Total No. of Questions : 5]

SEAT No. :

PD2741

[Total No. of Pages : 6

[6430]-101

First Year M.B.A.

101-GC-01 : MANAGERIAL ACCOUNTING

(2019 Pattern) (Semester - I) (Theory)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each questions carries equal marks.***

Q1) Solve any FIVE: **[10]**

a) Define Marginal Cost.

b) Define Prime Cost

c) What are the different forms of the organization?

d) Write any two objectives of the Cost Accounting.

e) What is the formula of Break Even Sales?

f) Margin of safety is equal to _____

i) Actual sales / sales at Breakeven Point

ii) Actual sales + sales at Breakeven Point

iii) Actual sales × sales at Breakeven Point

iv) Actual sales – sales at Breakeven Point

P.T.O.

g) An accounting that deals with the accounting and reporting of information to management regarding the detail information is ____

i) Financial accounting

ii) Management accounting

iii) Cost accounting

iv) Real Accounting

h) R & D budget and capital expenditure budget are examples of ________

i) Short-term budget

ii) Current budget

iii) Long term budget

iv) None of the above

Q2) Attempt any 2 questions having 5 marks each. **[10]**

a) Explain the various types of the organizations and their benefits.

b) Explain the various accounting conventions with examples.

c) Differentiate between Cost Accounting & Financial Accounting.

Q3) Attempt any one out of two. **[10]**

a) The following balances were extracted from the books of Deepali Deshpande, Dombivali as on 30th June 2023. Prepare Trading and Profit and Loss Account for the year ended 30th June, 2023 and the Balance Sheet as on that date after taking into account the following adjustments:

Trial Balance as on 30th January, 2023

Particulars	Debit Rs.	Credit Rs.
D's Capital		3,30,000
D's Drawings	24,450	
Opening Stock	2,00,000	
Bills Receivable	25,000	
Purchases	2,75,000	
Sales		4,20,000
Bills Payable		60,000
Returns Outward		4,500
Returns Inward	5,000	
Plant and Machinery	1,00,000	
Loose Tools	25,000	
Patents	25,000	
Sundry Debtors	1,25,000	
Sundry Creditors		1,40,000
Cash at Bank	77,550	
Salaries and Wages	50,000	
Repairs and Renewals	7,500	
Insurance	3,000	
Power and Fuel	3,500	
Printing and stationery	2,000	
Miscellaneous Expenses	6,500	
	9,54,500	9,54,500

Adjustments:

i) Closing stock was Rs.1,30,000/-

ii) Depreciate plant and Machinery @5% p.a. Patents @15% p.a.

iii) Revalue Tools at Rs. 20,000/-

iv) Provide for Bad and Doubtful Debts @5% on Debtors

v) Outstanding salary amounted to Rs. 3,500

vi) Insurance was paid in advance to the extent of Rs. 750

b) From the following particulars relating to M/s Rajchand Rayon Manufactures, Chinchwad, Prepare a simple cost-sheet showing.

i) Prime Cost
ii) Works Cost
iii) Cost of production
iv) Cost of sales
v) Profit or Loss for the period, for six months ended 31-3-2023.

	Rs.
Cost of Materials Consumed	40,000
Oil and Waste	100
Operating Labour	9,000
Wages of Foreman	1,000
Direct Expenses	2,000
Store Keepers Wages	500
Sales-Cash and Credit	1,00,000
Commission Paid to the partner, Mr. Chandmal	350
Electric Power	200
Salary paid to the partner, Mr. Rajmal	650
Consumable Stores	1,000
Direct Wages Payable	1,000
Lighting:	
i) Factory Plant	500
ii) Office establishment	200
Carriage Outward	150
Rent:	
i) Administrative office	1,000
ii) Workshop	2,000
Warehouse Charges	200
Repairs and Renewals:	
i) Factory Plant	500
ii) Machinery	1,000
iii) Office Premises	200
iv) Warehouse	100
Interest on Bank Overdraft	340
Advertising	400
Depreciation:	
i) Office Buildings	500
ii) Machinery	200
Travelling Expenses	200
Office Manager's Salary	2,250
Salesmen's Commission and Salaries	500
Director's Fees	500
Printing and Stationery	200
Telephone Charges	50
Postage	100
Bad Debts	450

Q4) Attempt any one out of two. **[10]**

a) The total turnover and profits during the last two years of a company were as follows:

Year	Total Turnover Rs.	Profit Rs.
2021-2022	15,00,000	2,00,000
2022-2023	17,00,000	2,50,000

Actual fixed Cost in Rs. 1,75,000

You are required to calculate,

i) P/V Ratio

ii) BEP (Sales)

iii) The profits made when sales are Rs. 25,00,000 and

iv) The sales required to earn a profit of Rs. 4,00,000

OR

b) A. Co. deals in computer goods and submits the following information in respect of the goods manufactured by it.

Selling price per unit : Rs. 10

Variable Cost per unit : Rs. 4

Fixed overheads : Rs. 40,000

Units Produced : 75,000

The company is expected to reduce the selling price in order to meet the competition. You are requested to Calculate the level of output to maintian present level of product if the proposed reduction in prices is 10%, 15% and 20%.

Q5) Attempt any one out of two. **[10]**

a) The expenses budgeted for production at 100% capacity of Infosys Ltd., Islampur are given below.

Particulars	
Direct Materials	6,00,000
Variable Works Overheads	2,00,000
Basic Wages	2,00,000
Fixed Production Overheads	80,000
Productive Expenses-Marginal	40,000
Administrative Expenses-Rigid	40,000
Selling Overheads (10% Fixed)	1,20,000
Distribution on Cost (80% Variable)	60,000

Prepare a flexible Budget for the Production at 60% and 80% capacity showing separately-

i) Prime Cost

ii) Work Cost

iii) Cost of production

iv) Cost of Turnover

OR

b) A product requires 10 hours per unit to produce at a standard rate Rs. 2 per hours 1000 units were produced during March, 2023. Actual time taken to produce was 9,000 hours. The actual rate was Rs. 2.50 per hour.

Calculate:

i) Labour Cost Variance

ii) Labour Rate Variance

iii) Labour Efficiency Variance

Total No. of Questions : 5]

SEAT No. :

PD2742

[Total No. of Pages : 2

[6430]-102
First Year M.B.A.
102-GC-02 : ORGANIZATIONAL BEHAVIOUR
(2019 Pattern) (Semester - I)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***All questions carry equal marks.***

Q1) Attempt any Five of the following. **[10]**

a) What is an Organization?

b) Define values?

c) What is the full form of SOBC?

d) What is workplace spirituality?

e) What is Machiavellianism?

f) What is the meaning of weak culture?

g) Define Perception.

h) What is interpersonal conflict?

Q2) Attempt any two. **[10]**

a) Explain victor Vroom's theory of motivation.

b) Explain crossed transactions.

c) Compare and contrast constructive and destructive conflict.

Q3) a) Explain supportive model of OB. When can it be effective? **[10]**

OR

b) What are the determinants of Personality? How will 'Locus of Control' of a person affect his/her motivation towards work?

P.T.O.

Q4) a) What is Organizational Culture? Will a strong culture support merger? Why? **[10]**

OR

b) Compare formal groups with informal groups. When informal groups are useful?

Q5) a) Explain Blake and Mouton model of Leadership. When is (1, 1) style of Leadership effective. **[10]**

OR

b) What are physiological and psychological symptoms of stress?

Give strategies for managing any 2 physiological symtoms of stress.

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Total No. of Questions : 5]

SEAT No. :

PD2743

[Total No. of Pages : 2

[6430]-103

First Year M.B.A.

103 - GC - 03 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2019 Pattern) (Semester-I)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Draw graphs wherever necessary.***

Q1) Attempt any 5 questions. (carry 2 marks each) **[10]**

a) Define Exception to law of demand.

b) Write the formula for Income elasticity of demand.

c) What is Micro Economy?

d) Define Skimming Price in short.

e) What is price leadership?

f) Define opportunity cost.

g) State the law of supply.

h) What is ‘Multiplier Effect’ in economics?

P.T.O.

Q2) Attempt any 2 questions (carry 5 marks each) **[10]**

a) Elaborate the exceptions to Law of Demand.

b) Explain the phases of Business Cycle.

c) Explain the difference between 'Accounting Profit', and 'Economic Profit'.

Q3) a) What would be the impact of imposing a price floor below the equilibrium price? **[10]**

OR

b) Explain the different types of market structure.

Q4) a) 'Selective government intervention in the market is essential for social welfare'. Analyse the statement. **[10]**

OR

b) Explain the five goals of mentioned in the Behavioural theory of cyert and march.

Q5) a) Why the need for Government Intervention in Markets. **[10]**

OR

b) Justify the 'Economics of Scale' using cost-output relationship.

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Total No. of Questions : 5]

SEAT No. :

PD2744

[Total No. of Pages : 2

[6430]-104

First Year M.B.A.

104 - GC - 04 : BUSINESS RESEARCH METHODS

(2019 Pattern) (Semester-I)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***Attempt all the questions.***
2) ***All Questions carry equal marks.***
3) ***Figures to the right indicate full marks.***

Q1) Solve any Five : **[5×2=10]**

a) Define Sample.

b) Define Hypothesis.

c) What is Likert Scale?

d) What is Exploratory Research?

e) Mean v/s Median: Differentiate.

f) What is the significance of secondary data?

g) Define Research Proposal.

Q2) Solve any two : **[2×5=10]**

a) Probability Sampling v/s Non probability sampling: Differentiate.

b) Differentiate between descriptive research and exploratry research.

c) Differentiate between Nominal & ordinal scale with example.

Q3) a) Suggest suitable sample design for identifying the pricing strategy used by Travelling agency for Tour plan. **[10]**

OR

b) Explain Sampling errors and non sampling errors in detail. **[10]**

Q4) a) Develop a research proposal for an Metro company in Maharashtra operating domestically wants to find out customer satisfaction level. **[10]**

OR

b) Under what circumstance would you recommend qualitative and quantitative research. Explain with suitable example. **[10]**

Q5) a) Explain the Structure of Research Report. **[10]**

OR

b) Develop a questionnaire for collecting data on voting poll of Local Assembly from your society members. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2745

[Total No. of Pages : 2

[6430]-105

M.B.A. - I

105- GC - 05 : BASICS OF MARKETING

(2019 Pattern) (Semester -I)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***

Q1) Solve any 5 out of 8. **[10]**

a) Explain four components of Promotion mix.

b) Define the term 'service'. Name two services where consumer presence is not necessary.

c) Differentiate between 'Cost' and Price.

d) List out the approaches of company toward markets.

e) Make a list of sales production tools used by shoes industry in India.

f) Give any two example of Brick & click model.

g) Define market potential and market share.

h) Name any four components of micro marketing.

Q2) Answer any 2. (5 marks each) **[10]**

a) Describe the concepts of Long-tail marketing and Niche marketing and elucidate each with relevant examples.

b) Explain the micro environmental forces for a management school.

c) Compare and contrast the consumer buying behaviour and business buying behaviour.

Q3) Answer any one. **[10]**

a) Apply the following concepts in the context of a fitness app.

   i) Value selection

   ii) Value Creation

   iii) Value Delivery

   iv) Value Communication

   v) Value Enhancement

b) Apply the five step buying behaviour model for a purchase of any smart home device.

Q4) Solve any one. **[10]**

a) Analyze the macro-environmental forces impacting the automobile sector in India.

b) Differentiate between selling & marketing in the context of the weight loss industry, providing relevant examples to illustrate the distinction.

Q5) Solve any one. **[10]**

a) A hotel tries to ensure that its guest look forward to “Staying longer” in the hotel. Design a marketing mix for the hotel.

b) Which product life-cycle state, if any, is the most important? Which stage is the riskiest? Which stage offers the greatest profit potential? Which stage appears to require greatest amount of ‘hands- on’ management? You may use practical examples to address these questions and to explain the thinking behind each of your answers.

Total No. of Questions : 5]

SEAT No. :

PD-2826

[Total No. of Pages : 2

[6430]-106
M.B.A.
GC-106 : DIGITAL BUSINESS
(2019 Pattern) (Semester - I)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates :

1) Read instructions carefully.

2) All questions are compulsory.

