



Subject: International Financial Management

Course: M.B.A.

Time : 3 Hours

Full Marks:70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A-** Contains Six questions out of which Four Questions are to be answered
- **Part- B-** contains Five Questions out of which Three Questions are to be answered
- **Part -C**is compulsory.

**PART A**

**Q.1) Answer the following questions briefly (5x4= 20)**

- What do you mean by efficient foreign exchange market ?
- Find out the bid rate if ask rate is Rs. 70.50 /US \$ and the bid-ask Spread is 1.23%.
- Distinguish between Current Account and Capital Account ?
- Find Rs./ Euro exchange rate ( ie Cross Rate )if: the two exchange rates are Rs.43.93 –43.96 /US \$ and Euro 0.93-0.94 /US \$.
- What are the differences between Forward contract and Future contract?
- Find the Economic Order Quantity from the following information.:  
Monthly usage: 250 units  
Carrying cost: 10 % of inventory value  
Cost of placing and receiving one order: Rs.30  
Cost of materials per order: Rs.51

**PART B**

**Q.2) Answer any one of the following: (10x3=30)**

- What is International working capital? Explain the factors which affect working capital requirements of firms.
- What are the various challenges faced by a finance manager due to financial meltdown in the globalized era?



- c) Do you agree that the NPV rule is better than the IRR rule for International Capital Budgeting?
- d) Oracle Ltd. Borrowing Rs. 60 Lakhs after 3 months for 6 months. Ie Buy FRA 3\*9 at 10% p.a. Calculate Present Net Settlement with FRA bank , if actual rate of interest after 3 months for 6 months is 12% .
- e) The spot rate of the US \$ is Rs.50.00 / USD and the three months forward rate is Rs.50.80 / USD .What is the annualized premium ?

### PART C

**Q.3)** Your company is considering two projects, Project Mars and Project Venus, each of which requires an initial outlay of Rs. 250 million.

Initial Investment		250 million
Net Cash Flows		
	Project Mars	Project Venus
Year	Cash Inflows (Rs. In million)	Cash Inflows (Rs. In million)
1	55	190
2	95	110
3	160	90
4	185	50
NPV		

If the cost of capital is 10%, which project should the firm invest in as per the NPV criteria.  
(20x1=20)





# ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2019-20

Subject: Recruitment selection & Performance Management

Course: MBA

Time : 3 Hours

Full Marks: 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- B** contains **FIVE** questions out of which **THREE** questions are to be answered.
- **Part C** is **compulsory**.

## Part A

**Q.1) Answer any four questions in brief: -**

**[5 x 4 = 20]**

- a) Define HRP. Outline the objectives of Human Resource Planning.
- b) “Recruitment is a positive process, whereas Selection is negative”- Discuss with suitable examples.
- c) Explain what is meant by Performance Management. Why performance management does fails?
- d) Explain any two appraisal rating errors in detail. How can it be minimised?
- e) “Preliminary interviews plays a significant role in the selection process”- Justify with suitable examples.
- f) “Structured Interviews are more effective than Unstructured Interviews”-Comment

## Part B

**Q.2) Answer any three questions in detail**

**[10 x 3 = 30]**

- a) Mention the purposes and uses of Job analysis for HR department.
- b) Discuss the process of Performance appraisal in detail. Critically analyse Graphical rating scale
- c) Method of appraisal.
- d) What are employment tests? Discuss various types of employment tests used and their suitability with appropriate examples.
- e) Write short notes on: i) Alternative staffing options ii) HR plans for over-sized and under-sized Organizations.
- f) Critically analyse the following modern methods of appraisal:- i) BARS ii) 360 degree feedback

## Part C

**Q.3) Case study: -**

**[10 x2=20]**

Swiggy, online food ordering and Delivery Company is in urgent need of an aggressive regional Sales Manager.

