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Reg. No.....

Name.....

M.B.A. DEGREE EXAMINATION, FEBRUARY 2026

Fourth Semester

CONSUMER BEHAVIOUR

(2018–16 Admissions/Mercy Chance)

Time : Three Hours

Maximum Marks : 60

Part A

*Answer any **five** questions*

Each question carries 6 marks.

1. Define Consumer Behaviour and present the importance of studying Consumer behaviour.
2. How is consumer behaviour related to the formulation of marketing strategy ?
3. Bring out the correlation between Personality Theories and Behaviours of Consumers.
4. Measure the role motivation in Consumer Behaviour.
5. How does communication affect the consumer behaviour ?
6. Write the influence of frugal life style in Consumer Behaviour.
7. Summarize the legal provision for Consumer Protection in our country.
8. Highlights the rights of consumer in India.

(5 × 6 = 30)

Part B

*Answer any **two** questions.*

Each question carries 10 marks.

9. Enumerate how a study of consumer behaviour help arriving at strategic marketing decisions.
10. Explain the model of consumer behaviour based on stimulus - response.
11. Discuss the role of socio-cultural dimensions in consumer behaviour
12. Evaluate the influence of reference group on consumer behaviour.

(2 × 10 = 20)





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Part C

Compulsory Question.

13. “..While the idea was to showcase how serious KFC is towards segregation of veg and non-veg products in their kitchens - the brief was to convey this in a fun and entertaining manner - without taking away from the seriousness of the message. We feel confident that this quirky love story between a veg and non-veg burger does that beautifully,” said Ajay Gahlaut, Creative Head, Ogilvy & Mather. KFC had also altered its tagline from “finger licking good” to “so veg, so good” in India. The campaign was considered a huge success and as a result the company’s sales increased by 60% after “So Veg So Good” campaign. “Our, So Veg, So Good” range, which has helped us broaden the brand’s relevance, has been received very positively by consumers. Considering the sentiments and beliefs of our vegetarian customers, we at KFC maintain stringent standards to ensure that there is absolutely no mixing of vegetarian and non-vegetarian offerings at our stores. Everything from the utensils, ingredients and staff are segregated. We wanted to convey this message to our consumers yet keep it entertaining and informative, and this video does exactly that” remarked DhruvKaul, Director Marketing, KFC India.....”

Questions :

1. Are there any differences in the way people learn generally and they learn as consumers? Substantiate your opinion with relevant arguments.
2. Would there be any difference between the way an individual consumer learns and the way a group of consumers learn?
3. Learning measures and outcomes can be different for different consumers, what’s your analysis for KFC India’s consumers?

(1 × 10 = 10)



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M.B.A. DEGREE EXAMINATION, FEBRUARY 2026

Fourth Semester

INDUSTRIAL RELATIONS AND LABOUR LAW

(2018–16 Admissions–Mercy Chance)

Time : Three Hours

Maximum Marks : 60

Part A

*Answer any five questions.
Each question carries 6 marks.*

1. Present the nature of Industrial Relations.
2. Highlight the evolution of Industrial Relations in India.
3. Brief the mechanism available for resolving industrial dispute between employee and employer.
4. What do you understand by 'Unfair Labor Practices' ? Suggest your views to resolve it.
5. What is Participative Management ? What are its various levels ?
6. Write about Collective Bargaining and prerequisites of a Collective Bargaining.
7. Explain the role of EPF, pension and deposit linked insurance scheme in providing social security to employees in India.
8. Define and explain the following terms: Employee, Employer, Continuous Service as given under the Payment of Gratuity Act, 1972.

(5 × 6 = 30)

Part B

*Answer any two questions.
Each question carries 10 marks.*

9. Scan the latest industrial relations scenario in India.
10. What is Strike ? Give the impact and causes of strikes. Write about any three strikes in public sector units. How these strikes are resolved ?





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11. Examine the challenges in implementation of labour welfare legislations in Indian Industries with reference to Labour Laws.
12. Compare partial disablement and total disablement and assess their impact on the compensation payable under the Act.

