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Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time) Degree Examination, May 2025

MGTM01 – CONSUMER BEHAVIOUR

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer all questions. Each question carries 4 mark.

1. Discuss the factors that affect Consumer Behaviour.

2. Write a short note on motive arousal.

3. Enumerate the functions of attitude.

4. What are the source of group influence? Explain in brief.

5. Give a brief note on Consumer protection act.

(5 × 4 = 20 Marks)

PART – B

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

6. Describe the models of Consumer behavior.

7. Define Brand Personality. Explain its relationship with that of individual personality.

8. Discuss in detail about the different models of decision making process of a consumer.

P.T.O.

9. Define reference group. Discuss its types and compare the influence of reference group in buying different product categories.

10. Explain in detail about the online consumer behaviour with examples.

(3 × 10 = 30 Marks)

PART – C

Compulsory.

11. Case study/research oriented questions.

Gillette's the dominant market leader in men shaving segment holds a market share of share is 62 percent, with the remainder divided among it private competitor. Gillette would like to achieve a similar position in the men's toiletries with a new line of products called the GILLETTE Series. One Gillette success, Right Guard Deodorant, was market leader in the 1960's. Right Guard was one of the first Aerosols, and it became a family product which was used both by men and women. However, the product has not changed although the deodorant market has become fragmented. As a result, Gillette slipped to third position in deodorant sales. Despite its preeminence in razors and blades, the company has been unable to sustain a leading position across the full range of toiletries Gillette is using its most recent success, the sensor razor, as a springboard for its new toiletries. The company had a line of toiletries in development, and the decision Was made to tie them closely to sensor. The line consists of 14 items The products in the Gillette series were developed over a three year period. All the products have a common fragrance that Gillette calls Cool Wave. They come in silver and blue packages like the Sensor, and the black lines on the packages match the grooved sides of the Sensor Razor handle. The Gillette series faces two major problems:

(a) Convincing consumers that the line is actually better and the higher price justified will be more difficult than with SENSOR. With the razor, Gillette had name recognition as the dominant firm in the industry. In addition, the design differences the sensor was visible, and a consumer can directly enjoy a closer shave. With the toiletries, Gillette does not have a strong position in the consumers' minds, nor are the benefits provided by the products obvious.

(b) Gillette is tying. the new product line to the Sensor but using a different brand name. If consumers do not associate the Gillette Series with the innovativeness and success of Sensor, the new line may just be another brand in an already cluttered market.

Discuss the above case and answer the below questions

(1) What would be the customer reaction to the Gillette idea of attaching the successful brand name with the new set of products?

(2) What type of customers would prefer the products and why?

(3) What strategy would you propose to Gillette to promote the 14 items?

(1 × 25 = 25 Marks)

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Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time/Travel and Tourism/Disaster Management) Degree Examination, May 2025

MGT 533 –- INFORMATION SYSTEMS AND CYBER SECURITY

(FT/TT : 2020 Admission Onwards / Disaster Management (2023 Admission))

Time : 3 Hours

Max. Marks : 75

PART – A

Answer all the questions. Each question carries 4 marks.

Write short notes on the following :

1. MIS

2. Executive Information Systems

3. CBMIS

4. Data Flow Diagram

5. Cyber Terrorism

(5 × 4 = 20 Marks)

PART – B

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

6. (a) Define of the term 'system concept'.

   (b) List down and explain the impact of MIS in management.

P.T.O.

7. Describe the steps in the process of developing a DSS and ESS.

8. Write short notes on :

   (a) DBMS and RDBMS and

   (b) Big Data Analytics and Cloud Computing.

9. Enumerate and discuss about various Systems Development Models.

10. Elaborate on major security issues for cloud computing and mobile digital platform.

(3 × 10 = 30 Marks)

PART – C

Compulsory

11. Cyber-attacks on organisations are now inevitable. Security is no longer about preventing attacks, it's about preparing for them. This means finding them and dealing with them in real time. The longer a cyber-attack goes undetected (on average 154 days), the more damage it does to the business and the more money it will cost for the business to recover. A significant shortfall in skilled security resource is slowing down time to detection of security breaches, as organisations simply do not have the bandwidth to manually trace all alerts across their security fabric. Organisations are therefore adopting SIEM (Security Information and Event Management) solutions to provide a single pane of glass view in real time of all external and internal threats, allowing them to be proactive in stopping the attack before it has time to exploit. Today, customers can choose from a wide range of SIEM software and other security technologies, however, many organisations have realised that software alone will not bring the full level of security required. Continued investment in experienced personnel and detailed operational processes place a heavy burden on finances and time.

