

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING  
(AUTONOMOUS)**

MBA (IV-Semester)(R17) – Regular & Supplementary Examinations, September 2020

**REVISED TIME TABLE**

**TIME : 10.15 AM to 1.15 PM**

DATE	Name of the Course
12-09-2020 (Saturday)	17MB31 - Business Ethics and Corporate Governance
13-09-2020 (Sunday)	17MB32 - International Financial Management
15-09-2020 (Tuesday)	17MB35 - Strategic Human Resource Management
16-09-2020 (Wednesday)	17MB36 - Management of Change
19-09-2020 (Saturday)	17MB33 - Financial Derivatives
20-09-2020 (Sunday)	17MB30 - Entrepreneurship
26-09-2020 (Saturday)	17MB38 - Consumer Behaviour
28-09-2020 (Monday)	17MB39 - Customer Relationship Management

**NOTE:**

- (i) Any omissions or clashes in this time table may please be informed to the Controller of Examinations immediately.
- (ii) Even if government/JNTUK/College declares holiday on any of the above dates, the examinations shall be conducted as notified only.
- (iii) For any clarification in respect of the above examinations, please contact the Controller of Examinations.

Date : 07-09-2020

*M. B. Chakraborty*  
fr  
**CONTROLLER OF EXAMINATIONS**

*A. m. w*  
**PRINCIPAL**  
7/9/2020

Copy to: 1. MBA H.o.D. for N.A.,  
2. MBA Notice Boards

*K. Subramanyam*

30 SEP 2020

H.T.No

R17

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING  
(AUTONOMOUS)**

L.B. Reddy Nagar :: Mylavaram - 521 230 :: Krishna Dist.:: A.P.

M.B.A (IV Semester) Regular/Supplementary Examinations

**17MB38-CONSUMER BEHAVIOUR  
(MBA)**

Time : 3 hours

Max. Marks : 60

Answer one question from each unit.

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Define consumer behavior. Explain the factors influencing consumer behavior.	6M	CO1	L2
(b)	Explain various shopping patterns of a typical Indian consumer.	6M	CO1	L2
<b>(OR)</b>				
2(a)	Discuss the role of attitude in consumer decision making process.	6M	CO1	L2
(b)	Differentiate the buying patterns of urban and rural consumers.	6M	CO1	L2
<b>(OR)</b>				
3(a)	Discuss the need for a marketer to understand consumer motives.	6M	CO2	L2
(b)	Define learning. Explain the process of learning in a buying situation.	6M	CO2	L2
<b>(OR)</b>				
4.	Explain the relationship between personality and buying behavior. Discuss with a relevant example.	12M	CO2	L3
<b>(OR)</b>				
5(a)	Explain the factors influencing consumer decision making process.	6M	CO2	L2
(b)	Analyze the post purchase behavior of a typical Indian consumer by taking relevant examples.	6M	CO2	L3
<b>(OR)</b>				
6(a)	'Consumer perception is base for consumer decision making'- give your opinion.	6M	CO3	L2
(b)	Discuss various reasons for repeat purchase behavior.	6M	CO3	L2
<b>(OR)</b>				
7(a)	Explain any two models of buying behavior.	6M	CO4	L2
(b)	Describe the process of creating persuasive communication.	6M	CO4	L2
<b>(OR)</b>				
8(a)	Describe rights of a consumer.	6M	CO5	L2
(b)	Explain the provisions of consumer protection act 1986.	6M	CO5	L2
<b>(OR)</b>				
9.	<p><b>Case Study (Compulsory)</b></p> <p>Starbucks is known around the world for the unique blends of coffee it serves its customers through its coffee service outlets in 35 countries (Refer Exhibit for coffee varieties sold at Starbucks). Along with coffee, the company also sold a line of premium tea, cookies, snacks, espresso machines, and coffee brewers. The company, founded in 1971 at Seattle, US, opened its first international outlet in 1996 at Tokyo, Japan. The company had consolidated net revenue of US\$ 5.3 billion in fiscal 2004. More than coffee, it was the starbucks experience that made customers come back to the store.</p> <p>(i) What makes a customer revisit the starbucks in the given case? (ii) Discuss the importance of customer experience in repeating the purchase</p>	12M	CO3	L2

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29 SEP 2020

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M.B.A (IV Semester) Regular/Supplementary Examinations

**17MB30-ENTREPRENEURSHIP  
(MBA)**

Time : 3 hours

Max. Marks : 60

Answer one question from each unit.