(2 × 10 = 20)

Part C

Compulsory Question

13. Read the case given below and answer the questions given at the end :

Mr. Raghupati started a carrier company in 1998 with just Rs. 1,00,000 and three employees. He developed the company to the tune of Rs. 100 million turnover and 300 employees by 2007. He wants to expand the operations of the company to new towns and also to new customers. The company had always paid higher salaries and provided better benefits than comparable employers in the city. But, he found that his employees wanted to form a union, even though he offers higher salaries. One day Mr. Raghupati was overhearing the conversation of employees about the formation of union in the company. He thought for a while and got disappointed immediately as he has been one of the good pay master; but yet he could not get the maximum contribution, commitment and support of the employees. He spent whole night thinking of the possible problem. He got into a different psychological state and started thinking of how he could make use of the situation for the betterment of the company. He got an idea that he should inspire the employees to form a union and let the union demand for still higher salaries. Immediately he implemented the idea and encouraged the employees to form a union. His idea worked well.

Quite a surprise to the expectations of the employees, Mr. Raghupati inaugurated the union and encouraged the union to make their demands. Trade union leaders after a year met the CEO with a charter of demands. He made a counter proposal while appreciating the union leaders for their charter of demands. His counter proposal includes additional contribution and commitment from employees side for every rupee of hike in salaries and benefits. Trade union leaders appreciated and accepted the counter proposal made by the CEO. Mr. Raghupati encouraged trade union leaders to enlighten employees and enhance their deficiencies for higher wants and better life.





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Questions :

- (a) Why were the employees not content with the salaries and benefits ?
- (b) How do you analyse Mr. Raghupati's strategy of encouraging employees to form a trade union ?
- (c) How do you perceive the strategy followed by the CEO in making the counter offer for the employees and its ramification to their trade union ?

(1 × 10 = 10)



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M.B.A. DEGREE EXAMINATION, FEBRUARY 2026

Fourth Semester

MANAGEMENT OF FINANCIAL SERVICES

(2018–16 Admissions/Mercy Chance)

Time : Three Hours

Maximum Marks : 60

Part A

*Answer any five questions.
Each question carries 6 marks.*

1. What are the factors influencing the stability of the financial system in a country ?
2. What do you understand by Financial Innovation ? Present its influence at present.
3. Analyse the structure of the Indian commercial banking system.
4. Develop a comprehensive strategy for reducing NPAs in commercial banks.
5. Define Non-Banking Financial Institutions (NBFIs) and present their major characteristics.
6. Sum up the role of RBI in regulating and controlling bank credit in India.
7. Outline the nature and importance of insurance in an economy.
8. Analyse the economic and financial significance of lease finance.

(5 × 6 = 30)

Part B

*Answer any two questions.
Each question carries 10 marks.*

9. Explain the current situations of Indian Financial System in technology era.
10. Assess the importance of capital-market support in strengthening the financial position of banks.
11. Explain the role of mutual funds in mobilising, savings and developing capital markets.
12. Compare and contrast public-sector and private-sector insurance companies in terms of efficiency and performance.

(2 × 10 = 20)





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Part C
Compulsory Question.

13. Arun Engineering Pvt. Ltd., a medium-sized manufacturing company, produces industrial components. The company has received a large export order and needs to expand its production capacity.

The company requires Rs. 5 crore to purchase new machinery. The management is considering purchasing the machinery outright, obtaining lease finance, or using hire purchase finance.

The company also sells its products to customers on 60-90 days' credit. Its trade receivables have increased from Rs. 2 crore to Rs. 4 crore during the year, resulting in a shortage of working capital. The finance manager is considering factoring and bills discounting to improve liquidity.

At the same time, the company has developed a new technology-based product. It requires another Rs. 3 crore for product development and commercialisation. The management is considering approaching a venture-capital fund.

Before raising additional debt, the company's financial adviser recommends obtaining a credit rating. The company also has surplus funds that it wishes to invest temporarily in marketable securities and is considering using the services of a stock broker.

The Board of Directors has asked the Chief Financial Officer to recommend the most suitable combination of financial services by considering cost, risk, ownership, liquidity, flexibility, and long-term financial sustainability.

Questions :

1. Explain the financial requirements of Arun Engineering Pvt. Ltd.
2. Describe the financial services that may be used to meet the company's various requirements.

(1 × 10 = 10)