- a) As a HR manager, decide on your source of recruitment and justify it. (10M)
- b) Design a comprehensive selection process to hire the most suitable candidate for the post. (10M)

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# ARKA JAIN University, Jharkhand

3<sup>rd</sup> Semester Final Examination – 2019

Subject: SALES & DISTRIBUTION MANAGEMENT

Course: M.B.A.  
Full Marks: 70  
Pass Marks: 28

Time : 3 Hours

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A-** Contains Six questions out of which Four Questions are to be answered
- **Part- B-** contains Five Questions out of which Three Questions are to be answered
- **Part -C** is compulsory.

## PART A

**Q.1) Answer Any Four Questions Briefly**

**(5x4= 20)**

- a) What is Sales Management?
- b) Explain Market Driven Organization and its features.
- c) What are the various points in marketing and sales analytics?
- d) What are the qualities of a Good Sales Person?
- e) Write down various steps of Personal Selling Process.
- f) What are Sales Quota? How are they determined?

## PART B

**Q.2) Answer Any Three Questions:**

**(10x3=30)**

- a) Differentiate between Supervisor and Team Leader in context of Sales Management.
- b) “Motivation is the key to get best performance” – explain.
- c) Explain various methods of Forecasting for Sales for your company
- d) How Business Development is different from Market Development? Explain.
- e) “Training is important activity in Sales department” – discuss.



## PART C

### Q.3) Case Study

(20x1=20)

The basic objective of any incentive is to increase sales. Most of the products come to the market through a distribution channel comprising of dealers. Dealers or distributors are the front-runners and the growth of any company largely depends on its channel network, particularly in a highly competitive market. Companies are offering several kinds of incentive schemes to motivate their dealers to fight competition and pursue them to increase sales in spite of all odds, such schemes are now widely used in many industrial sectors, whether they always give the desired results, can be questioned. Let us analyze this in the light of the prime competition sector, the automobile sector. M/s Rajshree Automobiles Pvt. is one of the dealers of one of the leading Indian Automobile Companies.

He holds a market share of around 50% and is market leader in his area. With new players coming in, his market share has dropped by 04% in last three years. The profit margins are also squeezing. The company which never used to question him for his performance has now started reviewing his performance on monthly basis and tremendous pressures have built up to increase sales. In order to support and motivate to dealers the company has come out with an incentive scheme during the peak selling quarter of the year. The scheme was designed to increase the overall market share of the company by 04%.

The dealers were given sales targets on the basis of their performance in the previous year in that quarter, estimated industry growth for the year and targeted market-share in their areas. The incentive was based on the collection of payment sent by dealers at the end of the quarter. M/s. Rajshree Automobiles was quite attracted by the scheme and put his best efforts to reach his targets for the quarter.

In the process it had to increase the salesman's commission and spend a lot on advertising and field—activities. In spite of the efforts and expenses, it reached closed to its target but found itself unable to reach the desired figure. In order to achieve the collection figure it arranged some external finance and finally achieved the target. In lieu of the collection sent it was supplied the vehicles. This increased its wholesale market share, however the retail market share remained to be almost the same. The company was happy to see a rise in the wholesale market share and attributed this to the incentive scheme. They ignored the fact that the entire collection had not come by actual sales and the stock at the dealership and the dealer's market liabilities have increased. In order to attract similar performance, the company extended the scheme for the next month also. Similar happenings took place, however the impact was low. After continuing for eight months in this manner, the company stopped the scheme. It was found that the sales started dropping.

In order to gain more and more sales for incentives the dealer increased the salesman commissions. Some contribution of the incentives was also transferred to the end consumers. These gains slowly became an integral part of the salesman's and dealer's income rather than an incentive and when the schemes were taken back they considered this as a reduction in their income and lost the motivation to sell, leading to loss in sales. It was observed at the end of the year that the sales had increased but the profitability had gone down. This happened because of the increased expenses on sales promotions activities and interest charges on large stocks and external finances, which was done to achieve the incentive targets.