3) All questions carry equal marks. (10)

Q1) **Answer any Five questions out of Eight questions (Each question carries 2 marks):**

a) Voice recognition software and virtual assistant programs offer for ____ and _____

i) Communication and hard ware ii) Communiaction and entertainment

iii) Entertainment and software iv) Communication and software

b) Digital Business use _____ to create new ______ in business models.

i) technology, value ii) technology, customer

iii) future, evolution iv) technology, ventures

c) Digital transformation is the use of ______ by utilizing _______

i) Cloud computing, Digital technology

ii) Digital computing, Cloud technology

iii) Digital technology, Cloud computing

iv) Digital system, Cloud system

d) List any four popular Apps of e-commerce

e) List and describe the characteristics of Web 2.0

f) Enumerate drivers of consumer e-commerce adoption.

g) Recall the definition of Digital Economy and list any two characteristics of the same.

h) List the components & participants of e-market place.

P.T.O.

Q2) **Answer any two questions out of following three questions (Each question carries 5 marks) :**

a) Summarise the concept of 'Electronic Medical Record' (EMR) system.

b) Describe in detail the issues in management of Internet Service Providers (ISP) and hosting responsibilities in e-commerce.

c) Describe the concept of Gamification. Illustrate with suitable examples.

Q3) a) Compare and contrast 'Traditional Auction' and 'E-auction'.

OR

b) Compare and contrast 'Traditional Job Market' Vs 'Online Job Market'.

Q4) a) Analyse the growing popularity in mobile payments.

OR

b) Infer the increased use of collaboration used in supply chain of Indian E-commerce companies.

Q5) a) You are appointed as a consultant. Design suitable business model canvas for 'Online Vegetable Business.

OR

b) You are appointed as a consultant. Compose suitable business model canvas for 'Online Cab Aggregater business'.

Total No. of Questions : 5]

SEAT No. :

PD-2827

[Total No. of Pages : 2

[6430] - 107
F.Y.M.B.A.
107-GE-UL-01: MANAGEMENT FUNDAMENTALS
(2019 Pattern) (Semester-I)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory. Carries equal marks.***
2) ***Give suitable examples & neat diagrams wherever necessary.***

Q1) Solve any five questions of 2 marks each : **[5 × 2 = 10]**

a) Illustrate span of control.

b) List out managerial competencies.

c) Define Benchmarking.

d) Explain grid analysis.

e) Comment on matrix organizational structure.

f) Discuss ethical approach in decision making.

g) What is Geographic departmentalization.

h) Describe the term management.

Q2) Answer any two questions of 5 marks each : **[2 × 5 = 10]**

a) Discuss in brief on any four types of organization structure with diagrams.

b) Enumerate the role and importance of management in the present society?

c) "Decision making is a primary task of managers" comment on this statement.

P.T.O.

Q3) a) You are appointed to train your junior employees in making effective decisions. Using your vast experience explain the ways through which you will take effective decisions. Also discuss the characteristics of good decision. **[10]**

OR

b) "Controlling is a fundamental function that ensures work accomplishment according to plan". Analyze this statement and outline the steps involved in controling.

Q4) a) Elaborate Mintzberg's Managerial roles? Also analyze the 3 areas that Mintzberg used to organise the roles. **[10]**

OR

b) "MBO is a strategic approach to enhance the performance of an organisation". Appraise the statement also discuss the merits and demerits of MBO.

Q5) a) "Today's technological advances allows the organisation to operate in virtual mode". Discuss such technological advances & also compare & contrast virtual & boundarless organisation. **[10]**

OR

b) "Effective communication of decision plays an important role in the sucess of decision making" Argue. Also discuss the role of skills in decision making.

Total No. of Questions : 5]

SEAT No. :

PD-2828

[Total No. of Pages : 2

[6430] - 108

First Year M.B.A.

108-GE-UL-02: INDIAN ECONOMY

(2019 Pattern) (Semester-I)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Each question has an internal options.***

Q1) Solve any five (2 marks each) : [10]

a) Explain social infrastructure.

b) Explain critical infrastructure.

c) Define economic planning of India.

d) Explain method of estimating poverty in India.

e) Define population projections of India.

f) Explain outsourcing.

g) Define liberalization model of development.

h) Define unicorns.

Q2) Answer any two (5 marks each) : [10]

a) Discuss any two Indian Economic reforms leads to reduction in poverty.

b) Explain the relationship between urbanization and economic growth in India.

c) Discuss the changing profile of GDP and employment in India.

P.T.O.

Q3) Answer Any one (10 marks each) : [10]

a) Define Green Revolution and it impact on agriculture policies of India.

b) Discuss the impact on economic development with increasing unorganised sector in India.

Q4) Answer Any one (10 marks each) : [10]

a) Critically assess the LPG model of economic development opted by Indian economy.

b) Critically evaluate the impact of growing number of the Indian middle class on economic development of India.

Q5) Answer Any one (10 marks each) : [10]

a) Evaluate the importance and composition of foreign trade for an Indian economy.

b) Examine the role of Indian trade and foreign trade policy in development of India.

Total No. of Questions : 5]

SEAT No. :

PD2746

[Total No. of Pages : 2

[6430]-109

First Year M.B.A.

109 -GE-UL – 03 : ENTREPRENEURSHIP DEVELOPMENT

(2019 Pattern) (Semester -I)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate marks.***

Q1) Solve any five: **[10]**

a) Define the concept of Entrepreneur & Entrepreneurship.

b) Define Networking in business.

c) Enlist the function of Entrepreneur.

d) What is mean by sole proprietorship? Explain its characteristics.

e) Define business model

f) What is mobility of entrepreneur?

g) Explain the characteristics of entrepreneur.

h) What is small scale industries?

Q2) Solve any two: **[10]**

a) What do you understand by Porters five forces model.

b) What is innovation theory by Schumpeter and highlight its features.

c) Write in your own words-Entrepreneurial competencies.

Q3) Solve any one: **[10]**

a) Illustrate the role of government to promote entrepreneurship in India.

b) The social entrepreneurs are governments best friend-Evaluate the statement.

P.T.O.

Q4) Solve any one: **[10]**

a) Evaluate the opportunities available in case of export oriented units (EOU) with reference to support by government agencies.

b) Outline the role of National Institute for entrepreneurship and small Business Development (NIESBUD) for entrepreneur developement.

Q5) Solve any one: **[10]**

a) Examine the role of EDH in Entrepreneurship Development.

b) Justify the responsibilities of social Entrepreneur towards society.

Total No. of Questions : 5]

SEAT No. :

PD2747

[Total No. of Pages : 2

[6430]-110
First Year M.B.A.
110 - GE - UL - 04 : ESSENTIALS OF PSYCHOLOGY FOR MANAGERS
(2019 Pattern) (Semester - I)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***

Q1) Answer any 5 out of 8 (2 marks each)

a) Psychology is said to be the scientific study of_____ and _____
   i) Behaviour, mental process
   ii) Mental illness, mental health
   iii) Physical states, mental states
   iv) None of the above

b) When a car passes you on the road and appears to shrink as it gets farther away, the phenomenon of permits you to realize that the car is not in fact getting smaller.
   i) perceptual constancy
   ii) depth perception
   iii) selective perception
   iv) None of these

c) Which of these supports the James-Lange theory of emotion?
   i) emotion is a visceral response producing a behavioural response Mental illness, mental health
   ii) artificial induction of visceral changes does not necessarily produce emotion
   iii) the viscera are ‘insensitive structures
   iv) visceral changes are the same in many emotions

d) Three processes are involved in memory: The process in which information is placed or stored in memory by making mental representations is called ________
   i) encoding
   ii) decoding
   iii) storage
   iv) retrieval

P.T.O.

e) During very emotional or stressful situations, the body secretes chemicals called ________
   i) sugars
   ii) hormones
   iii) proteins
   iv) lipids

f) ________ is the name of the scientist responsible for discovering the learning phenomenon known as classical conditioning, whereby an organism learns a response to a stimulus to which it normally would not respond

g) Define Thinking

h) Define sensing and perceiving.

Q2) Answer any two out of three : (5 Marks each)

a) Describe the process of observational learning.

b) Explain the parts of neuron and its functions

c) Compare Bottom Up Processing, Top Down processing, Information Processing.

Q3) Answer 3(a) or 3(b) : (10 Marks each)

a) Define Emotion. What are the Theories of Emotion. Explain?

b) What is cognitive psychology? Explain the relationship between language and thinking.

Q4) Answer 4(a) or 4(b) : (10 Marks each)

a) Elaborate the concept of memory and explain the information processing model.

b) Explain with relevant examples the role of reinforcement in developing subordinate Social Behavior.

Q5) Answer 5(a) or 5(b) : (10 Marks each)

a) Differentiate between Psychiatrist and Psychologists as profession with relevant examples.

b) What relevance do classical conditioning have to the explanation of workplace behaviour?

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Total No. of Questions : 5]

SEAT No. :

PD2748

[Total No. of Pages : 2

[6430]-111
First Year M.B.A.
111-GE-UL-05 : LEGAL ASPECTS OF BUSINESS
(2019 Pattern) (Semester - I)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Marks are indicated in brackets.***

Q1) Answer any 5. **[5×2=10]**

a) Valid offer

b) Consideration

c) Unpaid seller

d) Promissory note

e) Company

f) Digital signature

g) Trade mark

h) Consumer in terms of goods

Q2) Answer any Two. **[2×5=10]**

a) Distinguish between mistake & misrepresentation.

b) Illustrate with proper example how silence of an offeree may some times constitute an acceptance of an offer.

c) Explain in brief the various methods of delivery of goods as per the sale of goods act 1930.

P.T.O.

Q3) a) What is meant by 'noting'? What are its contents as per the Negotiable Instrument act? **[10]**

OR

b) Explain the District forum in detail as per the consumer protection act 1986. **[10]**

Q4) a) What is a prospectus? What are its contents? Is it obligatory for a company to file the prospectus or statement in lieu of prospectus with the registrar of companies? **[10]**

OR

b) Explain the term 'e-commerce' and 'e-governance' with reference to Information Technology act 2000. **[10]**

Q5) a) Define 'Patent'. Explain the procedure for registration of a patent in India as per the Intellectual property act. **[10]**

OR

b) Explain the rights of an unpaid seller against goods and against the person. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2749

[Total No. of Pages : 2

[6430]-112

First Year M.B.A.

112 - GE - UL - 06 : DEMAND ANALYSIS AND FORECASTING

(2019 Pattern) (Semester - I)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Draw graphs wherever necessary.***

Q1) Attempt any 5 questions. (carry 2 marks each). **[10]**

a) List out the criteria of a good forecasting method.

b) What is Demand Estimation?

c) Describe Market Experiment Method.

d) Define purpose of forecast.

e) Describe Consumer Surveys.

f) What are the different Qualitative Forecasting Methods?

g) What is cash flow forecasting?

h) Explain the significance of Demand Forecasting.

Q2) Attempt any 2 questions. (carry 5 marks each). **[10]**

a) Explain Diffusion and Composite Indexes.

b) Outline the steps involved in New Product Forecasting.

c) Explain how Cross Impact Analysis is useful to the wrist watch manufacturer.

P.T.O.

Q3) a) Describe components, application, pros and cons of Holt-Winters smoothing Method. **[10]**

OR

b) What is raw material planning?

Q4) a) List different Exponential Smoothing Methods and elaborate it with appropriate examples. **[10]**

OR

b) What is the relationship between the forecasting time horizon and choice of forecasting models?

Q5) a) Explain your thoughts on the Myths versus Reality of Forecasting. **[10]**

OR

b) Tyre demand is estimated to grow by 7-9 per cent over the next five years supported by favourable outlook for the domestic automotive industry, analyze 4 components of time series in the light of this statement.

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Total No. of Questions : 5]

SEAT No. :

PD-2829

[Total No. of Pages : 2

[6430]-201

F.Y. M.B.A.

201 GC - 07 : MARKETING MANAGEMENT

(2019 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory.*
2) *All questions carry equal marks.*

Q1) **Solve any Five :** **[10]**

a) Define Services.

b) Enlist types of services.

c) Enlist FMCG goods examples.

d) Enlist industrial goods examples.

e) Define pricing.

f) Define labelling.

g) What is RFID.

h) Define Advertising.

Q2) **Solve any Two :** **[10]**

a) Differentiate between wholesalers & retailers with examples.

b) Differentiate between Goods & Services.

c) Explain types of pricing.

