

**Code: 22MBA4001**  
**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI**  
**(AUTONOMOUS)**  
**IV Semester MBA Regular & Supplementary Examinations, April, 2026**

**ENTREPRENEURIAL DEVELOPMENT**  
**(MASTER OF BUSINESS ADMINISTRATION)**

**Time: 3 Hrs**

**Max. Marks: 60**

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

		Marks	CO	Blooms Level
1.	a) List out the different types of entrepreneurs and how they differ from each other.	6M	1	1
	b) Analyse the key trends shaping entrepreneurship in the twenty-first century.	6M	1	2
2.	a) Explain the need and objectives of Entrepreneurship Development Programmes (EDPs).	6M	2	2
	b) Apply your knowledge to illustrate how institutions like NIESBUD and EDI contribute to entrepreneurial development.	6M	2	3
3.	a) Demonstrate the steps involved in formulating a project report for a new business venture.	6M	3	3
	b) Analyse the steps required to start an MSME and examine their significance in the establishment process.	6M	3	4
4.	a) Explain the concept and functions of a Business Incubation Centre.	6M	4	2
	b) Evaluate the various sources of long-term and short-term capital, including venture capital, in terms of their suitability for business financing.	6M	4	5
5.	a) Analyze the problems and prospects of e-entrepreneurs in India.	6M	5	4
	b) Illustrate the purpose of creating e-entrepreneurs in the modern business environment.	6M	5	3
6.	a) Explain the different types of ownership in business.	6M	6	2
	b) Examine the various marketing strategies adopted by business ventures for market success.	6M	6	4
7.	a) Evaluate the concept of an e-entrepreneur in the context of modern digital business environments.	6M	5	5
	b) Explain the importance of Human Resource Management in the successful management of a business venture.	6M	6	2

Anjali Verma, a postgraduate in food technology, always had a passion for creating healthy and innovative food products. After noticing the increasing demand for millet-based and nutritious snacks, she decided to start her own venture specializing in ready-to-eat healthy foods. Initially, she started small by producing snacks from her home kitchen and selling them through local stores and exhibitions. In the early stage, Anjali relied on her personal savings and informal loans from friends and family. Her products gained popularity due to their quality and uniqueness. Encouraged by the response, she planned to scale up her operations by setting up a small manufacturing unit. However, she lacked formal knowledge about preparing a detailed project report and financial planning, which led to underestimation of costs and risks.

As the business expanded, Anjali faced multiple operational challenges. Managing procurement of raw materials became difficult due to price fluctuations and inconsistent supply from farmers. At the same time, maintaining quality standards while increasing production volume posed another major issue. She realized the need for better technical processes and skilled labor.

To overcome financial constraints, Anjali applied for loans under MSME schemes and sought assistance from government institutions. However, she encountered bureaucratic delays, complicated procedures, and lack of proper guidance. Although she eventually received partial funding, the delay affected her expansion plans and market opportunities.

Recognizing the growing importance of digital platforms, Anjali launched her products on e-commerce websites and social media platforms. While this helped her reach a wider customer base, she struggled with digital marketing strategies, online competition, and customer feedback management. Negative reviews and delivery delays started impacting her brand image. Another significant challenge was managing her workforce. As her team grew, issues related to employee training, motivation, and retention became prominent. She lacked formal HR policies and structured management practices. Additionally, her working capital was insufficient to handle daily operations efficiently, leading to cash flow problems.

Despite these difficulties, Anjali showed resilience and adaptability. She started attending entrepreneurship development programs to enhance her managerial skills. She also collaborated with a business incubation center, which helped her improve her business plan, streamline operations, and adopt modern management techniques.

Over time, Anjali implemented better financial planning, introduced quality control systems, and strengthened her marketing strategies. She focused on building a strong brand identity and customer trust. Although challenges remained, her business gradually stabilized and positioned itself as a promising player in the healthy food segment.

#### **Questions:**

1. Identify the entrepreneurial opportunity recognized by Anjali.
2. Analyze the operational and financial challenges faced during expansion.
3. Examine the impact of e-entrepreneurship on Anjali's business.

