



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

L.B. Reddy Nagar :: Mylavaram-521 230 :: Krishna Dist. :: A.P  
Approved by AICTE, New Delhi. Affiliated to JNTUK, Kakinada

**MBA (II Semester) (R20) Regular Examinations, September / October - 2021**

**TIME TABLE**

**Time : 10.00AM to 01.00PM**

**A.Y. 2020-21**

Date	Course code & name
27-09-2021 (Monday)	20MB07 - Financial Management
29-09-2021 (Wednesday)	20MB08 - Human Resources Management
01-10-2021 (Friday)	20MB09 - Marketing Management
04-10-2021 (Monday)	20MB10 - Operations Management
06-10-2021 (Wednesday)	20MB11 - Business Research Methods
08-10-2021 (Friday)	20MB82- Cross Cultural Management

Note: Any omissions or clashes in the time table may please be informed to the Controller of Examinations immediately.

**Date: 17-09-2021**

  
**CONTROLLER OF EXAMINATIONS**

  
**PRINCIPAL**

Copy to:

1. Vice-Principal, Deans & HoD
2. Transport in-charge & Librarian
3. All Notice Boards

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING  
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L.B. Reddy Nagar :: Mylavaram – 521 230 :: Krishna Dist.: A.P.

M.B.A (II Semester) Regular Examinations

**20MB07-FINANCIAL MANAGEMENT**

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)	Describe the meaning, definitions and characteristics/ nature of financial management.	5M	CO1	L2																		
(b)	Conclude the agency relations and costs involved in the financial management.	5M	CO1	L1																		
(OR)																						
2(a)	Demonstrate the meaning and concept of time value of money.	5M	CO1	L2																		
(b)	Who are the beneficiaries of funding activities of the organization?	5M	CO1	L1																		
(OR)																						
3(a)	Define capitalization. How to estimate the capital requirement?	5M	CO2	L1																		
(b)	Calculate operating leverage, financial leverage and combined leverage from the following information: Install capacity 1,000 units. Operating capacity 800 units Selling price per unit Rs.10 Variable cost per unit Rs.7	5M	CO2	L3																		
<table><tr><th>Situation</th><th>Fixed cost (Rs.)</th><th>Interest (Rs.)</th></tr><tr><td>A</td><td>Rs.800</td><td>Rs.800</td></tr><tr><td>B</td><td>Rs.1,200</td><td>Rs.600</td></tr><tr><td>C</td><td>Rs.1,500</td><td>Rs.450</td></tr></table>					Situation	Fixed cost (Rs.)	Interest (Rs.)	A	Rs.800	Rs.800	B	Rs.1,200	Rs.600	C	Rs.1,500	Rs.450						
Situation	Fixed cost (Rs.)				Interest (Rs.)																	
A	Rs.800				Rs.800																	
B	Rs.1,200				Rs.600																	
C	Rs.1,500	Rs.450																				
(OR)																						
4(a)	Define leverage. Discuss different types of leverages.	5M	CO2	L2																		
(b)	A company has the following structure. 10% Preference Share Capital Rs.2,00,000 Equity share capital Rs.2,00,000 8% Debentures Rs.1,50,000 The present EBIT is Rs.1,00,000 Calculate financial leverage assuming that company is in 50% tax bracket.	5M	CO2	L3																		
(OR)																						
5(a)	Describe the meaning of capital budgeting and State the process of capital budgeting.	5M	CO3	L2																		
(b)	There are two projects X and Y. Each project requires an investment of Rs.20,000. You are required to Rank these two projects according to pay-back period method from the following information: Net Profits Before Depreciation and After Tax (NPBDAT) for Two projects were given below:	5M	CO3	L3																		
<table><tr><th>Years</th><th>Project-X (Rs.)</th><th>Project-Y (Rs.)</th></tr><tr><td>1</td><td>1,000</td><td>2,000</td></tr><tr><td>2</td><td>2,000</td><td>4,000</td></tr><tr><td>3</td><td>4,000</td><td>6,000</td></tr><tr><td>4</td><td>5,000</td><td>8,000</td></tr><tr><td>5</td><td>8,000</td><td>Nil</td></tr></table>					Years	Project-X (Rs.)	Project-Y (Rs.)	1	1,000	2,000	2	2,000	4,000	3	4,000	6,000	4	5,000	8,000	5	8,000	Nil
Years	Project-X (Rs.)				Project-Y (Rs.)																	
1	1,000				2,000																	
2	2,000				4,000																	
3	4,000				6,000																	
4	5,000	8,000																				
5	8,000	Nil																				
(OR)																						



