

**UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES,
PANJAB UNIVERSITY CHANDIGARH**

SUBJECT: INTERNATIONAL MARKETING

MST- MBA 3rd Semester

Time -2hrs

Max Marks: 15

Attempt any 3 questions. Each question is of 5 marks

Q1. Operating in international markets is much more complex than marketing domestically. Critically evaluate the statement with suitable illustrations.

Q2. Why is it important to study International Marketing Environment? Explain the significance of social, political and technological environment in international marketing with examples.

Q3. "An international marketer has to find out a tradeoff between standardized and customized product as it is difficult to evolve a global product." Do you agree with the statement? Justify your answer with appropriate examples?

Q4. Explain the concept of EPRG Model used in the evolution of global marketing with the help of suitable examples.

Q5. Critically evaluate the various entry mode strategies adopted by firms for venturing into international markets? What factors should be kept in mind while choosing mode of entry? Give illustrations in support of your answer

Q6 Critically examine salient features of Hecksher-Ohlin theory of International Trade? What are its assumptions? Highlight its relevance in today's context, with examples

OR

Q6. Is Eco-Labeling necessary for multi-market exporters? Why or Why not?

FINANCIAL ENGINEERING (MBAF -3011)

ATTEMPT ANY THREE OUT OF TOTAL OF SIX QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

Maximum Marks 15

Time Allowed 2 hours

Q. 1. Explain the binomial option pricing model?

Q.2. Explain black Scholes options pricing model?

Q.3. Draw the cash flow charts for long call, short call, long put and short put?

Q.4. What are currency options? How can long currency call option and long currency put option can be used to hedge risk?

Q.5. What are interest rate options? Draw the cash flow charts for long interest rate call and long interest rate put options?

Q.6. How we calculate the profitability for long interest rate call option and long interest rate put option?

Subject: Labour Laws
Paper Code: MBA-H-3015

MBA: Human Resource Management-3rd Semester

Total Marks: 15 marks

Time allowed: 2 hours

All questions carry equal marks. Attempt any 3 questions

Q.1 Explain various methods available to settle Industrial Dispute under Industrial Dispute Act.

Q. 2 Write a brief note on Employees Provident Fund & Miscellaneous Provisions Act, 1952, its objectives, schemes and machinery.

Q.3 Define Trade Union as defined under Trade Union Act, its Registration and various Rights and Liabilities of registered Trade Unions..

Q.4 Write a brief note on Payment of Wages Act, 1936, and various permissible deduction as given in the Act.

Q5. Write a brief note on Minimum Wages Act, 1948..

Q.6 Write a short note on the following (Attempt any two):

- a) Strikes and Lockouts, Lay off and Retrenchment
- b) Concept of Collective Bargaining
- c) Various Approaches to Trade Union.

PAPER: BUSINESS PROCESS REENGINEERING (MBARM-O-3019)

ATTEMPT ANY THREE OUT OF TOTAL OF SIX QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS.

Maximum Marks 15

Time Allowed 2 hours

1. Define Business process reengineering. Explain the various advantages associated with Business Process Reengineering.
2. Describe the reasons for the failure of BPR.
3. Explain the common steps to be taken for Business process reengineering implementation.
4. What can be the reasons for resistance to change? How can the resistance be minimized?
5. What is market analysis? Discuss the various components of market analysis.
6. Explain the role of Information Technology in Business process Reengineering.