

KGR INSTITUTE OF TECHNOLOGY AND MANAGEMENT
MBA IV SEM IMPORTANT QUESTIONS
STRATEGIC MANAGEMENT

ESSAY QUESTIONS

1. What is Strategy? Explain the Characteristics and elements of Strategy.
2. Discuss the need and importance of Strategic Management?
3. Describe the process of Strategic Management?
4. What is Vision? Explain the characteristics and elements of a Vision?
5. What are the elements in developing a mission statement? Write the criteria for a good mission statement?
6. Explain the approaches available in developing objectives with merits and demerits.
7. Examine the inter relationship between strategic choices and strategic position.
8. Explain the evaluation of company's external and internal environment for creating strategy.
9. Discuss in detail about BCG matrix , GE matrix, AD Little model, Porter's Diamond model
10. Explain Value Chain Analysis.
11. What are organizational resources? What are its types and why are they valued?
12. Discuss organizational capabilities with its types and show the drivers of organization capabilities.
13. What are the methods of analyzing and diagnosing the corporate capabilities?
14. Define strategy and explain how strategy is formulated?
15. Explain generic strategies in detail.
16. Describe various strategies in different stages of Industry Life Cycle with examples?
17. Write down the strategies for Emerging ,Maturing, Stagnant, Fragmented industries ?
18. Write down the strategies for Leaders, Runner up Firms, and Weak and crisis business.
19. Explain the range of alternative strategies in the international environment.
20. What do you mean by corporate level strategy? What are the different corporate strategies?
21. Define diversification. Explain different levels of Diversification.
22. Explain the concept of outsourcing. Explain the growth and drivers of outsourcing.
23. What is acquisition. What are its features.
24. Define strategy implementation. Explain the McKinsey's 7-S framework.
25. Define E governance. Explain the components and objectives of e-governance.
26. What is strategic evaluation and control? Write about its nature and importance.
27. What is strategic leadership? What are its themes?
28. How social responsibility strategy is crafted? Explain.
29. Define business ethics. Discuss briefly about the objectives and importance of business ethics.

SHORT QUESTIONS

1. Strategic Management
2. Mission Statement
3. Strategic Position
4. Vision
5. Strategic Intent
6. Objectives
7. Core Competences
8. Value Chain Analysis

9. Environmental Scanning
10. Key drivers for a change
11. SWOT analysis
12. Cost efficiency
13. Capability building and management
14. Strategic Position
15. Business level strategy
16. Generic strategies
17. Industry life cycle
18. Competitive Analysis
19. Strategy for leaders
20. Runner up firms
21. Strategy alternatives
22. Integration Strategies
23. Unbundling
24. Outsourcing
25. Strategic alliance
26. Strategy implementation
27. Corporate Governance
28. SMART Governance
29. Behavioral Control

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MBA IV SEM IMPORTANT QUESTIONS

BUSINESS INTELLIGENCE

ESSAY QUESTIONS

1. What is Business Intelligence? Discuss in detail about its history and evolution
2. What is Real Time business intelligence? Explain its role in business performance
3. List the styles of business intelligence and also discuss its benefits.
4. Write about business intelligence value chain?
5. What is a data warehouse? Discuss its characteristics
6. Describe various types of data warehouses.
7. Explain various classification techniques of data mining.
8. List out various software tools of data mining.
9. What is performance measurement system?
10. What are the characteristics of an effective performance measurement system?
11. What is logical system architecture? What are the basic parts/elements of BPM architecture?
12. Compare and contrast between business performance measurement and business intelligence
13. Explain in detail about BPM cycle.
14. What is business analytics? Explain various tools and techniques of business analytics
15. Discuss in detail tools and techniques of Business Analytics.
16. Write in short about data visualization and visualization spreadsheets.
17. Explain various methods of data visualization.
18. Compare and contrast between GIS and GPS
19. Briefly explain the managerial issues related to business intelligence implementation.
20. Explain the role of social networks in business intelligence
21. What are the critical success factors for business intelligence implementation?
22. Explain in detail the emerging trends in business intelligence implementation
23. Discuss in detail about RFID.

