6. What is meant by perceptual mapping?

5. Consumer decision making.

4. Explain the concept "diffusion of innovations".

3. Consumer behaviour.

2. Discuss the impact of reference groups on decision making process.

1. Describe the relationship between consumer behaviour and the marketing concept.

Answer any FIVE questions.

PART A — (5 × 6 = 30 marks)

Time: Three Hours

Maximum: 100 marks
market effective online banking
satisfaction and customer retention to design and apply the concepts of providing value, customer banks online banking division. How would you

I.7. You are the marketing manager of a reputed

Case Study – (Compulsory)

PART C — (1 x 20 = 20 marks)

16. How new technologies are enabling marketers to better satisfy the needs and wants of consumers?

I.8. Why is it important to study consumer ethics?

Discuss the role of marketing research in studying consumer behaviour.

I.9. Discuss the various types of segmentation with examples.

I.10. Explain the influence of culture on consumers’ buying behaviour with suitable examples.

I.11. Psychographics are more important than demographics, state a reason.

I.12. Why are marketers sometimes “forced” to reposition their products or services? Illustrate with suitable examples.


I.14. Why is it important to study consumer ethics?

I.15. Discuss the role of marketing research in studying consumer behaviour.

PART B — (5 x 10 = 50 marks)

8. Explain the merits and demerits of online marketing.

7. Demonstrate the in-store stimuli used to attract consumers.

6. Answer any FIVE questions.
1. What are the products of job analysis? (5 marks)

2. What do you mean by performance dimensions? (5 marks)

3. What techniques can be used for effective team building? (5 marks)

4. State the dimensions of low morale.

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MBF 3002/GN 3002/MBA 3002

PERFORMANCE MANAGEMENT

TIME: Three hours
Maximum: 100 marks

MBF 3002/GN 3002/MBA 3002

December 2016

MBA 4 DEGREE EXAMINATION

MBF 3002/GN 3002/MBA 3002

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Question:

(c) How would you go about resolving the differences as he sees it?

(d) Should the old employees be set aside and the supervisor should write the description of the job he sees the old employees as setting the job description?

(e) How would you have conducted the job analysis?

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Questions:

The customers waited for their &cients. The control continued and there appeared their duties. The control continued and the employees on the whole thought that the best people and the employees were experienced to make one argument. It was because the department and the consultant thought that the best department and the employees was the one that had all their duties. The argument started almost at once because both job people heard all the old employees. He decided to meet with a factory supervisor. He decided to meet with a factory supervisor.
PERFECT AIR FILTER COMPANY

COMPULSORY

SECTION A — 1 x 10 = 20 marks

16. State and explain the benefits of performance management.
15. Write a note on technological advancements.
14. State and explain the modern management techniques.

SECTION B — 5 x 10 = 50 marks

13. Analyse the ethical dilemma in performance management.
12. Explain in detail the methods of performance appraisal.
11. Define performance appraisal. Enumerate the essential conditions for effective appraisal.
10. Discuss the challenges of employee empowerment.

What is performance measurement? Analyse the functions of performance measurement.

All questions carry equal marks.

Answer any FIVE questions.
Emerging markets should follow the example that Facebook set when it raised funds through the IPO to fund its future expansion. Discuss the new strategies that Facebook employs in its international expansion, and debate how Facebook can use its impressive reach to expand its business.

Discuss how Facebook should follow the company's example after the company came out with its IPO and the share price of Facebook began to continuously decline. Despite all the initiatives to expand its business, developed markets were getting saturated, but Facebook started to focus more on emerging markets as the
order to further expand its reach, Facebook also introduced a new initiative called "Sponsored Content" to effectively tap the mobile channel. However, this initiative has not been as successful as anticipated. Facebook's efforts to expand its business in other sectors have not been as effective as initially planned. Facebook's move into new markets, such as the Chinese market, is a significant step towards expanding its reach. In 2012, Facebook employed new technologies and expanded its market reach. However, the company's ability to meet regulatory requirements has raised concerns.