Code: 22MBA4011

**SET-I**

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

**IV Semester MBA Regular & Supplementary Examinations, April-2026  
DATA MINING AND MACHINE LEARNING  
(MASTER OF BUSINESS ADMINISTRATION)**

**Time: 3 Hrs**

**Max. Marks: 60**

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

	Marks	CO	Blooms Level
1. a) Analyze the importance of data preprocessing in mining tasks.	6 M	CO1	Analyzing
b) Propose improvements to business intelligence using advanced data mining techniques.	6 M	CO1	Creating
2. a) Evaluate the usefulness of constraint-based association mining.	6 M	CO2	Evaluating
b) Explain about improvements of association rule mining for e-commerce applications.	6 M	CO2	Creating
3. a) Explain BI architecture for retail business.	6 M	CO3	Applying
b) Propose strategies to integrate BI with data mining for competitive advantage.	6 M	CO3	Creating
4. a) Define machine learning and explain its types.	6 M	CO4	Understanding Analyzing
b) Analyze the process of constructing decision trees.	6 M	CO4	
5. a) Compare nearest neighbor methods with probabilistic approaches.	6 M	CO5	Analyzing
b) Propose improvements to unsupervised learning using hybrid models.	6 M	CO5	Creating
6. a) Discuss the curse of dimensionality in machine learning.	6 M	CO6	Understanding Evaluating
b) Evaluate the effectiveness of support vector machines (SVMs).	6 M	CO6	
7. a) Define probability in the context of machine learning.	6 M	CO5	Remembering Analyzing
b) Compare MLP and RBF networks in practice.	6 M	CO6	

8. **CASE STUDY: Loan Approval** 12 M

**Task:** Find **entropy** and **information gain** for the attributes

**Credit Score** and **Income** to predict *Loan Approval*.

Dataset:

Applicant	Income	Credit Score	Age	Loan Amount	Approved
A1	High	Good	35	Medium	YES
A2	Low	Poor	28	Small	NO
A3	Medium	Good	40	Large	YES
A4	High	Poor	45	Medium	NO
A5	Medium	Good	30	Small	YES
A6	Low	Poor	25	Small	NO
A7	High	Good	50	Large	YES
A8	Medium	Poor	33	Medium	NO
A9	Low	Good	29	Small	YES
A10	High	Good	42	Large	YES

# AR22

Code: 22MBA4015

**SET-I**

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

**IV Semester MBA Supplementary Examinations, April-2026**

**SEARCH ENGINE MARKETING  
(MASTER OF BUSINESS ADMINISTRATION)**

**Time: 3 Hrs**

**Max. Marks: 60**

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

		Marks	CO	Blooms Level
1.	a) Explain the concept of SEO and its key benefits for businesses.	6	1	K2
	b) Describe the components of search engines and explain how search engines work.	6	1	K3
2.	Discuss On-Site SEO techniques including URL optimization, site maps, and site loading speed.	12	1	K2
3.	a) Explain the importance of image optimization and interactive media in SEO.	6	2	K3
	b) Describe the role of mobile optimization and responsive websites in SEO.	6	2	K2
4.	a) Explain the role of Google Analytics and Google Search Console in SEO.	6	3	K2
	b) Differentiate between head keywords, body keywords, and long-tail keywords.	6	3	K3
5.	P Discuss various link-building strategies including forums, RSS feeds, blogging, and social bookmarking.	12	4	K2
6.	Discuss content consideration factors such as relevance, headings, outbound links, and formatting in detail.	12	5	K2
7.	a) Explain the role of site audit tools in SEO.	6	6	K3
	b) Write a short note on link analysis tools like Majestic SEO and Open Site Explorer.	6	6	K2

