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# Eighth Semester Five Year MBA (Integrated) Degree Examination, NOVEMBER 2023.

**DDCM 801: CROSS CULTURAL MANAGEMENT** 

Time: 3 Hours Max. Marks: 60

## SECTION - A

Answer any five questions. Each question carries 3 marks.

- 1. Enumerate any six cross cultural issues confronted by the managers in a MNC.
- 2. What is Patronage? Give examples.
- 3. Enumerate the steps in the planning for change.
- 4. What problems are involved in the family companies?
- 5. What are common strategies planning problems?
- 6. What do you mean by 'Cross Cultural Management'?
- 7. Explain about 'Family Companies'.
- 8. Write a short note on : (a) Informal systems (b) Management.

 $(5 \times 3 = 15 \text{ Marks})$ 

### SECTION - B

Answer any five questions. Each question carries 5 mark.

- 9. Compare between the culture of a nation and an organization.
- 10. Differentiate between formal and informal management system? Give examples.

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- 11. Compare glibalization and localization with the focus on Cross Cultural management? Give examples.
- 12. Explain the environment of the Anglo model.
- 13. Detail the formal strategy planning process in a company reeling under cross cultural issues.
- 14. Discuss on the impact of Bureaucracy in cross cultural management.
- 15. Enumerate and explain the critical factors influencing decision making.
- 16. Write a short note on: Dispute resolution and negotiations.

 $(5 \times 5 = 25 \text{ Marks})$ 

### SECTION - C

Answer any two questions. Each question carries 10 marks.

- 17. Highlight the dispute resolution and negotiation process in a cross cultural management scenario.
- 18. Compare and contrast the cross cultural issues faced by family run business, companies embracing the Anglo model and Chinese model? Illustrate.
- 19. Discuss, using suitable examples, on the issues faced by home grown successful company trying to transform itself into a MNC? Suggest the strategies for smooth transition.



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# Eighth Semester Five Year M.B.A. (Integrated) Degree Examination, November 2023

## DDCM 802 — MANAGEMENT OF INTER-PERSONAL EFFECTIVENESS

Time: 3 Hours Max. Marks: 60

### PART - A

Answer any five questions. Each question carries 3 marks.

- 1. State the reasons for difference in Perception? Give examples.
- 2. List various barriers of communication. Why they emerge?
- 3. What is the nature of assertive training imparted in a corporate house?
- 4. What is "Contamination" in TA? Give examples.
- Detail the check list for counselors.
- 6. Write a short note on Impression Management.
- 7. What do you mean by Kinesics?
- 8. List down and briefly explain on different Ego stales.

 $(5 \times 3 = 15 \text{ Marks})$ 

# PART - B

Answer any five questions. Each question carries 5 marks.

- 9. Discuss "Self-presentation motives and Strategies" using examples.
- 10. Describe the qualities and profile of a bad speaker. How it can be addressed to make them good?

- 11. What is "assertive writing"? What are the steps to prepare oneself for assertive business writing?
- 12. Write detailed note on TA Games. Provide suitable examples.
- 13. Highlight various training avenue available for training counselors.
- 14. Narrate on check list for counselors.
- 15. Write short notes on:
  - (a) Self knowledge and
  - (b) Self awareness.
- 16. Discuss about Assertion and Aggression with example(s).

 $(5 \times 5 = 25 \text{ Marks})$ 

PART - C

Answer any two questions. Each question carries 10 marks.

- 17. Illustrate how the personality development helps in managing interpersonal effectiveness in an oragnisation.
- 18. Discuss, using examples, how TA empowering strategies of individuals ensure an assertive organisation in the globalised business environment?
- 19. Explain the strategies involved in imbibing the oral, written and non-verbal communication in an employee of the organisation? Illustrate.

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# Eighth Semester Five Year M.B.A. (Integrated) Degree Examination, November 2023

Elective : Finance

# 8F2 - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time: 3 Hours Max. Marks: 60

### PART - A

Answer any five questions. Each question carries 3 marks.

