(Pages : 3)

M – 7322

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time/Travel and Tourism) Degree Examination, March 2022

MGTL 05 : TRENDS IN SUPPLY CHAIN MANAGEMENT

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** the questions. Each question carries **4** marks.

1. Define Demand. Brief the concept of Demand Planning.

2. What is the role of E-Commerce in Supply Chain Management?

3. "Air Transportation Mode is the best mode for Supply Chain Management" - state your opinion this statement.

4. What is meant by Sustainable Supply Chains?

5. Discuss about the concept of Cloud Computing in Supply Chain Service.

(5 × 4 = 20 Marks)

PART – B

Write in detail on any **three** questions. Each question carries **10** marks.

6. Explain the concept of Globalization in view with Supply Chain Management.

7. How the technology is influenced in Supply Chain Management? Explain it briefly.

P.T.O.

8. Discuss about the crimes to be happen in Global Supply Chain.

9. Explain the concept of Cross Border Logistics in Supply Chain Management.

10. Explain IaaS and PaaS in Supply Chain Digitalization.

(3 × 10 = 30 Marks)

PART – C

Compulsory.

11. Case study :

DARDEN'S GLOBAL SUPPLY CHAINS CASE:

Darden Restaurants subject of the Global Company, the owner of the popular brands such as Olive Garden and LongHorn, Steakhouse, requires unique supply chains to serve 300 million meals annually. Darden's strategy in operations excellence and Senior VP Jim law is to ensure competitive advantage via Darden's Supply chain. For a firm with purchases exceeding $1.8 billion, managing the supply chains is a complex and challenging task.

Darden, like other casual dining restaurants, has unique supply chains that reflect its menu options. Darden's supply chains are rather shallow, often having just one tier of suppliers. But it has four distinct supply chains.

First, "Smallware" is a restaurant industry term for items such as linens, dishes, tableware and kitchenware, and silverware. These are purchased, with Darden taking title as they received at the Darden Direct Distribution (DDD) warehouse in Orlando, Florida. From this single warehouse, smallware items are shipped via common carrier to Olive Garden, Rahama Breeze, and Season 52 restaurants.

Second, frozen dry and canned food products are handled economically by Darden's 11 distribution centers in North America, which are managed by major U.S. Food Distributors such as MBM, Maines, and Sygma. This is Darden's Second Supply line.

Third, the fresh food supply chain where the products life is measured in days, includes dairy products, produce, and meat. This supply chain in B2B, where the restaurant managers directly place orders with a preselected group of independent suppliers.

M – 7322

Fourth, Darden worldwide seafood supply chain is the final link. Here Darden has developed independent suppliers of salmon, shrimp, tilapia, scallops, and other fresh fish that are source inspected by Darden's overseas representatives to ensure quality. These fresh products are flown to the U.S. and shipped to 16 distributors, with 22 locations, for quick delivery to the restaurants. With suppliers in 35 countries, Darden must be on the cutting edge when it comes to collaboration, partnering, communication, and food safety.

It does this with heavy travel schedules for purchasing and quality control personnel, native speaking employee's onsite, and aggressive communication. Communication is a critical element: Darden tries to develop as much forecasting transparency as possible.

Questions :

(a) What are the advantages of each of Darden's four supply chains?

(b) What are the complications of having four supply chains?

(c) Where would you expect ownership / title to change in each of Darden's four supply chains?

(d) How do Darden's four supply chains compare with those of other firms, such as Dell or an automobile manufacturer? Why do the differences exist, and how are they addressed?

(1 × 25 = 25 Marks)

(Pages : 2)

M – 7308

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time/Travel and Tourism) Degree Examination, March 2022

MGTOM 01 : BUSINESS PROCESS REENGINEERING

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions. Each question carries **4** marks.

1. Discuss capability maturity model Integration.

2. Explain the incremental approach to BPR.

3. What are the barriers to BPR?

4. Discuss the enablers of BPR.

5. Explain briefly the role of artificial intelligence in modern business.

(5 × 4 = 20 Marks)

PART – B

Answer **any three** questions. Each question carries **10** marks.

