

2014

Full Marks - 70

Time : As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

SECTION - A

(Answer any THREE) [12×3=36]

1. Define ethical concepts and discuss it's significance in current business scenario ?
2. TATA group of companies are consistently working to achieve ethical leadership, comment.
3. What is ethical decision making model ?
4. Briefly discuss about the unethical practices followed in marketing with examples ?
5. What is corporate governance ? Outline the OECD principles of corporate governance ?

Section - B

(Answer any THREE)

[8×3=24]

1. Differentiate between the role of Board of Directors an Chief Executive officers in a company.

[Contd.

[2]

2. Define ethical actions and discuss the characteristics and types of ethical action ?
3. Explain the role of an ethical manager ?
4. Elucidate the steps of risk management and the different risks associated with business.
5. What are the preventive steps and constitutional guidelines followed to reduce sexual harassment of women at workplace ?

Section - C

(Answer any Two) [5×2=10]

1. Insider Trading.
2. Angle UIS Model.
3. Whistle Blowing.
4. Ethical Dilemma.

III-S 2Yr. (MBA) DDCE (ED) NC

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SECTION -A

(Answer any THREE) [12×3=36

1. How economic and the political environment affects entrepreneurship ?
2. Write down the different characteristics and the function of entrepreneurs in the 21st century ? How the conceptual skill is the important amongst all for an entrepreneur ?
3. Write-down the objective of EDP ? What are its role and relevance of EDP towards the growth and the developing of the enterprises ?
4. Discuss the importance of project management ? What are its characteristics and write down the steps to before successfully management of projects ?
5. Write down the steps in starting up of Small Scale Industries ? Discuss also the role of SSI in developing the economic condition ?

[Contd.

[2]

Section - B

(Answer any THREE) [8×3=24

6. What is entrepreneurial culture ? Write-down the factors affecting the entrepreneurial culture.
7. What is debt in finance ? Discuss the different types of debts ?
8. What are the different sources of finance to entrepreneurs ?
9. Discuss the organization structure and the functions of Small scale industries ?
10. Discuss entrepreneurial traits ? Discuss in brief.

Section - C

(Answer any TWO) [5×2=10

11. Entrepreneur and entrepreneurship.
12. What is the purpose of SWOT analysis from practical aspect ?
13. What is risk analysis ? Write down its objectives.
14. What is industrial sickness and discuss the causes of industrial sickness ?

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SECTION - A

(Answer any THREE) [12×3=36

1. Explain the general principles of Banking with examples.
2. What is the various management principles adopted in Indian Banking industry ?
3. Discuss various processes for the settlement of advances applicable in commercial loans in Banks.
4. Define life insurance. Explain different scheme of life insurance of LIC and SBI Life.
5. What is health insurance ? Explain various health insurance schemes floated by GIC.

[2]

Section - B

(Answer any THREE) [8×3=24

1. Digitization of Bank.
2. Bank Investment.
3. Financial Reports.
4. Marketing of Life Insurance.
5. Creation of Money.

Section - C

(Answer any TWO) [5×2=10

1. Present structure of Commercial Banking in India.
2. Management of Deposit and Advances.
3. Types of Bank Accounts.
4. Principles of General Insurance.

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SECTION - A

(Answer any TWO) [12×3=36

1. Explain the concept of international business. Briefly write the stages involved in the international business.
2. What are the various factors that affect Foreign Direct Investment (FDI) ? Discuss the advantages and disadvantages of FDI.
3. What is Tariff ? Discuss the role of tariffs in boosting international business.
4. Discuss the role of WTO in intergovernmental agreements and conflict resolutions.
5. Explain the organizational characteristics of multinational, global, international and transactional Corporations.

[Cont.

[2]

Section - B

(Answer any TWO)

[8×3=24

1. Explain the role of technological environment in international Business.
2. Discuss “Inter Government Agreements”, Explain the areas generally covered by such agreements ?
3. Explain the reasons for Government Intervention in formulating Trade and Investment policies.
4. Discuss the steps taken by IMF to solve the problems of international liquidity.
5. What is regional blocks ? Explain with examples various kinds of regional blocks.

Section - C

(Answer any Two)

[5×2=10

1. Explain the organization structure of World Trade Organization.
2. What is Foreign Exchange ? Explain the process of determination of Exchange Rate ?
3. Explain the organizational structure of Multi National Companies.
4. Discuss the objectives of International Monetary Fund.

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Answer from all the Sections as per direction.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Discuss the characteristics of Information System. Define the several ways in which information system can be classified.
2. What can be done to improve the security of business users of the internet ? Give several examples of security measures and technologies you would use.

3. Discuss the role of information system in the field of Human Resource. What types of information system are suitable for T and D ?
4. Describe the concept of a System Development Life Cycle (SDLC) ?
5. What is the role of a database management system in a business information system ?
6. Define the function of Management Information System ? Why is it important in a business organization ?

Section – B

Answer any **three** questions of the following :

8×3 = 24

1. What are the advantages and disadvantages of a database model for business applications to-day ?
2. Describe the limitations of MIS. What are the various factors on which requirement of information depends ?

3. Describe the importance of information and information systems for the marketing functions.
4. Budgets, forecasts and actuals often reside in separate system. How do you think information systems enable the financial planning process.
5. Why did early MIS efforts fail ? Justify your answer.
6. Is information security a management problem or technological problem ? Justify your answer.

Section – C

Answer any **two** questions of the following :

5×2 = 10

1. Discuss about the three major applications of MIS.
2. What are the various levels of management? Describe the application of MIS on it.

3. What is marketing information system ? Explain its advantages and disadvantage in the 21st Century.

4. Discuss the value of information system.



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Answer each Section as per direction.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. What is meant by social responsibility of business ? State the responsibilities of business towards the community.
2. Explain the functions of WTO. Describe how it helps the developing countries in their growth process.

3. What is Price Stability ? 'Of the various objectives price stability is perhaps the one that can be pursued most effectively by monetary policy'. Discuss.
4. Explain the important instruments of Indian Capital Market.
5. Explain MRTP policy and its role in large business houses.

Section – B

Answer any **three** questions of the following :

8×3 = 24

1. Explain any two non-economic environment of business.
2. What is the role of Acceptance Houses ?
3. Discuss the objectives of fiscal policy.
4. Discuss the objective of new industrial policy.
5. What are the effects of Globalization of Indian Economy ?

CY – 30/2

(2)

Contd.

Section – C

Answer any **two** questions of the following :

5×2 = 10

1. Distinguish between internal and external environment.
2. Write short notes on discounting bills of exchange.
3. What do you mean by industrialization ?
4. What is MRTP Act ?



CY – 30/2 (500)

(3) IIS-2yr — MBA (DDCE)
BEE / NC