**Question:** In the light of above case study, discuss the importance of motivating the channel members. And suggest that how can incentive selling scheme/strategy, help in balancing the market share, profitability and consumer satisfaction simultaneously.





# ARKA JAIN University, Jharkhand

3<sup>rd</sup>Semester Final Examination – 2019

Subject: Investments Analysis and Portfolios Management

Course: M.B.A.

Time : 3 Hours

Full Marks:70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A-** Contains Six questions out of which Four Questions are to be answered
- **Part- B-** contains Five Questions out of which Three Questions are to be answered
- **Part -C** is compulsory.

## PART A

**Q.1) Answer the following questions briefly (5x4= 20)**

- Write notes on Capital Asset Pricing Model
- Explain the relevance of Speculation and Gambling in the securities market
- Write short notes on Beta ?
- What are the factors to be considered by investors in selecting a public issue
- Distinguish between Money Market & Capital Market?
- Write notes on Preference Shares

## PART B

**Q.2) Explain the following: (10x3=30)**

- Explain the concept of investment. Discuss in detail the steps involved in the investment process.
- Briefly describe the primary market and the secondary market for G-secs in India
- The probability distribution of the rate of return on a stock is given below: 20 Marks

<i>State of the Economy</i>	<i>Probability of Occurrence</i>	<i>Rate of Return</i>
Boom	0.20	30 %
Normal	0.50	18 %
Recession	0.30	9 %

What is the standard deviation of return?

- What is the difference between Technical Analysis & Fundamental Analysis?
- What is risk? How can risk of a security be calculated? Explain systematic & unsystematic risks.



**PART C**

**Q.3)** The returns of two assets under four possible states of nature are given below:

State of nature	Probability	Return on asset 1	Return on asset 2
1	0.40	-6%	12%
2	0.10	18%	14%
3	0.20	20%	16%
4	0.30	25%	20%

**Q4)** What is the standard deviation of the return on asset 1 and on asset 2? **(20x1=20)**





**ARKA JAIN University, Jharkhand**  
**3<sup>rd</sup> Semester Final Examination – 2019-20**

**Subject: Training & development**

**Time : 3 Hours**

**Course: MBA**  
**Full Marks: 70**  
**Pass Marks: 28**

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- B** contains **FIVE** questions out of which **THREE** questions are to be answered.
- **Part C** is **compulsory**.

**Part-A**

**Q.1) Answer any four questions in brief: -**

**[5 x 4 = 20]**

- Explain the various objectives of Training and Development.
- Discuss the significance of Training Need Analysis to the organization.
- Explain the importance of evaluating Training programmes.
- Discuss the role of Learning in training.
- Explain various types of training in an organization.
- Write a short note on Career Management system in organizations.

**Part-B**

**Q.2) Answer any three questions in detail :**

**[10 x 3 = 30]**

- Differentiate between Training and Development. Explain the process of Training in detail.
- Discuss Kirkpatrick's model of training evaluation in detail with a suitable example.
- Discuss any two theories of Learning in detail.
- Critically analyse the on-the job training methods.
- Explain the significance of modern training methods as compared to traditional methods.

**Part C**

**Q.3) Situation Handling**

**20M**

1. As an HRD head, you have learned from your past experience that training is a type of 'transformation' of employees from normal to better performers. Keeping in mind the value of training, describe the cost effective & best training techniques for a group of 120 field supervisors working for your electronics services industry. (10M)
2. You are given the task of preparing a 2 days' training program for supervisory level of employees on management principles. What will be the contents of this program and how you will design it for a company dealing in garments exports? (10M)

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# ARKA JAIN University, Jharkhand

3<sup>rd</sup> Semester Final Examination – 2019

Subject: Marketing Communication,

Course: M.B.A.