6. Explicate the need and benefits of BPR. What are the golden principles?

7. 'Dabbawalas of Mumbai represent a typical case of BPR'. Comment on the statement and substantiate your views.

P.T.O.

8. Write a note on creasing the ideal process, and also testing and implementing the new process.

9. Describe the role of IT in BPR. How IT influences the design of Agile, Lean and collaborative manufacturing system?

10. Narrate the BPR implementation in brief and also the tools that support BPR.

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. Elaborate the various BPR methodologies. Which among these methodologies would you suggest in the Indian context with reference to any typical industry of your choice?

(1 × 25 = 25 Marks)

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2

M – 7308

(Pages : 2)

M – 7300

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time / Travel & Tourism) Degree Examination, March 2022

MGTF03 : STRATEGIC FINANCIAL MANAGEMENT

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** the questions. **Each** question carries **4** marks.

1. State various constrains in strategic financial management.

2. With the help of examples differentiate joint venture and franchises.

3. Enumerate the benefits of corporate take overs.

4. Discuss some risk management tools.

5. Explain various innovative sources of finance.

(5 × 4 = 20 Marks)

PART – B

Write in detail on any **three** questions. **Each** question carries **10** marks.

6. Write a short note on financial management decision. How it will contribute for sustainable growth?

7. Explain various disinvestment strategies.

P.T.O.

8. Discuss different types of take overs with suitable examples.

9. Evaluate derivatives instrument in hedging risk.

10. Briefly explain asset based financing.

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. "Finance is the life blood of the business". Evaluate the statement and discuss some of the international sources in corporate financing.

(1 × 25 = 25 Marks)

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M – 7300

Library.
20 April 2022
1.30 p.m to 4.30pm

(Pages : 3)

M – 7294

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time/Travel and Tourism)
Degree Examination, March 2022

MGTMO 2 : INTEGRATED MARKETING COMMUNICATION

(2020 scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

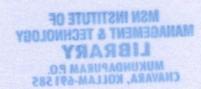Answer **all** the questions. **Each** question carries **4** marks.

1. "Marketing communication is all about information sharing." Explain the above statement to highlight the beneficial approach between the marketer and the prospect giving suitable examples.

2. Describe the role and types of advertising agencies.

3. Evaluate the effect of sales promotion on brand equity.

4. Analyse the importance of publicity and also describe methods of publicity.

5. Compare above the line and below the line communication.

(5 × 4 = 20 Marks)

PART – B

Write in detail on any **three** questions. **Each** question carries **10** marks.

6. Explain the steps involved in the marketing communication process.

7. Discuss the importance and scope of advertising.

P.T.O.

8. What are the various methods of Sales Promotion? Explain the same by quoting suitable examples.

9. What is direct marketing? Why there is an increase in use of direct marketing by the marketers? In which sectors direct marketing can be effectively used?

10. Critically evaluate the importance and role of integrated marketing communication. Also explain the reasons for the growth of IMC.

(3 × 10 = 30 Marks)

PART – C

Compulsory

Case study

11. Emirates started with two leased aircraft in 1985 and have never looked back since then. The airline company currently operates 265 aircraft to over 155 destinations. Emirates' Integrated Marketing Communication Approach include:-

    (a) Traditional Media:- Emirates' commercials and print advertisements in significant media highlight the airline's new products, flying routes, and aircraft.

    (b) Event Sponsorship:- The airline actively sponsors a bunch of sports events like soccer, horse racing, and tennis. In addition to that, it has signed a sponsorship deal with large football clubs like Arsenal. Its presence in the Asian Football Confederation has also ensured a high level of visibility across Asia.

    (c) Owned Media:- The company publishes two in-flight magazines to reach its customers. A brilliant in-flight entertainment system allows the airline to publicize its latest offers, partners, and services. Furthermore, the company's official retail website enables customers to purchase branded merchandise.

