Question Bank for
Semester III Examination
Short Questions
1. Define Strategic Management.
2. Define Mission.
3. Write short notes on BCG Matrix.
4. Define Balance Score card.
5. Write down the merits of portfolio Analysis.
6. Mention the reasons for globalization.
7. What are the demerits of SBU?
8. Define Strategic Business Unit.
9. Write short notes on Expansion through Cooperation
10. Define Retrenchment.
11. What is strategic Decision Making?
13. What is Market Entry Strategy?
14. Mention the fundamentals of six sigma approach for continuous improvement.
15. Define Low Cost Strategy?
16. What do you understand by Value Chain Analysis?
17. What are the objectives of external audit?
18. When the companies go for diversification strategy?
19. What are the components of internal environment?
20. Define Concept of synergy.

Long Answer Questions
1. Describe what Strategic Management is and state its process.
2. State the distinction between Policy, Strategy and Tactics.
3. Describe briefly what is meant by Vision, Mission and Goals?
4. What is the meaning and significance of SWOT analysis?
5. Describe the concepts of competitive advantage and core competency.
7. Describe characteristic features of Michael Porter’s industry analysis.
8. Describe the elements of Horizontal and Vertical growth strategies.
9. Describe features of expansion strategies through mergers/acquisitions.
10. Discuss advantages of expansion strategies through joint ventures and collaborations.
11. Discuss the concept and elements of turnaround strategy.
12. Discuss the nature of Portfolio analysis its advantages and disadvantages.
13. Write a note on the BCG matrix.
15. Write a note on Arthur D. Little matrix.
16. Write a lucid note on Differential Strategy.
17. Discuss the nature and features of Focus strategy.
18. Discuss nature of global strategy. State the reasons for globalization.
19. Describe clearly what is International Portfolio Strategy?
20. Discuss need and significance of establishing Strategic evaluation and control.
21. Discuss in detail the meaning and significance of six sigma approach.
22. State how customer value can be enhanced by continuous quality improvement.

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Short Answer Questions

1. Define ‘International Trade’.
2. What is Barter Trade?
3. State the Factor Endowment Theory.
4. What do you mean by ‘Opportunity Cost’?
5. What do you mean by ‘Trade and Tariff Barriers’?
6. Describe role of GATT.
7. State some of the different trading blocs.
8. What do you mean by ‘International Business Environment’?
9. What do you understand by ‘Economic and Social Factors’ in international business?
10. State the different factors affecting international business environment.
11. Describe what Exim policy is.
12. Define ‘EPZ, EOU and SEZ’.
13. Describe briefly what ECGC is.
14. What do you mean by ‘Balance of Trade ’?
15. Define ‘Exchange Rate’.
16. What are the different types of Exchange rates?
17. Define ‘Purchasing Power Parity theory’.
18. Describe briefly what FEMA is.
19. What do you mean by ‘International Economic Organizations’?
20. What do you mean by ‘Balance of Payments’?
21. Describe what is World Bank?
22. State main function of IMF?

Long Answer Questions

1. Define ‘International Trade’. Discuss the need and importance of International Trade.
2. Write a note on the Comparative Cost Theory.
3. Define Modern Theory of International trade. State the different features and assumptions of the theory.