Client X have a small IT team, with no dedicated security consultants. With around 'n' systems, which in turn generate thousands of log entries and alerts per day, data is not being transformed into actionable information of potential cyber threats, posing the risk of multiple unidentified attacks infiltrating the network.

Organisations the size of Client X are expected to be targeted with around 1000 cyber-attack attempts within any 24-hour period! Without a dedicated team to focus on this, it is inevitable some threats will be missed, causing both financial and reputational damage.

With so much unmanageable data, Client X can currently only investigate what are perceived as easily recognisable cyber-attacks. This however results in too many false positives and does not allow the IT team to drill-down to find and react to REAL attacks that would have significant business impact.

The lack of visibility means intrusions cannot be analysed without consolidating data from multiple point systems. In a decentralised, non-SIEM environment, Client X are currently having to view and understand the nature of issues and alerts on several systems, in order to confirm an attack. This is a highly ineffective means of determining the root cause of an attack, as well as how to respond. Time to remediation will be dramatically increased, leading to potentially greater financial loss and brand reputational damage in the event of an attack.

Insider threats are a bigger risk to cyber security than external hackers, with 74% of cyber incidents happening from within companies. Employees are inadvertently causing corporate data breaches and leaks daily and are very costly to remediate against. Loss of credentials due to phishing theft, or even

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carelessness invites malware into the system when an employee clicks on a link in a spam email or unknowingly brings an infected device to work. In addition, protection of your IP is at risk in the event of a disgruntled employee or even a leaver wishing to remove data that could potentially provide a competitor important insight into your business.
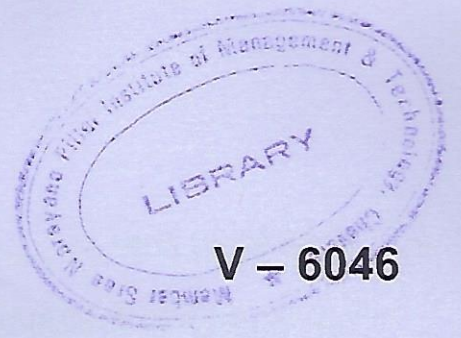
These series of acts resulted Client X, a cyber breach that resulted in significant financial loss....

Questions :

(a) Appraise this case under the backdrop of Cyber Vandalism and Cyber Security and the scope of STEM.

(b) List down and discuss the major challenges faced by Client X here.

(c) Suggest a framework to handle these challenges as Systems Manager.

(1 × 25 = 25 Marks)

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(Pages : 4)

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Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time/Travel and Tourism/Disaster Management) Degree Examination, May 2025

MGT 532 — DATA ANALYTICS

(FT/TT : 2020 Admission Onwards : Disaster Management (2023 Admission))

Time : 3 Hours

Max. Marks : 75

PART – A

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

Write short notes on the following :

1. Structured and Unstructured Data

2. Cloud Computing

3. Compliance Analytics

4. Data Gathering in ML

5. Diagnostic Analytics

(5 × 4 = 20 Marks)

PART – B

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

6. How effective managers use Information Systems? How do IS influence modern business?

7. Comment about the characteristics of online data processing, with special reference to the cloud based services of GOOGLE and AMAZON.

P.T.O.

8. Write Short note on :

   (a) Customer Analytics,

   (b) Operational Analytics, and

   (c) Recommender System.

9. Describe in detail about major Machine Learning Models, with example(s).

10. Write detailed notes on :

    (a) Predictive Analytics, and

    (b) Descriptive Analytics and

    (c) Prescriptive Analytics.

                                                    $(3 \times 10 = 30$ Marks)

                            PART – C

                            Compulsory

11. There are numerous examples where the HR reporting and analytics team have collaborated with the HR function and provided insights that have helped to develop more impactful HR processes and deliver greater outcomes for the business. As with many organisations it is the engagement data with which the majority of HR insight is created. Developing further insight beyond standard survey outputs has meant that Coca-Cola Enterprises (CCE) has begun to increase the level of insights developed through the method, and by using longitudinal data, they have started to track sentiment in the organisation. Tracking sentiment alongside other measures provides leaders with a good indicator for sense checking the power of HR initiatives and general business processes. The question is whether the relationship between engagement and business results is causal or correlative. For CCE this point is important when explaining the implications HR data insights to the rest of the business.