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	What is Entrepreneurship? Distinguish between entrepreneur and entrepreneurship.	6M	CO1	L2
(b)	What factors do influence the emergence and development of entrepreneurship?	6M	CO1	L2
<b>(OR)</b>				
2(a)	What is meant by Women entrepreneur? Discuss the functions performed by women entrepreneurs.	6M	CO1	L1
(b)	Define rural entrepreneurship. Appreciate the need for and importance of rural entrepreneurship in India.	6M	CO1	L2
<b>(OR)</b>				
3(a)	What do you mean by opportunity? Justify the need for and significance of business opportunity identification and selection.	6M	CO2	L2
(b)	State the essential elements of detailed project report of an enterprise.	6M	CO2	L2
<b>(OR)</b>				
4(a)	What steps are required to commercialise a new enterprise?	6M	CO2	L2
(b)	What are the regulatory and legal protections to Intellectual Property Rights in India?	6M	CO2	L2
<b>(OR)</b>				
5(a)	What is District Industrial Center (DIC)? Explain the functions of DICs.	6M	CO3	L2
(b)	Describe the role which Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP) Play in developing small enterprises In India.	6M	CO3	L3
<b>(OR)</b>				
6(a)	What is a Micro enterprise? Justify the need for developing micro enterprises in our country.	6M	CO3	L2
(b)	Describe the role which IDBI to boost the growth of small-scale industries in the country.	6M	CO3	L4
<b>(OR)</b>				
7(a)	Explain the concept of generation of new entry opportunity.	6M	CO4	L2
(b)	Discuss the various growth strategies for new entry opportunities.	6M	CO4	L2
<b>(OR)</b>				

**17MB30-ENTREPRENEURSHIP**

8.	<p><b>What do you mean by Social Entrepreneurship? Make a strong case for Social Entrepreneurship in our country. Highlight the role of Social Entrepreneurship in improving the social wellbeing of the country.</b></p>	12M	CO5	L2
9.	<p><b>Case study. (Compulsory)</b>  Happy Sequira was only 21 when she joined Palm Beach Resorts as a food and beverages (F&amp;B) helper. She had just graduated from one of the premium catering colleges in the city. She was young, energetic and possessed a pleasant disposition. Due to her experimenting nature she was not very successful with her F&amp;B. However, when one of her managers tried her out in guest relations, she was an instant hit. From then on there was no looking back for her. She soon rose to the position of a Banquets Manager. Even as a Banquets Manager she loved the Kitchen section. She felt like cooking. Many a times she went to the Kitchen of one of the Palm Beach Resort Restaurants and experimented. Many a times she was successful, or this is whether Kitchen staff often told her. She was enjoying every bit her life. Unfortunately for her this was to be her glass ceiling. Due to a catering educational background not many in the Palm Beach Resorts Management thought that she could take up hardcore marketing assignments. Happy was unhappy. She felt stifled. Her stagnation in position was making her feel truncated. She decided to go independent. Over the years, being single, she had gathered enough money. Moreover, her father was a successful businessman and would love to fund any of his only daughter's ventures. Also being in guest relations, Happy herself knew a lot of influential people. On the other hand, Happy Sequira was now 30. She had to seriously contemplate marriage due to parental pressures. Her rise at Palm Beach Resorts was meteoric, which implied that she was not used to serious failure. Besides Happy wondered what kind of a start-up could she design to suit her needs?</p> <p><b>Questions:</b>  (i) Should Happy Sequirago independent?  (ii) Should Happy follow her heart (F&amp;B) or head (Guest relations)?  (iii) If Happy decides to take up Guest relations what kind of a start-up do you suggest?  (iv) If Happy decides to take up F&amp;B what kind of a start-up do you suggest?</p>	12M	CO5	L4

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28 SEP 2020

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M.B.A (IV Semester) Regular/Supplementary Examinations

**17MB39-CUSTOMER RELATIONSHIP MANAGEMENT  
(MBA)**

Time : 3 hours

Max. Marks : 60

Answer one question from each unit.