P.T.O.

Q3) a) Design distribution channel for agricultural water pumps with electric motors for Indian market. **[10]**

OR

b) Explain channel conflict. Elaborate various ways to solve channel conflict. **[10]**

Q4) a) Design promotion plan for Racing Bike manufacturing company. **[10]**

OR

b) Design sales promotion schemes for a Gold & Diamond Jewelery shop in your city. **[10]**

Q5) a) Design a marketing plan for newely lanched mobile handset. (make necessary assumptions) **[10]**

OR

b) Design market plan for a company planning to launch online education sites. **[10]**

Total No. of Questions : 5]

SEAT No. :

PD-5282

[Total No. of Pages : 6

[6430]-202R

M.B.A.

GC-08 202 : FINANCIAL MANAGEMENT

(2019 Pattern) (Semester - II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) Attempt all questions.

2) Each question carry equal marks.

3) Use of simple calculator is allowed.

Q1) Answer the following (Any 5)

a) What is Financial Management?

b) What do you mean by Financial Planning?

c) What is overcapitalization?

d) The Financial Planning deals with ___________

i) Preparation of Financial Statement

ii) Planning for capital issues

iii) Preparation Budgets

iv) All of the Above

e) _________ and __________ carry fixed rate of interest and are to be paid off irrespective of firms revenue.

i) Debenture, Dividend

ii) Debenture, Bonds

iii) Dividend, Bonds

iv) Dividend, Treasury Notes

P.T.O.

f) __________ statement involves the changes in cash position.

i) Fund Flow

ii) Cash Flow

iii) Financial

iv) None of the above

g) If the present value of cash inflows is more than the present value of cash outflows it would be ________. If not, it would be __________

i) Accepted, Rejected

ii) Rejected, accepted

iii) Accepted, ignored

iv) None of the above

h) The time interval between paying for raw material and collecting on sales of finished goods is known as the _______.

i) inventory cycle

ii) matching cycle

iii) cash conversion cycle

iv) account receivable cycle

Q2) Answer in Brief (Any two) :

a) Explain the functions of Financial Manager.

b) Differentiate between: Fund Flow Statement and Cash Flow Statement.

c) Explain the elements that constitute the working capital of a company.

d) What do you understand by cost of capital? Explain the various types of cost of capital.

Q3) The following is the Balance Sheet of XYZ Ltd. as on 31st March 2024

Balance sheet as on 31.03.2024

Liabilities	**Amount**	**Assets**	**Amount**
Share Capital	2,00,000	Land and Building	1,40,000
Profit and Loss A/C	30,000	Plant and Machinery	3,50,000
General Reserve	40,000	Stock in Trade	2,00,000
12% Debenture	4,20,000	Debtors	1,00,000
Creditors	1,00,000	Bills Receivable	10,000
Bills Payable	50,000	Bank	40,000
Total	8,40,000	Total	8,40,000

Calculate :

i) Current Ratio

ii) Quick Ratio

iii) Inventory to Working Capital

iv) Debt to Equity

v) Capital Gearing Ratio

OR

Following Balance Sheet have been extracted from the records of Sai India Ltd.

Balance Sheet of Sai India Ltd.

Liabilities	**2023**	**2024**	**Assets**	**2023**	**2024**
Share Capital	100000	110000	Land and Building	40000	38000
General Reserve	14000	18000	Plant and Machinery	37000	36000
Profit and Loss A/C	16000	13000	Investment	10000	21000
Creditors	8000	5400	Stock	30000	23400
Bills Payable	1200	800	Bills Receivable	2000	3200
Provision for Taxation	16000	18000	Debtors	18000	19000
Provision for Doubtful Debts	400	600	Bank Balance	6600	15200
			Preliminary Exp.	12000	10000
Total	155600	165800	Total	155600	165800

Additional Information :

1. Depreciation Charged on Plant ₹ 4000.
2. Provision for Taxation made ₹ 19000 during the year 2023-24.
3. Interim Dividend ₹ 8000 was paid during 2023-24
4. A piece of Machinery was sold for ₹ 8000 during 2023-24. It had been costing ₹ 12000. Depreciation of ₹ 7000 was provided on that.

Prepare Fund Flow Statement.

Q4) Swami Ltd. Is considering investing in a project that is expected to cost ₹1200000 and has an effective life of 5 years. The projected cash inflow for this period is as follows :

Year	Amount (₹)
1	300000
2	300000
3	450000
4	450000
5	750000

Calculate :

i) Pay Back Period

ii) Net Present Value @ 10% rate of discount.

iii) Profitability Index

OR

Samarth Co. Ltd. whose cost of capital is 10% is considering two mutually exclusive proposals, X and Y, ‘the details for which are as follows :

Particular	Proposal X (₹)	Proposal Y (₹)
Initial Investment	1500000	1500000
Projected Cash Inflow		
1st year	100000	650000
2nd year	250000	600000
3rd year	350000	600000
4th year	550000	575000
5th year	750000	525000

Calculate

i) Net Present Value @10% rate of discount

ii) Profitability Index

Q5) The Board of Directors of Balaji Ltd. request you to prepare a statement showing the working capital requirements for a level of activity of 30,000 units of output for the year

The cost structure for the company's product for the above mentioned activity level is given below.

	Cost per Unit (₹)
Raw materials	20
Direct labor	5
Overheads	15
Total	40
Profit	10
Selling price	50

a) Past experience indicates that raw materials are held in stock, on an average for 2 months.

b) Work in progress (100% complete in regard to materials and 50% for labour and overheads) will be half a month's production.

c) Finished goods are in stock on an average for 1 month.

d) Credit allowed to suppliers : 1 month.

e) Credit allowed to debtors : 2 months.

f) A minimum cash balance of ₹ 25,000 is expected to be maintained.

Prepare a statement of working capital requirements.

OR

Calculate the working capital requirement of "ABC Ltd."

Particular	Cost per unit (Rs.)
Raw material	800
Direct labour	300
Over heads	600
Total Cost	1700
Profit	300
Selling price	2000

Additional information's :

1) Output 60,000 units per annum.
2) Raw material in stock 1 month
3) Work in progress - half Month (consider 100% Raw material & 50% labor & OH).
4) Finish goods in stock 1 month.
5) Credit allowed by suppliers - 1 month.
6) Credit allowed to debtors 2 months.
7) Delay in payment of wages half month.
8) Delay in payment of overheads half month.

Assume that production is carried out evenly throughout a year. All the sales are credit sales.

Total No. of Questions : 5]

SEAT No. :

PD-2750

[Total No. of Pages : 3

[6430]-203
M.B.A
203 : GC - 09 : HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) *Assume suitable data if necessary.*
2) *Figures to the right indicate full marks.*
3) *All questions are compulsory.*
4) *All questions have internal options.*

Q1) **Solve Any Five :** **[5 × 2 = 10]**

a) Define recruitment and selection.

b) What is the meaning of promotion? What are the types of promotion?

c) What do you mean by compensation?

d) Differentiate between Job specification and job description?

e) What is job analysis?

f) Give the types of incentive scheme.

g) Explain the types of interviews.

h) Discuss the importance of performance appraisal.

Q2) **Solve Any Two :** **[2 × 5 = 10]**

a) Discuss the salient features and methods of job analysis citing examples.

b) Discuss the various forms of internal sources of recruitment available to a business enterprise.

c) Describe different components of employee compensation.

d) Differentiate between worker's training and executive's development.

P.T.O.

Q3) a) Why is it important for HR Management to transform from being primarily administrative and operational to becoming more strategic contributor? **[10]**

b) Black Swan Hotels have been run by the Singhania Family since the 1940s. Singhania Group, through it subsidiary companies is also travel and tourism, event management, and marketing services. Ravina Singhania is the present Chief Executive. Her only son and heir apparent, is of unstable mind. Ravina has now decided that her successor would be someone outside of her family. As the CEO's position was always held by family members there has been neither internal competition nor grooming of other managers at Black Swan Hotels for the CEO spot resulting in a deficiency of internal candidates. With the support of the Board, Ravina has hired an external firm to lead the search process for her succesor, which would considercandidates both inside and outside the company.

Questions: If you are the external firm consultant, how would you approach the recruitment and selection of the nonfamily CEO? **[10]**

Q4) **Solve Any One :**

a) Define career planning. Discuss the role of employee and management in career planning. **[10]**

b) The Paradeshi Communications was established in 2005. It had its plants in six areas in the country. The company provided both in-company and out-companies executive development programmes. In Company programmes included orientation programmes for apprentice Assistant Executive Engineers. It had a staff college at Bangalore Programmes were conducted at staff college for all types of personnel. In-company programmes included quality management, participative management, time management, etc. The best faculty was drawn from Indian Institute of Management, Universities and Professional Bodies etc. A part from the four permanent and internal faculty. At present all the four permanent faculty positions are vacant. Evaluation of management development programmes is done as a ritual rather than to make it a part of development process. Evaluation of in-company programme is done at Staff College with the objectives of knowing the participants learning and to know how far the partcipants have found the programme useful. The staff college sends no formal feedback to the functional heads of the departments and also to the corporate personnel and administrative departments. It appears to be no formal system that provides the feedback from the participants and out company programmes to their respective functional heads. There exists no evaluation model with pre-training and post-training evaluation and no efforts are made to develop evaluation techniques.

Questions :

i) Finding out the reasons for the unsatisfactory conditions of evaluation of management development programmes? **[5]**

ii) How do you improve the conditions of evaluation of management development programme? **[5]**

Q5) **Solve Any One :**

a) What is performance appraisal? Discuss in detail the traditional and modern methods of performance appraisal with their pros and cons. According to you which method is more appropriate for managerial staff? **[10]**

b) Describe in detail about the designing and managing a human resource information system. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2751

[Total No. of Pages : 2

[6430]-204

M.B.A. - I

204-GC-10 : OPERATIONS AND SUPPLY CHAIN MANAGEMENT

(2019 Pattern) (Semester-II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carries 10 marks.***
3) ***Each question has an internal option.***
4) ***Use of non-scientific calculator is permitted (as applicable).***

Q1) Solve any five out of eight following sub question : **[10]**

a) Examine the concept of 5S.

b) Enumerate any four characteristics of product quality.

c) Memorize and reproduce the examples of various inventory costs.

d) List any two examples of each of Mass Production process and Batch Production Process.

e) Define 'pull system'.

f) Gantt Charts

g) LEAN Management.

h) Define facility location.

P.T.O.

Q2) Solve any two of the following sub questions : **[10]**

a) Distinguish and contrast MRP-I and MRP-II.

b) Infer various reasons behind the Capacity Planning.

c) Explain the Ethical &Environmental issues of operations management.

Q3) a) 'Stop making assumptions regarding the production and start planning your capacity'. Interpret this statement with respect to auto ancillary unit. **[10]**

OR

b) Illustrate the steps involved in Material Requirement Planning with special reference to home appliances manufacturing company. **[10]**

Q4) a) Categorize various inventory control techniques and appraise the inventory control policies with respect to ABC Analysis. **[10]**

OR

b) A bike manufacturer has an annual requirement of 20,000 units. The ordering cost is Rs. 24 per order, the transportation cost is Rs. 0.80 per unit per year,and the shortage cost is Rs. 14 per unit per year. Determine the maximum supply, deficit amount, inventory period, shortage period, cycle time, and total optimum inventory cost. **[10]**

Q5) a) 'The fulfilling the objectives of a good layout as per yearly product requirement and product types of high-volume manufacturing unit' Evaluate the above statement with respect to the specific type of layout.**[10]**

OR

b) Compose service blue printing for any one of the following: **[10]**

i) Travel & Tourism Company

ii) Health care sectors.

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Total No. of Questions : 5]

SEAT No. :

PD2752

[Total No. of Pages : 2

[6430]-205

First Year M.B.A.

207-GE-UL-07 : CONTEMPORARY FRAMEWORKS IN MANAGEMENT

(2019 Pattern) (Semester-II)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

Q1) Answer any 5 questions : **[10]**

a) Author of the book 5 dysfunctions of team is _________.

i) Chetan Bhagat ii) Patrick Lencioni

iii) Jim Collins iv) Maxwell

b) ________ leaders channel their ego needs away from themselves & into the larger goal of building a great company.

i) Level 5 leader ii) Contributing Team Leader

iii) Competent leader iv) Team member

c) A culture of discipline involves

i) People who adhere to a consistent system

ii) Gives people freedom & responsibility within the framework of that system

iii) Both (i) & (ii)

iv) Neither (i) nor (ii)

P.T.O.

d) Explain law of the big picture in brief.

e) What is meant by 'think win-win'.

f) Explain the dysfunction 'Year of Conflict'.

g) Draw 'the three circles of the Hedgehog concept'.

h) What is meant by 'Great Co'?