8.	<b>CASE STUDY:</b> A content-driven website struggled to engage users despite publishing frequent articles. The content lacked structure, proper headings, and keyword placement. Additionally, plagiarism issues were identified, which reduced the credibility of the website. The team later introduced structured content with proper formatting, used plagiarism detection tools, and focused on high-quality, user-friendly content. This resulted in improved user engagement and search rankings. The website also ignored readability factors such as font consistency, bullet points, and visual aids. There was no clear content strategy or audience targeting. Over time, the team began incorporating SEO-friendly headings, internal linking, and multimedia elements. This significantly improved dwell time and reduced bounce rates. <b>Questions:</b> a. Identify the content-related issues in the case. b. Explain the role of content quality and originality in SEO. c. Suggest tools and strategies to improve content effectiveness.	12	5	K2 K3
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**IV Semester MBA Regular/Supplementary Examinations, April,2026**  
**BUSINESS INTELLEGEENCE**  
**(MASTER OF BUSINESS ADMINISTRATION)**

**Time: 3 Hrs****Max. Marks: 60**

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

		Marks	CO	BTL
1.	a) Define Business Analytics. Explain its importance	6	1	2
	b) Explain the concept of Data Warehouse	6	1	2
2.	a) Explain the Data Warehouse Architecture	6	1	2
	b) Differentiate between OLTP and Data Warehouse	6	1	3
3.	a) Explain briefly the OLAP operations	6	2	2
	b) Discuss in detail about marketing data analytics (MDA) and its importance	6	2	3
4.	a) Difference between Star and Snowflake Schema	6	3	3
	b) Explain Schema Design in Data Warehousing	6	3	2
5.	a) Explain KDD Process steps with suitable examples	6	4	3
	b) Elucidate the Benefits of Data Mining	6	4	2
6.	a) List the steps involved in Data Mining	6	4	3
	b) Explain how Hadoop can be applied in real-world business scenarios	6	6	3
7.	a) Explain Market Basket Analysis and its key metrics	6	5	2
	b) Explain the difference between Classification vs Clustering	6	5	2
8.	<b>CASE STUDY:</b> AZON Co. operates one of the world's largest e-commerce platforms, handling millions of transactions daily. The company collects vast amounts of data from customer purchases, browsing patterns, product reviews, and logistics operations. However, this data originates from multiple heterogeneous sources such as mobile apps, websites, and third-party sellers. To manage and analyze this data effectively, AZON Co. implemented a centralized data warehouse integrated with Business Intelligence (BI) tools. This system enables real-time dashboards, customer segmentation, and predictive analytics. Data pre-processing techniques such as cleaning, transformation, and integration are applied to ensure data quality. As a result, AZON Co. improves customer experience through personalized recommendations, efficient inventory management, and faster delivery systems.			12
	<b>Questions for discussion:</b>			
	a. How does Business Analytics improve AZON Co.'s operations?			
	b. Why is a data warehouse essential for AZON Co.?			
	c. What pre-processing steps are applied to AZON Co.'s data?			

Code: 22MBA4016

**SET-I**

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

**IV Semester MBA Supplementary Examinations, April-2026**

**SOCIAL MEDIA MARKETING  
(MASTER OF BUSINESS ADMINISTRATION)**

**Time: 3 Hrs**

**Max. Marks: 60**

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

	Marks	CO	Blooms Level
1. a) Explain the concept and importance of Social Media Marketing (SMM) in modern business.	6	CO1	L2
b) Analyze how social media marketing impacts brand awareness and customer engagement	6	CO1	L3
2. a) Describe different social media platforms used for advertising and their features.	6	CO2	L2
b) Analyze how social media advertising complements traditional promotional methods.	6	CO2	L3
3. a) Explain the importance of transitioning from traditional to digital marketing.	6	CO3	L2
b) Analyze how businesses can use social media to enhance brand positioning.	6	CO3	L3
4. a) Describe the different types of content used in social media marketing	6	CO4	L2
b) Analyze how content can be designed to effectively promote products and services	6	CO4	L3
5. a) Explain how platforms like Facebook, Instagram, Twitter, and YouTube are used for marketing	6	CO5	L2
b) Analyze how social media channels can be used to build long-term customer relationships.	6	CO5	L3
6. a) Explain the concept of social media listening and monitoring.	6	CO6	L2
b) Analyze the role of social media technology in tracking user engagement and feedback.	6	CO6	L3
7. a) Describe how social media monitoring helps in competitive intelligence.	6	CO6	L2
b) Evaluate the methods used to measure Social Return on Investment (ROI).	6	CO6	L3



