Registration No.: | | | | | | | | | | |

Total Number of Pages: 02

Course: MBA/IMBA
Sub Code: MBPC4001/16IMN801A

4th/ 8th Semester Regular/Back Examination: 2025-26
SUBJECT: Consumer Behaviour
BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, LSCM, MBA, MBA (A & M), MM, RM, IMBA
Time: 3 Hours
Max Marks: 100
Q. Code: V007
Answer Q1 (Part-I) which is compulsory, any eight from Part-II, and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: **(2 x 10)**

- **a)** What is the Black Box Model in consumer behaviour?
- **b)** Define the consumer decision-making process and list its key stages.
- **c)** Briefly explain the psychoanalytic theory.
- **d)** What is the learning theory?
- **e)** Define attitude and mention any one attitudinal model.
- **f)** What is the role of reference groups in consumer behaviour?
- **g)** Define the term impulsive buying.
- **h)** Define family life cycle.
- **i)** Who are opinion leaders?
- **j)** What is the Engel–Kollat–Blackwell (EKB) model of consumer behaviour?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) **(6 x 8)**

- **a)** Analyse the influence of social groups, social class, and opinion leaders on consumer behaviour. Illustrate with examples.
- **b)** Explain cross-cultural consumer behaviour. Why is cross-cultural understanding important for global marketers?
- **c)** Describe the consumer decision-making process in detail. What are the major factors influencing each stage of the process?
- **d)** Discuss the role of cultural values and the impact of cultural changes on consumer decisions.
- **e)** Discuss the structure and role of family in consumer behaviour. Explain the family life cycle and its impact on purchasing decisions.

f) Explain the concept of attitude and discuss major attitudinal models. How do marketers attempt to change consumer attitudes?

g) An international fast-food chain modifies its menu in different countries to match local tastes and cultural preferences. Discuss the role of culture and cross-cultural understanding in this strategy. Why is localization important?

h) Evaluate the impact of social media on consumer behaviour. How has it changed traditional buying patterns?

i) What is perception, and how does it affect consumer behaviour?

j) A new beverage brand uses repetitive advertisements and celebrity endorsements to build brand recognition among young consumers. Using learning theory and perception, explain how the company can influence consumer behaviour.

k) Elaborate the learning theory of consumer behaviour, and how does it influence buying decisions?

l) Discuss the influence of social groups on buying behaviour.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Discuss the major theories of consumer behaviour, including learning theory, psychoanalytic theory, Gestalt theory, and cognitive theory. Explain their implications for marketers. **(16)**

Q4 What is the effect of culture and sub-culture on consumer behaviour? Explain various strategies adopted by marketers to deal with cross-cultural environments. **(16)**

Q5 Discuss the changing dynamics of consumer behaviour in the digital age. Analyse online consumer behaviour, omni-channel behaviour, and the characteristics of modern consumers (netizens and working women). **(16)**

Q6 A customer checks a product online, visits a physical store to experience it, and finally purchases it through a mobile app due to a discount. Analyse this behaviour using the concepts of online consumer behaviour and omni-channel marketing. What challenges do marketers face in such situations? **(16)**

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Course: MBA
Sub_Code: MBPC4002

4th Semester Regular Examination: 2025-26
SUBJECT: Product & Branding Management
BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, LSCM, MBA, MBA (A & M), MM, RM
Time: 3 Hours
Max Marks: 100
Q.Code: V117
Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- **a)** Define product mix.
- **b)** What is brand equity?
- **c)** What are the five product levels?
- **d)** What is idea screening?
- **e)** What is New Product Development (NPD)?
- **f)** What is the definition of a brand as per the American Marketing Association?
- **g)** What is product differentiation?
- **h)** What is perceptual mapping?
- **i)** What do you understand by Brand Extension?
- **j)** What is the difference between a product line and a product mix?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- **a)** Describe the innovation of diffusion process.
- **b)** Explain the different strategies of Brand Revitalization.
- **c)** Packaging plays the role of a silent salesman and promotion agent. Justify.
- **d)** What is idea generation? Explain techniques for generating new product ideas?
- **e)** Discuss the strategies to grow and sustain brand equity.
- **f)** A brand is much more than a product. Explain.
- **g)** Brand loyalty leads to Brand equity. Explain.
- **h)** Classify consumer-goods on the basis of shopping habits.
- **i)** Describe different product-line decisions.
- **j)** What is co-branding? Discuss various forms of co-branding.
- **k)** Recommend guidelines to make brand positioning effective.
- **l)** Describe Customer-Based Brand Equity (CBBE) model.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four) **(16 x 2)**

Q3 Explain various stages of the Product Life Cycle (PLC) with their characteristic features.