Q2) Answer any 2 questions : **[10]**

a) Discuss traits of a person with high social skills.

b) Referring to the 'Law of Lid' - write meaning of the term 'lid'. What are the 'lids' of a leader.

c) List down '7 habits of Highly Effective People'. Explain any one in detail.

Q3) Answer any one : **[10]**

a) Explain the time management matrix.

b) Explain the concept of 'Inside the black box'.

Q4) Answer any one : **[10]**

a) 'Absence of trust among team members' is a basic reason for failure of team' - do you agree with this? What organisations can do to build trust among team members.

b) Discuss the myths about leadership & influence.

Q5) Answer any one : **[10]**

a) Evaluate the 5 dimensions of 'Trait EI model'.

b) Explain the concept of 'Flywheel - the entire process of going from Good to Great'.

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Total No. of Questions : 5]

SEAT No. :

PD2753

[Total No. of Pages : 2

[6430]-206

First Year M.B.A.

208 : GE-UL-08: GEOPOLITICS AND WORLD ECONOMIC SYSTEMS

(2019 Pattern) (Semester - II)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***

Q1) Solve/Define any five. (any 5 out of 8) **[10]**

a) Write a note on international political economy.

b) What is meant by protectionism?

c) Explain international money market.

d) Objective of World Bank.

e) Define Globalization.

f) What do you mean by Brexit?

g) Explain patents in TRIPS Agreement.

h) Explain Trade strategy.

Q2) Solve any 2 out of 3. **[10]**

a) Highlight the function of GATT.

b) List the impact of Eurozone crisis of India.

c) What is an insurance policy?

Q3) Solve any 1 out of 2. **[10]**

a) What are the drivers of globalisation? Highlight the various challenges of globalisation.

b) Discuss the theory of hegemonic stability.

Q4) Solve any 1 out of 2. **[10]**

a) Explain uruguay Round. What are the agreements & provisions of uruguay round for WTO.

b) What are the issues involved in TRIPS Discuss.

Q5) Solve any 1 out of 2. **[10]**

a) Highlight the factors that impact on gold price fluctuations of globally and in India.

b) What do you mean by World Recession? Discuss the economies on high recession.

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Total No. of Questions : 5]

SEAT No. :

PD2754

[Total No. of Pages : 2

[6430]-207

M.B.A. - I

209-GE-UL-09 : STARTUP & NEW VENTURE MANAGEMENT

(2019 Pattern) (Semester - II)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question has an internal option.***
3) ***Each question carries 10 marks.***

Q1) Solve any five question. (2 marks each) **[10]**

a) Define business plan.

b) Name any two crowd funding agencies.

c) Write any four types of business models.

d) What is CGTMSE.

e) Write the longform of SANKALP scheme of MSDE.

f) What is mind mapping tool?

g) Explain the concept of long tail marketing.

h) What role does social media play in promoting a startup?

Q2) Solve any two out of the three questions. (5 marks each) **[10]**

a) Discuss the key elements of entrepreneurial ecosystem.

b) What are the steps involved in creating Go-To-Market (GTM) strategy?

c) Explain the various sources of funding available for startups.

Q3) a) Identify the opportunities & threats in the Environment for startup. **[10]**

OR

b) What are the objective of market analysis? **[10]**

Q4) a) Evaluate the role of social media platforms in scaling up a startup. **[10]**

OR

b) Design an innovative business plan for the startup in IT sector. **[10]**

Q5) a) Elaborate the role of government in enhancing the startups. **[10]**

OR

b) Discuss the steps involved in venture capital at length. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2755

[Total No. of Pages : 2

[6430]-208

First Year M.B.A.

210-GE-UL-10 : QUALITATIVE RESEARCH METHODS

(2019 Pattern) (Semester - II)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *Attempt all the questions.*
2) *All questions carry equal marks.*
3) *Figures to the right indicate full marks.*

Q1) Solve any five : **[5×2=10]**

a) What are the characteristics of qualitative research?

b) Qualitative data vs quantitative data. Differentiate.

c) What is Theoretical sampling?

d) What is Triangulation?

e) What is Purposive sampling?

f) What is Sampling?

g) What is Focus Group?

Q2) Solve any two : **[2×5=10]**

a) Explain various types of interviews with example.

b) Briefly elaborate the process of constructing a theory with suitable example.

c) Differentiate between Qualitative Research v/s Quantitative Research.

Q3) a) Evaluate the important types of observer roles and steps in participant observation. **[10]**

OR

b) Elaborate the five principles of ethics in Qualitative Research. **[10]**

P.T.O.

Q4) a) Explain the various steps in participant observation and analyze the observers roles. **[10]**

OR

b) Design a Focus Group study taking an example from real life. **[10]**

Q5) a) Brief in detail about quality criteria in Qualitative research. **[10]**

OR

b) Design a Focus Group study taking an example from real life. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2756

[Total No. of Pages : 2

[6430]-209
First Year M.B.A.
GE-UL-11-211 : BUSINESS, GOVERNMENT & SOCIETY
(2019 Pattern) (Semester - II)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***Attempt all the questions.***
2) ***All questions carry equal marks.***
3) ***Figures to the right indicate full marks.***

Q1) Solve any five : **[5×2=10]**

a) What do you mean by gender discrimination?

b) Define term 'Foreign Direct Investments (FDI)'.

c) Explain the meaning of Economic inequality.

d) What is PPP?

e) Define poverty line.

f) What is global competition?

g) Explain the term privatization.

Q2) Solve any two : **[2×5=10]**

a) Explain Merits of Globalization.

b) Briefly elaborate Brexit.

c) What are the Significance of global competition?

Q3) a) Explain the different factors affecting and influencing the workplace. **[10]**

OR

b) Discuss the inter sector linkage and impact of foreign direct investment in India's economic growth. **[10]**

Q4) a) Explain the negative implications of population growth in India. **[10]**

OR

b) Elaborate the disadvantages of multi-national company to host country and home country. **[10]**

Q5) a) What are the potential benefits and risks associated with implementing Public - Private partnership projects? **[10]**

OR

b) Discuss the causes of poor industrial relations in India. **[10]**

☯☯☯☯

Total No. of Questions : 5]

SEAT No. :

PD2757

[Total No. of Pages : 2

[6430]-210
M.B.A.-I
212 -GE-UL-12: BUSINESS PROCESS RE-ENGINEERING
(2019 Pattern) (Semester - II)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carry equal marks.***
3) ***Figures to the right indicate full marks.***

Q1) Answer any 5 out of 8 (2 marks each) **[10]**

a) Define BPR.

b) State any 2 objectives of BPR.

c) What is reduced cost?

d) What is Lean Manufacturing?

e) Define ISO standard.

f) What is six sigma?

g) Define Just in Time.

h) Explain change management.

Q2) Answer any 2 out of 3 (5 marks each) **[10]**

a) Discuss ERP in detail.

b) What is collaborative manufacturing?

c) Elaborate need of Re-Engineering of business process.

Q3) Answer 3 (a) or 3 (b) : **[10]**

a) What is lean manufacturing and discuss characteristics of lean process in a manufacturing company.

b) Draw the structure of change management and explain the steps involved in change management.

P.T.O.

Q4) Answer 4 (a) or 4 (b) : **[10]**

a) Explain business activity map with neat diagram.

b) Differentiate between TQM and BPR.

Q5) Answer 5 (a) or 5 (b) : **[10]**

a) Support the statement ‘Role of information technology is important in Reengineering.’

b) List out the functions of BPR.

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Total No. of Questions : 5]

SEAT No. :

PD2758

[Total No. of Pages : 2

[6430]-211
M.B.A. - I
205-BA-SC-BA-01 : BASIC BUSINESS ANALYTICS USING R
(2019 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *All questions carry equal marks.*

Q1) Answer the following questions : (Any five) **[10]**

a) Define built in functions in R.
b) How to put comment in R?
c) What are naming convention for variable names in R?
d) What are the different ways to assign value to variable in R?
e) What is the use of class( ) in R?
f) What are the data types available in R?
g) What are reserved words in R?
h) Explain if statement with syntax of R?

Q2) Answer the following: (any 2) **[10]**

a) Differentiate between Data Analyst and Business Analyst.
b) What are relational operators in R? Elaborate any two relational operators with example.
c) Explain in details types of analytics.

Q3) Answer the following: (any one) **[10]**

a) Explain in details data quality. What are the factors that causes data quality issues.

OR

b) Explain the following functions with example:
   i) mean( )
   ii) read( )
   iii) range( )
   iv) setwd( )
   v) summary( )

Q4) Answer the following: (any one) **[10]**

a) What is SQL? Explain Data Manipulation Language statements in details.

OR

b) Explain joins used in R with examples.

Q5) Answer the following: (any one) **[10]**

a) Write a R program to display table of a given number.

OR

b) Discuss the application of business analytics in Healthcare Industry.

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Total No. of Questions : 5] **SEAT No. :**

PD2759

[Total No. of Pages : 2

[6430]-212
F.Y.M.B.A.
206 BA-SC-BA-02 : DATA MINING
(2019 Pattern) (Semester - II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicates full marks.***

Q1) Solve any five: **[5×2=10]**

a) What is big data Analysis?

b) What is the difference between descriptive and predictive models?

c) What is clustering? List methods of clustering.

d) What are the main steps in the data mining process?

e) Define Nominal and ordinal Attributes.

f) What are the common factors affecting data quality?

g) What are common data cleaning techniques?

h) What is feature selection in Data Preprocessing?

Q2) Solve any two. **[2×5=10]**

a) How is data preprocessing used to handle noisy data?

b) How does Data mining differ from bussiness intelligence?

c) Explain Hierarchical clustering giving a suitable example.

Q3) Apply a rule-based approach to classify emails as spam or not spam. **[10]**

OR

Explain any two applications of data mining. **[10]**

Q4) Analyse the challenges of using clustering for large datasets in market segmentation. **[10]**

OR

When Applying clustering for customer profiling, analyse the impact of feature selection on the quality of clustering. **[10]**

Q5) Apply Apriori Algorithm to the given dataset to find frequent itemsets. (Given support count = 3) **[10]**

T1 : {Bread, milk, Eggs}

T2 : {Bread, Eggs, Butter}

T3 : {Milk, Eggs, Butter}

T4 : {Bread, Milk}

T5 : {Bread, Milk, Eggs, Butter}

OR

How Effective are current privacy-preserving data mining Techniques in ensuring that sensitive information is not exposed? **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD-2760

[Total No. of Pages : 2

[6430] - 213
F.Y. M.B.A.
SC-01-205 FIN- Financial Markets and Banking Operations
(2019 Pattern) (Semester-II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***Draw neat and labelled diagram wherever necessary.***
2) ***Figures to the right indicate full marks.***
3) ***Attempt all the questions.***

Q1) Solve any 5 (out of 8) :

a) Define capital market **[2]**

b) Define forward market **[2]**

c) Risk is high in _____ and low in ______ **[2]**

i) Banks and NBFIs

ii) NBFIs and Banks

iii) Money markets and capital markets

iv) Capital markets and money markets

d) A company cannot issue. **[2]**

i) Debentures with voting rights

ii) Equity shares

iii) Debentures

iv) Preference shares

e) _____ allocates savings efficiently in an economy to ultimate users either for investment in real estate or for consumption **[2]**

i) Economic System ii) Banking System

iii) Financial System iv) Market System

P.T.O.

f) What do you mean by the term ‘GDR’ **[2]**

g) Which of the following is not considered as a money market instrument.**[2]**

i) Treasury Bills ii) Commercial Paper

iii) Certificate of Deposit iv) Shares and bonds

h) Define the term ‘EXIM Bank’. **[2]**

Q2) Solve any two (out of three) :

a) Explain in detail the concept of Cooperative Bank. **[5]**

b) Distinguish between primary market and secondary market. **[5]**

c) Describe the various participants in the Indian money market. **[5]**

Q3) Solve any one :

a) Illustate the concept of Electronic Payment system. **[10**

b) Identify the role of Indian Financial system in the economic development of India. **[10]**

Q4) Solve any one :

a) Analyze foreign Exchange market with regard to its structure, functions and types. **[10]**

b) Explain central bank with its functions and objectives. **[10]**

Q5) Solve any one :

a) ‘Regional rural banks are important financial institutions in the rural credit structure’ Evaluate. **[1**

b) Evaluate the various global debt instruments used in capital market. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD-2761

[Total No. of Pages : 2

[6430]-214

M.B.A.