8. **CASE STUDY:**

12 CO3

L5

Mamaearth, a skincare startup, entered a highly competitive market dominated by established brands. To differentiate itself, the company positioned its brand as “100% natural and eco-friendly.” It used platforms like YouTube and Instagram to share educational content about skincare routines, ingredient benefits, and sustainability practices.

The brand collaborated with influencers who promoted eco-conscious lifestyles and created consistent visual branding across all social media platforms. Over time, the company built a loyal customer base and strong brand identity.

**Questions:**

- a. Analyze how the company used social media branding to differentiate itself from competitors.
- b. Evaluate the effectiveness of influencer marketing in strengthening brand positioning.
- c. How did consistent online branding contribute to customer trust and loyalty?
- d. Suggest online branding solutions that can further enhance the company’s market position.

**Code: 22MBA4005** **SET-I**  
**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI**  
**(AUTONOMOUS)**  
**II MBA IV Semester Regular/Supplementary Examinations, April,2026**  
**INTERNATIONAL FINANCE**  
**(MASTER OF BUSINESS ADMINISTRATION)**

**Time: 3 Hrs****Max. Marks: 60**

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

		Marks	CO	BTL
1.	a) Explain the nature, scope, and importance of International Financial Management.	7		K2
	b) Discuss the theories of international business and recent challenges in IFM	5		K2
2.	a) Explain the evolution of the International Monetary System with special reference to the Gold Standard.	7		K2
	b) Describe the Bretton Woods System and the present exchange rate arrangements	5		K2
3.	a) Explain the structure and functions of the Foreign Exchange Market.	5		K2
	b) Discuss foreign exchange quotations, arbitrage, and speculation in the forward market.	7		K2
4.	a) Explain the factors influencing exchange rates and government intervention in exchange rate systems.	7		K2
	b) Explain Purchasing Power Parity and International Fisher Effect.	5		K2
5.	a) Explain Foreign Direct Investment and International Capital Budgeting.	7		K2
	b) Discuss international capital structure and cost of capital.	5		K2
6.	a) Explain short-term international cash management and receivables management.	5		K2
	b) Discuss inventory management and payment methods in international trade.	7		K2
7.	a) Explain the role of EXIM Bank of India in international trade finance.	6		K2
	b) Discuss recent amendments in EXIM policy, regulations, and guidelines.	6		K2
8.	<b>CASE STUDY:</b>			
	An Indian company plans to import machinery from Germany. Due to exchange rate volatility, the finance manager is concerned about the rising cost of imports and proposes hedging through forward contracts.			
	<b>Questions:</b>			
	a) Explain the exchange risk faced by the company. (6)			
	b) Suggest suitable hedging techniques. (6)			

# AR22

Code: 22MBA4008

**SET-I**

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

**MBA IV Semester Regular & Supplementary Examinations, April - 2026  
STRATEGIC HUMAN RESOURCE MANAGEMENT  
(MASTER OF BUSINESS ADMINISTRATION)**

**Time: 3 Hrs**

**Max. Marks: 60**

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

	Marks	CO	BTL
1. a) Define Strategic Human Resource Management (SHRM) and explain its key features and importance in modern organizations	6	C01	L1
b) Analyze how effective HR strategies contribute to improving organizational performance with relevant examples.	6	C01	L3
2. a) What is meant by investment in human resources? Explain its significance in organizational growth.	6	C02	L1
b) Analyze how investment in training and development can improve employee retention and productivity.	6	C02	L3
3. a) Define Organizational Development (OD) and explain its objectives in improving organizational effectiveness.	6	C03	L1
b) Analyze the role of HR in managing organizational change and overcoming resistance to change.	6	C03	L3
4. a) What is compensation? Explain its components and importance in employee motivation.	6	C04	L1
b) Analyze the challenges involved in pricing managerial and professional jobs in an organization	6	C04	L3
5. a) What is International Human Resource Management (IHRM)? Explain its importance in global business.	6	C05	L1
b) Analyze the importance of training and development for employees working in international assignments.	6	C05	L3