## 20MB07-FINANCIAL MANAGEMENT

6(a)	Describe the meaning of "Net present value" method? List out the advantages and disadvantages of Net present value method.	5M	CO3	L2																														
(b)	A company issued 10,000 debentures at Rs.100 each estimated floatation cost 5% on issue value. Tax rate is 50%. Calculate cost of debt when the rate of interest is 8%. (i) If issued at par (ii) If issued at 10% discount (iii) If issued at 20% premium.	5M	CO3	L3																														
7(a)	What do you know about dividend? Describe different types of dividend.	5M	CO4	L2																														
(b)	A company earns Rs.10 per share at an internal rate of 15%. The firms' policy of paying 40% earnings as dividends if the required rate of return 10%. Determine the price of share under Gordon model and Walter model.	5M	CO4	L3																														
<b>(OR)</b>																																		
8(a)	State the meaning, needs and valuation of Rights issue.	5M	CO4	L1																														
(b)	XYZ Ltd has a share capital of 60,000 equity shares of Rs.100 each with market prices of Rs.160 per share. To raise the addition fund of Rs.1,20,000 and offers to the existing share holders the right to apply of new share at Rs.130 for every 5 shares. Calculate the value of a Right Issue.	5M	CO4	L3																														
9(a)	Describe the importance of current assets management in working capital Planning.	5M	CO5	L2																														
(b)	Write the meaning and objectives of cash management.	5M	CO5	L1																														
<b>(OR)</b>																																		
10(a)	Demonstrate the factors influencing the size of receivables.	5M	CO5	L2																														
(b)	Extend the meaning of EOQ. State the assumptions of Economic Order Quantity.	5M	CO5	L1																														
11.	<b>Case study</b> (Compulsory question) A company is expecting to have Rs.32,000 cash in hand on 1-4-2005 and it request you to prepare cash budget for 3 months i.e; April to June 2005. The following information is supplied to you. <table border="1" style="width: 100%; margin-top: 10px;"> <thead> <tr> <th>Months</th><th>Sales</th><th>Purchases</th><th>Wages</th><th>Expenses</th></tr> </thead> <tbody> <tr> <td>Feb</td><td>70,000</td><td>44,000</td><td>6,000</td><td>5,000</td></tr> <tr> <td>Mar</td><td>80,000</td><td>56,000</td><td>9,000</td><td>6,000</td></tr> <tr> <td>April</td><td>96,000</td><td>60,000</td><td>9,000</td><td>7,000</td></tr> <tr> <td>May</td><td>1,00,000</td><td>68,000</td><td>11,000</td><td>9,000</td></tr> <tr> <td>June</td><td>1,20,000</td><td>62,000</td><td>14,000</td><td>9,000</td></tr> </tbody> </table> Other information: (i) 2months credit is allowed by suppliers. (ii) 25% of sales if for cash and 1 month credit is allowed to customers. (iii) Delay in the payment of expenses and wages for one month. Income tax of re.28,000 paid in June 2005.	Months	Sales	Purchases	Wages	Expenses	Feb	70,000	44,000	6,000	5,000	Mar	80,000	56,000	9,000	6,000	April	96,000	60,000	9,000	7,000	May	1,00,000	68,000	11,000	9,000	June	1,20,000	62,000	14,000	9,000	10M	CO5	L4
Months	Sales	Purchases	Wages	Expenses																														
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M.B.A (II Semester) Regular Examinations