4. State and explain the different types of Trade and Tariff barriers in detail.

5. What do you mean by ‘Trading blocs’? What is their role and function?

6. State and explain the impact of globalization and WTO on world trade?

7. Explain what are International Business Environment and its impact on international businesses.


9. Describe the major trends in foreign trade of India.

10. Explain the role and functions of Export Promotion Councils.

11. Explain contribution of ECGC in promoting exports.

12. Write a note on role and functions of EXIM Bank?


14. Explain what is Exchange rate and how it is determined?


16. Explain role of RBI in exchange rate management.

17. Explain the features of International Monetary / Financial System?

18. Explain the working of World Bank group of institutions.

19. State briefly the various Exchange rate theories.

20. Highlight contribution of IMF in managing international liquidity.
C33: Entrepreneurship Development

Short Questions
1. Who is an Entrepreneur?
2. Define Entrepreneurship.
3. List the characteristics of an entrepreneur.
4. Distinguish between Entrepreneur and a Manager.
5. Who is a drone entrepreneur?
6. What is meant by motive?
7. What is meant by motivation?
8. Name any four external factors that influence motive.
9. What is meant by EDP?
10. What is meant by business opportunities?
11. What are the various sources of business ideas?
12. What are ‘chance factors’?
13. Expand ICICI, IDBI, SIDBI, IFCI
14. Mention the various assistance provided by LIC and UTI for Industrial purpose.
15. What is meant by network analysis?
16. What is franchising?
17. Who is an Innovative entrepreneur?
18. What is SSI?
19. What are the various forms of ownership?
20. What do you mean by creativity and innovation?
21. List the contents of Business Plan.
22. What do you mean by DPR?
23. Draw a format and list the contents of DPR.

Long Questions
1. Explain Entrepreneurship and its relationship with the Economic Development.
2. What are the various factors affecting Growth of Entrepreneurship? Or what are the various Barriers to Entrepreneurship?

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4. What are McClelland’s Experiments?
5. Write a note on Women Entrepreneurs. Give examples.
6. What are the issues and opportunities of entrepreneurship development in India?
7. Write a detailed note on Small-Scale Sector in India.
8. What are the various forms of ownerships prevailing in India with regard to business?
9. Explain the various types of Entrepreneurship.
10. “Entrepreneurship as a Career”. Explain
11. Explain ED Cycle.
12. What are the various socio-psychological factors influencing entrepreneurship development?
13. What is Business Ideas Generation Process?
14. What are the various financial considerations (Cash Flow Management, Financial Plan and Business Plan) to set up an enterprise?
15. What is the role of Chamber of Commerce, Industries Associations and other bodies like, FICCI, CII, TIE and DICCI in Entrepreneurship Development?
16. What are the steps and processes involved in setting up a manufacturing unit and a service unit?
17. Write in short the role of MSME, MITCON, MIDC and MCED.
18. What is the role of Entrepreneurship in Indian industry?
19. What are the schemes available for educated and unemployed for business development?
20. What are fiscal incentives?
21. Write a note on Role of KVIC and Government schemes of financing.

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Marketing Management

Paper 1: RETAIL & SERVICES MARKETING

Short Questions
1. Define Retail Management.
2. Write short note on CRM.
3. What are the elements of Retail Marketing Mix?
4. Define SCM.
5. How can Retailers build customer loyalty?
6. How do retailers’ set retail prices?
7. Write the new trends in retailing.
8. Define global retailing.
10. What types of sales Promotion tools are used in retail Promotions?
11. Define Markdowns.
12. What is Merchandise?
13. List down the Functions performed by Retailer.
15. What are the principles of Direction?
16. What do you understand by services?
17. What are the roles & responsibilities of merchandiser?
18. Define CBB.
19. How to manage the quality of services?
20. Define TQM.

Long Questions
1. What factors that a retailer needs to take into account while choosing a location for a retail store?
2. Explain Store and Non-Store Retailing in detail. Do you think Non-Store retailing will grow faster than Store retailing?
3. Explain any five pricing strategies adopted by retailers. What is markup pricing?
4. Define Retailing. Discuss the drivers of growth of retail in the country.
5. What are retail strategies? Suggest a strategy for a Food and Grocery store for Indian Markets.
7. “Service quality depends to a large extent on people”. Comment.
8. Define Services. State the classification of different types of services.
9. What are the steps in the facilitating process?
10. What are the challenges for Service Managers? Explain with example.
12. Explain the factors attracting Retailers to India.
13. Explain the role of Information Technology in retailing.
14. What do you understand by marketing research? Explain its significance to retailing.