SHORT QUESTIONS

1. Business Intelligence
2. Business Performance
3. Data Integration
4. Business Architecture
5. BPM architecture
6. What is Reality Mining?
7. What is GPS?
8. Value Chain
9. Define data warehouse
10. What are the advantages of data warehouse?
11. Lists the benefits of BI
12. Write briefly about TSA's PIMS
13. Explain in detail about BPM Cycle
14. Discuss in detail about Web Mining
15. What is performance Dashboards
16. What is RFID and Business Intelligence
17. Difference between GIS Vs GPS
18. Discuss in detail about web 2.0
19. What is Automated Decision Systems (ADS)
20. Discuss in brief about data integration

KGR INSTITUTE OF TECHNOLOGY AND MANAGEMENT
MBA IV SEM IMPORTANT QUESTIONS
SUPPLY CHAIN MANAGEMENT

ESSAY QUESTIONS

1. Discuss the objectives and functions of supply chain management. Also explain the conceptual frame work of SCM.
2. Explain the significance of global supply chain management
3. What is integrated logistics strategy? Discuss the process involved in developing integrated logistics strategy.
4. Discuss the role of inventory management in effective supply chain management.
5. Discuss about gaining competitive advantage through logistics
6. List and discuss the various modes of transport in SCM.
7. Discuss in detail about types of warehouses and warehousing operations.
8. Explain the role of handling systems in effective warehouse management.
9. Critically examine the role of IT in supply chain management.
10. Explain about retail supply chain management
11. Discuss the role and importance of distribution in supply chain management
12. Human resources play a great role in SCM'. Discuss with reference to retailing.

SHORT QUESTIONS

1. Conceptual frame work of SCM
2. Bull-whip effect
3. JIT
4. Logistics means
5. SCOR model
6. Bar coding
7. Bench marking
8. Role of IT in SCM
9. Reverse logistics
10. VMI
11. Objectives of SCM
12. Outbound Logistics
13. Consistency
14. Private Fleet Format
15. EDI
16. Retail SCM
17. RFID
18. Merchandizing
19. Components of CRM
20. Workforce Management.

KGR INSTITUTE OF TECHNOLOGY AND MANAGEMENT
MBA IV SEM IMPORTANT QUESTIONS
INVESTMENT MANAGEMENT (FINANCE)

ESSAY QUESTIONS

1. What is Investment decision process? Discuss various sources of investment information?
2. What factors should be considered in making investment decision?
3. Distinguish between investment and speculation? Explain the role of speculator
4. Types of Risk
5. Explain the significance of Bond Portfolio Management and state various types of bonds
6. Explain active and passive bond portfolio management strategies
7. What do you understand by bond duration? Distinguish between Macaulay's bond duration and modified Macaulay's bond duration
8. What do you mean by bond? What is the factor effecting bond yield? Explain different methods of bond valuation
9. What are the basic features of common stock? Briefly explain the dividend capitalization models of common stock valuation.
10. Explain the significance and problems in constructing security market indexes
11. Explain the dividend capitalization model
12. Explain in brief about earnings capitalization
13. Describe briefly the BSE sensitive Index and the SRP CNX Nifty Index and their computational procedure
14. Explain about the problems and prospects of Indian mutual fund industry
15. Write about capital asset pricing model (CAPM). What are the assumptions of CAPM
16. Explain about Arbitrage Pricing Model (APT)
17. Explain about the equilibrium risk-return relationship
18. Explain the regulatory framework of mutual funds
19. Explain about Jensen's differential Return Model
20. Explain about Treynor's Reward to Volatility Model
21. Sharpe's Model

SHORT QUESTIONS

1. What is technical analysis
2. YTM
3. Bond duration
4. Bond Immunization
5. Over the Counter Stocks
6. Sources of risk
7. Investment objectives
8. Types of debt securities
9. PE ratio
10. Efficient Frontier
11. Open funds
12. Arbitrage Pricing theory
13. Price Earnings Ratio
14. Stock dividend and stock split
15. Ex-post Return Vs Ex-ante Return
16. Mutual funds
17. Markowitz Diversification
18. What do you mean of common stock
19. Fundamental analysis
20. Public Issue

KGR INSTITUTE OF TECHNOLOGY AND MANAGEMENT
MBA IV SEM IMPORTANT QUESTIONS
BANKING AND INSURANCE (FINANCE)

ESSAY QUESTIONS

1. Explain about structure of Indian banking system
2. Explain about types of banking system in India
3. Explain various services offered by India
4. Discuss about RBI
5. Different types of loan and their features
6. Explain the causes of NPA and its implications
7. Explain the basic model of loan pricing
8. Explain about regulation of bank capital
9. Basel - I,II ,III
10. Explain the problems and prospectus of internet banking
11. Explain the roles and Importance insurance
12. Explain about IRDA regulatory
13. Explain about types of Insurance
14. Explain about life Insurance products
15. Different types of general Insurance.
16. What is group Insurance and Discuss?