**20MB08-HUMAN RESOURCES MANAGEMENT**

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 influencing the future, impacts and changes of HRM in 21st Century. Give examples.	5M	CO1	L2
(b)	Outline the factors affecting Human Resource Planning.	5M	CO1	L1
<b>(OR)</b>				
2(a)	Describe the managerial and operative functions of Human resource Management.	5M	CO2	L2
(b)	Discuss the impact of culture and technology on Human Resource Practices.	5M	CO1	L2
3(a)	Illustrate various methods of collecting job analysis information.	5M	CO3	L1
(b)	Show sources of recruitment will you recommend for the appointment of the management personnel? Why?	5M	CO2	L2
<b>(OR)</b>				
4(a)	What is meant by task significance according to the Hackman Oldham job enrichment model?	5M	CO4	L1
(b)	What are the characteristics of Job enlargement and Job enrichment?	5M	CO3	L2
5(a)	Write a detailed note on the different stages in the career and list out the different strategies followed by any five Indian companies.	5M	CO4	L2
(b)	Illustrate training and development. How do we evaluate effectiveness of training programs?	5M	CO4	L2
<b>(OR)</b>				
6(a)	Point out the differences between ON-THE JOB and OFF-THE job training methods.	5M	CO5	L2
(b)	Discuss the steps involved in training and development.	5M	CO4	L2
7(a)	Illustrate the problems in performance appraisal. What can managers do to handle those problems?	5M	CO5	L2
(b)	What is meant by compensation? What are the basic objectives and principles of wages and salary administration?	5M	CO4	L2
<b>(OR)</b>				
8(a)	Describe the various methods of wage payment in detail.	5M	CO4	L2
(b)	Highlight the various legal provisions for industrial safety and employee's health in industries.	5M	CO5	L1
9(a)	Write the objectives of employee discipline and also explain the types of employee discipline in HRM.	5M	CO4	L1
(b)	State the punishments imposed on employee for his misconduct in the organization.	5M	CO5	L1
<b>(OR)</b>				
10(a)	Define grievance. Identify and analyze the various causes of grievances in Indian industries.	5M	CO5	L1



**20MB08-HUMAN RESOURCES MANAGEMENT**

(b)	"Collective bargaining is an effective tool for grievance redressal" -Discuss, Also explain the process of collective bargaining.	5M	CO5	L2
11.	<p><b>Case study</b> (Compulsory)</p> <p>A leading elevator Company had concerns that its old paper-based performance appraisal system was too slow and cumbersome. There were also concerns about whether the raters could be assured of the confidentiality to their rating. Because of these problems, the company wanted a better system for appraising and developing the performance of its engineering managers. Specially, the company was interested 10 enhancing these managers' project management and project team leadership skills. The engineering managers needed substantial improvement in their skills, and the company wanted a performance appraisal system that would provide feedback from the managers' subordinates, peers and customers as well as their direct superiors. Given these concerns, it is not surprising that the Elevator company decided to develop a 360-degree feedback system. The innovative aspect of the company's approach to the 360-degree system is that the company decided to base the system on the internet and intranet. An independent contractor, E-Group, developed the _ system and handles the collation and analysis of the feedback information. E-group chose a 75-item survey called LEAPS, which measures seven dimensions of leadership, for the 360-degree instrument. The instrument was loaded on a website so that all raters can pull up the information and complete the appraisal in approximately 20 minutes. After completing the appraisal, they simply submit the results via email to E-Group to process. Because the system is encrypted, the company is able to provide greater confidentiality and anonymity for the raters than with the previous paper-and-pencil system. In addition to the LEAPS item, the company included a fairly large set of other items to assess. Manager's technical competency' and their contributions to the business. E-Group was able to provide appraisal profiles for the managers within three days after the last of the evaluators emailed their input for the manager. In addition, the profile of actual ratings for each manager from E-Group also includes an ideal leadership profile developed by the company's executives. By comparing his actual ratings with the ideal profile, managers can identify areas for future development. The Elevator company chose to use the system only for developmental purposes, although recently it began to consider other purposes for the system.</p> <p><b>Questions:</b></p> <p>(i) How was the 360-degree appraisal better than the traditional appraisal system in the Elevator company?</p> <p>(ii) What problems do you think that the Elevator company experienced once the 360-degree system was successfully implemented on the Internet?</p>	10M	CO5	L5

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M.B.A. (II Semester) Regular Examinations