206FIN : SC-FIN-02 : PERSONAL FINANCIAL PLANNING (2019 Pattern) (Semester - II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates :

1) ***Assume suitable data if necessary.***
2) ***Figures to the right indicate full marks.***
3) ***All questions are compulsory.***
4) ***All questions have internal options.***

Q1) **Attempt Any Five questions :** **[10]**

a) A reverse mortgage is a loan available for _____ .

i) Manager's only ii) Senior citizens only

iii) Shareholder's only iv) NRI only

b) List out any two responsibility of Financial planner.

c) A _________ is a Finance plan that allocates future personal income towards expenses, savings and debt repayment.

i) Public budget ii) Personal budget

iii) Government budget iv) Material budget

d) Mr.Vinod has deposited Rs. 60,000 in a saving bank account at 8.5% simple interest interested to keep the deposit for a period of 10 years. Calculate simple interest.

i) 51,000 ii) 55,000

iii) 47,000 iv) 72,000

P.T.O.

e) Define Risk.

f) The legal process of taking care of Person's assets and liabilities after death is known as _____

i) Nomination ii) Probate

iii) Trustee iv) Insurer

g) It is a _________ alphanumeric number which is printed on laminated card, known as PAN card.

i) 8 digits ii) 10 digits

iii) 12 digits iv) 15 digits

Q2) **Solve any two:** **[10]**

a) Mention the types of deductions.

b) Write short notes on 'Endowment Insurance'

c) Discuss the objectives of Mutual Funds.

Q3) a) Discuss the Features, advantages and disadvantages of Term Insurance. **[10]**

OR

b) What is Financial Planning? Explain the types and steps of Financial Planning.

Q4) a) Discuss the objectives and process of estate planning. **[10]**

OR

b) Explain the taxation impact on different investment options.

Q5) a) What are the benefits of Investing in Mutual Funds? Explain in detail the steps required for investing in Mutual Funds. **[10]**

OR

b) Elucidate the method of transferring asset post death.

♣ ♣ ♣

Total No. of Questions : 5]

SEAT No. : [ ]

PD-2762

[Total No. of Pages : 2

[6430]-215

M.B.A. - I

205 - HR SC - HRM - 01 : COMPETENCY BASED HUMAN RESOURCE MANAGEMENT SYSTEM

(2019 Pattern) (Semester - II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates :

1) ***All questions are compulsory. Draw diagrams /flowchart/ model wherever applicable.***
2) ***Write examples wherever necessary.***
3) ***Figures to right indicate full marks.***

Q1) **Answer the following (Any 5) :** **[10]**

a) Define the term Competancy Mapping.

b) Define Competancy.

c) Define the terms key Performance Area and Key Performance Indicator.

d) Define the term Performance Planning.

e) What are the components of Performance Management System?

f) What are the basic components of competancy?

g) Define Functional Competancy and Technical Competancy.

h) Define Performance Management.

Q2) **Answer the following (Any 2) :** **[10]**

a) Write short note on Counselling for better performance.

b) Explain in detail the need for competency framework in an organisation.

c) Explain Key Competencies.

P.T.O.

Q3) **Answer the following (Any 1) :** **[10]**

a) Analyse Managerial Competencies required to perform the role of Human Resource Manager in a IT Company.

OR

b) Comment on how Leadership Competencies are required while performing Marketing Manager Job.

Q4) **Answer the following (Any 1) :** **[10]**

a) Analyse Managerial Competencies required to perform the role of CEO in a IT Company.

OR

b) Describe the Lancaster Model of Competency.

Q5) **Answer the following (Any 1) :** **[10]**

a) Design a competency skill matrix for the profile of Teacher in Under Graduate College under National Education Policy.

OR

b) Develop a competency model for the profile of HR professional at Hospital during Covid 19 Situation.

♣ ♣ ♣

Total No. of Questions : 5]

SEAT No. :

PD-2763

[Total No. of Pages : 2

[6430]-216

M.B.A.

206-HR - SC - HRM - 02 : Employee Relations and Labour Legislation - II

(2019 Pattern) (Semester - II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***Attempt all the questions.***
2) ***All questions carry equal marks.***
3) ***Figures to the right indicate full marks.***

Q1) **Attempt any five :** **[10]**

a) Explain in detail importance of Employee Relation.

b) State the role of ILO & its influence on labour legislation.

c) What is Grievances in labour legislation?

d) What is unfair labour Practices?

e) What is closing & opening hours in Bombay shops & establishment Act?

f) Define sexual harrassment.

g) Define minimum wages.

h) What is WPM?

Q2) **Answer any two of the following :** **[10]**

a) Discuss in detail the nature & the scope of the factories Act, 1948.

b) Explain Human Relations approches in Employee Relation?

c) Discuss the rights recognised under Trade union Act?

Q3) a) Define Industry under Industrial Disputes Act state in detail Provisions regarding settelment machinery under the Act. **[10]**

OR

b) What are the important provisions under maternity Benefit Act with latest amendment under the Act?

P.T.O.

Q4) a) Explain the objectives of the minimum wages Act, 1948 state the definations given in the minimum wages Act. **[10]**

i) Cost of living index

ii) Scheduled employment

OR

b) Define Factory state the importance of the provisions pertaining to working hours, annual leave with wages, rest - intervals under factories Act, 1948.

Q5) a) Importance of Interval complaint committee under the sexual Harrassment of women at workplace (Prevention, prohibition & Redressal) Act. 2013. State the importance how to conduct fair & unbiased investigation in their inquiry. **[10]**

OR

b) What are the privilages of registered trade union? How many types of trade unions? What is the impact of globalisation on trade unions movement all over the world.

♦ ♦ ♦

Total No. of Questions : 5]

SEAT No. :

PD-2831

[Total No. of Pages : 2

[6430]-217
M.B.A.
MKT205 : SC-MKT-01 : MARKETING RESEARCH
(2019 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***All questions carry equal marks.***
3) ***Quote Relevant example wherever required.***
4) ***Draw neat lebelled diagram wherever necessary.***

Q1) **Attempt any 5 (2 marks each) :** **[10]**

a) What is the meaning of marketing research. Explain its role in consumer behavoir studies.

b) Enlist any two ethical issues in Marketing Research.

c) What is desk research? Mention different methods of conducting desk research.

d) What do you mean by Research Design? Which types of Research Design is starting point for research.

e) Mention different types of data collection techniques.

f) Mention research instruments.

g) Which marketing analysis tests (tools) are extensively used for sales forecasting.

h) What do you understand by consumer panel.

Q2) **Attempt any 2 (5 marks each) :** **[10]**

a) Demonstrate with example any activity of testing of effectiveness of Advertisement in a cinema hall.

b) Discuss any one application of retail shop audit for a category in retail mall.

c) What is a Likert scale? How is it applied in marketing research to measure attitude of consumers for a product.

Q3) **Solve any one :** **[10]**

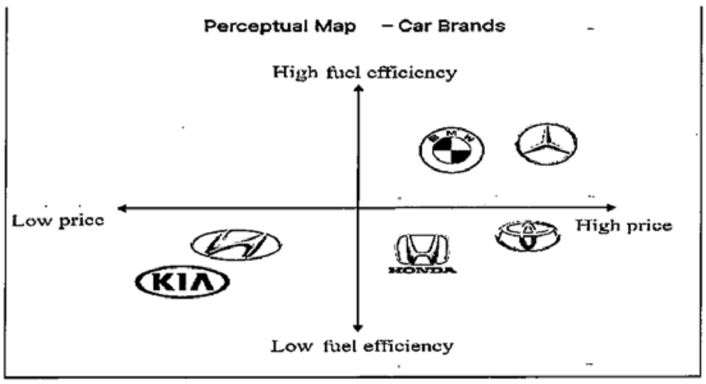
a) "Discriminant analysis can be a valuable tool in segmentation analysis". Explain the statement with suitable example of your own choice.

b) Explain with suitable example the application of Factor analysis in Marketing research for the purpose of psychological customer segmentation.

Q4) **Solve any one :** **[10]**

a) Define test marketing. Create appropriate test marketing procedure for automatic dish washer.

b) A market researching organisation has created a perceptual mapping or few popular car brands. Interpret the map in light of segmentation and positioning of the brands.



Q5) **Solve any one :** **[10]**

a) What is research design? Describe in detail the research design you will resort to predict the result of an election in a constituency of Maharashtra through exit polls before the actual result declaration.

b) Design a questionnaire to study the profile of online buying consumers for microwave ovens using all four major scales.

❖ ❖ ❖

Total No. of Questions : 5]

SEAT No. :

PD-2764

[Total No. of Pages : 2

[6430] - 218

M.B.A.

206 -SC-MKT-02: Consumer Behaviour

(2019 Pattern) (Semester-II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions carry equal marks.***
2) ***Figures to the right indicate full marks.***
3) ***Each questions has internal option.***

Q1) Solve any 5 : **[10]**

a) Enlist buying roles in CBB.

b) Who are Gen Z consumer?

c) What is perceptual selection.

d) Give the components of learning. Map them with one relevant example.

e) Who are HNI consumers?

f) Define consumer behaviour. Give types of CB.

g) What is consumerism?

h) List down the steps in OBB process.

P.T.O.

Q2) Solve any two : **[10]**

a) Explain search, Experience and credence aspects in detail.

b) Describe the AIO classification.

c) Discuss the Organizational Buying situations in detail.

Q3) Solve any one : **[10]**

a) Illustrate with example the concept of 'Diffusion of Innovation'.

b) Describe culture. Discuss characteristics of culture and its relevance in marketing decisions

Q4) Solve any one : **[10]**

a) How Ivan pavlov demonstrated that neutral stimulus comes to evoke the same response as the naturally occuring stimulus even with out naturally occurring stimulus presenting itself.

b) What is 'post purchase Dissonance'? What companies do to reduce it?

Q5) Solve any one : **[10]**

a) A telecom operator is in process of building infrastructure required to launch its 5G services across India. Design an organizational buying process.

b) How can we classify Indian consumers with New SEC? Give suitable using necessary assumptions.

Total No. of Questions : 5]

SEAT No. :

PD-2765

[Total No. of Pages : 2

[6430]-219

M.B.A.

205 OSCM - SC - OSCM - 01 : SERVICES OPERATIONS MANAGEMENT - I

(2019 Pattern) (Semester - II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates :

1) ***All questions are compulsory.***
2) ***Each question has an internal choice.***

Q1) **Answer any 5 out of 8 question:** **[10]**

a) Define the term experience economy.

b) Define New Service Development (NSD).

c) State the role of services in an economy.

d) Define the term 'Consumer Service Economy'.

e) What is Business service experience?

f) State the concept of 'Service Dominant Logic'.

g) What are the characteristics of service operations?

h) What is the service profit chain.

Q2) **Solve any two of the following sub questions: (5 marks each)**

a) Summarize the evolution of economy with special reference to service sector.

b) Describe the Importance of intellectual Property in service sector.

c) Discuss the objective of good service organization.

Q3) Answer the following: **[10]**

a) Illustrate the difference between process layout and job shop process layout.

OR

b) Prepare distinguishing parameters between contact personnel dominated encounter and customer dominated encounter. Illustrate with examples.

Q4) Answer the following: **[10]**

a) 'Designing the enterprise requires the new service development process" analyse the statement with suitable example.

OR

b) Location decision is a trade-off Decisio Explain the statement.

Q5) Answer the following: **[10]**

a) Evaluate the customer experience and outcomes for food delivery services provided by mobile apps.

OR

b) Evaluate the role of IT in services with respect to service facility locations.