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Short Questions

1. What is Product?
2. Name different categories of the Product.
3. Name the different components of the product.
4. What is product mix?
5. What is product portfolio?
6. What is a generic product?
7. Name the different steps of New Product Development.
8. What is Product Line?
9. What is Product Depth?
10. What is a “Niche Product”?
11. What is product Bundling?
12. Name two differences between products & services.
13. What is BCG Matrix?
14. What is Brand?
15. What is Brand Road Map?
16. What is Logo & what is its significance in Branding?
17. What is Brand Equity?
18. What is Brand Hierarchy?
19. What is Brand Positioning?
20. What is Brand Strategy?
21. What are Strong Brands?

Long Questions

1. Explain Product Life Cycle (PLC) in detail and suggest the Marketing Strategies at each stage of PLC.
2. Enumerate the classification of Products & Goods in detail.
3. Write a detailed note on Packaging.
5. Describe the Product portfolio of any big Indian organization dealing in variety of Products (having different product lines).
6. Explain different Product Levels with suitable diagram & examples.
7. What are the Branding Challenges and Opportunities?
8. What is Brand positioning concept? Explain the significance of positioning in Branding with suitable examples.
10. Discuss the Celebrity Endorsement and its importance in detail.
11. Explain in detail the “Brand Value Chain”.
12. Describe the different methods of Brand Equity Measurement.
13. Explain the concept of “Leveraging Secondary Brand Associations to build the Brand”.
14. Explain the concept of Brand Extension in detail with suitable examples.
15. Write short notes on any two.
   i. Role of channel of distribution in Brand Equity
   ii. Brand Success
   iii. Revitalizing Brands
   iv. Internal Branding
16. Explain in detail the concept of “Brand sense”.
17. Explain the role of Integrated Marketing Communication in building Brand equity
18. Describe in detail “Brand Personality”.
19. What Brand loyalty strategies should a company adopt to stop brand switching behavior of customers?
22. What steps would you take to build the Brand of a wild life tourism resort?

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Financial Management

Paper I: ADVANCED FINANCIAL MANAGEMENT

Short Answer Questions

1. When is said to be capital structure optimum?
2. What is the capital structure of a company?
3. Explain any four factors affecting the dividend policy of the company.
4. How does cost of equity affect the capital structure of the company? Explain with example.
5. Explain the factors affecting the capital budgeting decisions.
6. Explain the term “Trading on equity.”
7. Explain briefly the factors determining the working capital of an organization?
8. What is meant by capital structure?
9. Clarify EBIT-EPS analysis?
10. Which is the most costly capital of a company?
11. Identify the decision taken in financial management which affects the liquidity as well as profitability of a business.
12. What are the factors affecting the dividend decisions?
13. What is financial risk? Why does it arise?
14. Explain the “Earnings before interest and taxes- EBIT.”
15. How capital budgeting decisions are taken?
16. Discuss the role of floatation cost on capital structure.
17. What are financial risks?
18. What is the effect of higher use of debt in the business?
19. Give two components of borrowed funds?
20. What do you understand by the working capital?
21. Explain briefly the importance and scope of capital budgeting?
22. What is leasing? Differentiate between Lease and Hire Purchase.
23. What is Venture Capital?
24. What is Bridge Financing?
25. What are the components on Sensitivity Analysis?
26. What do you understand by Break Even?
27. What is the difference between Merger, Acquisition and Takeover?
28. Write short notes on: IPO, FPO, ASBA
29. What is ‘Private Placement’?
30. What is ‘Carbon Credit’?
31. Write a note on Indian Depository Receipts (IDRs)
32. What are P-notes?
33. What is Securitization?
34. What is Heuristic approach in Cash Management?

**Long Answer Questions**

1. What is capital structure? What factors determine capital structure of firm?
2. What do you understand by value of firm? How it is determined?
3. Discuss impact of taxation on capital structure?
4. Write a detained note on EBIT - EPS analysis.
5. What do you understand by cash management? Describe motives for holding cash.
6. Discuss various strategies for managing surplus funds.
7. Describe briefly various Cash management models.
8. Discuss significance of credit terms and collection policies in effective receivables management.
9. What is leasing? Describe briefly different types of leases.
10. What is hire purchase arrangement? How it differs from leasing.
11. Describe clearly the terms private equity and venture capital.
12. Discuss significance of risk analysis in capital budgeting.
13. Write detailed note on Miller mode for risk analysis.
14. Describe how a project selection decision is made under risk?
15. Describe the various models for valuation of business briefly.
16. What do you understand by mergers and acquisitions? What factors are responsible for mergers and acquisitions?
17. Describe clearly the terms Economic Value Added and Market Value Added and state their significance in valuation of business.
18. What is a public issue of security? Describe the terms IPO and FPO.
19. Discuss the process of book building in detail.
20. Describe the term securitization and explain process of securitization.
21. Write a lucid note on subprime crisis.
22. Describe clearly what are ADRs and GDRs?