**20MB09-MARKETING MANAGEMENT**

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)	Describe the Concepts of marketing management.	5M	CO1	L1
(b)	What are the Differences between selling and marketing?	5M	CO1	L2
<b>(OR)</b>				
2(a)	Define marketing & discuss the importance of marketing management.	5M	CO1	L1
(b)	Illustrate the Characteristics of Indian marketing environment.	5M	CO1	L2
3(a)	Define Market Segmentation. How do you segment a market? Elaborate with examples.	5M	CO2	L2
(b)	Demonstrate the steps in product poisoning.	5M	CO2	L2
<b>(OR)</b>				
4(a)	Define Target marketing and explain the steps in target marketing.	5M	CO2	L2
(b)	Illustrate the Factors of influencing Consumer buying process.	5M	CO2	L2
5(a)	Describe new product development process with relative examples.	5M	CO3	L2
(b)	Discuss various Product levels by taking an example of mobile phone.	5M	CO3	L2
<b>(OR)</b>				
6(a)	Examine the Factors that are influencing product pricing decision.	5M	CO3	L2
(b)	Illustrate various new product pricing strategies.	5M	CO3	L2
7(a)	Explain the Elements of Integrated Marketing Communication.	5M	CO4	L2
(b)	List out the Advantages of sales promotion to middlemen, salesmen and customer.	5M	CO4	L2
<b>(OR)</b>				
8(a)	Examine deferent Sales force compensation methods with their merits and demerits.	5M	CO4	L2
(b)	Describe the Processes of personal selling.	5M	CO4	L2
9(a)	Discuss the factors governing the choice of distribution channels.	5M	CO5	L2
(b)	Who are the deferent Types of intermediaries in channels of distribution?	5M	CO5	L2
<b>(OR)</b>				

## 20MB09-MARKETING MANAGEMENT

10(a)	Describe elements of Services marketing mix.	5M	CO5	L1
(b)	Compare the characteristics between global marketing and domestic marketing.	5M	CO5	L2
11.	<p><b>Case study</b> (Compulsory question)</p> <p style="text-align: center;"><b>OTIS INDIA</b></p> <p>The elevator market in India is around Rs. 450 cores. Otis India has a market share of around 70%, Bharat Bijile, ECE, Mitsubishi, Hyundai are competitive brands Otis has a network, of about, 70 centres. The company launched a chip driven elevator model Otis – 300`F priced between Rs. 18 lakh and 28 lakhs. Hotels form an important segment in this category as lifts are important to consumers. The microprocessor model takes an optimal combination of destinations ensuring a quick landing at respective destination (specific floor). The product is also likely to save energy costs significantly. Otis 300 F has to target new buildings as old buildings will not have the infrastructure to take on the new model. Otis has also models for a huge replacement market which may be integrated in new lifts. It may be noted that grill type of lifts have been banned and this market may be integrated in a ‘no- grill’ lift at the lower end of the product line.</p> <p><b>Questions:</b></p> <p>(i) What are the segments that you identify for Otis 300F art of the technology lifts?</p> <p>(ii) What should be your target marketing strategies in the above identified segments?</p> <p>(iii) What would be your marketing strategies for further models in the replacement markets?</p> <p>(iv) What channels, would you prefer for Otis 300F and replacement market?</p>	10M	CO3	L5

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H.T.No.

4 OCT 2021

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M.B.A (II Semester) Regular Examinations

**20MB10-OPERATIONS MANEAGEMENT**

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)	Summarize the scope, characteristics of production and operations management?	5M	CO1	L1
(b)	What are the different types of production methods? Interpret in detail.	5M	CO1	L1
<b>(OR)</b>				
2(a)	Discuss the interface between operation function and other functional areas.	5M	CO1	L2
(b)	Analyze about some of the challenges going to be faced operations management in the future.	5M	CO1	L2
3(a)	Discuss the need for plant location what are the steps involved in selecting a location.	5M	CO2	L1
(b)	What is Value Analysis? Explain the steps involved in Value Analysis.	5M	CO2	L1
<b>(OR)</b>				
4(a)	Bring out the stages in the development of a new product. Outline each stage in brief.	5M	CO2	L1
(b)	How do the location problems for a manufacturing industry, a government hospital, a fire station, and a school differ from one another?	5M	CO2	L2
5(a)	What is the criteria on the basis of which you assess the different forecasting methods?	5M	CO3	L1
(b)	Discuss the fundamental differences between long term and short term capacity decisions.	5M	CO3	L1
<b>(OR)</b>				
6(a)	List out the drawbacks of 'service level' concepts in maintaining Buffer Stocks of inventory?	5M	CO3	L2
(b)	Installing MRP system tends to bring in an integration of the materials management. Discuss the statement.	5M	CO3	L2
7(a)	'Productivity improvement is not a one-shot project' Do you agree with this statement? Discuss.	5M	CO4	L2
(b)	Describe about the method study and its objectives. Write the steps involved.	5M	CO4	L2
<b>(OR)</b>				
8(a)	Interpret the relationship between method study and time study.	5M	CO4	L2