♣ ♣ ♣

Total No. of Questions : 5]

SEAT No. : ☐

PD-2766

[Total No. of Pages : 2

[6430]-220

M.B.A. - I

206 - SC - OSCM - 02 : SUPPLY CHAIN MANAGEMENT

(2019 Pattern) (Semester - II)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates :

1) ***All questions are compulsory.***
2) ***Each question carries 10 marks.***
3) ***Each question has internal option.***

Q1) **Write short answers for any five out of the following eight questions. (2 marks each) :** **[10]**

a) What is the significance of supply chain flexibility?

b) Define concept of a lean supply chain.

c) What is Just-in-Time (JIT) purchasing?

d) Define customer services in the context of SCM.

e) List two examples of value-added services in SCM.

f) What is demand flow in supply chain?

g) Mention two key characteristics of an agile supply chain.

h) Define core competency in SCM.

Q2) **Write short notes on any two of the following :** **[10]**

a) The impact of technological revolution on supply chain collaboration.

b) Distribution management in supply chain efficiency.

c) Commodity & Cost centric in supply chain structure.

Q3) **Answer any one of the following in detail : [10]**

a) Explain shift from linear supply chains to collaborative networks.

b) Discuss the role of resourcess and capacity management in creating an efficient supply chain.

Q4) **Answer any one of the following in details : [10]**

a) Explain how forecasting impacts upstream and downstream flows in a supply chain. What are the challenges in accurate demand fore casting?

b) Describe the structural components of a supply chain.

Q5) **Answer any one of the following in detail : [10]**

a) Discuss the limitations of customer satisfaction as a performance metric in SCM. How can supply chain aim to achive customer success instead?

b) Explain the importance of customer service outputs in SCM and the various way to measure operational performance and reliability.

Total No. of Questions : 5]

SEAT No. :

PD-2767

[Total No. of Pages : 2

[6430]-301

M.B.A.

301 : GC - 11 : STRATEGIC MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) ***All questions are compulsory.***
2) ***Each question carries equal marks.***

Q1) **Solve Any Five :** **[10]**

a) Define vision.

b) Explain council strategy.

c) Define Mission.

d) Strategic alliances.

e) Concept of balance score card.

f) What is Blue ocean strategy?

g) Explain management by objectives (MBO).

h) Explain SBU.

Q2) **Solve Any Two of the following :** **[10]**

a) Explain Abells' flow dimensional of Business.

b) What do you mean by Generic competitive strategy and what are the different Generic competitve strategies.

c) Elaborate 5Ps propossed by Mintzberg for strategy implementation.

P.T.O.

Q3) a) Explain the VRio framework. **[10]**

OR

b) Describe expansion/growth strategies along with its types.

Q4) a) Explain the protein generic competitive strategies with suitable example. **[10]**

OR

b) Explain various grand strategies with example.

Q5) a) Differentiate between Red Ocean strategy and Blue Ocean strategy. **[10]**

OR

b) Discuss BCG matrix with suitable examples.

Total No. of Questions : 5]

SEAT No. :

PD-2768

[Total No. of Pages : 3

[6430]-302

M.B.A.

GC - 12 : 302 : DECISION SCIENCE

(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) ***All questions are compulsory.***
2) ***Each question carries 10 marks.***
3) ***Each question has an internal options.***
4) ***Use of simple calulator is allowed.***

Q1) **Solve Any Five questions :** **[10]**

a) Whit is the formula for Combination in Probability?

b) Define balanced assignment problem & unbalanced assignment problem.

c) What are the uses of Markov's chain?

d) What is Mixed strategy Game?

e) Define baling & jockeying.

f) What is CPM & PERT?

g) List techniques of initial solution for Transportation problem.

h) List the drawbacks of graphical solution in LPP.

Q2) **Solve Any Two out of the Three questions :** **[10]**

a) What are the assumptions of Single Server Queuing Model?

b) The company wants to purchase new shelves for keeping records of office files. Two producers gave their quotations. Shelf X costs Rs. 10 per unit, requires six square feet carpet area, and holds eight cubic feet of files. Shelf Y costs Rs. 20 per unit, requires eight square feet of carpet area, and holds twelve cubic feet of files. The company has a provision of Rs. 140 for this purchase. The office has room for no more than 72 square feet of cabinets. Formulate LPP to maximize storage volume?

c) Explain Expected time, Variance & standard deviation in terms of PERT.

Q3) **Solve Any One :** **[10]**

a) Maximize Z = 50x + 30y

Subject to $2x + y \geq 18$

$x + y \geq 12$

$3x + 2y \leq 34$

$x, y \geq 0$

Solve the LPP by Graphical Method.

b) The cost (Rs. Lakh) of locating of machines to the places is estimated as follows, find the optimum assignment schedule.

		Places				
		A	**B**	**C**	**D**	**E**
Machines	**M1**	19	21	25	20	21
	M2	27	24	-	25	24
	M3	-	24	27	24	20
	M4	22	16	20	15	16

Q4) **Solve Any One :** **[10]**

a) Find the value of the game and the optimal actions for the players:

	Player B			
Player A	**I**	**II**	**III**	**IV**
I	2	-2	4	1
II	6	1	12	3
III	-3	2	0	6
IV	2	-3	7	1

b) A single card is drawn at random from a standard deck of 52 playing cards. Find the probability that

i) The card is a red king

ii) The card is either a red or an ace

iii) The card is a king or queen

Q5) **Solve Any One :** **[10]**

a) Draw the network diagram for the given below. Find critical path and expected project duration of the project.

Activity	Immediate Predecessor activity	Duration (days)
A	-	4
B	A	6
C	A	5
D	B	3
E	C	7
F	D	2
G	E	6
H	F,G	2

OR

b) Dr. Kelkar has been thinking about starting his own independent nursing home. The problem is to decide how large the nursing home should be. The annual returns will be depending on both size of nursing home and number of marketing factors. after a careful analysis, Dr. Kelkar developed following table:

Size of Nursing home	Good market (Rs.)	Fair market (Rs.)	Poor market (Rs.)
Small	50,000	20,000	–10,000
Medium	70,000	35,000	–25,000
Large	90,000	35,000	–45,000
Very Large	2,00,000	25,000	–1,20,000

Find optimal strategy using

i) Maximax

ii) Maximin

iii) Laplace

iv) Hurwicz (a-0.8)

Total No. of Questions : 5]

SEAT No. :

PD-2769

[Total No. of Pages : 2

[6430]-303
M.B.A.
GE-UL-13 : 306 : INTERNATIONAL BUSINESS ECONOMICS
(2019 Pattern) (Semester - III)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question has an internal option.***
3) ***Each question carries 10 marks.***
4) ***Justify your answer with suitable examples & diagrams.***

Q1) Answer the following (Any Five) : **[10]**

a) What is Trade.

b) Explain Monopoly & Monopolistic Competition

c) What is FDI & FII

d) Recite the term cryptocurrency

e) Illustrate any five currency in World Market.

f) Describe Exchange Rate with 2 examples.

g) Identify any 2 role of WTO.

h) Quote Trade Theory by Ricardo

Q2) Answer any 2 out of 3 : **[10]**

a) Classify the problem of International financial crises and role of World system.

b) Relate the problem of currency convertibility with exchange rate mechanism.

c) Paraphrase the term Arbitrage & Speculation in International Finance.

P.T.O.

Q3) Write or Answer any One of below : **[10]**

a) Discover the major findings & theory of Heckscher-Ohlin and benefit in International Trade

b) State & Explain any 5 Major Regional Trade Agreements in South East Asian Countries.

Q4) Write or Answer any One of below : **[10]**

a) Categorise the benefits of Asset based market approach of determined exchange rate.

b) Correlate the open market economy with the concept & imbalances of International Financial Crises.

Q5) Write or Answer any One of below : **[10]**

a) Pivat the system of Gold Standards.

b) Modify the drawbacks in current exchange rate mechanism system. What measures would you suggest for improvement?

Total No. of Questions : 5]

SEAT No. :

PD-2832

[Total No. of Pages : 2

[6430]-304

M.B.A.

307 : GE - UL - 14 : INTERNATIONAL BUSINESS ENVIRONMENT

(2019 Pattern) (Semester - III)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Each question has an internal options.***

Q1) **Solve Any Five (2 marks each) :** **[10]**

a) What is Brexit.

b) Define the nature of international business.

c) Provide examples of industries experiencing reverse globalization trends.

d) What are the risks associated with forex trading.

e) What is reshoring?

f) Explain the role of the IMF in the global economy.

g) What are the implications of globalization for businesses?

h) Which of the following is NOT a potential impact of the COVID-19 pandemic on international trade?

i) Disruption of global supply chains.

ii) Increase in demand for goods and services.

iii) Decline in international tourism.

iv) Rise in protectionist measures and trade barriers.

P.T.O.

Q2) **Answer Any Two :** **[10]**

a) What are some challenges associated with outsourcing?

b) What are the key principles underlying IFRS?

c) Explain the concept of currency pairs and currency trading in the forex market.

Q3) **Answer Any One :** **[10]**

a) Discuss the advantage and disadvantage of two mode of FDI from the perspective of MNCs.

b) Discuss the determinants of exchange rates and the factors influencing currency fluctuations.

Q4) **Answer Any One :** **[10]**

a) Examine the Transfers component of the current account. What types of transfers are included and how do they impact a country's BOP Position?

b) Explain the objectives of the WTO and discuss how it facilitates international trade among member countries?

Q5) a) Discuss the challenges faced by business in adapting to the pandemic-induced changes in the international business environment? **[10]**

OR

b) Discuss the role of international institutions and governance mechanisms in managing the adverse effects of economic globalization.

Total No. of Questions : 5]

SEAT No. :

PD2770

[Total No. of Pages : 2

[6430]-305

S.Y.M.B.A.

308-GE-UL-15 : PROJECT MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *All questions carry equal marks.*

Q1) Answer any 5 : **[10]**

a) Which stage of project management life cycle requires the maximum time of completion.

i) Conceptualization

ii) Planning

iii) Execution

iv) Estimation

b) Risk in project management is defined as ______

i) An uncertain event that, if it occurs, has a positive effect on project objective

ii) An uncertain event that if it occurs, has a negative effect on project objective

iii) An uncertain event that if it occurs, has a positive or negative effect on project objectives

iv) An uncertain event that do not have any effect on project objective

c) In the initial stage of the project the probability of completing the project is _______.

i) Zero

ii) High

iii) Low

iv) Medium

d) What is project audit?

e) Name any two causes of project failure.

f) List four skills of a project manager.

g) Define null project resource schedules.

P.T.O.

Q2) a) Explain project management also write it's attributes and importance. **[10]**

OR

b) Elaborate term "Work breakdown structure" & Explain how to integrate the WBS with the organization.

Q3) Write short note on : (Any two) **[10]**

a) Network computation process.

b) Conflict in projects

c) Role of project manager

d) Factor influencing quality of estimates.

Q4) a) Explain resource allocation methods in term of project scheduling. **[10]**

OR

b) Illustrate how to classify the scheduling problem?

Q5) a) Explain structure of project monitoring information system during project evaluation. **[10]**

OR

b) Explain "Need for an integrated information system" in order to evaluation of project.

☯☯☯☯

Total No. of Questions : 5]

SEAT No. :

PD2771

[Total No. of Pages : 1

[6430]-306

S.Y.M.B.A.

GE-UL-16-309 : KNOWLEDGE MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question has an internal choice.***
3) ***Each question carries 10 marks.***

Q1) Attempt any five : **[5×2=10]**

a) What do you mean by Information?

b) What do you mean by Expertise

c) Define the term innovation.

d) What do you mean by knowledge Codification?

e) What do you mean by quantitative measures?

f) Define the termTacit knowledge.

g) What are the elements of physical environment of the organization?

Q2) Answer any two : **[2×5=10]**

a) Short note on subjective & objective view of knowledge.

b) Short note on a role of culture in knowledge management.

c) Short note on a role of structure in knowledge management.

Q3) Answer any one : **[1×10=10]**

a) Explain in detail types of knowledge.

b) Explain in detail Reservoirs of knowledge.

Q4) Answer any one : **[1×10=10]**

a) Explain in detail knowledge management infrastructure.

b) Explain in detail the role & responsibilities of knowledge management team.

Q5) Answer any one : **[1×10=10]**

a) Explain application & effectiveness of knowledge management in Manufacturing Industry.

b) What do you understand by knowledge management cycle. Explain in detail Meyer and Zack KM cycle.

