

VARDHAMAN COLLEGE OF ENGINEERING**(AUTONOMOUS)**

Two Year MBA IV Semester Regular Examinations May - 2013

(Regulations: VCE-R11)**STRATEGIC INVESTMENT AND FINANCE DECISION****(Master of Business Administration)****Time: 3 hours****Max Marks: 60****Answer any FIVE Questions. All Questions carry equal marks****All parts of the questions must be answered in one place only**

1. A project involves an outlay of Rs.1,00,000. Its expected cash inflow at the end of year 1 is Rs.40,000. Thereafter it decrease every year by Rs.2,000. It has an economic life of 6 years. The certainty equivalent factor is $\alpha_t = 1 - 0.05t$. Calculate the net present value of the project if the risk- free rate of return is 10percent. 12M

2. Matrix Associates is evaluating a project whose expected cash flows are as follows: 12M

Year:	0	1	2	3	4
Cash flow(Rs in lakhs):	(23)	6	8	9	7

What is the MIRR of the project if the reinvestment rate is 18 percent?

3. The initial outlay on a security system would be Rs.20,00,000. The operating costs are expected to be as follows: 12M

Year:	1	2	3	4	5
Operating costs (Rs):	5,00,000	7,20,000	8,60,000	5,30,000	4,00,000

The estimated salvage value at the end of five years is Rs.600,000. What is the equivalent annual cost If the cost of capital is 12 percent?

4. Skylark airways is planning to acquire a light commercial aircraft for flying class clients at an investment of Rs.50,00,000. The expected cash flow after tax for the next three years is as follows: 12M

Year 1		Year 2		Year 3	
Cash Flow (Rs. in laks)	Prob.	Cash Flow (Rs. in laks)	Prob.	Cash Flow (Rs. in laks)	Prob.
14	0.1	15	0.1	18	0.2
18	0.2	20	0.3	25	0.5
25	0.4	32	0.4	35	0.2
40	0.3	45	0.2	48	0.1

The company wishes to take into consideration all possible risk factors relating to an airline operations. The company wants to know:

- The expected NPV of this venture assuming independent probability distribution with 6 per cent risk free rate of interest.
- The possible deviation in expected value, How would standard deviation of the present value distribution help in capital budgeting decisions?

5. Discuss the relationship between dividend policy and value of the firm. 12M
6. Discuss the theories of mergers. 12M
7. What is lease financing? Distinguish between leasing and hire purchase. 12M
8. What is meant by sell offs? Explain the motives behind sell offs. 12M

Hall Ticket No. :

Question Paper Code :GMB11T34

VARDHAMAN COLLEGE OF ENGINEERING
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(Regulations: VCE-R11)

INTERNATIONAL FINANCIAL MANAGEMENT
(Master of Business Administration)

Time: 3 hours

Max Marks: 60

Answer any FIVE Questions. All Questions carry equal marks
All parts of the questions must be answered in one place only

1. What is the geographical location of foreign exchange market? Discuss in brief factions of major players in the foreign exchange market. 12M
2. What is the impact of devaluation on foreign investment? How are foreign direct investment different from imitational capital movements in general? 12M
3. "Cost of Capital is irrelevant for MNCs" Discuss. 12M
4. "Today's high interest rates put a premium on careful management of cash and marketable securities." What techniques are available to an MNC with operating subsidiaries in many countries to economize on these short term assets? What are the advantages and disadvantages of centralizing the cash management function? 12M
5. The changing international financial system poses new challenges for financial managers in developing countries. – Elaborate. 12M
6. An export company wants to raise capital from international market. What are the basic considerations the firm should take into account while making this international financing decision? Explain. 12M
7. Critically examine Purchasing Power Parity Theory with the help of suitable examples. 12M
8. Briefly explain different methods of exchange rate forecasting. Discuss their suitability in the Indian context. 12M

Hall Ticket No. :

VARDHAMAN COLLEGE OF ENGINEERING
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ADVERTISING AND BRAND MANAGEMENT
(Master of Business Administration)

Time: 3 hours

Max Marks: 60

Answer any FIVE Questions. All Questions carry equal marks
All parts of the questions must be answered in one place only