SHORT QUESTIONS

1. Role of Commercial Banks
2. Advantages of life insurance
3. Banker and Customer Relationship
4. Retail Banking
5. Different types of loans
6. Agent
7. Different types of Banks accounts
8. Fund Transfer
9. M Wallets
10. Nat banking
11. Evaluation of Banking
12. Concept of Economic Model
13. Importance of Insurance
14. Reinsurance
15. IRDA
16. Prospects of Insurance companies
17. Tax treatment of insurance
18. Group insurance
19. Pension plans
20. General insurance types

KGR INSTITUTE OF TECHNOLOGY AND MANAGEMENT

MBA IV SEM IMPORTANT QUESTIONS CONSUMER BEHAVIOUR (MARKETING)

ESSAY QUESTIONS

1. Explain in detail about contemporary dimensions of consumer behavior.
2. Discuss consumer research process.
3. Define perception. Explain the elements of perception.
4. Discuss the theory of learning.
5. Explain about Split Brain theory.
6. Define cross culture. Explain behavior pattern of class culture.
7. Define referrals group and types of referrals group.
8. Explain Schiffman and Kanuk's models of consumer decision making.
9. Define post purchase behavior. Explain the behavioral factors involved in purchase.
10. Explain Howard sheth model of consumer behavior.
11. Explain Nicosia model of consumer behavior
12. Discuss the readdressal agencies of consumer behavior
13. Discuss RAO Lilien model.

SHORT QUESTIONS

1. Information Search
2. Evaluation of Alternatives
3. Customer Retention
4. Brand Loyalty
5. Need Recognition
6. Culture Sub-Culture
7. Factors influencing on Consumer Behaviour
8. Decision-making
9. Pre-Purchase Evaluation
10. Product Disposal
11. Howard-Sheth Model
12. EBM Model
13. Organizational Buyer
14. Consumer Behaviour Research
15. Consumer Behaviour
16. Instrumental Conditioning
17. Life Style
18. Model of Consumer Behaviour
19. Macro Economic Model
20. Learning

KGR INSTITUTE OF TECHNOLOGY AND MANAGEMENT

MBA IV SEM IMPORTANT QUESTIONS

SERVICE AND GLOBAL MARKETING (MARKETING)

ESSAY QUESTIONS

1. Explain the Concept and Scope of Services and define Service Continuum.
2. What is Industrial Service? Reason for segmentation of market
3. Explain the role of market segmentation in service marketing
4. Illustrate the strategies for dealing with intangibility
5. What strategies are to be adapted to overcome the inseparability characteristics?
6. Define interactive Marketing. Explain the 4C's of customer service mix
7. Briefly describe the process of Building Customer Relationship through Segmentation and Retention Strategy.
8. Illustrate the strategies for dealing with intangibility
9. What strategies are to be adapted to overcome the inseparability characteristics?
10. Define interactive Marketing. Explain the 4C's of customer service mix
11. Briefly describe the process of Building Customer Relationship through Segmentation and Retention Strategy.
12. Explain the significance of Global Marketing.
13. Define culture? Explain the characteristics of culture.
14. Show the importance of Global Markets and Consumer Markets.
15. Sketch out the Different Environments of Global Market.
16. Discuss the steps involved in international product life cycle with example.
17. Define new product development? Explain the factors influencing new product development.
18. Define needs for Global Customers? Explain the importance of International Brands for Global customers.
19. Distinguish between Global Marketing and Indian Marketing.

SHORT QUESTIONS

1. Define retail management
2. Characteristics of services
3. Difference between services & products
4. Marketing Mix
5. Determinants of quality
6. Briefly explain 7 P's
7. Explain service market triangle
8. Dimensions of quality
9. Dealing with inventory in services
10. Strategies for internal marketing
11. Write about Geographic Segmentation
12. What is Zone of Tolerance?
13. Describe steps involved in setting price for service.
14. Multi-site Distribution Strategy
15. Dimensions of Service Quality
16. Retention Strategies
17. Service Marketing Triangle
18. Positioning of a service for a global market.
19. Elements in Cultural Environment
20. Limitations of Global Marketing System

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MBA IV SEM IMPORTANT QUESTIONS

PERFORMANCE MANAGEMENT (HR)