☯☯☯☯

Total No. of Questions : 5]

SEAT No. :

PD2772

[Total No. of Pages : 2

[6430]-307

S.Y. M.B.A.

310-GE-UL-17 : CORPORATE GOVERNANCE

(2019 Pattern) (Semester-III)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each questions is having internal option.***

Q1) Answer any five (5). (2 Marks each) :

Define the following.

a) PSUS.

b) Good Corporate Governance.

c) Agency Theory.

d) Global Perspective.

e) Corporate Social Responsibility.

f) Risk Management.

g) Investors.

Q2) Answer any 2 (5 marks each) :

a) Highlight the major recommendations of the J.J. Irani Committee elaborating relevant and specific points.

b) Explain the role of Institutional Investors in Corporate Governance.

c) "Risk is mitigated through Internal control in an organisation". Explain with proper example.

P.T.O.

Q3) a) Briefly explain the various provisions/facilities of Legal Protection of Small Investors. **[10]**

OR

b) Discuss the Corporate Governance issues with regards to Related Party Transactions. **[10]**

Q4) a) Elaborate the different power and liabilities of Directors. **[10]**

OR

b) "Corporate Governance is not only the responsibility of listed companies but also of Private and Public Companies". Do you agree this statement? Substantiate your answer with proper justification. **[10]**

Q5) a) Explain in detail the issues and challenges of ICICI Bank in Corporate Governance. **[10]**

OR

b) PNB has meserably failed to execute Good Corporate Governance - elaborate this statement highlighting its issues and challenges. **[10]**

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Total No. of Questions : 5]

SEAT No. : [ ]

PD-2773

[Total No. of Pages : 2

[6430]-308

M.B.A.

311 : GE-UL-18 : MANAGEMENT OF NON-PROFIT ORGANIZATIONS

(2019 Pattern) (Semester - III)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carries 10 marks.***

Q1) Answer the following (Any 05 out of 08) : **[10]**

i) Define Society?

ii) Define the NGO?

iii) Define Trust?

iv) Which of the following is regarded as to show purchase of fixed asset for a non-profit Organization?

a) Income & Expenditure Account

b) Profit & Loss Account

c) Balance Sheet

d) None of the above

v) Which of the following is to be recorded in an Income and Expenditure Account?

a) Purchase of a fixed Asset

b) Capital Expenditure incurred on a fixed asset

c) Profit on the sale of a fixed asset

d) Sale of a fixed asset

vi) XYZ club has maintains a separate trading account for its trading activities. Which of the following is the treatment of profit or loss on trading activities?

a) Profit or loss is directly shown in the Balance Sheet

b) Profit or loss is to be presented in income and expenditure account

c) Profit and loss is credited in income statement

d) Profit or loss is added to accumulated fund

P.T.O.

vii) Which of the following is the accounting equation for a non-profit organization?

a) Asset = Capital + Liabilities

b) Capital – Liabilities = Assets

c) Accumulated Fund + Liabilities = Assets

d) Liabilities = Assets - Accumulated Fund

viii) Subscription received but not yet earned is considered as ________.

a) Asset b) Liability

c) Income d) Expenditure

Q2) Answer the following (Any 02 out of 03) : **[10]**

a) What are the Dimensions of Non-profit organizations?

b) Donor Marketing

c) Managing Financial Resource

Q3) a) Explain some of the tools used for a facilitate assessments of board performance? **[10]**

OR

b) What are the step taken in recruiting and staffing the volunteers and staff of Non-profit organization?

Q4) a) What do you mean by the term Governance? How does it arises? State various of its types and how to overcome or control about Developing Leadership and Improving Governance in Non-Profit Organizations? **[10]**

OR

b) How does an Memorandum of Association, Rules and Bye-laws of Non-Profit Organizations controls one’s business activities? Explain the applicability of Functions of Management in his organization.

Q5) a) Leaders are born and many a times are created. Justify this statement as to Accountability and “managing the mission”, Volunteerism and traits with respect to whom you consider as your role model. **[10]**

OR

b) Management is Managing People and Money both simultaneously. Consider the difference between Non-profit organizations and market competition, sales promotion and Public Relations for Non- profit Organization.

Total No. of Questions : 5]

SEAT No. :

PD2774

[Total No. of Pages : 2

[6430]-309

S.Y. M.B.A.

304 MKT SC-MKT-03 : SERVICES MARKETING

(2019 Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Includes suitable examples wherever necessary.***
4) ***Draw neat labeled diagram wherever necessary.***

Q1) Solve any FIVE. **[5×2=10]**

a) Define customer GAP of GAP service quality model.

b) Enlist any 4 physical evidences of airlines services

c) _______ is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customer's point of view

i) Front of planning

ii) Service Blueprinting

iii) Service standardization

iv) None of these

d) If a firm is practicing _______, the firm is training & effectively motivating its customer contact employees & all of the supporting service people to work as a team to provide customer satisfaction.

i) Double-up marketing

ii) Internal marketing

iii) Interactive marketing

iv) Service marketing

e) Enlist any 4 touch points in hospitality industry.

f) Describe multiple, parallel facilities with single queue of service system.

g) Recall & list an examples of High in experience quality services.

h) Describe Customer Decision model : The three stage model.

Q2) Solve any TWO. **[2×5=10]**

a) Describe key challenges in marketing services and how are they overcome?

b) Explain & Illustrate the service scape model.

c) Explain any four characteristics of service process.

P.T.O.

Q3) Solve any ONE. **[1×10=10]**

a) Illustrate the steps for managing service processes.

b) Identify the factors needed to make service teams successful in

i) Airlines

ii) Restaurants and

iii) a customer contact centre what are the factors that favour a strategy of employee empowerment?

Q4) Solve any ONE. **[1×10=10]**

a) Outline & Formulate service recovery policy for a wrongly bounced check for

i) your local saving bank

ii) a major national bank and

iii) a private bank for high net worth individuals?

b) Mr. Pratik Bhandari is a regular customer of sigma Hotel during his business visit. In last few visits Mr. Bhandari is not happy with the hospitality received from the hotel staff & food quality and he has reported his dissatisfaction in the feedback form at the time of checkout everytime. Examine the situtation & formulate service recovery process to hotel sigma.

Q5) Solve any ONE. **[1×10=10]**

a) Travel agencies are losing business to passenger's bookings their flights directly on airline websites. Determine possible focus options open to travel agencies wishing to develop new lines to business that would make up for the loss of airline ticket sales.

b) You have been appointed as a marketing consultant by a multi - speciality corporate hospital. Develop a note for the hospital management explaining.

i) Why it would be necessary for doctors as well as nursing staff to be customer oriented?

ii) Importance of word of mouth communication for the hospital.

iii) How the pricing of health services is different from pricing of goods?

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Total No. of Questions : 5]

SEAT No. :

PD-2775

[Total No. of Pages : 2

[6430]-310

S.Y. M.B.A.

305 MKT : SC - MKT - 04 : SALES AND DISTRIBUTION MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory.*
2) *Each question carries 10 marks.*

Q1) **Answer Five out of Eight questions :** **[10]**

i) The difference between transactional selling and relationship selling is ________

a) In transaction, selling, buyers must pay cash.

b) In relationship selling, buyers and sellers must be related.

c) In transaction selling, sellers provide greater service.

d) In relationship selling, sellers work to provided value to their customers.

i) Companies engage in sales training to :

a) Increase absenteeism and turnover.

b) Increase selling costs.

c) Decrease sates volume.

d) Change or reinforce behaviour that makes sale people more efficient.

iii) A key forecast trend is :

a) An increase in the use of quantitative methods.

b) An increasing use of forecasting method.

c) Neither a nor b.

d) The increased use of judgement input to overlay or adjust statistical forecasts.

iv) A company's channel decisions directly affect every ______

a) marketing decision b) employee in the channel

c) customer's choices d) channel member

P.T.O.

v) __________ is a channel that contains one or more intermediary levels.

a) Direct marketing channel b) Indirect marketing channel

c) Forward channel d) Synthetic channel

vi) Enlist functions of sales management.

vii) Explain the meaning of personal selling.

viii) What is sales audit?

Q2) **Answer any Two : [10]**

a) Discuss the role of distribution management in the marketing mix.

b) Explain the concept of non-store retailiry.

c) Which are the different components of supply cahin management.

Q3) **Answer any One : [10]**

a) Define mobile technology. State the importance of mobile technology in sales with suitable examples.

b) What are the duties and responsibilites of sales manager and sales executive?

Q4) **Answer any One : [10]**

a) What is VMS? Explain types of VMS with suitable example.

b) Define inventory management system. Explain the advantages and disadvantages of online inventory management.

Q5) **Answer any One : [10]**

a) Explain the various functions and classification of wholesalers.

b) What is E-tailing? Describe Advantages and Disadvantages of e-tailing.

Total No. of Questions : 5]

SEAT No. :

PD-2776

[Total No. of Pages : 5

[6430]-311

S.Y. M.B.A.

304-FIN-SC-03 : ADVANCED FINANCIAL MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All question are compulsory.***
2) ***Each question carries equal marks.***
3) ***Use of Simple Calculator allowed.***
4) ***Working Notes should form your part of answer.***

Q1) Answer any FIVE out of EIGHT. **[5 × 2 = 10]**

a) What is meant by Financial Distress?

b) List out any four short term sources of finance.

c) Explain the concept of Value Based Management?

d) How to calculate Financial Leverage?

e) Recall the concept of Sensitivity Analysis.

f) What is meant by Factoring?

g) What are Bonus Shares?

h) Tell the objective of Trade Credit?

Q2) Write short notes on any TWO out of THREE. **[2 × 5 = 10]**

a) Meaning and Importance of Financial Planning.

b) Net Income Approach

c) William J.Baumol's Model.

P.T.O.

Q3) Answer any ONE out of TWO. **[1 × 10 = 10]**

a) Following are the summarized Balance sheet. as on 31st March 2022 and 2023. You are required to prepare a fund flow statement for the year ended 31st March 2023.

BALANCE SHEET

Liabilities	Amount(Rs.) 31.3.2022	Amount(Rs.) 31.3.2023	Assets	Amount (Rs.) 31.3.2022	Amount (Rs.) 31.3.2023
Equity Capital	6,00,000	8,00,000	Goodwill	2,30,000	1,80,000
8% Redeemable Preference Shares	3,00,000	2,00,000	Land & Building	4,00,000	3,40,000
General Reserve	80,000	1,40,000	Plant	1,60,000	4,00,000
Profit & Loss	60,000	96,000	Debtors	3,20,000	4,00,000
Proposed Dividend	84,000	1,00,000	Stock	1,54,000	2,18,000
Creditors	1,10,000	1,66,000	Bills Receivable	40,000	60,000
Bills payable	40,000	32,000	Cash in Hand	30,000	20,000
Taxation provision	80,000	1,00,000	Cash at Bank	20,000	16,000
	13,54,000	16,34,000		13,54,000	16,34,000

Following additional information is provided :

i) Depreciation has been charged on plant and Land & Building Rs.20,000/- and Rs.40,000/- respectively.

ii) Interim Dividend of Rs.40,000/- have been paid in 2022-23

iii) Income Tax paid during the year 2022-23 is Rs.70,000/-

b) From the following Balance Sheet of Aditya Ltd, you are required to prepare cash flow statement.

Liabilities	2019	2020	Assets	2019	2020
Share Capital	30,000	40,000	Goodwill	11,500	9,000
Preference Share Capital	15,000	10,000	Land & Building	20,000	17,000
General Reserve	4,000	7,000	Machinery	8,000	20,000
Profit & Loss A/C	3,000	4,800	Debtors	16,000	20,000
Proposed Dividend	4,200	5,000	Stock	7,700	10,900
Crediors	5,500	8,300	Bills Receivables	2,000	3,000
Bills payable	2,000	1,600	Cash in Hand	1,500	1,000
Provision for Tax	4,000	5,000	Cash in Bank	1,000	800

Following additional information is provided :

i) Depreciation on Machinery during the year 2020 was Rs. 1000.

ii) Depreciation on Land and Building during the year 2020 was Rs.2000

iii) An Interim Dividend of Rs.2,000/- was paid in 2020.

iv) Income Tax Rs. 3,500 was paid during the year 2020.