    (d) Millennial Appeal:- The airline is adopting a sustainable environmental strategy to protect natural resources and reduce air pollution. Being a step ahead and ensuring that their fleet is up-to-date with the latest, most fuel-efficient aircraft. Emirates uses a variety of marketing communication tools in an integrated way to deliver a unified message:

2

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(e) The high quality of its services:-Emirates portrays the lofted quality of its airline services as an underlying theme for all its marketing activities.

Emirates' Integrated Marketing Communication Channels include: Television commercials, Print advertisements,Sponsorships, Charitable foundations, In-plane advertisements, Internet marketing and Trade Promotions.

The above communication tools have helped Emirates to appeal to a large number of travelers all over the world, and create a positive vibe all-around.

(i) Discuss the marketing communication strategy adopted by Emirates.

(ii) The marketing communication mix that a company adopts depends on various factors. What major factors would Emirates have considered while designing its marketing communication mix?

(1 × 25 = 25 Marks)

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Library
8/4/22
2·00 to 5·00pm

(Pages : 3)

M – 7296

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time/Travel and Tourism) Degree Examination, March 2022

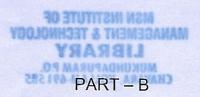### MGTM 04 SERVICES MARKETING

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** the questions. Each question carries **4** marks.

1. Write the importance of service marketing triangle.

2. "In services, perceptions are everything". Do you agree with this statement?

3. Describe service life cycle management.

4. "The place where the service delivery and encounter takes place is like a shop floor or a factory." Comment.

5. Do you think that the argument of some theorist that "the traditional Ps are not enough for tourism marketing is valid"? Give suitable examples to prove your point.

(5 × 4 = 20 Marks)

P.T.O.

PART – B

Write in detail on **any three** questions. Each question carries 10 marks.

6. Describe the service marketing mix. Explain it with suitable examples. Also make a comparison of goods vs services.

7. How do we measure service quality? What is the role of SERVQUAL in it?

8. Why should service firms use intermediaries? Explain the role and types of intermediaries involved in the distribution of services.

9. Why do customers switch service providers? Can you do anything as a marketer to prevent the customers from switching?

10. Discuss the marketing implications of intangibility, inseparability, heterogeneity and perishability as applicable to tourism service. Give suggestions for overcoming these implications.

(3 × 10 = 30 Marks)

PART – C

Compulsory

Case study

11. (a) A 5-star hotel group has successfully positioned itself as the business travellers' preferred chain. The group plans to initiate a sales promotion scheme to achieve the following objectives to enhance weekend occupancies.

- To induce trial purchase by competition users.
- To reinforce perception of the hotel as an exclusive product that admirably fulfills all hospitality needs of high profile executives travelling on work, even their emotional needs.

(i) Suggest a sales promotion scheme for fulfilling the above objectives.

(ii) Which communication medium would you suggest to communicate information about the sales promotion offer and why?

M – 7296

(b) What is the impact of a service guarantee on the perceived risk customers experience in purchasing services? Examine the following service guarantees offered by different companies and give your comments whether these are good guarantees or not?

(i) An Airlines "We guarantee that passengers will be on time for their connecting flight, unless the delay results from problem with the weather or air traffic control".

(ii) A Hotel "100% satisfaction guarantee : We guarantee high quality accommodation, friendly and efficient service, and clean comfortable surroundings. If you are not completely satisfied, we don't expect you to pay'.

(1 × 25 = 25 Marks)

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(Pages 2)

M – 7295

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time/Travel & Tourism) Degree Examination, March 2022

MGTM 03 : PRODUCT AND BRAND MANAGEMENT

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer all questions. **Each** carries **4** marks.

1. State the concept of a Product.

2. What do you mean by Positioning?

3. Write a note on the diffusion of Innovations.

4. Define Brand Personality.

5. Mention about the Brand Portfolio.

(5 × 4 = 20 Marks)

PART – B

Answer any **three** questions. **Each** carries **10** marks.