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Identify the features of a good CRM programme.	6M	CO1	L1
(b)	Explain the aspects of successful CRM.	6M	CO1	L2
<b>(OR)</b>				
2(a)	Demonstrate the architecture of CRM.	6M	CO1	L2
(b)	Point out various CRM initiatives.	6M	CO1	L2
3(a)	Define service recovery. Why service organizations are more concerned towards it?	6M	CO2	L1
(b)	Explain the dimensions of service quality.	6M	CO2	L2
<b>(OR)</b>				
4.	Illustrate CRM features in Telecom services.	12M	CO2	L2
5.	Define customer service support and describe the capabilities of CSS solutions.	12M	CO3	L2
<b>(OR)</b>				
6(a)	Discuss the importance of interactive technologies.	6M	CO3	L2
(b)	Analyze data warehousing and how it is useful in business organizations.	6M	CO3	L2
7(a)	Explain the process view of CRM.	6M	CO4	L2
(b)	Explain customer centric marketing process.	6M	CO4	L2
<b>(OR)</b>				
8(a)	Identify recent opportunities for CRM.	6M	CO5	L1
(b)	Evaluate the role of traditional channels in CRM.	6M	CO5	L2
9.	<p><b>Case study</b> (Compulsory question)</p> <p>Patanjali Ayurveda: Will the Growth Momentum Sustain?</p> <p>This case is about Patanjali Ayurveda, one of the most successful FMCG companies that recently started its operations in India. The company was giving stiff competition to many well established FMCG companies in India like HUL. Right from the time it started its operations, Patanjali priced its products cheaper than its competitors by sourcing raw materials directly from farmers. Patanjali banked upon the growing demand for ayurvedic and natural products among urban consumers who perceived them to be safe and free of harmful chemicals. Another important factor behind the success of Patanjali Ayurved was the association of the Patanjali brand with the popular yoga guru, Baba Ramdev (Ramdev).</p>			

**17MB39-CUSTOMER RELATIONSHIP MANAGEMENT**

<p>The company spent very limited amount on the promotion of its products when compared with other FMCG companies. Patanjali wanted to quickly expand its business across the country and reach more customers through initiatives like establishing exclusive retail outlets, consolidating its online presence, and entering into tie-ups with retail chains. However, some analysts were skeptical about the company's growth prospects.</p> <p>The Indian FMCG sector was mostly dominated by MNC players like Hindustan Unilever Limited (HUL) and Procter &amp; Gamble (P&amp;G). Home grown FMCG companies like Dabur and Jyothy Laboratories had smaller market shares when compared to the foreign players. They could not give the foreign players much of a competition as they lacked financial and other resources. Most of the Indian FMCG companies focused on producing western products like detergents, soaps, and toothpastes. Some local FMCG companies like Dabur and Emami focused on producing ayurvedic and herbal products like cosmetics and personal hygiene products. But they had a limited market share as consumers preferred western products. Companies like Jyothy Laboratories, which produced products like fabric conditioners and detergents, depended on one or two of its star products for most of its revenues...</p> <p><b>CAN IT SUSTAIN THE GROWTH MOMENTUM?</b></p> <p>According to some industry experts, Patanjali's quick success did not guarantee its growth in the future. Some of the factors which contributed to its fast growth might, in fact, become stumbling blocks, they said. Patanjali might face problems if Ramdev's personal image was adversely impacted...</p> <p><b>OUTLOOK</b></p> <p>According to the estimates of some brokerages, Patanjali would do more than double its net turnover from INR 20 billion in the Fiscal Year 2014 to INR 40 billion in the Fiscal Year 2016. IIFL even projected a net turnover of INR 200 billion by the Fiscal Year 2020. Patanjali had good growth plans for the future..</p> <p><b>Questions:</b></p> <p>(i) How new companies challenge established and foreign players with a differentiated business model?</p> <p>(ii) Explain the importance of celebrity endorsers in building a brand.</p>	<p align="center">12M</p>	<p align="center">CO4</p>	<p align="center">L4</p>
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M.B.A (IV Semester) Regular/Supplementary Examinations

**17MB33-FINANCIAL DERIVATIVES**

(MBA)

Time : 3 hours

Max. Marks : 60

Answer all questions with either or choice.

