Web 1.0 and Web 2.0 (B) Web 2.0 and Web 3.0
(C) Web 3.0 and Web 2.0 (D) Web 3.0 and Web 1.0
- (2) Which one of the following is not TRUE ?
- (A) Industrial Products are complex and highly specialized compared to consumer products.
(B) Tyres form a part of the OEM but not the Aftermarket.
(C) The demand for most industrial goods is a derived demand based on various other products.
(D) Changing the payment terms of the office stationery purchased for the current quarter will be considered as a Modified Rebuy Situation in B2B market.
- (3) One of the myths related to rural markets is _____.
- (A) Rural markets are homogenous.
(B) Rural markets are heterogenous.
(C) Separate products have to be designed for rural markets.
(D) Rural markets have problems of accessibility.
- (4) SEO is a paid tactic to generate traffic. SEM invites organic traffic.
- (A) The first statement is true but the second one is false.
(B) The first statement is false but the second one is true.
(C) Both statements are true.
(D) Both statements are false.
- (5) Customer Engagement metrics includes all except _____.
- (A) Bounce rates (B) Website stickiness
(C) Click through rate (D) Digital marketing automation
- (6) ‘NETFLIX’ - as a logo is specifically a _____.
- (A) Brand symbol (B) Brand watermark
(C) Brand Word mark (D) Abstract

- (7) Which of the following is not a true statement ?
- (A) A component material is often made in a factory.
 - (B) Natural raw materials often enter the product process directly with minimum or no processing.
 - (C) Capital goods may often reflect in the Assets side of a Balance sheet.
 - (D) Component parts may often go directly in the finished product.
- (8) Nescafe and Maggi brands from the Nestle group have various products under its portfolio. This strategy is _____.
- (A) Sub branding
 - (B) Family branding
 - (C) Cult branding
 - (D) Individual branding
- (9) One of the challenges of the rural markets leading to the problem of mushrooming Lookalike and Spellalike duplicates is _____.
- (A) Lack of awareness
 - (B) Poverty
 - (C) Lack of Communication
 - (D) Low Budgets
- (10) Viral marketing may also include _____.
- (A) Puffery
 - (B) Surrogate Advertising
 - (C) Buzz marketing
 - (D) Pester Power
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May-2022

MBA, Sem.-X

Leadership in Organization

Time : 2 Hours]

[Max. Marks : 50

SECTION – I

Attempt any **three** questions out of **5** questions :

1. (A) Goleman describe a model of emotional intelligence to meet the significant challenges faced in today scenario. Discuss the statement with relevant example. 7
(B) Discuss any two dimensional leadership style proposed by researchers for achieving organizational goals. 7
2. (A) What are the different initiatives taken by organizations to develop leaders in the workplace ? Explain in brief. 7
(B) “The Leadership pipeline model does not allow any passage to be skipped”. Discuss the statement explaining about different leadership passage. 7
3. (A) Compare and discuss in detail Mentoring and Coaching. Discuss with example. 7
(B) Discuss the scale designed by Howell and Costley to measure the different pattern of leadership behaviour. 7
4. (A) Write a note any two organizational leader detailing about their personal life, career growth and awards/ recognition. 7
(B) Discuss about any two successful women leader mentioning about their vital events, awards, and achievements achieved in their journey of their life. 7
5. (A) What are the different potential roles played by the team members ? Discuss in detail. 7
(B) Explain the Ginnett’s team effectiveness leadership model with the help of diagram. 7

SECTION – II

6. Attempt any **8** MCQ out **10**, each MCQ carries **1** marks. 8
(1) _____ refers to magnetism, allure, and it is a type of authority or influence based on exceptional characteristics of an individual which is also an important social influence that attracts people.
(A) Charismatic power (B) Expert power
(C) Reflected power (D) Coercive power

- (2) _____ is the ability to produce work that is both novel and useful and involves insights and synthesis. It is the ability to react to situations and stimuli.
- (A) Creative intelligence (B) Practical intelligence
(C) Analytic intelligence (D) None
- (3) Which author has defined Triarchic theory on intelligence ?
- (A) Sternberg (B) Howell John
(C) Harward Gardner (D) Reuven Bar
- (4) _____ delegates significant authority to his/her followers, develops their skill, enables capacities and self-confidence, creates self -managed teams, while reducing unnecessary control measures.
- (A) Transformational leadership (B) Transactional leadership
(C) Charismatic leadership (D) None
- (5) _____ is concerned with qualities of vision, altruistic love and hope/faith.
- (A) Boundary spanning leadership
(B) Level 5 leadership
(C) Servant leadership
(D) Spiritual leadership
- (6) _____ treat their key roles as a developer, enabler, and supporter of the team members, helping them fully develop their potential and deliver their best.
- (A) Servant leadership
(B) Boundary spanning leadership
(C) Level 5 leadership
(D) None
- (7) _____ incorporates performing roles like figurehead, liaison, monitoring, and disturbance handler.
- (A) Transactional leadership
(B) Spiritual leadership
(C) Boundary spanning leadership
(D) Level 5 leadership
- (8) Which of the following characteristics is not of derailed manager ?
- (A) Inability to adapt (B) Democratic style
(C) Authoritarian style (D) Inability to build a team
- (9) The RSDQ model of 360 degree feedback is developed by _____ for Indian top and senior management levels in terms of managerial and leadership competencies needed.
- (A) Douglas McGregor (B) TV Rao
(C) Henry Murray (D) Frederick Herzberg
- (10) The leader is an effective leader. He catalyses commitment to and vigorous pursuit of a clear and compelling vision, stimulates the group to high performance standards. It is description of _____.
- (A) Level 1 (B) Level 2
(C) Level 3 (D) Level 4
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