Time :3 Hours

Full Marks: 70  
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A-** Contains Six questions out of which Four Questions are to be answered
- **Part- B-** contains Five Questions out of which Three Questions are to be answered
- **Part -C**is compulsory.

## PART A

**Q.1) Answer the following questions briefly (5x4= 20)**

- Explain Fad with an example.
- What is brand equity?
- Purchase that require emotional involvement will follow which path of consumer decision making based on the attitude of cognition, affect and conation.
- How are coupons used as a sales promotion tool?
- Explain the meaning of public relations.
- Define advertising?

## PART B

**Q.2) Explain the following: (10x3=30)**

- Explain using example 'Hierarchy of effects model' and how the cognitive, affective and conative elements are included in this model using examples.
- Write short notes using examples on the following:
  - Social Media platforms
  - AIDA model
  - Moral appeals in advertising
  - Corporate image
- Explain using examples each step of consumer decision-making process and the factors influencing the purchase decision.
- Enlist any ten consumer sales promotional tools and explain the pros and cons of any five using examples
- Enlist five regulatory/ethical concerns pertaining to marketing communications and explain any three quoting examples.



## PART C

Q.3)

(20x1=20)

Please read the article Trendy from Business Outlook Jul 07, 2012 given below and answer the question that follow:

**About Oakley** Pharma school dropout James Jannard started Oakley in 1975 with \$300. The biking enthusiast first designed modified motorcycle grips before turning his attention to motorcycling goggles. He named the company after his dog

- **Oakley (India) started in 2009**
- **Products 300+**
- **Price range** Rs 4,500 (Frog Skins)- Rs 34,000 (Pit Boss)
- **Most popular models:** Jupitersquared, Holbrook, Plaintiff, Flak jacket, Frog Skins
- **Bet you didn't know:** Oakley has 575 patents and 1,100 trademarks. The Oakley R&D team is better known as the Mad Scientists

Are you watching the match?" That's a no-brainer, thought the owner of Well done Optical in Chandigarh. It was the World Cup final — what else would he be doing? But the caller, a young man who was a frequent customer at the eyeglasses store in Chandigarh, didn't wait for a reply. "Watch out the next time they show Ranbir Kapoor in the stands," he said. "I want the same pair of Oakleys." Customer orders like that one aren't the norm but demands for the same style of Oakleys worn by different celebrities and sport stars are all too common. The iconic American sports eyewear brand made its way to India only in 2009 but it already had a steady fan following here long before that, thanks to various film, sport and celebrity associations. The brand has been seen in hit movies such as *Spider-Man*, *Mission Impossible II* and *X-Men*, is worn by rappers such as T-Pain, Pit Boss and Lil Jon, and shielded actors such as Nicole Richie, Adam Sandler and Matt Damon from prying paparazzi

It's also an avowed favorite with sportsmen such as Lance Armstrong and Michael Jordan apart from cricketer Yuvraj Singh. All of which makes Oakleys a must-buy for the most trend-conscious youngsters. Besides, there's a certain appeal in telling your mates you're wearing a Monster Dog, Frog Skins, Water Jacket or Eye patch. For sportsmen, though, the brand's attraction lies in its design and technology. Oakley is at the top of the heap when it comes to performance opticals: it makes high definition, water-repelling lenses that ensure the user's vision remains clear at all times. Not surprisingly, that makes the brand a hit on the sports field, an advantage Oakley has built on right from the start and continued in India as well. "Sport is the anchor for Oakley," agrees Amitabh Sehdev, national business head for Oakley in India

So, rather than a conventional advertising campaign, Luxottica (the Italian eyewear giant acquired Oakley in 2007) seeded the market by offering its products to top sportsmen in the country, hoping the tacit endorsement would aid brand recognition: at the 2009 IPL, for instance, it handed out Oakley products to players of all eight participating teams (since 2011, Oakley has formalised its association with IPL by becoming its official eyewear partner). It has also opted for on-ground activities that let potential customers get a first-hand feel of the product: in May 2011, the brand launched the Go Beyond Boundaries initiative that included a 10,000 km bus tour covering 45 cities across India that educated customers about the product's features and how it scored over rival brands.