6. Explain the challenges of Product Management.

7. Discuss the impact of global forces on product mix.

8. Narrate in detail about the New product development process.

P.T.O.

9. What are common branding strategies?

10. Define brand equity. Discuss strategies for building brand equity.

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. Discuss the branding strategy to be adopted by Indian Ayurvedic and Natural FMCG Marketers to build trust and image over MNC.

(1 × 25 = 25 Marks)

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2

M – 7295

(Pages : 2)

M – 7299

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time/Travel and Tourism) Degree Examination, March 2022

MGTFO2 PROJECT FINANCE

(2020 SCHEME)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** the questions. **Each** question carries **4** marks.

1. What are Development Banks?

2. What is Technical Appraisal?

3. What do you mean by Financial Leverage?

4. What is Forfaiting?

5. What is Loan Syndication?

(5 × 4 = 20 Marks)

PART – B

Write in detail on any **three** questions. **Each** question carries **10** marks.

6. What are the steps involved in the preparation of a project report?

7. What are the recommendations of Marathe Committee in financing working capital financing mix?

P.T.O.

8. What is Term Loan? What are the different types of term loans?

9. What do you mean by factoring? Explain the different types of factorings.

10. Briefly explain International CAPM.

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. What is Capital Budgeting? Briefly explain different capital budgeting techniques.

(1 × 25 = 25 Marks)

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M – 7299

(Pages : 2)   **M – 7306**

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time/ Travel and Tourism) Degree Examination, March 2022

MGTH 04 : PERFORMANCE MANAGEMENT

(2020 Scheme)

Time : 3 Hours   Max. Marks : 75

PART – A

Answer **all** questions. **Each** question carries **4** marks.

1. State the purpose of Performance Management.

2. Mention the concept of Constructive Feedback.

3. How can we enhance the performance at team level?

4. Narrate the realities of Ethics in Performance Management.

5. How automation can prove the execution aspects of Performance Management?

(5 × 4 = 20 Marks)

PART – B

Answer any **three** questions. **Each** question carries **10** marks.

6. Describe in detail the process of Performance Appraisal.

7. Elaborate the characteristics of healthy organizations.

P.T.O.

8. "Team performance in the basis of individual performance." Check the validity of this opinion.

9. Discuss the role of Line Managers in Performance Management.

10. Elucidate the part played by automation in the planning and designing of Performance Management.

<div align="right">(3 × 10 = 30 Marks)</div>

<div align="center">PART – C</div>

Compulsory question, the question carries **25** marks.

11. You are appointed as the Head of HRD in a manufacturing organization which deals with spare parts of automobiles all over the country. The company management is not satisfied with the present overall performance of the organization. The employees are well experienced and qualified as per the profession. But, still they are not up to mark and needs immediate attention. As a remedy, the management called an urgent meeting with the Heads of Departments to resolve this issue.

Questions.

(a) How will you handle this situation?

(b) What type of Performance Management system will you suggest for overcoming the present problem?

<div align="right">(1 × 25 = 25 Marks)</div>

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Library
1/4/22
2:00 p.m to 5:00 pm

(Pages : 3)

M – 7305

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time / Travel & Tourism) Degree Examination, March 2022

MGTH 03 : ORGANISATIONAL CHANGE AND DEVELOPMENT

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

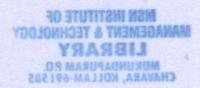Answer **all** the questions. **Each** question carries **4** marks.

1. Distinguished planned and unplanned changes.

2. Identify the reasons for employees resisting to change.

3. Discuss the impact of implications of digital disruption in HR.

4. State the goals of OD.

5. Explain Job enrichment and its merits.

(5 × 4 = 20 Marks)

PART – B

Write in detail on any **three** questions. Each question carries **10** marks.

6. Elucidate the different types of changes with examples.

7. Compare and contrast Lary Greiners Six Phase Change Model with Kotters Eight Stage Change Model.

P.T.O.