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Define Risk. What are the components of systematic and unsystematic risk in investment?	6M	CO1	L2
(b)	Explain in detail about Risk Management Process.	6M	CO1	L2
(OR)				
2(a)	What are the different types of Risk? Explain.	6M	CO1	L2
(b)	Examine the risk management strategies to a firm and explain those in detail.	6M	CO1	L2
3(a)	What are Derivatives? Describe the different types of derivatives.	6M	CO2	L2
(b)	Explain the role of clearing houses in derivatives markets.	6M	CO2	L2
(OR)				
4(a)	Trace the origin of derivatives trading in the world as well as in India.	6M	CO2	L3
(b)	What is the significance of asset price fluctuations for derivatives?	6M	CO2	L2
5(a)	What do you mean by Futures contract? Explain the salient features of futures contract.	6M	CO3	L2
(b)	Describe the methods of settlement of currency futures contract.	6M	CO3	L2
(OR)				
6(a)	List and explain the features of futures contracts.	6M	CO3	L2
(b)	What are the interest rate futures? Explain how interest rate futures can be used for hedging interest rate risk.	6M	CO3	L2
7(a)	Define the word Options. What are the features of the option pricing model proposed by Cox, Ross and Rubinstein?	6M	CO4	L2
(b)	What is a Call option? Distinguish between European style Option and American style Option.	6M	CO4	L2
(OR)				
8(a)	What are the advantages of Swaps over Forward rate agreements or Futures?	6M	CO5	L2
(b)	What do you mean by Currency Swaps? Explain the salient features of Currency Swaps.	6M	CO5	L2
9.	<p><b>Case study (Compulsory question)</b></p> <p>On January 1, price of Reliance Industries share is Rs.450/- and two parties enter into a forward contract for delivery of 1,000 shares of Reliance Industries on April 15 at a price of Rs.460/-. Find out profit/loss profile of seller(short position) if the price of Reliance Industries share turns out to be: (i) Rs.470/- and (ii) Rs.400/- on April 15.</p>	12M	CO2	L3

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M.B.A (IV Semester) Regular/Supplementary Examinations

**17MB36-MANAGEMENT OF CHANGE  
(MBA)**

Time : 3 hours

Max. Marks : 60

Answer one question from each unit.

All questions carry equal marks

Q.No.	Questions	Marks	CO	BL
1(a)	How do you explain managing of change with its significance in Organizational context?	6M	CO1	L1
(b)	Can you say the prominence of 'Understanding Change', in the corporate sectors. Justify your reasons.	6M	CO1	L2
<b>(OR)</b>				
2(a)	Demonstrate the various forces of change in change management.	6M	CO1	L1
(b)	Describe 'action research model' in change management.	6M	CO1	L2
<b>(OR)</b>				
3(a)	Examine the amoeba structured and orchestra structured organizations relating structural dimensions of the Indian organizations.	6M	CO2	L1
(b)	Illustrate the impact of 'culture management' in structural considerations.	6M	CO2	L2
<b>(OR)</b>				
4(a)	What is meant by transformational planning in structural considerations and describe the Management process in managing change?	6M	CO2	L1
(b)	Explain the 'employee support' in creating the supportive system of managing change.	6M	CO2	L2
<b>(OR)</b>				
5.	Enumerate the 'bench marking' with its significance in strategic leverages to change.	12M	CO3	L2
<b>(OR)</b>				
6(a)	Explain in detail the concept of vertical integration regarding in reorganizing work.	6M	CO3	L2
(b)	'Value management' plays vital role in strategic leverages to change'. Elucidate.	6M	CO3	L2
<b>(OR)</b>				
7(a)	Examine the the role of organizational culture in management of change.	6M	CO4	L2
(b)	How do you assess cultural risk in an organization in relation to change?	6M	CO4	L1
<b>(OR)</b>				
8.	'The Reason management, Relationship management and Results management play a significance role while dealing with individual in change management' Elucidate.	12M	CO5	L1