## 20MB10-OPERATIONS MANEAGEMENT

(b)	A good work study should be followed by good supervision, for getting good results. Elaborate on this statement.	5M	CO4	L2
9(a)	Would a six-sigma implementation involve significant financial investment? Discuss.	5M	CO5	L1
(b)	Why is an ISO 9000 certification important to a firm? What are the advantages to the firm? Explain.	5M	CO5	L2
<b>(OR)</b>				
10(a)	List out the limitations of statistical quality control? Explain.	5M	CO5	L1
(b)	What is the difference, if any, between quality assurance and quality control as they are generally understood?	5M	CO5	L2
11.	<b>Case Study (Compulsory)</b> The GM (Works) has problems with manufacturing budgets, meeting cost reduction targets, and dealing with new products manufacturing schedules. When an in depth interview (non-directive type) was conducted between the GM (Works) and the Chairman of the Company, the GM (Works) explained that many things are happening in the Company about which he is ignorant, particularly the preparation, new product integration, etc. He agrees to the view that the Company is interested in high-growth and high-profit, but he has never been given an opportunity to review his own scheme of things and explain to the top management. The production culture of the company has never been assessed whereas the stringent rules are being directed by the finance and personnel departments. And sometimes, show cause notices are being served to supervisors and senior employees. The Company is introducing new products without assessing the capability of the manufacturing system and the resources. (i) Under the above situation, if you are asked to work as a consultant to show the perspectives to the Board of Management, what action plans would you suggest? (ii) Does Business Process Re-engineering (BPR) help in situations like these.	10M	CO5	L5

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M.B.A (II Semester) Regular Examinations

**20MB11-BUSINESS RESEARCH METHODS**

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)	Demonstrate the business research with its significance.	5M	CO1	L2																																																			
(b)	How do you say about Interview method in business research?	5M	CO1	L1																																																			
(OR)																																																							
2(a)	Out-line the role of technology used in business research.	5M	CO1	L2																																																			
(b)	Describe the ethics in business research in Indian context.	5M	CO1	L2																																																			
3(a)	Distinguish between primary and secondary data.	5M	CO2	L2																																																			
(b)	What are the major differences between pure research and Applied research?	5M	CO2	L1																																																			
(OR)																																																							
4(a)	Describe the sampling procedure.	5M	CO2	L2																																																			
(b)	Define pilot study and explain its advantages.	5M	CO2	L2																																																			
5(a)	Discuss the criteria for good measurement.	5M	CO3	L2																																																			
(b)	Explain the reasons of preferring the questionnaire method in business research .	5M	CO3	L2																																																			
(OR)																																																							
6(a)	List-out the different scales in research point of view.	5M	CO3	L1																																																			
(b)	Explain the reliability and validity with their importance in business research.	5M	CO3	L2																																																			
7.	Define hypothesis and highlight the characteristics of hypothesis in research.	10M	CO4	L2																																																			
(OR)																																																							
8(a)	List-out the differences between parametric and non-parametric methods in business research point of view.	5M	CO4	L1																																																			
(b)	Discuss significance of the t-test in business research.	5M	CO4	L2																																																			
9(a)	How do you prepare the 'lay-out of your research report?.Discuss.	5M	CO5	L2																																																			
(b)	Describe the pre-cautions of the research report.	5M	CO5	L2																																																			
(OR)																																																							
10(a)	Enumerate the various steps involved in writing a research report.	5M	CO5	L1																																																			
(b)	Explain the report writing with its significance in research.	5M	CO5	L2																																																			
11.	<p><b>Case study</b> (Compulsory question)</p> <p>An experiment is conducted to judge the effect of brand name on quality perception. 16 subjects are recruited for the purpose and are asked to taste and compare two samples of product on a set of scale items judged to be ordinal. The following data ate obtained:</p> <table><tr><td>Pair</td><td>Brand A</td><td>Brand B</td></tr><tr><td>01</td><td>73</td><td>51</td></tr><tr><td>02</td><td>43</td><td>41</td></tr><tr><td>03</td><td>47</td><td>43</td></tr><tr><td>04</td><td>53</td><td>41</td></tr><tr><td>05</td><td>58</td><td>47</td></tr><tr><td>06</td><td>47</td><td>32</td></tr><tr><td>07</td><td>52</td><td>24</td></tr><tr><td>08</td><td>58</td><td>58</td></tr><tr><td>09</td><td>38</td><td>43</td></tr><tr><td>10</td><td>61</td><td>53</td></tr><tr><td>11</td><td>56</td><td>52</td></tr><tr><td>12</td><td>56</td><td>57</td></tr><tr><td>13</td><td>34</td><td>44</td></tr><tr><td>14</td><td>55</td><td>57</td></tr><tr><td>15</td><td>65</td><td>40</td></tr><tr><td>16</td><td>75</td><td>68</td></tr></table> <p>Test the hypothesis 'there would be significance difference between two brands products relating to taste', at (table value:25) 5% level, with reasons, using Wilcoxon matched-pairs test.</p>	Pair	Brand A	Brand B	01	73	51	02	43	41	03	47	43	04	53	41	05	58	47	06	47	32	07	52	24	08	58	58	09	38	43	10	61	53	11	56	52	12	56	57	13	34	44	14	55	57	15	65	40	16	75	68	10M	CO3	L3
Pair	Brand A	Brand B																																																					
01	73	51																																																					
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8 OCT 2021