1. Plaintiff, Yuvraj Singh Edition, Rs 6,790;
2. Pitboss, Rs 34,000, the most expensive;
3. Jupiter, Rs



5,490, the most popular ;4. Jawbone and Radarlock respectively.

**Cool stats** Anil Kumar of Bengaluru recalls driving on the Mumbai-Goa highway last year during the monsoon. The rain was coming down in sheets and Kumar's friend, who was sitting beside him, wondered at the ease with which he was driving. Kumar says he realised how bad the visibility was only when he took his shades off — night vision Oakleys. "The lenses are superb," says the 29-year-old real estate business executive. He bought his first pair three years ago and now has a collection of seven Oakleys. "I buy them for the quality of the lenses and the distinctive styling," he adds.

It's people like Kumar who are driving Oakley's sales in the country, already the second-largest selling brand in Luxottica's India portfolio, next to top seller Ray-Ban. "Our sales have doubled every year," says Akash Goyle, MD, Luxottica India Eyewear, which has 30 lifestyle, fashion and luxury eyewear brands in its portfolio. Even though the starting price point of a Ray-Ban and an Oakley are similar — around Rs 4,500 — there is no cannibalization between them because Ray-Ban is positioned for the lifestyle segment while Oakley is completely sports-oriented. "The brands serve different needs," says Sehdev.

Although Oakley's 300-product portfolio in India has prices ranging from Rs 4,500 all the way up to Rs 34,000, the bulk of sales happens in the Rs 4,500-7,000 range. Most of Oakley's customers belong to the 18-30 year age bracket. Sehdev says the thrust has been to keep the brand premium but accessible. The strategy seems to be working: unlike most premium brands that struggle to gain acceptance outside the metros, about half of Oakley's sales come from Tier-2 cities and smaller towns. That share will go up as the company ramps up distribution; from 600 outlets in 2011, Oakley will now be available in over 1,000 outlets by this year-end with a majority being in non-metros. Oakley is also extending its product range beyond sunglasses to apparel, watches and footwear.

Surprisingly, conventional advertising is still not high on Oakley's gameplan for India. Luxottica's annual advertising and marketing spend for Oakley is relatively on the higher side, at 10-13% of its sales unlike 5-7% for most brands in this category. Half of this spend is directed at ground activities to give customers an experience and feel of the product. The other half goes into digital marketing and advertising — restricted largely to sports magazines such as *Sports Illustrated* and *Golf Club*. The future plan is to step up digital spend by at least 50% over the next year as it caters to youth segments in both metro and non-metro markets.

Oakley is also reaching out to its young customers through social media networks. The Oakley India Facebook page has 16,000-odd members and Sehdev says the plan is to now have a dedicated social media team to take this number to over 100,000 in the next year. New product launches, too, will be announced through these networks. "Peer influence works best with youth brands," says Sehdev.

Last month, Oakley introduced its latest offering Radarlock, which allows users to change depending on light conditions. They had a campaign that included a Facebook announcement where 'early birds' could book their eyeglasses in advance. As it turned out, there was an overwhelming response, with many users paying the entire Rs 11,500 in advance and waiting 45 days for their glasses. For a three-year-old brand that does almost zero advertising, that's not bad at all.

Based on the article above answer the following:

1. How is Oakley positioned vis-à-vis the competitors? (5 marks). Critically comment on the brand promotion Oakley has adopted? (5 marks)
2. As a brand manager create a promotion-mix plan which is important to for its imagery your plan for including or not including the conventional television advertising for Oakley (5 Marks).





## ARKA JAIN University, Jharkhand

3<sup>rd</sup> Semester Final Examination – 2019

Subject: Business Law

Course: M.B.A.