9	<p><b>Case study (Compulsory)</b></p> <p>Joyalukkas is an ISO certified Indian jewellery group based in Kochi, Kerala, India. The company is named after Joy Alukkas, the company's chairman and founder.. Joyalukkas group has 85 retail jewellery outlets across nine countries, employing around 5000 people, which is expected to triple by 2015. The group is also involved in luxury air charter and helicopter services under the name Joy Jets. The most of the employees trained in National Human Resource Development Centre and empowered them in a specific manner. They were trained by Indian Institute of behavioural sciences which is training centre to know human psychology.. The most of employees are technical and diploma holders in fashion jewellery technology also.</p> <p>The management has high-quality vision and lead the entire global market in the future. The new jewellery retailers entered the market and hit the targets of Joy Alukkas. One of the best new competitor is Jos Alukka&amp; Sons, is one of the largest Indian jewellery retailing groups in Southern India. It is based in Thrissur, Kerala, India. The group got bifurcated from the Thrissur-based group Alukkas Jewellery in 2001. In 2010, they signed Tamil actor Vijay to be their brand ambassador for Kerala and Tamil Nadu while Tollywood actor Mahesh Babu endorses them in the state of Andhra Pradesh.Their Human resources are not having that much of efficiency levels. The first target of the Jos Alukkas is to promote their brand name in the global market with brand ambassadors. They are managing good social net work in the every region.</p> <p>Providing the services is somewhat influence the minds of customers. They are huge stocks, largest variety collection, spacious shopping area, convenient car parking facility, highly service minded sales personnel are the unique features of Jos Alukkas Jewellery. In addition to that they assured the customers in terms of 1. Items purchased by a customer will be delivered to them through any of our branches upon request from the customer at no extra cost. 2. Life time guarantee for check-up, repair, polish and cleaning of gold and diamond ornaments purchased. 3. Customer's complaints will be solved at the earliest and 4. Pure value for money guaranteed while buying and selling etc.,</p> <p><b>Questions:</b></p> <p>(i) How do you understand the change relating to jewellery retail shops in the global market?</p> <p>(ii) Being a future manager, Can you concentrate only the brand image without business in the market. Or can you prefer business in the market without brand image or can you think about HR practices will be made effectively. Elucidate.</p>	12M	CO1	L2
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M.B.A (IV Semester) Regular/Supplementary Examinations  
**17MB35-STRATEGIC HUMAN RESOURCE MANAGEMENT**  
(MBA)

Time : 3 hours

Max. Marks : 60

Answer one question from each unit.

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Discuss the factors that determine the extent to which an organization is investment oriented in its management of human resources.	6M	CO1	L1
(b)	"Human resources are walking assets". Critically analyze this statement based on the trend that there is no concept of life time employment in corporate world.	6M	CO1	L2
<b>(OR)</b>				
2(a)	Differentiate HR strategy and Business strategy.	6M	CO1	L2
(b)	Distinguish between 'cost' versus 'investment' views of HR. Explain why organizations view human resources as a source of sustainable competitive advantage.	6M	CO1	L2
3(a)	Summarize the best fit and best practice approaches to the management of human resources.	6M	CO2	L2
(b)	What is meant by Configuration Approach? Explain.	6M	CO2	L1
<b>(OR)</b>				
4(a)	To what extent do you think the HR function plays a critical role in supporting organizational changes?	6M	CO2	L1
(b)	Illustrate the Roles associated with management of HR.	6M	CO2	L3
5(a)	What is HR evaluation? What factors have made HR evaluation a priority in most organizations?	6M	CO3	L1
(b)	Discuss various trends relating to business environment and corresponding HR challenges.	6M	CO3	L2
<b>(OR)</b>				
6(a)	Describe the impact of technology on the world of work. Has technology changed HRM? If it has, in what way?	6M	CO3	L2
(b)	Is the balance score card approach the most effective approach for linking HR with business performance? Discuss.	6M	CO3	L2
7(a)	Discuss the business and compensation strategy linkage in organizations.	6M	CO4	L2
(b)	What are the basic components of a compensation and rewards system?	6M	CO4	L1
<b>(OR)</b>				
8(a)	What are Work-Life Initiatives? Bring out a classification Work-Life Initiatives.	6M	CO5	L1
(b)	Mention the Significance of Training and Development.	6M	CO5	L2
9.	Case Study: <b>(Compulsory)</b> HR Role Adam, fresh from school was a newly recruited HR practitioner. During his one month into the job, he was asked to be in-charge of the orientation programme for the entire organization. Being new, he followed closely to the processes. Recently, Roy joined the organization and Adam was required to orientate him. On Roy's first day of work, Adam brought him around the organization for introduction to the rest of the staffs. Unfortunately, Roy's assigned mentor was not around hence, Adam was unable to make an official introduction for Roy to meet up with his mentor. In the afternoon, during the HR briefing, Roy requested Adam for a buddy (helper).			

17MB35-STRATEGIC HUMAN RESOURCE MANAGEMENT

Adam was rather surprised by Roy's request as according to Adam's manager-Jean, no one in the organization has requested for a buddy.