8. Explain the organisational implication of technological change in hiring employees and in performance appraisal.

9. Briefly explain the models of OD.

10. "Sensitivity training enables the participants to acquire enhanced sensitivity to their own behaviour, the actions of others and the nature of group formation." Check the validity of the statement.

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. Prakesh is the project manager of a group of engineers at Toto Engineering Services Ltd. His dilemma is what to do about Smitha, a relatively new and extremely capable engineer. TES Ltd. was founded for the purpose of providing engineering services. A group of engineering and support personnel with valuable knowledge and experience was assembled. All engineers and technicians were male.

The company acquired another small firm which included six male and one female engineer. The reorganised company had one vice-president (Prakesh was promoted as VP in the merged company) and two project managers, Santhosh from TES and Raman from the acquired firm. These employees from the acquired firm had to be absorbed into the two project team.

Santhosh coming from the acquiring company naturally wanted the very best engineers to be in his team. Among the engineers coming from the acquired company Smitha was technically more capable. She had excellent recommendations from her pervious manger. Santhosh felt that Smitha was the best choice. Thought she was the only women in the project, she seemed to get along well with the other engineers. Her manager had only good reports from the customers as well as from her associates. All her evaluations were outstanding. Santhosh therefore asked for Smitha to be put into his team. The other members came from TES Ltd.

2

M – 7305

The TES team until now had only males. The boys spent a great deal of their day in each other's office working together on a proposal for customer or developing the best engineering approach to a problem. They were a close-knit group very loyal to the company. They sometimes engaged in sexy jokes or used languages that might be considered crude by the general population, but they confined it to their own inner circle of fellow engineers. There is no harm intended, and it is all in the spirit of fun.

Smitha felt that very often the men acted inappropriately in her presence. She didn't appreciate the joke telling and she felt that some of her fellow engineers made comments that were degrading to women. Smitha kept her feelings to herself, thinking that she had to avoid making waves in order to get alone in a male dominated profession. Smitha was disappointed in herself for compromising her strongly held beliefs about appropriate behaviour at the workplace. She vowed to herself that she would never again let a single questionable act or remark go unchallenged.

The engineers working in Santhosh's group welcomed Smitha warmly. They knew from talking with her former colleague that Smitha was a good engineer. Smitha jumped into her new job with enthusiasm and high spirits until she saw the picture of skimply dressed girls on the desk of one of the engineers. She immediately marched into Prakesh's office and complained about these pictures. Prakesh saw it that the pictures were promptly removed. Three days later, Smitha overheard a group of engineers joking around in their customary crude manner, and she reposted to Prakesh that she was offended. Before Prakesh could address this complaint, Smitha was back in her office. This time she was extremely upset with the comments from her project manager Santhosh who told her "you did a great job getting those photos Baby. I never have such luck. It must be because you are female. You can just show a little leg and get what you want" Prakesh had to address this problem.

Questions:

(a) Analyse the issue discussed in the study.

(b) If you were Prakesh how would you address this serious problem?

(c) Do you feel that comments like the one made by Santhosh is justified?

(d) Suggest measures to create a better work atmosphere.

(1 × 25 = 25 Marks)

Library
2.00p.m to 5.00pm
25/March/22

(Pages : 2)

M – 7303

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time / Travel & Tourism) Degree Examination, March 2022

MGTH01 : TRAINING AND DEVELOPMENT

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** the questions. **Each** question carries **4** marks.

1. State the basic concepts of Cognitive Learning.

2. Mention the scope of TNA.

3. List out the factors affecting Training Design.

4. Write a short note on Pre-training Evaluation.

5. Distinguish between Knowledge and Skill.

(5 × 4 = 20 Marks)

PART – B

Answer any **three** questions. **Each** question carries **10** marks.

6. Narrate the evolution of Training.

7. Examine the influence of technology on Training and Learning.

P.T.O.