Case Study: Complycom

Part C - (1 x 20 = 20 marks)

16. What are the methods of Venture Capital?
15. Define Insurance Policies. Explain different types of
   insurance policies.
14. Discuss the main features of National Housing
   Bank.
13. Explain the factors to be considered before
   selecting a mutual fund.
12. Directly explain the ethical norms of the
   marketing department.
11. What is Credit Rating? How is Credit Rating
   done?
10. Explain Merchant Banking. Discuss in detail the
   non-monetary services rendered by Merchant
   Banks.
9. Enumerate various innovative financial
   instruments.
8. Outline the process of Credit Rating in India.
7. Distinguish between "Banking" and "Credit Card.
6. What are the facilities offered to Credit Card
   holders?
5. Define Factoring. Explain the types of Factoring.
Answer any FIVE questions out of eight questions.

PART A — (5 x 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

MANAGEMENT CONTROL SYSTEMS

General

Third Semester

DECEMBER 2015 / JANUARY 2016

M.B.A. DEGREE EXAMINATION

MBGN 3004

Questions:

1. What are the essential features of an effective evaluation and control system?

2. What are the elements of control?

3. What are the steps involved in budgetary control?

4. Bring out the advantages of flexible budget.

5. Distinguish between performance appraisal and performance management.

6. What are the applications of activity based costing?

7. Write down the objectives of human resource accounting.

8. What are the advantages of holding company?

(c) What do you recommend to solve the problem?

(b) What is the problem in this case?

(a) Marketing executives have fallen on the performance of the
3. Other experience and ideas, whereas the old managers argued that the performance of the bank was poor during 1987 and 1988 especially in areas like deposits. Deposits, selling advances, and recovery of advances, were the responsibility of the marketing executives. MPA joined the bank in 1987 as marketing executives. MPA had taken over the opposition of the managers and employed newly recruited employees. MPA felt the opposition from the marketing executives. He explained that the decision was made against the management of the bank. The managers of the marketing executives in 1986. The managers of the marketing executives decided to employ new managers for the bank. The managers have been performing various functions including marketing, sales, and advances. These changes have improved the performance of the bank.

17. Case Study — Computer

PART C — 1 x 20 = 20 marks

16. Explain the controlling system. Which are the characteristics?

15. What is meant by balanced scorecard? What are its management components of performance?

14. Based on the various steps involved in activity involvement in internal audit execution.

12. What is internal auditing? What are the steps involved in internal auditing?

11. State the determinants of organizational climate.

9. Explain the various process of operational control.

Answer any five questions out of eight questions.

PART B — 5 x 10 = 50 marks

Thus, most of the measures of the bank are either branch managers and regional managers by 1988.

The employees joined as clerks with the bank, but they decided to employ new managers for the bank. The managers have been performing various functions including marketing, sales, and advances. These changes have improved the performance of the bank.
Entrepreneurship

6. Explain the strategies to motivate women entrepreneurs.
7. What are the barriers to corporate entrepreneurship?
8. What are the characteristics of entrepreneurs?
10. What are the factors involved in the technical aspects of a project?
11. What are the objectives of EDI?
12. What are the qualities of the entrepreneur?
13. State the functions of an entrepreneur.

1. Answer any FIVE questions out of Eight Questions.

PART A — (6 x 6 = 36 marks)

Maximum : 100 marks

Time : Three Hours

Entrepreneurship Management General

Third Semester

December 2015/January 2016
M.B.A. Degree Examination

MBGN 3006
Running his hotel, Suraj Prakash, a unit started by his father, he decided to switch over to a different field after having experience in the hotel business. His interest in the field was evident when he found that his interest in the business was always on the wane.

Kampur. Kamar, a man from a small town, had an interest in business. He had noticed that in the area, the main thrust had been in the manufacturing of various products, and hence, he decided to start a business in the same field. He had been doing well in his business venture, and he decided to expand his business further.

In this career, he noticed a new chapter in his life. This was in 1961, and he had read about the Polícia Tequele, a legal document, which was written in the language of the community. He realized that this document had to be protected and preserved, and he decided to do something about it.

Rishi Cove. Rishi was a student who was interested in business management. His father, a businessman, had taught him the basics of business management. By his father's example, Rishi decided to enter the business world and become a successful entrepreneur.

Case Study - Compulsory

PART C — (1 × 20 = 20 marks)

14. Explain the various characteristics of corporate entrepreneurship.
13. Discuss the various characteristics of project entrepreneurship.
12. Explain the factors which influence people to become entrepreneurs.
11. Discuss the role of entrepreneurs in the economic development of a country.
10. Discuss the role of entrepreneurs in the economic development of a country.
9. Write any five questions out of eight questions.

PART B — (6 × 10 = 60 marks)