6.	a)	Define strategic alliances and explain their importance in global business expansion.	6	C06	L1
	b)	Analyze the factors influencing the location of production facilities in a global context.	6	C06	L3
7.	a)	What is repatriation? Explain the challenges faced by employees returning from international assignments.	6	C06	L1
	b)	Evaluate the role of globally competent managers in achieving sustainable competitive advantage.	6	C06	L3
8.		<b>CASE STUDY:</b> Blue jeans are a legendary component of American culture from 1873, when Levi Strauss patented the riveted denim jeans. Levi Strauss doesn't actually make the jeans in the United States. In the late 1990 and early part of this decade, Levi Strauss undertook a substantial shift in the location of its manufacturing operations. By 2004, Levi Strauss had shut down its domestic operations and moved production facilities to foreign countries such as Mexico and China. Costs were a major factor for this decision. What might cost \$6.67 to make in US costs about \$3 in Mexico and \$1.50 in China. However, these changes have their own cultural perspectives with different work cultures prevailing in these countries.	12	C04	L5

### Questions:

- What are the various environmental challenges you will anticipate as HR manager?
- What are various HR challenges you face while working in cross – cultural environments?
- What are the actions you take as HR manager while establishing organization in different countries.

**Code: 22MBA4015**  
**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI**  
**(AUTONOMOUS)**  
**MBA IV Semester Regular & Supplementary Examinations, April-2026**  
**SEARCH ENGINE MARKETING**  
**(MASTER OF BUSINESS ADMINISTRATION)**

**Time: 3 Hrs**

**Max. Marks: 60**

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

	Marks	CO	BTL
1. a) Explain the concept of SEO and its key benefits for businesses.	6	1	K2
b) Describe the components of search engines and explain how search engines work.	6	1	K2
2. Discuss On-Site SEO techniques including URL optimization, site maps, and site loading speed.	12	1	K2
3. a) Explain the importance of image optimization and interactive media in SEO.	6	2	K2
b) Describe the role of mobile optimization and responsive websites in SEO.	6	2	K2
4. a) Explain the role of Google Analytics and Google Search Console in SEO.	6	3	K2
b) Differentiate between head keywords, body keywords, and long-tail keywords.	6	3	K2
5. Discuss various link-building strategies including forums, RSS feeds, blogging, and social bookmarking.	12	4	K2
6. Discuss content consideration factors such as relevance, headings, outbound links, and formatting in detail.	12	5	K2
7. a) Explain the role of site audit tools in SEO.	6	6	K2
b) Write a short note on link analysis tools like Majestic SEO and Open Site Explorer.	6	6	K2

8. **CASE STUDY:**

12 5 K3

A content-driven website struggled to engage users despite publishing frequent articles. The content lacked structure, proper headings, and keyword placement. Additionally, plagiarism issues were identified, which reduced the credibility of the website.

The team later introduced structured content with proper formatting, used plagiarism detection tools, and focused on high-quality, user-friendly content. This resulted in improved user engagement and search rankings.

The website also ignored readability factors such as font consistency, bullet points, and visual aids. There was no clear content strategy or audience targeting. Over time, the team began incorporating SEO-friendly headings, internal linking, and multimedia elements. This significantly improved dwell time and reduced bounce rates.

**Questions:**

- a. Identify the content-related issues in the case.
- b. Explain the role of content quality and originality in SEO.
- c. Suggest tools and strategies to improve content effectiveness.