V – 6046

For organisations like CCE natural progression in analytics is towards mature data processes that utilise the predictive value of HR and business data. For most organisations this can too often remain an objective that exists in the far future, and one which without significant investment may never be also exists the need to understand exactly how data may provide value, and the importance of objective and critical assessment as to how data can be exploited. Without appreciation for methodological challenges, data complexity and nuances in analysis. it may be that organisations use data without fully understanding the exact story the data is telling.

Predictive analytics is difficult. We are very much in the early stages as we are only starting to explore what predictive analytics might enable us to do, and what insights it could enable its to have. If we can develop some success stories, it will grow. If we go down this route and start to look at some predictive analytics and actually, there is not the appetite in the business, or they do not believe it is the right thing to do it might not take off. If you think about the 2020 workplace, the issues that we have around leadership development multi-generational workforces. people not stating with companies for as long as they have done in the past. there are many challenges out there for HR. These are all areas where the use of HR analytics can provide the business with valuable insights." Mr. John Welch, Head (CIO) said.

In terms of barriers, technology is one. CCE recognises a recruitment challenge centred on sourcing the capabilities to develop high-impact HR analytics, which includes hiring individuals with the ability to analyse data, develop insights and the communication know-how to share across the business. One challenge for HR is to sell the profession as suitable for analytical high-potentials to build their broader business acumen:

For CCE it appears that analytics and HR insight are gaining significant traction within the organisation. Leaders are engaging at all levels and the HR function is increasingly sharing insight across business boundaries. This has not been without its challenges: CCE face HR's perennial issues of technology and the perceived lack of analytics capability. However, their approach of creating quality data sets and automated reporting processes has provided them with the foundations and opportunity to begin to develop real centres of expertise capable of providing high quality insight to the organisation. It is clear that CCE remains focused on continuing its HR analytical journey.
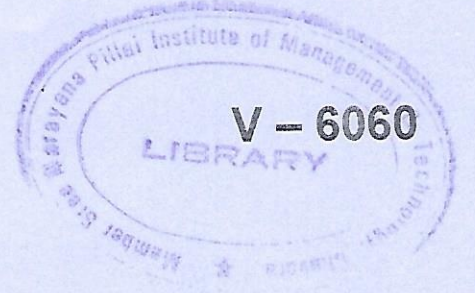
Questions :

(a) Appraise this case in general in the backdrop of HR Analytics and Predictive Analytics.

(b) How can build data analytics capability within HR department at CCE?

(c) Discuss the barriers to be crossed by HR analytics teams here while practicing HR analytics tools like standardising and reporting a basic Balance Score Curd.

(1 × 25 = 25 Marks)

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Reg. No. : ....

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Third Semester M.B.A. (Full Time) Degree Examination, May 2025

MGTH 03 : ORGANISATIONAL CHANGE AND DEVELOPMENT

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer all the questions. Each question carries 4 marks.

1. Distinguish between planned and unplanned change.

2. State the concept of Collaborative MBO.

3. What do you mean by SaaS?

4. List out the goals of OD.

5. Recall the concept of process consultation.

(5 × 4 = 20 Marks)

PART – B

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

6. Analyze the nature and importance of change management in modern organizations.

7. Critically evaluate the Kotter's Eight Stage Change model.

P.T.O.

8. "Organizational changes are highly inclined to some special features of new technology." Check the validity of this statement?

9. Discuss the various principles underlying organizational development.

10. Compare and contrast behavioural OD interventions with non-behavioural OD interventions.

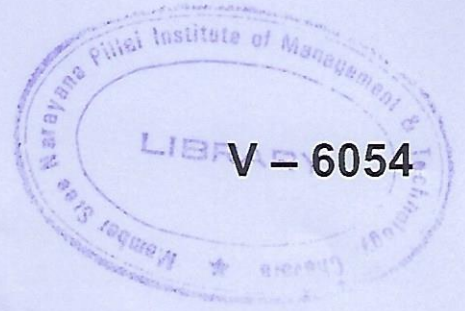<div align="right">(3 × 10 = 30 Marks)</div>

PART – C

Compulsory. It carries **25** marks.

11. Prepare an action plan for the development process among the employees in the field of automobile industry.

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

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Reg. No. : ....

Name : ....