Hence, Adam checked with Jean on the criteria in getting a buddy for Roy and according to her, Adam found out that it needed to be someone preferably from Roy's department. Having clarified on the criteria, Adam was supposed to get a buddy for Roy, unfortunately, this issue was clearly forgotten by Adam due to his busy schedule as he was involved in other HR matters as well and he did not follow up with Roy's request promptly.

One week later, Adam met Roy in a lunch gathering and Adam greeted Roy and asked him casually how he is doing and if he has adapted well to his job. Roy, asked Adam angrily where is his buddy that he had requested. At that moment, Adam recalled on the existence of this request and innocently told Roy that he thought Roy was joking with him on the request for a buddy as he did not want to admit to Roy that he had clearly forgotten about the whole issue. Roy was very angered by Adam's response and told him off that he was very serious in getting a buddy and that its Adam's responsibility to do so. Adam, clearly embarrassed and guilty about his mistake, apologized immediately and promised to get him a buddy. On the very next day, a buddy- Sam, was found for Roy. Roy was very unhappy with Adam and confronted Adam and his buddy when he was able to have an official meet up session with his mentor. Adam explained to Roy that the organization has no current practice in place for meet up sessions to be arranged between mentors and mentees and it has a practice for mentees to take self-initiative to do so in arranging for meetings with their mentors and also that his mentor is currently out of town and will only be back the next day. Adam, himself being a new staff also was at that moment in time speaking on personal experience and also based on what Jean had told him. Sam, who was present agreed and helped to explain to Roy on the practice. Roy kept quiet and Adam unknowingly thought that Roy has understood the organization practice. Hence, Adam did not continue to check with Roy on this aspect.

The following day, Roy had a feedback session with his manager and Adam was called upon to sit in as a part of the orientation programme. Roy brought up the issue on

Adam's failure to get him a buddy promptly and that he was not introduced to his mentor at all. He complained about the poor management of the HR mentor and buddy system and that it was not effective at all and that he expressed that he is very unhappy with Adam as he felt that he was not doing his job at all. Adam tried to explain to Roy and his manager about what happened and also reassured Roy that he will take his suggestions of improving on the system and was apologetic about the issue. He told Roy's manager that he will bring Roy to see his mentor after the session as his mentor is back in the office after being on leave for the past week.

Roy was still very unhappy with Adam and continued telling Adam off in front of his manager.

**Questions:**

- (i) On an HR practitioner point of view, what should Adam do to resolve the issue?
- (ii) Roy is very unhappy with Adam and holds it against him even though all has been done and followed up. What should Adam as HR do to resolve this and should Jean, as Adam's manager do something?

12M

CO4

L4

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**M.B.A (IV Semester) Regular/Supplementary Examinations  
17MB32-INTERNATIONAL FINANCIAL MANAGEMENT  
(MBA)**

Time : 3 hours

Max. Marks : 60

Answer one question from each unit.

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Distinguish between the current account and Capital Account in Balance of Payment.	6M	CO1	L2
(b)	Explain the Various method of international business.	6M	CO1	L2
<b>(OR)</b>				
2(a)	Describe the Key factors that Differentiate international Financial Management with Domestic Financial Management.	6M	CO1	L2
(b)	Explain the measures that restore the BOP dis-equilibrium in to the equilibrium.	6M	CO1	L2
3(a)	Enumerate the major participants in Foreign Exchange market.	6M	CO2	L1
(b)	Explain the Factors influencing the Exchange rates.	6M	CO2	L2
<b>(OR)</b>				
4(a)	State about the Euro Currency Market and Euro Bond Market in detail.	6M	CO2	L1
(b)	Discuss how Covered Arbitrage is more preferable than the uncovered Arbitrage with Example.	6M	CO2	L2
5(a)	Describe the international Arbitrage with example.	6M	CO3	L2
(b)	Explain the Purchasing power parity, both absolute and relative versions.	6M	CO3	L2
<b>(OR)</b>				
6(a)	Describe the International Fisher Effect.	6M	CO3	L2
(b)	Discuss the implications of interest rate parity on exchange rate determination.	6M	CO3	L2
7(a)	Describe the Mechanism of parallel loans.	6M	CO4	L2
(b)	Explain the benefits Derived from FDI to the host and the home countries.	6M	CO4	L2
<b>(OR)</b>				
8(a)	Describe the international Capital Structure.	6M	CO5	L2
(b)	Describe the Various payment Methods of International Trade.	6M	CO5	L2
9.	<p><b>Case Study (Compulsory)</b> Current Spot exchange rate €0.80/\$ and the three month forward exchange rate is €0.7813/\$. Three months interest rate in the United States is 5.6%. whereas in France 5.4%. Assume you can borrow \$1,000,000 or €800,000.</p> <p><b>Required :</b> (i) Analyze how to realize a certain profit via covered interest arbitrage, assuming that you want to realize profit in terms of U.S Dollars. Also determine the size of your Arbitrage. (ii) Assume that you want to realize profit in terms of Euros. Show the covered Arbitrage process and Determine the Arbitrage profit in Euros.</p>	12M	CO2	L3