Q4 Explain the ten attributes of a Brand Report Card as developed by Kevin Keller.

Q5 Describe the eight stages of the new-product development process.

Q6 Describe Jean Noel Kapferer's Brand identity prism. Discuss the prism with help of any brand of your choice.

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Course: MBA
Sub_Code: MBPC4003

4th Semester Regular Examination: 2025-26
SUBJECT: STRATEGIC FINANCIAL MANAGEMENT
BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, LSCM, MBA, MM, RM
Time: 3 Hours
Max Marks: 100
Q. Code: V032
Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II, and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: **(2 x 10)**

- **a)** Define strategic financial management.
- **b)** What is Risk Adjusted Discount Rate (RADR)? When do you use this?
- **c)** Define Merger and De-merger with examples.
- **d)** What do you mean by balancing financial goals and sustainable goals?
- **e)** What are CBO and MBO?
- **f)** What is meant by Spin offs and asset divestiture?
- **g)** What is Yield to Maturity (YTM)?
- **h)** What is due diligence? Who goes for this?
- **i)** What is employee buyout (EBO)?
- **j)** Define value chain analysis.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) **(6 x 8)**

- **a)** Explain the interface between financial policy and corporate strategy.
- **b)** Discuss the concept of bond valuation.
- **c)** Explain Enterprise Value to EBITDA multiple.
- **d)** What are the purposes of mergers and acquisitions?
- **e)** Explain takeover defenses.
- **f)** What is reverse merger? Explain with examples.
- **g)** Discuss scenario analysis in risk evaluation.
- **h)** Explain sensitivity analysis with example.
- **i)** What is life cycle costing?
- **j)** Explain refinancing as a financing strategy.
- **k)** What is downsizing? What are its positive and negative effect?
- **l)** Explain strategic control in cost management.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3	Discuss various methods of valuation of enterprises. Explain the use of P/E ratio, Market-to-Book ratio, and EV/EBITDA in valuation with examples.	**(16)**
Q4	Explain the complete process of mergers and acquisitions. Discuss legal and regulatory requirements and highlight the major causes of M&A failures.	**(16)**
Q5	Discuss corporate risk analysis techniques under uncertainty. Explain RADR, simulation method, and their practical applications in investment decisions.	**(16)**
Q6	Discuss financing strategies adopted during financial distress.	**(16)**

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Total Number of Pages: 02 **Course: MBA**

Sub_Code: MBPC4004

4th Semester Regular Examination: 2025-26
SUBJECT: BEHAVIOURAL FINANCE
BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, LSCM, MBA, MM, RM
Time: 3 Hours
Max Marks: 100
Q.Code: V131
Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II, and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: **(2 x 10)**

- **a)** Define Behavioural Finance. How does it differ from Conventional (Traditional) Finance?
- **b)** What is the 'Rational Markets Hypothesis'? State one assumption it makes about investors.
- **c)** What is 'Bounded Rationality'? Who introduced this concept, and what does it imply about decision-making?
- **d)** What is the 'Endowment Effect'? Give a brief example.
- **e)** What is 'Mental Accounting'? Does it lead to irrational financial behaviour?
- **f)** What is 'Loss Aversion'?
- **g)** Who propounded 'Prospect Theory'? Name its key components.
- **h)** What is 'Transitive preferences'? Explain with example.
- **i)** Who is an average investor?
- **j)** What is 'Neurofinance'? Why is it considered a future direction in Behavioural Finance?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) **(6 x 8)**

- **a)** What is snake bite effect? What happens to the individual investors affected by snake bite effect?
- **b)** Discuss the Heuristics in investor decision-making.
- **c)** What are 'Investor Sentiments'? How do fear and greed drive market cycles?
- **d)** Explain 'Emotional Bias' in the context of investment decisions.
- **e)** What is 'Overconfidence Bias'? How does it manifest in financial markets?
- **f)** What are status quo and endowment biases? Give example of such biases.
- **g)** What are the characteristics of different types of investors?

h) Do you agree that women are susceptible to make overconfidence bias? Write your answer with justifications.

i) What is cognitive dissonance? Explain with practical examples.

j) Discuss the general tendencies of the investors during upward and down movements of market.

k) What is confirmation bias? Explain with examples.

l) What are the key ingredients to be a successful investor?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Suppose you have purchased 100 shares each of the two stocks A and B at the rate of Rs. 400 and Rs. 100 respectively. In the first year, the rate of A has become Rs. 220 and that of B Rs. 320. You need Rs. 40,000 suddenly to meet some medical emergency. You want to dispose certain shares. Explain the best course of action with proper assumptions and justifications. **(16)**