Q4) Answer any ONE out of TWO : **[1 × 10 = 10]**

a) Modern Ltd. has a fund of Rs. 10,00,000 earmarked for investment in 2020. After thorough evaluation, it has identified five investment proposals with positive net present values (NPV). All these investment opportunities are divisible. Determining the most suitable investment option among these proposals for the Company based on Profitability Index method.

Proposal	Required Initial outlay	NPV
A	3,50,000	1,92,500
B	1,25,000	90,000
C	2,50,000	1,25,000
D	1,00,000	60,000
E	2,75,000	2,50,000

b) ABC Company has currently an all equity capital structure consisting of 15,000 equity shares of Rs.100 each. The management is planning to raise another Rs.25 Lakhs to finance a major programme of expansion and is considering three alternative methods of financing :

Plan-I : To issue Rs.25,00,000 equity shares of Rs.100 each.

Plan-II : To issue Rs. 25,00,000 8% debentures.

Plan-III : To issue Rs.25,00,000,8% Preference shares of Rs.100 each

The company's expected earnings before interest and taxes will be Rs.8 Lakhs. Assuming a corporate tax rate of 5%, Determine the earnings per shares (EPS) in each alternative and comment which alternative is best and why?

Q5) Answer any ONE out of TWO. **[1 × 10 = 10]**

a) Trident Ltd. Manufactures dy-cast metallic cars for kids. Its present sale is Rs.60 lacs p.a. with 20 days credit period. The company is contemplating an increase in the credit period with a view to increase sales. Present VC is 70% of sales and total FC is Rs.8 lac p.a. The company expects pre tax Returns of 2.25%. Some other details are:

Credit Policy	Avg.Collection Period	Exp.Sales
1	30 days	65
2	40 days	70
3	50 days	74
4	60 days	75

You are required to advice the company on the policy to be adopted. Assume 360 days a year. Calculation to be made upto 2 digits after decimals.

b) The following information from Anuj limited.

Earnings Per Shares = Rs. 4.00

Rate of Return on Investment = 18%

Rate of Return required by Shareholders = 15%

Determine the price share as per the Walter model if the payout is 40%,50% and 60% respectively?

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Total No. of Questions : 5]

SEAT No. : [ ]

PD-2777

[Total No. of Pages : 2

[6430]-312
M.B.A.
305 FIN-SC-FIN-04 : INTERNATIONAL FINANCE
(2019 Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carries 10 marks.***
3) ***Every question has an internal option.***

Q1) Answer any FIVE out of EIGHT. (2 marks each) **[10]**

a) Define International Finance.

b) Define capital account with reference to BOP.

c) What is geographical arbitrage?

d) Define bid and offer rate in the forex market.

e) Define any one way of tax evasion by MNC?

f) What is Currency Swaps?

g) Name the participants in the Global Capital Market.

h) What is a forward contract in the forex market?

Q2) Answer any TWO out of Three: **[10]**

a) Write a note on international credit rating agencies.

b) Write a note on the international fisher effect.

c) What are the ways to regulate tax evasion?

P.T.O.

Q3) Answer any ONE : **[10]**

a) Explain with the help of an example the forward hedge and money market hedge to deal with transaction exposure.

b) Explain various strategies used by MNCS to deal with double taxation issues.

Q4) Answer any ONE : **[10]**

a) Discuss the process of money laundering.

b) Identify and elaborate issues in overseas funding choice.

Q5) Answer nay ONE : **[10]**

a) Identify the implication and importance of the global financial system in the globalization scenario.

b) Evaluate various foreign exchange rate risk hedging techniques.

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Total No. of Questions : 5]

SEAT No. :

PD-2778

[Total No. of Pages : 2

[6430]-313

M.B.A.

HR304SC-HRM-03 : STRATEGIC HUMAN RESOURCE MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***All questions carry equal marks..***

Q1) Solve any five : **[10]**

a) Explain any two objective of SHRM.

b) What is job analysis.

c) Explain any two Talent management strategies.

d) Explain any two issues in SHRM.

e) What is reward strategy.

f) What is cross culture

g) What is cross culture sensitive.

Q2) Solve any two : **[10]**

a) Explain various HR strategies for IT company.

b) How to link HR strategies with Business strategies.

c) Explain various components of SHRM.

d) What is human capital management.

Q3) a) Explain forecasting & analysis HR demand in qualitative. **[10]**

OR

b) How to calculate demand & supply of HR.

P.T.O.

Q4) a) Explain Talent management strategies for marketing of FMCG product. **[10]**

OR

b) What is compensation & Reward strategies.

Q5) a) What is OCTAPACE Explain in detail. **[10]**

OR

b) What is impact of cross culture sensitivity on empolyee productivity.

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Total No. of Questions : 5]

SEAT No. :

PD-2779

[Total No. of Pages : 2

[6430]-314

M.B.A.

305 HR - HR Operations

(2019 Pattern) (Semester-III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory***

2) ***Figures to the right indicate full marks.***

Q1) **Write answers in short (Solve any 5 out of 8) : 2 Marks for each question** **[10]**

a) Define Personnel Policy.

b) What are the objectives of Human Resource Administration?

c) What is the procedure for maintaining personnel records?

d) Explain the components of the Employee's State Insurance (ESI) scheme.

e) What are the criteria for the eligibility of bonus under the Payment of Bonus Act, 1965?

f) What are the amendments made to the Payment of Gratuity Act, 1972?

g) Explain the concept of salary structure in a payroll system.

h) What are the penalties for failure to contribute to the EPF?

Q2) **Solve any 2 out of 3 (5 Marks for each question) :** **[10]**

a) Draft a promotion letter for an employee who has been promoted to a higher position.

b) Explain the process of calculating the compensation in case of partial disablement under the Workmen's Compensation Act.

c) Draft a show-cause notice to an employee for misbehavior at work.

Q3) **Solve any 1 :**

a) Draft a termination letter for an employee with inadequate performance. **[10]**

b) Explain the process of reinstating an employee after a suspension. **[10]**

Q4) **Solve any 1**

a) Discuss the role and responsibilities of the personnel department in an organization. **[10]**

b) Explain the applicability and benefits of the Employee Provident Fund (EPF) scheme. **[10]**

Q5) **Solve any 1**

a) Draft a circular informing employees about the revised leave policy. **[10]**

b) Discuss the various deductions made from an employee’s salary and their tax implications. **[10]**

Total No. of Questions : 5]

SEAT No. :

PD-2780

[Total No. of Pages : 2

[6430] - 315
M.B.A.
304OSCM: SC-OSCM-03: SERVICES OPERATIONS MANAGEMENT - II
(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carry equal marks.***

Q1) Answer any 5 out of 8 (2 marks each) : **[10]**

i) _______ are the foundation for quality systems economics.

a) Quality cost
c) Operator costs
b) Prevention costs
d) Equipment costs

ii) The initial stage of the supply chain process is the ______

a) Sourcing stage
c) Planning stage
b) Organizing stage
d) Directing stage

iii) The concept of supply chain management originated in _____ discipline.

a) Production management
c) Marketing
b) Logistics management
d) Operations management

iv) Delivery system, facility design, and location are the component of _____

a) Managerial element
c) Service element
b) Structural element
d) None of above

v) List the elements of service design triangle.

vi) What is yield management?

vii) State poka-yoke.

viii) Mention any two features of SCM.

P.T.O.

Q2) Answer any 2 out of 3 (5 marks each) : [10]

a) Discuss the holistic service design in detail.

b) Describe 4P's of service design.

c) Explain the importance of customer lifetime value.

Q3) Answer 3 (a) or 3 (b) : [10]

a) How to reduce quality cost? Mention the steps to calculate cost of quality.

b) Discuss the competitive role of information in service in detail.

Q4) Answer 4 (a) or 4 (b) : [10]

a) Elaborate Engel, Kollat and Blackwell (EKB) Model and explain its steps for Whitegoods products.

b) Explain scope and flow of service design. Also mention the service solution for new or changed service.

Q5) Answer 5 (a) or 5 (b) : [10]

a) Design a quality Service provided by vaccine manufacturing company Serum.

b) Write the buyer's characteristics in detail.

Total No. of Questions : 5]

SEAT No. :

PD-2781

[Total No. of Pages : 2

[6430]-316
S.Y. M.B.A.
SC-305 - OSCM - 04 : Logistics Management
(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the Candidates:

1) ***All questlions are compulsory.***
2) ***Each question carries 10 marks.***
3) ***Each question has an internal option.***

Q1) **Answer any 5 out of 8 (2 marks each)** **[10]**

a) Define logistics?

b) What is meant by service level in logistics?

c) Define logistical infrastructure?

d) Write significance of logistics?

e) Which are different modes of transport?

f) What is procurement logistics?

g) Define supply chain management?

h) What is role of information technology in logistics?

Q2) **Answer any 2 out of 3 (5 marks each)** **[10]**

a) Explain the concept of transport affinity and its significance in logistics systems?

b) Discuss the importance of logistics parks and freight villages in modern logistics infrastructure?

c) Describe the role of communication standards in facilitating seamless operations within the logistics industry?

Q3) **Answer 3 (a) or 3 (b)** **[10]**

a) Distinction between Procurement Logistics, Production Logistics?

b) How Satellite Systems and Satellite Navigation can help in logistics?

Q4) **Answer 4 (a) or 4 (b)** **[10]**

a) Critically evaluate the advantages and disadvantages of any one transportation mode in the context of logistical operations in India?

b) Analyse the impact of emerging technologies, such as automation and robotics in modern logistics?

Q5) **Answer 5 (a) or 5 (b)** **[10]**

a) Design a logistics strategy for a start-up c-commerce company aiming for rapid expansion into international markets?

b) Evaluate the effectiveness of current environmental sustainability initiatives within the logistics industry?

Total No. of Questions : 5]

SEAT No. :

PD-2833

[Total No. of Pages : 2

[6430]-317

S.Y. M.B.A.

304-BA-SC-BA-03 : ADVANCED STATISTICAL METHODS USING R

(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Make appropriate assumptions wherever necessary.***

Q1) **Answer the following questions (Any Five) :** **[10]**

a) What is the use of crosstab function in R?

b) Define prescriptive analytics.

c) Explain the term conditional probability.

d) Mention two methods of dimension reduction.

e) What do you mean by mutually exclusive events?

f) What is PCA?

g) What do you mean by discrete data? Give the example of discrete data classification.

h) Define Autocorrelation function.

Q2) **Answer the following questions (Any Two) :** **[10]**

a) Describe test procedure for analysis of variances (ANOVA).

b) Discuss the significance of normal distribution in data science.

c) Explain T-test of hypothesis testing in R. Write syntax and explain in detail.

P.T.O.

Q3) **Answer the following questions (Any One) : [10]**

a) Describe the ROC Plot and AUC with diagram in logistic regression.

b) Elaborate Multicollinearity in Regression Analysis.

Q4) **Answer the following questions (Any One) : [10]**

a) Explain the concept of LDA. State assumptions and also explain how LDA works.

b) What is factor analysis and when can it be used? What are communality and uniqueness in factor analysis? Explain with example.

Q5) **Answer the following questions (Any One) : [10]**

a) Critically evaluate linear regression technique and multiple regression technique with example.

b) Explain the important components of a time series. Describe Exponential smoothing forecast method.

Total No. of Questions : 5]

SEAT No. :

PD2782

[Total No. of Pages : 2

[6430]-318
S.Y.M.B.A.
BUSINESS ANALYTICS
305 BA-SC-BA-04 : Machine Learning & Cognitive Intelligence Using Python
(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Draw neat labelled diagrams wherever necessary.***
3) ***Figures to the right indicate full marks.***
4) ***Assume suitable data if necessary.***

Q1) Solve any five.

a) List any two libraries used in python data visualization. **[2]**

b) Define Machine Learning. **[2]**

c) Enumerate different types of Clustering method. **[2]**

d) Acronym of SEMMA stands for **[2]**

e) Which of the following functions is a built in function in python **[2]**

i) Factorial ( )

ii) Print ( )

iii) Seed ( )

iv) Sart ( )

f) State any two features of python programming. **[2]**

g) Name father of python programming. **[2]**

h) Write any two supervised Learning Technique. **[2]**

Q2) Solve any Two.

a) Explain support vector machine in machine learning. **[5]**

b) Describe CRISP-DM model process. **[5]**

c) Discuss any two datatypes in python. **[5]**

Q3) Solve any one.

a) Illustrate k-means clustering algorithm. **[10]**

b) