

AR19

Code: 19MBA4004

SET-2

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)
II MBA IV Semester Regular Examinations, JULY, 2022
INTERNATIONAL FINANCE

Time: 3 Hrs

Max. Marks: 60

Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory

1. a) Define BoP 4M
b) Elaborate the different components of BoP. 8M
2. a) What is fixed exchange rate system. 6M
b) What are the advantages and disadvantages of fixed exchange rate system? 6M
3. a) What is purchase power parity? 6M
b) What is the relationship between interest rate and exchange rate (International Fisher effect)? 6M
4. a) What is international stock diversification? 6M
b) Briefly state the Methods Used to Invest Internationally. 6M
5. a) What is currency futures market? 6M
b) Distinguish between Futures and Forward Contracts. 6M
6. a) How the exchange risk affects the NPV decision? 6M
b) List the various techniques for adjusting risk in multinational capital budgeting. 6M
7. a) Explain the objectives of international cash management? 6M
b) Describe methods of payment for international trade. 6M
8. **CASE STUDY:** 12M
Case: As of today, the interest rate in Countries X, Y, and Z, are similar. In the next month, Country X is expected to have a weak economy, while Countries Y and Z are expected to experience a 6% increase in economic growth. However, conditions this month will also cause an increase in default risk of borrowers in Country Z in the next month because of political concerns, while the default risk of Countries X and Y remain unchanged.
Question: During the next month, which country should have the highest interest rate and Which country should have the lowest interest rate, explain?

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SET-2

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)
II MBA IV Semester Regular & Supplementary Examinations, July-2022**

STRATEGIC HUMAN RESOURCE MANAGEMENT

Time: 3 Hrs

Max. Marks: 60

**Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

1. Discuss on role of HR functions on improving firm performance. **12M**
2. Why is a competitive advantage based on a heavy investment in human assets more sustainable than investments in other types of assets? **12M**
3. What is Total Quality Management (TQM)? Mention the function of HR in implementing TQM strategies. **12M**
4. Narrate your understanding on International Compensation. What are various approaches to it? **12M**
5. Explain a robust talent acquisition process (selection process) for international assignment. What are the key parameters of selecting the right candidates in this regard. **12M**
6. Give a brief account on the effect of Multinational, Global and Transnational structure on HR Strategy. **12M**
7. Explain the significance of understanding Strategic HRM in the age of intense competition. **12M**
8. **CASE STUDY: “Conversational AI” and HR** **12M**

It's undeniable that the global pandemic outbreak has put the spotlight on the HR function, across organizations, expecting it to lead from the front, by providing solutions for a dynamically shifting workplace. Truisms such as this, however, need to be unpacked in terms of tangible problem-and-solution scenarios, to make any real difference on the ground. A case in point, where cutting-edge technologies combine with HR work practices – to save time, enhance data accuracy, improve employee experience, and sharpen the focus of executive decision-making – is the emergent domain known as “Conversational AI for HR”.

First, let's demystify this term. In a pre-pandemic, work-from-office paradigm, employees would typically walk over to the desk of their HR representative or make a call, to address their queries. On the face of it, such questions span a wide range: from compensation and benefits, to learning & development, policies and SOPs, compliance checks, and leave management, besides concerns and grievances. A closer scrutiny shows that a vast majority of questions and concerns fall into a predictable finite set of transactions. And this in turn exposes a major lacuna of a traditional HR set-up.

In a typical non-automated scenario, employee interactions occur through a combination of in-person conversations, emails and phone calls. Consequently, HR representatives expend much of their productive hours handling such queries. The manual process and quantum of requests increase the pressure on the executives, and likelihood of errors. The tedious, repetitive nature of the work has an adverse impact on motivation, focus and productivity, leaving little time for innovation and creative initiatives. This is where advances in automation and Artificial Intelligence (AI) can make a difference.

Conversational AI for HR enables organizations to deploy digital HR assistants – intelligent bots that handle a wide range of queries real-time, accurately, and cost-effectively. These bots can be set up to offer a walk-through of common processes around benefits, provide updates around employee policies and enterprise-level decisions, and so forth. The HR department can thus automate high-frequency employee interactions, resulting in reduced costs and self-service options that are online, user-friendly, and can be accessed from the comfort of one's home, at a time and even through a device of one's own choosing. The process can be designed so that users access the information through digital channels they're already comfortable with, e.g. Facebook Messenger or WhatsApp, collaboration tools, such as Microsoft Teams or Slack, as a chatbot, or even Alexa and Google Assistant. Advances in AI continue to make man-machine conversations flexible, friendly, outcome-based and pleasant – a far cry from the straightjacketed chatbots that frustrated us in earlier years.

Questions

1. What do you mean by "Conversational AI"
2. How AI can leverage HR functionality in Organizations?
3. Can digitalization helps HR function to be more strategic and bring competitive advantage? Give arguments in favor of your answer.

AR19

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SET-I

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

II MBA IV Semester Regular/Supplementary Examinations, July, 2022

DATA MINING

Time: 3 Hrs

Max. Marks: 60

**Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

1. a) What is Data Mining? Explain Data Mining Application with suitable examples. **6 M**
b) Explain the process of KDD with neat diagram. **6 M**
2. a) What is Classification? **4 M**
b) Explain the Decision Tree Classifier with example. **8 M**
3. a) What is model performance analysis in Data Mining? Explain with example. **6 M**
b) How to construct Confusion Matrix and ROC curve? Explain. **6 M**
4. a) Deep describe Neural networks. **6 M**
b) Explain any two Cluster Analysis algorithms in DM. **6 M**
5. a) What are frequent Item-sets and association rule mining? **6 M**
b) Explain Market based Analysis. **6 M**
6. a) Deep describe Business Intelligence Architecture with neat diagram. **12 M**
7. a) What is Data Pre-processing in Data Mining? Explain with one application in Marketing. **6 M**
b) Explain support vector machines in detail. **6 M**

8. CASE STUDY:

Given a set of transactions, find rules that will predict the occurrence of an item based on the occurrences of other items in the transaction. **12 M**

Market-Basket transactions

TID	Items
1	Bread, Milk
2	Bread, Diaper, Beer, Eggs
3	Milk, Diaper, Beer, Coke
4	Bread, Milk, Diaper, Beer
5	Bread, Milk, Diaper, Coke

Association Rules:

{Diaper} → {Beer},

{Milk, Bread} → {Eggs, Coke},

{Beer, Bread} → {Milk},

Implication means co-occurrence

- a) Define Item-set, Support Count(σ), Support and Frequent Item-set
- b) Association Rule, Rule Evaluation Metrics, Support (s) and Confidence (c)