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Short Answer Questions

1. Define the concept of ‘Risk’.
2. What is Risk Return trade off.
3. State the concept of Beta.
4. What do you mean by ‘Stock Index’?
5. What is NIFTY?
6. What is market capitalization?
7. What do you mean by ‘Financial Derivatives’?
8. Describe the participants in derivatives market.
9. State some of the different types of derivatives.
10. What do you mean by ‘Futures Contract’?
11. What do you understand by ‘Call and Put options’?
12. What is “Strike price”?
13. What is an “American Option”?
14. When is an option “at the money”?
15. Describe the terms Butterfly, straddle and strangle.
16. State the different types of Futures?
17. Describe what is Foreign Exchange Risk?
18. Define ‘Translation Exposure’.
19. Describe briefly types of foreign exchange exposures.
20. What do you mean by ‘External Risk Management techniques ’?
22. What are the different types of Swaps?
23. Describe ‘Forward rate agreements’.
24. Describe briefly what Interest rate swap is.
Long Answer Questions
1. Define ‘Risk’. Discuss the various types of Risk in investments.
2. Write a note on the significance of Beta.
3. Describe the significance of stock market Index movements.
4. State and explain the difference between Sensex and Nifty in detail.
5. What do you mean by ‘Free Float market capitalization’? How is it calculated?
6. State and explain the history of financial derivatives markets?
7. Explain what differences between Options and Futures contracts are.
8. Explain the need and significance of financial derivatives with examples.
9. Describe the meaning and significance of option pricing calculation
10. Explain the meaning and features of “Butterfly spread”.
11. Describe the trading strategies using futures.
12. Explain foreign exchange risk and exposure.
13. Write a note on types of exposures in foreign exchange?
15. Explain what International Portfolio Diversification is.
16. Explain ‘concept and types of Swaps’ in detail.
17. Explain Credit default swaps.
18. Following information is given about a security - Risk free rate - 8% Beta of security 0.7
19. Expected return on market portfolio = 16% (a) Find out expected return of security (b) If other security has expected return of 24% what must be its beta
20. The current market price of equity shares of Blue Bird Ltd is Rs 70/- per share. After a year the likely price may be Rs 90 or Rs 50. A call option with a strike price of Rs 66 (time 1year) is available. The rate of interest applicable to investor is 10%. A replicating portfolio is to be created in order to maintain pay off of investor on call option of 100 shares. Find out Hedge ratio, Amount of borrowing, fair value of call and cash flow position of investor after a year.
21. Your company has imported machinery from U.K. for which payment is to make after 3 months. The invoice price is 1 lakh Pounds. At present spot rate it is equal to Rs 70 lakhs. It is expected that Pound will appreciate by 10% in three months and to protect the position the company proposes to take suitable steps in the foreign exchange market. The 3 months forward rate is Rs 74.50 per Pound. What can be expected loss and how it can be hedged by forward contract?

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Human Resource Management

Paper I: PERFORMANCE MANAGEMENT & COMPENSATION

Short Answer Questions
1. What is Job Evaluation?
2. State the goals of Job Evaluation.
3. What is Job Analysis?
4. What is Job Description?
5. What is Job Specification?
7. What is MBO?
8. What is Performance Appraisal?
10. What is Balanced Business Scorecard?
11. On what measures BSC is based?
12. Explain Six Sigma in relation with BSC.
13. What is Compensation?
14. What are the objectives of any pay system?
15. What are the theories of PFP?
16. What is the difference between Salary & Wage?
17. What is Pink Slip?
18. Define Attrition & Retrenchment.
19. What is the difference between Retirement & VRS?
20. What are the types of Separation?