1. Discuss the options available and their suitability, for a marketer in terms of marketing communication mix. 12M
2. Bring out the economic, social and ethical aspects of advertising? 12M
3. Write in detail about media scheduling. 12M
4. Discuss in detail the pros and cons of measuring advertising effectiveness and highlight on the measurement difficulties. 12M
5. Discuss the concept of international advertising and evaluate the scope of using a global approach to advertising. 12M
6. Bring out the importance of Branding from the perspectives of consumer and manufacturer. 12M
7. "Every retailer will profit from having private labels", present your arguments with regard to the above statement 12M
8. How do you evaluate a brand extension opportunity? 12M

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Question Paper Code :GMB11T29

VARDHAMAN COLLEGE OF ENGINEERING

(AUTONOMOUS)

Two Year MBA IV Semester Regular Examinations May - 2013

(Regulations: VCE-R11)

INTERNATIONAL MARKETING

(Master of Business Administration)

Time: 3 hours

Max Marks: 60

**Answer any FIVE Questions. All Questions carry equal marks
All parts of the questions must be answered in one place only**

1. Discuss the environmental factors that impact the task of international marketing. 12M
2. Discuss the significance of transitional economies in international marketing. Why is the knowledge of economic development is important in assessing the world marketing environment. Explain. 12M
3. Discuss the alternative entry strategies to international markets with examples. 12M
4. Assume you are deciding to “ go international.” Outline the steps you would take to help you decide on a product line. 12M
5. How is distribution-channel structure affected by increasing emphasis on the government as a customer and by the existence of state trading agencies. 12M
6. “Regardless of the strategic factors involved and the company’s orientation to market pricing, every price must be set with cost considerations in mind.” Discuss. 12M
7. Outline some of the major problems confronting an international advertiser in detail. 12M
8. As a marketing tool internet has a significant impact on marketing of goods and services in the international markets. Discuss. 12M

Hall Ticket No. :

Question Paper Code :GMB11T35

VARDHAMAN COLLEGE OF ENGINEERING

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Two Year MBA IV Semester Regular Examinations May - 2013

(Regulations: VCE-R11)

COMPENSATION AND REWARD MANAGEMENT

(Master of Business Administration)

Time: 3 hours

Max Marks: 60

Answer any FIVE Questions. All Questions carry equal marks

All parts of the questions must be answered in one place only

1. Write a note on 12M
 - a. Payroll Administration
 - b. Components of Executive Remuneration
2. Arrival of Multinational Companies into India has a strong influence on remuneration to executives in Indian Organizations. Substantiate. 12M
3. Explain the mechanism of Provident Fund and Gratuity. 12M
4. Explain the scope and objectives of labour welfare. 12M
5. The role of Trade Union in labour welfare is being reduced recently. Discuss. 12M
6. Discuss various statutory employee welfare programs. 12M
7. Explain various social security measures to protect employee interest in India. 12M
8. Explain the Central Labour Machinery in India. 12M

Hall Ticket No. :

Question Paper Code :GMB11T31

VARDHAMAN COLLEGE OF ENGINEERING

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Two Year MBA IV Semester Regular Examinations May - 2013

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MANAGEMENT OF INDUSTRIAL RELATIONS

(Master of Business Administration)

Time: 3 hours

Max Marks: 60

**Answer any FIVE Questions. All Questions carry equal marks
All parts of the questions must be answered in one place only**

1. Explain different approaches to Industrial Relations. 12M
2. India has the largest number of trade unions for a single country, but they have developed very slowly. Discuss the problems faced by the Trade unions in India. 12M
3. Competition consequent upon globalization brought paradigm shifts in traditional collective bargaining. Discuss the reasons for this shift. 12M
4. Explain different types and level of Tripartism. 12M
5. The Factories Act, 1948 aims at protecting the interest of workmen and women workers. Explain. 12M
6. Explain the various deductions which may be made from wages according to Payment of Wages Act, 1936. 12M
7. Explain various causes for grievances. 12M
8. What is an Industrial Dispute? Briefly explain the nature and scope of Industrial Disputes. 12M