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M.B.A (II Semester) Regular Examinations

**20MB82-CROSS CULTURAL MANAGEMENT**

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)	Illustrate the meaning of cross-culture management. What are its characteristics and objectives?	5M	CO1	L2
(b)	Discuss the role of culture in domestic business scenario.	5M	CO1	L2
<b>(OR)</b>				
2(a)	What are the various determinants of culture. Explain?	5M	CO1	L2
(b)	List out different cultural norms and values, and how do they differ around the world?	5M	CO1	L1
3(a)	Differentiate organizational culture and organizational climate.	5M	CO2	L1
(b)	Discuss the relationship between culture and styles of management.	5M	CO2	L2
<b>(OR)</b>				
4.	Elaborate the hofstede's model of Cultural dimensions.	10M	CO2	L2
5(a)	Discuss the classification of organization culture with suitable examples.	5M	CO3	L2
(b)	Explain the effect of national culture on strategy formulation.	5M	CO3	L2
<b>(OR)</b>				
6(a)	What are the challenges of culture in marketing activities?	5M	CO3	L2
(b)	Define cultural diversity. Explain its impact on organizations.	5M	CO3	L2
7(a)	Discuss the factors influencing communication process in an organization.	5M	CO4	L2
(b)	How religions influence corporate culture? How a manager overcomes these types of situations when he deals with employees of different religions?	5M	CO4	L2
<b>(OR)</b>				
8(a)	Discuss the issues and challenges of negotiation process.	5M	CO4	L1
(b)	How cross cultural communication can be developed to lead successful business?	5M	CO4	L2
9(a)	List out the factors influencing while working with international teams? How the adverse factors can overcome?	5M	CO5	L2



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(b)	Cultural differences lead to conflicts in organizations. Justify.	5M	CO5	L2
<b>(OR)</b>				
10(a)	Discuss the role of culture in team building.	5M	CO5	L2
(b)	Discuss the concept of intercultural relationships in global scenario.	5M	CO5	L2
11.	<p><b>Case study</b> (Compulsory question)</p> <p>On August 12, 1992, Canada, Mexico and the U.S announced an agreement in principle, to the North American free trade agreement. Under the plan, all tariffs between the three countries would be eliminated within the next 10 to 15 years, with most being cut in five years.</p> <p>Martin is the CEO of a New York based textile company Martins textiles. All production employees are union members and the company has never had a labour dispute.</p> <p>Over the past 20 years, the company has experienced tough competition, both from overseas and at home. The strength of the dollar on the foreign exchange market enabled Asian producers to enter the US market with very low prices. Since then, although the dollar has weakened against many major currencies, the Asian producers have not raised their prices in response to the falling dollar. In a low skilled, labour intensive business such as cloth manufacturing, costs are driven by wage rates and labour productivity. Most of Martin's competitors in the north-eastern U.S responded to the intense cost competition by moving production south, where labour costs for textile workers were less than \$ 2 per hour. In contrast, wage rates are \$ 12.50 per hour at Martins New York plant.</p> <p>Now Martin's mind was spinning. How could something that throws good honest people out of work be good for the country? The politicians said it would be good for trade, good for economic growth, and good for the three countries. On the other hand Martin has always felt that the success of his trade was partly due to the family atmosphere, which encourages worker loyalty, productivity and attention to quality, an atmosphere that has been built up over four generations.</p> <p><b>Questions :</b></p> <p>(i) What are the socio economic costs and benefits to Martin's textiles of shifting production to the south?</p> <p>(ii) What seems to be the most ethical action?</p>	10M	CO5	L5

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