8. "Training Audit and Training Research are the key elements of a successful Training Programme." Check the validity of this statement.

9. Critically evaluate the strategies for effective Training Transfer.

10. Explain the various components required for MDPs.

(3 × 10 = 30 Marks)

PART – C

Compulsory question, the question carries **25** marks

11. You are asked to prepare a training proposal for the marketing executives of an online shopping app. The company is concentrating on South India. How will you manage this situation? Give reasons for your response.

(1 × 25 = 25 Marks)

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(Pages : 3)

M – 7298

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time/Travel & Tourism) Degree Examination, March 2022

MGTF 01 – SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

(2020 SCHEME)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** the questions. **Each** question carries **4** marks.

1. Write note on index futures

2. What is depository? Mention its functions

3. Explain the difference between fundamental and technical analysis.

4. Write note on formula plan.

5. Enumerate the trading procedure on stock exchange.

(5 × 4 = 20 Marks)

SECTION – B

Write in detail on any **three** questions. Each question carries **10** marks.

6. Explain futures and options in detail. Mention the key difference between futures and options.

7. Describe systematic and unsystematic risk with suitable examples.

P.T.O.

8. Stock X and Y have the following probability distributions of expected future returns:

Probability	X	Y
0.15	-10%	-20%
0.20	2	0
0.30	10	20
0.20	20	25
0.15	30	40

(a) Calculate the expected rate of return for both stocks.

(b) Calculate the standard deviation for both stocks.

(c) Which stock is risky and why?

9. The returns of security of Wipro and Security of Infosys for the past six years are given below:

Year	Security of Wipro Return %	Secuirty of Infosys Return %
2003	9	10
2004	5	-6
2005	3	12
2006	12	9
2007	16	15

Calculate the risk and return of portfolio consisting both where the proportion of funds invested in security of Wipro is 80%.

10. Brief bonds and its types. Explain its features and limitations.

(3 × 10 = 30 Marks)

M – 7298

11. (a) Write note on Industry analysis. Enumerate the forecasting methods and techniques of industry analysis.

(b) Mr. Arun provides you the following information. You are required to calculate the optimum portfolio in choosing among the following securities and assuming the risk free-return is 8% and variance in the market index is 12%.

Security	Expected	Beta	Security's unsystematic risk
SBI	20	1.0	40
RBL	18	2.5	35
ITC	12	1.5	30
IDBI	16	1.0	35
ICICI	14	0.8	25
MRPL	10	1.2	15
CNBC	17	1.6	30
NDTV	15	2.0	35

(1 × 25 = 25 Marks)

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M – 7298

(Pages : 2)

M – 7292

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time/Travel and Tourism) Degree Examination, March 2022

MGT 533 INFORMATION SYSTEMS AND CYBER SECURITY

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions. **Each** question carries **4** marks.

1. Narrate the different components of MIS

2. What do you mean by KBES?

3. What do you mean by Client-Server Database Architecture in DBMS?

4. Briefly explain the prototype approach

5. What is the difference between hackers and cybercriminals?

(5 × 4 = 20 Marks)

PART – B

Write in detail on any **three** questions. Each question carries **10** marks.

6. What are the vulnerabilities in cyber security?

7. What is DSS and GDSS and how they are different?

8. Distinguish between Cloud Computing and Big Data Analytics

P.T.O.

9. What are the emerging trends in Information Technology?

10. What is malicious software? What are the different types of malicious software?

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. What is MIS? Explain its meaning, components and objectives.

(1 × 25 = 25 Marks)

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M – 7292

Library
17/3/22
1.30 p.m to 4.30 pm

(Pages : 3)

M – 7291

Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time / Travel & Tourism) Degree Examination, March 2022

MGT 532 : DATA ANALYTICS

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions. **Each** question carries **4** marks.

Write short notes on the following

1. Data Cleaning
2. Online Data Storage
3. Operational Analytics
4. Business Intelligence
5. Prescriptive Analytics

(5 × 4 = 20 Marks)

PART – B

Write in detail on any **three** questions. Each question carries **10** marks

6. Discuss the importance of information systems and information processing in modern day business management with example(s).