ESSAY QUESTIONS

1. Write about the scope/ significance of performance management?
2. Write about the challenges of performance management?
3. What is performance appraisal? What are the two types of performance appraisal?
4. What are the modern methods of performance appraisal system?
5. According to Campbell, there are three factors which determine the job performance of employees". Discuss.
6. What process do you recommend for identifying Key Performance Areas in the context of designing any performance appraisal system?
7. What are the various methods used in individual performance planning? Explain the role of KPA's in performance planning.
8. What is performance appraisal? Briefly explain the methods of performance appraisal.
9. What is self appraisal? What are its purposes? On what important questions such a process generally focuses?
10. What constitutes performance counseling? Explain the elements in the counseling process.
11. Discuss the need for and the scope of performance counseling. Describe the process of counseling.
12. Outline and explain the steps involved in conducting performance analysis.
13. Performance analysis can be used for counseling and identification of developmental needs. Explain?
14. What is corporate performance management? What are its objectives?
15. Explain EFQM excellence model and Indian corporate experience?
16. What is benchmarking? Discuss the need for benchmarking in Indian industry?
17. Explain the impact of performance management on line managers and employees ?
18. Discuss competency mapping?
19. Discuss the factors affecting human performance.
20. Explain performance related pay models.
21. What does competency building mean? Describe competency building models.
22. Explain clearly about various competency models.
23. Discuss the process involved in competency assessment.
24. Explain balanced scorecard practice in any company.
25. Write a note on new performance management model.
26. Explain Spangenberg's integrated model of performance
27. Explain the concept of SMART pyramid developed by Wang Laboratories.
28. Mager and Pipes Troubleshooting Model.
29. Sears model for organizational performance.

SHORT QUESTIONS

1. Performance planning
2. Key Performance Area's
3. Performance Targets
4. Performance Management
5. Role Clarity
6. Personality factors

7. Performance Management System
8. Assessment Centre Method
9. Role plays
10. Self appraisal
11. Management games
12. Performance analysis
13. Performance review discussions]
14. 360 degree appraisal or multi rates assessment
15. MBO
16. Condition for effective counseling
17. BARS
18. New objectives of performance appraisal
19. Sequential process of counseling
20. Key Performance Areas
21. Performance Monitoring
22. Performance Pathway Analysis
23. Performance Audit
24. Yerkes- Dodson law.
25. Balance scorecard
26. Competency Gap
27. Competency assessment
28. Gilbert's Matrix
29. Tactics level
30. ATI Performance Improvement Model'

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MBA IV SEM IMPORTANT QUESTIONS

TALENT AND KNOWLEDGE MANAGEMENT (HR)

ESSAY QUESTIONS

1. What are the stages in talent management
2. “Organizations need to recruit people who have the requisite talent and retain them”. Write about talent management.
3. Explain the talent management strategies of any business organization.
4. How is a talent reservoir segmented through talent management grid?
5. What are the characteristics of Competency?
6. Write the role and challenges of line managers as leaders in talent management?
7. What is competency model? What are the steps involved in developing a competency framework/model?
8. Discuss the various steps involved in the development of talent management information strategy?
9. Tacit Knowledge
10. Explain knowledge management practices of Infosys technologies limited.
11. Discuss about knowledge management activities and explain implementation of knowledge management.
12. What are the challenges of knowledge intensive firms?
13. Explain Earl’s seven school of KM.
14. Explain the dependency of information technology infrastructure on the knowledge management infrastructures.
15. Write about knowledge management mechanism and technologies.
16. Describe briefly about knowledge management infrastructure.
17. How does knowledge management impacts people in an organization?
18. What is the importance of Knowledge Management Assessment?
19. What are the factors influencing knowledge management?
20. What are the types of KMA?

SHORT QUESTIONS

1. Define Talent Management.
2. What is succession planning?
3. Define talent pool.
4. What are the elements of EPM model?
5. Who are called the knowledge workers?
6. List out the factors influencing knowledge management.
7. What is K-Frame?
8. Karreman’s knowledge management approach.
9. What are the different knowledge management systems?
10. Define Knowledge management.
11. Knowledge Intensive firms.
12. Knowledge audit
13. Competency mapping.
14. TMIS
15. Managerial grid or Talent management grid.
16. Early seven schools of knowledge management.
17. Talent management assessment tools.
18. Knowledge management life cycle.
19. Knowledge discovery
20. Organizational performance