

SRI VENKATESWARA UNIVERSITY : TIRUPATI
DIRECTORATE OF DISTANCE EDUCATION

M.B.A. (THIRD YEAR) DEGREE INTERNAL TEST QUESTION PAPER

Paper - I : MANAGEMENT OF CONTROL SYSTEMS

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Explain about the concept of responsibility centres.
2. Management control begins with planning. Do you agree? Give your views.
3. Give a control structure of expense centres.
4. What is the use of budgeting under control process?
5. Explain the role of management control in MNCs.
6. Discuss the management control system for Non-Profit organizations.

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Paper - II : STRATEGIC MANAGEMENT

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. What is the process involved in Strategic Management?
2. Explain the need for environment analysis on Strategic Management.
3. Discuss the role of leadership in Strategy implementation.
4. Suggest measures to strengthen the inner structure of leaders.
5. What is the role of technology in Strategic Management?
6. What is the use of Social Audit in Strategic Management? Explain.

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Paper -III : INTERNATIONAL BUSINESS MANAGEMENT

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Write any one of the theories of International Trade.
2. Discuss the need and importance of International Business.
3. Discuss the step involved in strategic planning in MNEs.
4. Discuss the functioning of MNEs.
5. How do you evaluate international business? Explain.
6. Discuss the process of Negotiations in International Business.

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M.B.A. (THIRD YEAR) DEGREE INTERNAL TEST QUESTION PAPER

Elective Paper : HUMAN RESOURCE PLANNING

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Briefly explain the methods and techniques of supply forecasting.
2. Discuss the process Human Resource Planning.
3. What are the objectives of Job Evaluation?
4. Explain the selection process of employees in the organization.
5. Explain the concept, need and scope of HR Audit.
6. What are the objectives of Performance Appraisal?

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M.B.A. (THIRD YEAR) DEGREE INTERNAL TEST QUESTION PAPER

Elective Paper : UNION MANAGEMENT RELATION

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Give a perspective of Union Management relations in Indian Industry.
2. Describe the major national and international events of union management.
3. Give the structure of Indian trade unions.
4. Explain the leadership issues among trade unions.
5. What is the process of Workers Participation in Management?
6. What are the functions of Joint Management Councils?

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M.B.A. (THIRD YEAR) DEGREE INTERNAL TEST QUESTION PAPER

Elective Paper : CAPITAL INVESTMENT AND FINANCING DECISIONS

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Describe the various sources of finance in detail.
2. Critically analyze the various types of long-term investment decisions.
3. Explain how financing is done through capital market.
4. Explain various new modes of financing.
5. What is capital structure? Explain the planning of it.
6. What is Dividend Policy? Discuss its types and significance.

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Elective Paper : CAPITAL INVESTMENT AND FINANCING DECISIONS

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Describe the issues involved in International Economics.
2. State the structure of International Finance system.
3. What are the various functions of Foreign Exchange Markets?
4. Briefly explain about determination of foreign exchanges Rates.
5. What is IBRD? State its functions.
6. Discuss various international investment strategies.

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M.B.A. (THIRD YEAR) DEGREE INTERNAL TEST QUESTION PAPER

Elective Paper : SALES MANAGEMENT – BASIC FUNCTIONS

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Explain the need for computer applications in sales management.
2. How sales process is executed? Explain in detail.
3. What are different kinds of skills required to effect sales?
4. How retail communication helps in selling skills? Explain in detail.
5. What are the methods of sales forecasting?
6. Write a note on recruitment and selection of salesmen.

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M.B.A. (THIRD YEAR) DEGREE INTERNAL TEST QUESTION PAPER

Elective Paper : INTERNATIONAL MARKETING

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Explain the factors influencing the size of international markets.
2. Give the institutional framework of international market.
3. State the significance of international market Research.
4. Describe the factors influencing market selection in international market.
5. What are the considerations for product development to international market?
6. How is the price in international market fixed? Explain.

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M.B.A. (THIRD YEAR) DEGREE INTERNAL TEST QUESTION PAPER

Elective Paper : MARKETING RESEARCH

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Explain the scope and importance of Market Research.
2. Bring out the profile of Marketing Research in India.
3. Explain various methods of collection of Primary Data.
4. Briefly explain about various methods of Sampling.
5. Explain the features of Qualitative Research.
6. Give the description and inference of sample data.