7. "Big Data refers to the large sets of data collected, while Cloud Computing refers to the mechanism that remotely takes this data in and performs any operations specified on that data". Discuss this statement and explain the roles and relationship between Big Data and Cloud Computing.

P.T.O.

8. Write Short note on: (a) Customer Analytics, (b) Data search algorithms in search engines, and (c) Compliance Analytics

9. "New and emerging computing technologies have taken artificial intelligence (AI) and machine learning (ML) from potential game changers to genuine powerhouses of innovation. While there's certainly a lot of hype to wade through before getting to its true capabilities, putting AI and ML into practical use for Knowledge Management (KM) purposes promises to transform organizational efficiency and competitiveness ". Substantiate this statement.

10. Write detailed notes on : (a) R-Programming, and (b) Descriptive Analytics and (c) Diagnostic Analytics

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. Since 2018, the cost of global cybercrime is estimated to have reached over $1 trillion, according to a study by McAfee and the Centre for Strategic and International Studies (CSIS), which is an increase of more than 50% in two years. An INTERPOL report projects that this trend is getting significantly worse as cybercriminals exploit the fear and uncertainty caused by the unstable social and economic situation created by COVID- 19. Few major points to remember : 92% of target organisations reported Negative effects and 56% of organisations do not have a plan to prevent cyber incidents, and of those that do, only 32% believe it is effective.

INSPIRIENT'S SOLUTION for fraud detection enables their customers to detect fraudulent behavior before any financial harm is done. The bank is-notified about suspicious processes within minutes and can then prevent unauthorized transactions. Inspirient learns during the interaction with the bank's fraud experts, so the amount of false positives detected is gradually decreasing. This protects customers from financial and reputational damages and lowers operative risk in the long run. The major benefits include:

(i) Inspirient's engine automatically scans high volumes of financial data for suspicious account behavior and notifies the risk team in time to act,

(ii) By connecting multiple data sources, including monetary transactions and account logs, Inspirient's engine was able to detect anomalous correlations,

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(iii) Through a hybrid approach of rules, unsupervised machine learning, and anomaly detection, the engine is able to detect previously unknown fraud behaviour and

(iv) The engine employs a feedback loop to learn from the risk team to lower the rate of false alarms over time.

For one of the Top 10 international banks, Inspirient's Automated Analytics Engine helped them identify a network of cybercriminals before any incident had occurred by detecting anomalous account behaviour. The *Inspirient Automated Analytics Engine* automatically scans the financial data through its high-speed comprehensive anomaly scan. Within minutes, the system is able to detect known and unknown fraudulent patterns, also custom patterns can be added. To this end, suspicious account behavior is immediately identified and the risk unit of the bank notified in time so unauthorized transactions can be prevented before they occur. Further, the expert knowledge of analysts is fed back into the system through a feedback loop, combining human instinct and experience with machine speed. This enables a constant improvement of the system, as it gets more and more accurate everyday through the feedback it receives.

Major insights derived by Inspirient are: (i) Financial data automatically scanned within minutes to detect rule-based exceptions and statistical anomalies, (ii) Suspicious account behavior and transactions detected and classified by priority, and (iii) Functional team immediately alerted on detection of a critical issue in time to block transaction.

The case above describes how Inspirient's Automated Analytics Engine for financial fraud detection and prevention safeguards digitalization of financial services by protecting financial institutions and their customers from fraud. This lowers insurance cost connected to fraud of banks and strengthens the trust of their clients. In addition, it allows banks to fully leverage digitization and deliver value to their customers through strengthened protection mechanisms.

Questions:

(a) Appraise this case in general in the backdrop of Fraud Analytics using Big Data.

(b) List down and explain the features of Inspirient Automated Analytics Engine.

(c) Discuss the challenges faced by fraud analysts in banking sector.