Explain the following terms

- 1. Binomial options Pricing model.
- 2. Technical analysis.
- 3. Monetary policy
- Black Scholes option model.
- 5. Optimum portfolio.
- 6. CAPM.
- 7. Fixed income securities.
- 8. Mechanics of investing.

 $(5 \times 3 = 15 \text{ Marks})$ 



### PART - B

Answer any five questions. Each question carries 5 marks.

- 9. As an investment advisor what factors would you suggest while deciding the investment portfolio of a client? Explain briefly.
- 10. Explain the mean-variance approach to estimation of return and risk of a security.
- 11. What do you understand about the Trading System of Stock Exchanges? Explain the various features of the National Exchange for Automated Trading (NEAT) system.
- 12. Elucidate, how is company analysis undertaken in fundamental analysis.
- 13. Explain Random Walk Hypothesis. What are the various levels of market efficiency?
- 14. What are the advantages of adopting the CAPM model in portfolio management?
- 15. Write shop notes on the following: (a) Systematic vs. Unsystematic risk (b) Japanese candlesticks (c) CML (d) Portfolio revision strategies.
- 16. Define Markowitz diversification model. Explain the statistical methods used by Markowitz to obtain the risk reducing benefit.

 $(5 \times 5 = 25 \text{ Marks})$ 

(%)

### PART - C

Answer any two questions. Each question carries 10 marks.

17. The returns on the equity stocks of TCS limited and the market portfolios over a 12-year period are given below:

/ear	Return on TCS Ltd. (%)	Return on Market portfolio
1	15	12
2	<b>-</b> *6	1
3	18	14
4	30	24



Year	Return on TCS Ltd. (%	Return on Market	portfolio (%)
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16
30
-3
24
15
22
12

Calculate beta of TCS stock.

18. The following are the historic returns for the Chelle Computer Company:

Year	Chelle Computer	General
1	37	15
2	9	13
3	-11	14
4	8	-9
5	11	12
6	4	9

Based on this information, compute the following:

(a) The correlation coefficient between Chelle Computer and the General Index.

Index

- (b) The standard deviation for the company and the index.
- (c) The beta for the Chelle Computer Company.
- What are the tools of Technical Analysis? Discuss about the various reversal and continuation price patterns found in Technical Analysis.





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# Eighth Semester Five Year M.B.A. (Integrated) Degree Examination, November 2023

**Elective: Human Resource Management** 

8H2 — PERFORMANCE MANAGEMENT

Time: 3 Hours Max. Marks: 60

### PART - A

Answer any five questions. Each question carries 3 marks.

Write short notes on the following.

- 1. Performance Management.
- 2. MBO.
- 3. Merit Rating.
- 4. Gain Sharing.
- Graded Pay Structures.
- 6. 360° Feedback.
- 7. Skill Based Pay.
- 8. Sales force Incentive Schemes.

 $(5 \times 3 = 15 \text{ Marks})$ 



### PART - B

Answer any five questions. Each question carries 5 marks.

- 9. Discuss the features of an effective organization, in detail.
- 10. Explain about performance management cycle.
- 11. Write short notes on:
  - (a) Team Rewards and
  - (b) PRP.
- 12. Differentiate the single and double loop learning in performance management.
- 13. Discuss about Learning Organization.
- 14. Mention the benefits of performance management as a continuous and interlinked process.
- 15. Outline about the Competence Related Pay.
- 16. Write a detailed note on the various approaches to Performance Management Training.

 $(5 \times 5 = 25 \text{ Marks})$ 

### PART - C

Answer any two questions. Each question carries 10 marks.

- 17. Explain the role of Job Evaluation in Performance Management.
- 18. Discuss the major principles of Performance Management. Write a short note on Deming's Model.
- 19. Enumerate the role of Performance Measurement in Organization Excellence through setting proper performance standards.