Long Answer Questions
1. Write short notes on:-
   (a) Job Design
   (b) Job Enrichment
   (c) Job Enlargement
   (d) Reengineering
2. Explain the modern techniques of Job Design.
3. State the measures of 360 degree performance appraisal.
4. List some features of MBO, 360-Degree Appraisal, Behavioral Observation Scale, and BARS.
5. Write short notes on:-
   (a) Perquisite
   (b) Fringe Benefits
   (c) Incentives
   (d) Pay for Performance
7. Explain the any two:-
   (a) Retirement

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(b) Voluntary Retirement Scheme
(c) Deputation
(d) Pink Slip

8. What is Career Tree? What are Employee’s and Employer’s Role in Career Tree Management?
9. What is Career Mapping & why it is done?
10. Explain the terms Career Counseling & Succession Planning.

11. Explain the concept of Competency Mapping.
12. State different types of remuneration paid.

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Human Resource Management

Paper II: TRAINING & DEVELOPMENT PRACTICES

Short Questions:
1. Define Training.
2. What is significance of Training?
3. Mention the Benefits of Training.
4. Explain Objective of Training.
5. Mention the various Training Needs.
6. Explain “TOT”.
7. What do you mean by a Training Calendar?
8. What can be the various areas of Training?
9. What is On the Job Training?
10. What is Off the Job Training?
11. Explain Case study as a method of Training.
12. What is Cross cultural Training.
13. Explain importance of MDP.
14. What is MDP
15. Explain various Training Aids.
16. What is Feedback
17. Explain Training Feedback and its importance.
18. Explain facilities for training.
19. What are the various issues in HRD?
20. Explain IT and ITES wrt Training.
22. What is the Strategy for HRD?

Long Questions:

1. Explain various models and techniques of Manpower Planning in relation to Technological advancement.
2. How can Rural Development are achieved through HRD.
3. Elaborate ‘Human Resources are the most important resources of an organization’.
4. What is Training? Discuss various methods of training with relevant examples.
5. State the significance of training and its types.
6. How training programmes can be beneficial to an organization.
7. Describe the nature, scope and objective of training program.
8. What is meant by Training Need Analysis? Explain the suitable environment and areas of Training.
9. Explain various approaches to Training.
10. Explain the need of training. What is the effect of training on Manpower?
11. Explain in Detail: IT, ITES and HRD
12. “We tend to make various types of errors while judging others.” Discuss the statement with reference to training need.
13. Explain the objectives of training. State the methods of training design.
14. Explain the term ‘TOT’. Why it is needed?
15. Explain the Approaches of training. State the various training methodology adopted by an organization.
16. What are the various Goals and Challenges to HRD? What do you mean by “Cross Cultural Training”? Explain the specific areas where it is required.
17. Write a note on:-
   a. On-the-job training
   b. Off-the-Job training
   c. Role Play
   d. Brain Storming
18. What are the skills that are required to be an effective trainer? Give reasons about each skill and explain how it helps.
19. Explain the skills of an effective trainer.
20. Write short notes on:-
   b. Communication skills
   c. Creativity
   d. Knowledge
22. How the measurement of the effectiveness of Training is made? What are the types of evaluation techniques used?
23. Why feedback from trainees’ is important? What do you understand by Evaluation of trainers?
25. Explain the input-output ratio analysis for judging the effectiveness of training
   a. Program.
26. Explain the concept of cost training. Do you think that cost incurred for training would yield results in terms of effectiveness to the employees?
27. What do you mean by HRD audit and cost incur in training?
28. What is the role of Government agencies in HRD?
29. What is Management Development Programmes? Explain the importance of MDP and their usefulness.
30. Explain the concept of MDP. What are the methods and techniques of MDP?
31. Explain the training modules in Indian organizations and Global organization.
32. Write notes on:-
   (a) Evaluation of training modules
   (b) Group discussion method
   (c) In Basket training
   (d) Management Games

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