Q4 Discuss the emotional stages which an investor generally goes through in his investment path. **(16)**

Q5 Analyse investor sentiment, market bubbles, and the effect of external influences on stock market behaviour. **(16)**

Q6 How does Behavioural Corporate Finance explain managerial decision-making? Give two examples of how CEO's overconfidence or optimism leads to value-destroying corporate actions. **(16)**

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Total Number of Pages: 02 **Course: MBA**

Sub_Code: MBPC4005

4th Semester Regular Examination: 2025-26
SUBJECT: Compensation and Benefit Management
BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, IB, LSCM, MBA, MM, RM
Time: 3 Hours
Max Marks: 100
Q.Code: V055
Answer Q1 (Part-I) which is compulsory, any eight from Part-II, and any two from Part-III.
The figures in the right-hand margin indicate marks.

Part-I

Q1 **Answer the following questions:** **(2 x 10)**

- **a)** Define the 3P Compensation concept.
- **b)** What is meant by broad-banding in salary structures?
- **c)** State the core principle of the Subsistence Theory.
- **d)** List two Socio-Economic objectives of a national wage policy.
- **e)** What is the primary difference between TRS (Time Rated System) and PBR (Payment by Results)?
- **f)** Define executive compensation.
- **g)** Name two statutory benefits an employer must provide in India.
- **h)** Why do the organizations give emphasis on job evaluation?
- **i)** Mention two new trends currently seen in global compensation management.
- **j)** State the reasons for wage differentials.

Part-II

Q2 **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** **(6 x 8)**

- **a)** Explain the various dimensions of compensation within an organization.
- **b)** Discuss the Residual Claimant Theory and its relevance today.
- **c)** Outline the essential principles of wage and salary administration.
- **d)** Describe the different methods and techniques used in job evaluation.
- **e)** What are the key components that make up total wages?
- **f)** Explain the concept of Merit-based pay and its importance for employee motivation.
- **g)** Discuss the criteria used by organizations for wage fixation.
- **h)** Provide an overview of how employee benefits are planned and designed.
- **i)** What are the prerequisites for an effective incentive scheme?
- **j)** Distinguish between individual and group Incentive plans.
- **k)** Briefly explain the ‘Marginal Productivity Theory’ of wages.
- **l)** How does the business environment impact compensation policy?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3	Critically analyze the 'Wage Fund Theory' and 'Surplus Value Theory'. How do these historical perspectives compare with modern competitive theories?	**(16)**
Q4	Evaluate the various types of incentive schemes. Discuss their merits and demerits in the context of a knowledge-based economy.	**(16)**
Q5	Elaborate on the structure of employee welfare and retirement benefits. Why is the administration of statutory health care benefits critical for organizational stability?	**(16)**
Q6	Discuss the role of organizational compensation policy in achieving strategic goals. How does a well-defined wage policy resolve conflicts between management and labour?	**(16)**

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Total Number of Pages: 02 **Course: MBA/MBAP**

Sub_Code: MBPC4006/18MBA402C/18PTMBA602C

4th / 6th Semester Regular/Back Examination: 2025-26
SUBJECT: Strategic HRM
BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, IB, LSCM, MBA, MM, RM, MBA(PT)
Time: 3 Hours
Max Marks: 100
Q.Code: V172
Answer Q1 (Part-I) which is compulsory, any eight from Part-II, and any two from Part-III.
The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions: **(2 x 10)**

- **a)** What do you understand by high performance work practices?
- **b)** Define strategic performance management.
- **c)** What is strategic HR?
- **d)** What are the five principles of SHRM?
- **e)** Define core competency in your own words.
- **f)** What are the competencies of global managers?
- **g)** How strategic HR is different from traditional HR?
- **h)** What is investment perspective in HR?
- **i)** What do you mean by integrated HR system?
- **j)** What do you understand by best fit approach?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) **(6 x 8)**