Time : 3 Hours

Full Marks:70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A-** Contains Six questions out of which Four Questions are to be answered
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- **Part -C** is compulsory.

### PART A

**Q.1) Answer the following questions briefly**

**(5x4= 20)**

- a) What do you mean by 'consumer' with reference to Consumer Protection Act 1986. Explain its salient features of Consumer Protection Act?
- b) What is Cyber law? Why do we need cyber law in today's world?
- c) Explain the following:
  - i. Memorandum of Association
  - ii. Auction sales
- d) State the conditions implied in a contract for sale of goods by:
  - i. Condition as to title,
  - ii. Sale by description and
  - iii. Condition as to quality or fitness
- e) Define agent and Principle. Is consideration needed in contract of Agency?
- f) Explain the Doctrine of Caveat Emptor.

### PART B

**Q.2) Explain the following:**

**(10x3=30)**

- a) The object clause of the Memorandum of a company empowers it to carry on distillery business and any other business and any other business that is allied to it. The company wants to alter its Memorandum so as to include the cinema business in its object's clause. Advise the company about alteration of MOA.



b) "All Agreements are not contract but all contracts are agreements." Discuss the statement explaining the essential features of a valid contract.

c) Explain Trademark with reference to its advantages ? Mention the advantages that a company has from adopting a Trademark.

d) Write a short note on:

- i. Patent relating to Intellectual Property Rights.
- ii. Explain the concept of Unpaid Seller and state various rights associated with it.

e) When is consent said to be given under coercion? What is its effect on the contract? Also discuss the position of the parties to a contract entered into under coercion. Does a threat to commit suicide amount to coercion?

### PART C

(20x1=20)

**Q.3)** Mr. Trump is an executive on a business trip to Goa. He has driven his car on this trip and checks into the Hotel Titos. The hotel has a guarded underground parking lot. Mr. Trump gives his car keys to the parking lot attendant but fails to notify the attendant that his wife's Rupees one Lack fur coat is in a box in the trunk. The next day, on checking out, he discovers that his car has been stolen. Mr. Trump wants to hold the hotel liable for both the car and the coat. Discuss Whether Mr. Trump will succeed or not?

i. Discuss what are the essentials of Bailment?





**ARKA JAIN University, Jharkhand**  
**3<sup>rd</sup> Semester Final Examination – 2019**

**Subject: Entrepreneurship Development**

**Course: M.B.A.**

**Time : 3 Hours**

**Full Marks: 70**  
**Pass Marks: 28**

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A-** Contains Six questions out of which Four Questions are to be answered
- **Part- B-** contains Five Questions out of which Three Questions are to be answered
- **Part -C** is compulsory.

**PART A**

**Q.1) Answer the following questions briefly (Any Four) (5x4= 20)**

- Define Entrepreneurship.
- What are the components of a Business Plan?
- Name out the different sources of Business Idea.
- Write Note on Entrepreneur Mindset.
- How does DIC help small Business Entrepreneurs?
- How NSIC helps in Business Setting?

**PART B**

**Q.2) Answer Any Three Questions: (10x3=30)**

- What are the Qualities of a Successful Entrepreneur?
- What are the different sources of finance in Starting an Entrepreneurship Firm ?
- Write the different Role of Entrepreneurs in Economic Development of a Country.
- What are the seven steps for starting a business for an Entrepreneur?
- Name the different stages of Business Life Cycle.



**PART C**

**Q.3) Case Study -**

**(20x1=20)**

Amita is a Young MBA Graduate who aspire to be an entrepreneur. She comes from a economically poor background. Her mother's works as a full time maid for one of the well to families. Her mother's employer is ready to give INR 20000/- as an initial investment to Amita to star her business.

**Question:-**

You are asked to advice Amita on the line of business that she could start with the above mentioned capital. Give an elaborate justification for the line of business suggested and also draw a Business Plan for the same.