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)  
MBA IV Semester Regular & Supplementary Examinations, April-2026  
FINANCIAL DERIVATIVES  
(MASTER OF BUSINESS ADMINISTRATION)**

**Time: 3 Hrs****Max. Marks: 60**

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

		Marks	CO	Blooms Level
<b>1</b>	a) Define Financial Derivatives	4	CO1	L1
	b) Explain the need for derivatives	8	CO1	L2
<b>2</b>	a) Define Forward Contract	4	CO2	L1
	b) Explain features of forward contracts	8	CO2	L2
<b>3</b>	a) List participants in derivative markets	4	CO1	L1
	b) Explain functions of derivative markets	8	CO1	L2
<b>4</b>	a) Define Futures Contract	4	CO3	L1
	b) Differentiate between forwards and futures	8	CO3	L4
<b>5</b>	a) Define Call Option	4	CO4	L1
	b) Explain option trading strategies	8	CO4	L3
<b>6</b>	a) What is intrinsic value?	4	CO5	L1
	b) Explain factors affecting option pricing	8	CO5	L2
<b>7</b>	a) Define Swap	4	CO6	L1
	b) Explain types of swaps	8	CO6	L2
<b>8.</b>	<b>CASE STUDY:</b> Stock Price (S) = ₹50, Strike Price (K) = ₹55 ,Up factor (u) = 1.4 → ₹70 ,Down factor (d) = 0.8 → ₹40 , Risk-free rate (r) = 10% calculate One-Step Call Option a. Payoff at Expiry b. Risk-Neutral Probability c. Option Price	12	CO5	L3

**Code: 22MBA4009****SET-I****ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)****MBA IV Semester Regular & Supplementary Examinations, April-2026****GLOBAL HUMAN RESOURCE MANAGEMENT  
(MASTER OF BUSINESS ADMINISTRATION)****Time: 3 Hrs****Max. Marks: 60****Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

		Marks	CO	Blooms Level
1.	a) Define Global HRM.	3	1	3
	b) Differentiate between HRM and GHRM with suitable examples.	9	1	3
2.	a) Define culture.	3	2	2
	b) Discuss the major cultural theories and their relevance in understanding cultural diversity at the workplace	9	2	2
3.	a) Discuss the key issues in organizational culture.	6	2	4
	b) critically examine the role of cross-cultural leadership in managing cultural diversity	6	3	2
4.	a) Analyze the re-entry and career issues faced by expatriates after international assignments.	6	3	4
	b) Critically assess the role of expatriate training.	6	3	5
5.	a) Explain the concept of global compensation	5	4	3
	b) Discuss the various approaches to global compensation.	7	4	3
6.	a) Explain the concept of performance management in a global context.	5	5	2
	b) Discuss the major challenges faced in managing and appraising the performance of global employees..	7	5	2
7.	a) Explain the concept of standardization and adaptation of work practices in a global context	6	6	2
	b) How can multinational organizations retain, develop, and retrench employees in the host country context?.	6	6	3
8.	CASE STUDY: Walmart, one of the world's largest retail corporations, entered the Indian market in 2007 through a joint venture with Bharti Enterprises with the objective of expanding its global operations and tapping into India's rapidly growing retail sector. Despite its strong global presence and standardized business model, Walmart encountered significant challenges in managing its human resources in the Indian context. One of the major issues was the company's attempt to standardize its HR practices across countries. Walmart implemented strict operational procedures, centralized decision-	12	3	3



making, and a highly performance-driven culture. However, Indian employees were more accustomed to flexible working conditions, relationship-oriented management styles, and greater autonomy at the local level. This mismatch between global policies and local expectations resulted in dissatisfaction among employees and reduced organizational effectiveness.

In terms of recruitment and talent management, Walmart faced difficulties in finding skilled employees in India's relatively unorganized retail sector. High employee turnover further complicated the situation, as many employees lacked long-term commitment due to limited career growth opportunities. Additionally, Walmart's structured recruitment processes did not align well with the informal hiring practices prevalent in India. Training and development programs also posed challenges, as they were largely based on U.S. models and failed to consider local cultural and operational realities. As a result, employees struggled to adapt to these training methods, which reduced their effectiveness.