- **a)** How can we link HRM practices to organization outcome? Elaborate with example.
- **b)** What are the emerging issues in strategic HRM? Explain.
- **c)** What can be the possible strategies for training and development?
- **d)** Is investment in job secure work force commendable? Explain.
- **e)** What do you understand by the investment practices for improved retention? How to retain the talents?
- **f)** How core competency gives the competitive advantage to the organization? Explain.
- **g)** What are transnational strategies in HRM? Explain.
- **h)** To get global competitive advantages we need globally competent managers. What is your view?
- **i)** Aligning HR strategy with Business strategy is the need of the hour. Explain.
- **j)** Distinguish between expatriation and repatriation.
- **k)** Discuss the Strategic issues in international assignment.
- **l)** Explain best practice approach with the example of IT company.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3	What differentiates Human resource management from Strategic Human resource management? Explain with the example.	**(16)**
Q4	Alignment of HRM with Business Strategy is very much essential for growth and profit. How the organization align both HRM & Business strategy. Explain with approaches.	**(16)**
Q5	Explain Relationship between High Performing Work Teah (HPWP) and organizational performance.	**(16)**
Q6	Write notes on the following. **a)** Strategies for Employee Engagement **b)** Corporate Ethics, values, and SHRM.	**(8 x 2)**

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Total Number of Pages: 02

Course: MBA
Sub_Code: MBPC4007

4th Semester Regular Examination 2025-26
SUBJECT: MANAGEMENT OF MANUFACTURING SYSTEM
BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, MBA, MM
Time: 3 Hour
Max Marks: 100
Q.Code: V075
Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 **Answer the following questions:** **(2 x 10)**

a) State the benefits of Kanban.
b) Define routing in manufacturing.
c) What is capacity planning?
d) Outline the benefits of flexible manufacturing system.
e) What is production flow analysis?
f) State the advantages of JIT production system.
g) What purpose Gantt chart solves?
h) What do you understand by machine loading?
i) State the objectives of a manufacturing management system.
j) What is idle time in line balancing?

Part-II

Q2 **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** **(6 x 8)**

a) How does FMS differ from traditional manufacturing systems?
b) How does assembly line improve productivity?
c) How does Kanban support Just-In-Time (JIT) production?
d) How does Production Flow Analysis (PFA) improve manufacturing efficiency?
e) What is the role of demand management in Assemble- to -order environment?
f) What is the impact of process layout on material handling cost?
g) How does FMS improve productivity and efficiency?
h) Enumerate the constraints in manufacturing system.
i) How does PFA contribute to cellular manufacturing?
j) Outline the constraints in manufacturing system.
k) Briefly explain the concept of “control based on theory of constraints”.
l) What is the main objective of process layout?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3	Outline the process of Production Flow Analysis and examine its benefits and limitations.	**(16)**
Q4	Discuss product layout and process layout in detail. Compare their suitability for different types of industries.	**(16)**
Q5	Explain the importance and scope of Flexible manufacturing system in today's manufacturing environment. Also describe its types and composition.	**(16)**
Q6	Enumerate the generic building blocks of process mapping. With a flow chart explain process mapping in work environment.	**(16)**

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Course: MBA
Sub_Code: MBPC4008/18MBA402D

4th Semester Regular/Back Examination: 2025-26
SUBJECT: Sourcing Management
BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, MBA, MM
Time: 3 Hours
Max Marks: 100
Q.Code: V189
Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II, and any two from Part-III.
The figures in the right-hand margin indicate marks.

Part-I

Q1 **Answer the following questions:** **(2 x 10)**

- **a)** What is strategic sourcing?
- **b)** Explain the objectives of Sourcing Management.
- **c)** What are the risks involved in global sourcing?
- **d)** What are the characteristics of effective negotiation?
- **e)** Explain the concept of Best Alternative to a Negotiated Agreement.
- **f)** Write any two benefits of e- sourcing.
- **g)** What is single sourcing risk?
- **h)** What is the difference between spot rate and forward rate?
- **i)** What do you mean by total cost of ownership with giving suitable example?
- **j)** Distinguish between insourcing and Outsourcing.

Part-II

Q2 **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** **(6 x 8)**

- **a)** Explain advantages and disadvantages of global sourcing.
- **b)** Discuss the importance of vendor evaluation.
- **c)** Discuss the role of negotiation in sourcing management
- **d)** What are the risks involved in sourcing?
- **e)** Explain the role of technology in sourcing management.
- **f)** Discuss advantages and disadvantages of quantity discount model.
- **g)** Discuss the importance of contract negotiation in sourcing management.
- **h)** What factors should be considered before negotiating with a supplier?
- **i)** Describe supply selection criteria in e-sourcing.
- **j)** Explain the tools and techniques used in e-sourcing.
- **k)** What is supplier score card? Also explain the structure of a supplier scorecard.
- **l)** Explain objectives and importance of supply chain.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3	Explain the process of supplier selection in global sourcing.	**(16)**
Q4	Discuss in detail the various tools and techniques used in risk management.	**(16)**
Q5	Describe various tools and techniques used in vendor performance control.	**(16)**
Q6	Explain the major analytical tools used in sourcing and their importance.	**(16)**