Third Semester M.B.A. (Full Time) Degree Examination, May 2025

MGTFO 2 : PROJECT FINANCE

(2020 Admission onwards)

Time : 3 Hours

Max. Marks : 75

PART – A

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

1. What is the significance of conducting viability studies for a project?

2. Explain the key recommendations of the Nayak Committee for financing SMEs.

3. Differentiate between share capital and debt capital as means of finance.

4. Differentiate between cash credit and overdraft as methods of working capital finance.

5. What is loan syndication, and why is it important for large-scale projects?

(5 × 4 = 20 Marks)

PART – B

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

6. Discuss the role of commercial banks, development banks, and state financial corporations in the refinance scheme for project finance.

7. What are the steps involved in the preparation of an Appraisal Report for term loans, and how do technical and financial appraisals differ?

8. Discuss the significance of non-fund-based credits and explain any two types in detail.

9. Explain the process of pre-shipment and post-shipment finance in export financing, and the role of merchant banking in facilitating international trade.

10. Explain the causes and identification of industrial sickness, and discuss possible rehabilitation measures.

(3 × 10 = 30 Marks)

PART – C

Compulsory

Case Study

11. ABC Finance, a leading financial services firm, specializes in providing a range of funding solutions, including leasing projects, hire purchase facilities, and venture capital financing. The firm employs a comprehensive appraisal process for each of its financial products. For leasing projects, ABC Finance conducts lease evaluations to assess the potential profitability and risk associated with leasing assets to clients. This evaluation considers cash flows, asset depreciation, and market demand, ensuring that the leasing terms are favorable for both the company and its clients. In addition, ABC Finance also appraises venture capital projects by analyzing the business model, market potential, and the management team's capability. This assessment is critical for identifying promising start-ups that could generate substantial returns. The firm is also engaged in international projects, employing the International Capital Asset Pricing Model (CAPM) to evaluate investment risks across different countries. Furthermore, ABC Finance participates in loan syndication and consortium financing, allowing them to share risks and pool resources for larger projects. They are also involved in project exports, facilitating international business operations. However, despite the growth opportunities, the firm faces challenges related to industrial sickness, particularly identifying the causes and symptoms of declining industries. Effective rehabilitation strategies are essential to revitalize sick industries and contribute to economic stability.

➢ What are the key factors considered in the lease evaluation process at ABC Finance?

➢ How does ABC Finance assess the viability of a venture capital project?

➢ Explain the significance of the International CAPM in evaluating international projects.

➢ What are the benefits of loan syndication and consortium financing for ABC Finance?

➢ Discuss the challenges related to industrial sickness that ABC Finance might face.

(1 × 25 = 25 Marks)
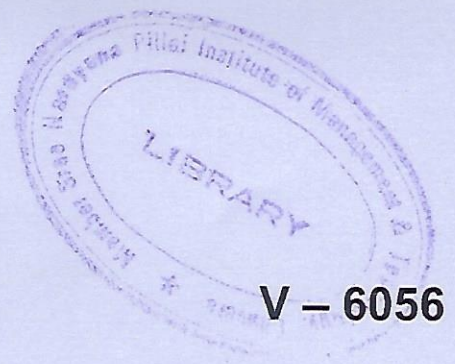
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Name : ....

Third Semester M.B.A. (Full Time) Degree Examination, May 2025

MGTF 04 : FINANCIAL SERVICES

(2020 Admission onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

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

Write short notes on

1. Financial Services.

2. Bonus Issue.

3. Call money markets.

4. EXIM Banks.

5. Consumer Finance.

(5 × 4 = 20 Marks)

SECTION – B

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

6. Discuss briefly the components or constituents of Indian Financial System.

7. Write a note on Organized and unorganized money markets in India.

8. Explain briefly the types of Capital Market Instruments.

P.T.O.

9. Explain the role of Development Banks in the financial service industry.

10. Write notes on
    (a) Factoring and Forfeiting
    (b) Debit and Credit cards.

(3 × 10 = 30 Marks)

SECTION – C

Compulsory. It carries **25** marks.

11. The economic reform process began in 1991. In response to a fiscal and balance of payment crisis in 1991, India launched programme of economic policy reforms. The main objective of the financial sector reforms process initiated in India has been to remove financial repression that existed earlier, create an efficient, productive and profitable financial sector. Also to provide operational and functional autonomy to the institutions, promote financial stability and preparing the financial system for increasing international competition.

    (a) Bring out the reason behind the Indian financial reforms.
    (b) Explain various issues in Indian financial markets.
    (c) Highlight the reforms brought in banking sector, debt market, foreign exchange market and capital market.

(1 × 25 = 25 Marks)

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