H.T.No

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**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING  
(AUTONOMOUS)**

L.B. Reddy Nagar:: Mylavaram – 521 230 :: Krishna Dist.:: A.P.

M.B.A (IV Semester) Regular/Supplementary Examinations

**17MB31-BUSINES ETHICS AND CORPORATE GOVERNANCE  
(MBA)**

Time : 3 hours

Max. Marks : 60

Answer one question from each unit.

All questions carry equal marks

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Q.No	Questions	Marks	CO	BL
1(a)	Discuss the theories of Business Ethics.	6M	CO1	L1
(b)	Outline the Process of Ethical Decision Making.	6M	CO1	L2
<b>(OR)</b>				
2(a)	Discuss the concept of Ethics in Work place.	6M	CO1	L1
(b)	Elaborate the Pros and cons of Utilitarianism theory of Ethics.	6M	CO1	L2
3(a)	Examine Who should be responsible for following Ethics in Business.	6M	CO2	L3
(b)	Identify the Development of Indian Capital Markets.	6M	CO2	L3
<b>(OR)</b>				
4(a)	Why does an ethic matter in Business?	6M	CO2	L1
(b)	What is the Responsibility of an Individual when found an Organisation is Unethical?	6M	CO2	L1
5(a)	How important is Finance Ethics in Business? Explain.	6M	CO3	L1
(b)	Analyze the ethical responsibility in maintaining product safety.	6M	CO3	L4
<b>(OR)</b>				
6(a)	What is socially responsible Advertising?	6M	CO3	L1
(b)	List out the Measures against Bank Frauds.	6M	CO3	L1
7(a)	Define Corporate Governance. Discuss in detail the landmarks of emergence of Corporate Governance in India with a Flow Chart.	6M	CO4	L1
(b)	Discuss how the Sarbanes Oxley Act 2002, helped to attain the objective to meaningfully reduce the occurrences of fraud and failures in corporate reporting.	6M	CO4	L2
<b>(OR)</b>				
8(a)	What are the duties and responsibilities of Auditors?	6M	CO5	L1
(b)	Determine the role of Government in ensuring corporate Governance.	6M	CO5	L2

**17MB31-BUSINES ETHICS AND CORPORATE GOVERNANCE**

<p>9.</p>	<p><b>Case study (Compulsory question)</b></p> <p><b>XYZ Ltd. – DIVERGENCE BETWEEN PRECEPTS AND PRACTICES</b></p> <p>XYZ Ltd. is a global, pharma and bio-technology company that has grown up by leveraging two powerful trends- globalization and bio-technology. It is a listed pharma company in India. Various acquisitions have strengthened XYZ Ltd.’s position in the high-potential markets of the UK, Germany etc. Although the company says in its Code of Ethics that it will follow ethical practices, yet the following unethical practices are attributed to the company:</p> <p>Non-compliance of US Food and Drug Administration (FDA) regulations in its manufacturing facility; Victimization of employees by dismissing more than 70 medical representatives because of declining sales and unachievable sales targets. Low wages as well as poor working conditions prevailed in the organization. Unfair trade and marketing practices were indulged by the management.</p> <p>Companies like XYZ Ltd. reveal the divergence that exists between precept and practices. Unethical companies tend to use ‘Code of ethics’ as a mask to show a humane face to the outside world.</p> <p><b>Questions:</b></p> <p>(i) Discuss the business philosophy of XYZ Ltd.          (ii) Enlist the unethical practices done by XYZ Ltd.          (iii) Imagine that XYZ Ltd., was issued a notice by the Indian regulator for a change of the present CEO in order to revive the company from unethical practices. Imagine that you are the new CEO. What strategies would you implement to bring back the rapport of the company</p>	<p>12M</p>	<p>CO2</p>	<p>L4</p>
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