Communication barriers further hindered organizational performance. Although English was used as the official corporate language, many frontline employees were more comfortable communicating in regional languages, leading to misunderstandings and inefficiencies. Industrial relations also presented significant challenges, as India's complex labor laws and the presence of trade unions differed greatly from Walmart's home country environment. The company faced compliance issues and regulatory scrutiny, which affected its operations and reputation. Ethical concerns, including alleged violations of foreign investment regulations, further damaged Walmart's employer brand and trust among employees.

Employee retention and engagement became critical concerns, as the lack of culturally aligned HR practices and limited growth opportunities led to dissatisfaction. Ultimately, these combined HR and operational challenges contributed to the dissolution of the joint venture between Walmart and Bharti in 2013. Recognizing the need for a different approach, Walmart later re-entered the Indian market by acquiring Flipkart in 2018, shifting its focus toward the e-commerce sector where it could better adapt to local market dynamics.

This case highlights the importance of cultural sensitivity, localization of HR practices, and effective communication in international human resource management. It demonstrates that multinational corporations must balance global standardization with local adaptation to successfully manage their workforce and sustain operations in diverse cultural environments.

- a Explain the major HR challenges faced by Walmart in India.
- b Suggest HR strategies to improve recruitment, training, and employee retention in the Indian context.
- c Analyze the reasons for the failure of Walmart's joint venture in India.
- d Evaluate Walmart's HR practices and recommend improvements for managing cross-cultural workforce.

## AR22

Code: 22MBA4016 SET-2  
ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)

MBA IV Semester Regular & Supplementary Examinations, April-2026

SOCIAL MEDIA MARKETING  
(MASTER OF BUSINESS ADMINISTRATION)

Time: 3 Hrs

Max. Marks: 60

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

	Marks	CO	BTL
1. a) Describe the role of social media advertising in influencing consumer behavior.	6	CO1	L2
b) Examine how businesses can effectively use social media platforms to achieve marketing objectives.	6	CO1	L3
2. a) Explain the steps involved in developing a social media strategy.	6	CO2	L2
b) Evaluate the effectiveness of different platforms for various types of business campaigns.	6	CO2	L3
3. a) Describe the concepts of social media branding and brand positioning.	6	CO3	L2
b) Evaluate different online branding solutions for improving brand visibility and growth.	6	CO3	L3
4. a) Explain the advantages of influencer marketing.	6	CO4	L2
b) Evaluate the role of research in creating engaging social media content	6	CO4	L3
5. a) Describe the process of creating ad sets and media strategies on social media.	6	CO5	L2
b) Evaluate the effectiveness of social media advertising campaigns across different platforms.	6	CO5	L3
6. a) Describe how social media monitoring helps in competitive intelligence.	6	CO6	L2
b) Evaluate the methods used to measure Social Return on Investment (ROI).	6	CO6	L3
7. a) Explain the concept of social media listening and monitoring.	6	CO6	L2
b) Analyze the role of social media technology in tracking user engagement and feedback.	6	CO6	L3

8. **CASE STUDY:**

12 CO3 L5

Pantaloons, a mid-sized retail clothing brand, relied heavily on traditional marketing methods such as print ads and in-store promotions. However, with declining footfall and increasing competition from online brands, the company decided to shift toward digital marketing. They created accounts on platforms like Instagram and Facebook, started posting product images, and launched paid ad campaigns.

Despite initial efforts, engagement remained low, and sales did not increase significantly. Later, the company focused on interactive content such as reels, influencer collaborations, and targeted ads based on customer interests. Within six months, they observed increased engagement, better brand visibility, and improved sales.

**Questions:**

- a) Analyze the reasons for the initial failure of the company's digital marketing efforts.
- b) How did the transition to interactive and targeted content improve engagement and growth?
- c) Suggest additional strategies the company can adopt to strengthen its digital presence.
- d) Evaluate the importance of transitioning from traditional marketing to digital marketing in this case

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