(1 × 25 = 25 Marks)

(Pages : 3)

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Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time/Travel and Tourism) Degree Examination, March 2022

MGT 531 : INNOVATION MANAGEMENT AND ENTREPRENEURSHIP

(2020 Scheme)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions. **Each** question carries **4** marks.

Write short notes on the following:

1. Entrepreneur Vs Intrapreneur.

2. International entrepreneurship opportunities

3. Women Entrepreneurship

4. Innovation Matrix

5. Architectural and Modular Innovations.

(5 × 4 = 20 Marks)

PART – B

Write in detail on any **three** questions. **Each** question carries **10** marks.

6. Explain the major entrepreneurial traits and culture.

7. Write short notes on (a) New Ventures and Venture Capital and, (b) Funding new projects.

P.T.O.

8. Discuss the various subsidies, incentives and grants to promote Entrepreneurships in India.

9. Describe the major phases in Innovation process with examples.

10. Write short notes on (a) Innovation Projects, (b) Social Innovation, and, (c) DOI Theory.

$$(3 \times 10 = 30 \text{ Marks})$$

PART – C

Compulsory.

11. Gone are the times when women followed the crowd or were scared to go farther than them. Today, women are unstoppable, with having left strong footprints in every industry from culinary arts to theatre and from marketing to science and technology. They have long battled all the problems of women entrepreneurs to be where they are today..

A similar rising trend is also observed in entrepreneurship as women-owned businesses and firms are garnering massive growth and popularity. With names like Sabina Chopra (founder, Yatra.com), Sairee Chahal (Founder, Sheroes), Shradha Sharma (Founder and CEO, YourStory) and Kiran Mazumdar Shaw, currently India's richest self-made woman, a new era has begun for women and how! However, things are far from hunky-dory when it is about a woman, and the same is the case with a woman in business.

Numerous challenges, personal and professional, have held women back and continue to hold them back in business despite them having the necessary aptitude, resilience, dedication, and talent for business. Where women are concerned, they reportedly constitute nearly 14% of the total entrepreneurship in India. We still have a long way to go, yet the growing statistics favouring women's strength in business is a very positive sign. Notably, women dominated the banking sector in the last decade, and women are, in general, seen to be ruling all segments spanning across industries. This shows and highly affects the self-belief, confidence, and aspirations of other women as well. We have great women leaders like Indra Nooyi and Ziya Modi as well and women have been donning the hats of angels and investors of lately. Overall, this creates a very strong network of women who can support each other and play mentors and policymakers to those in need of guidance. A 2015 study by MeKinsey showed that with equal participation of women in the economy, India's GDP could rise by

16-60% by 2025, which translates to an addition of $2.9 trillionth the Indian economy. As per the Sixth Economic Census by the National Sample Survey Organization (NSSO), out of the 58.5 Mn businesses in India, women entrepreneurs manage 8.05 Mn. The projected GDP growth of india for the year 2018-2019 is 7.3%, making India the fastest growing economy in the world. A Forbes report claims a whopping 40% of women want to enter entrepreneurship despite its challenges, as they require flexibility, quick advancement and want to take control of their future and charge what they deserve.

From struggling mom to one of the world's biggest names, J.K. Rowling is a must-watch on our top women entrepreneurs list She was born and raised in England but later moved to Portugal to teach. While on welfare and struggling to support her daughter after a divorce, she started writing the first *Harry Potter* book. Her first book sold for a whopping $4,000 and hit shelves in 1997, kicking off what would soon become a phenomenon. Rowling's creative and intelligent writing had people everywhere with their faces stuck in her books. In one year alone, the billionaire made $54 million from *Harry Potter* sales across the world.

Questions:

(a) List down and discuss the major problems/challenges of Women Entrepreneurs in Business in India.

(b) Explain the scope for innovative women social entrepreneurs.

(c) Discuss the prospects of J.K. Rowling as global successful women entrepreneur.

(1 × 25 = 25 Marks)

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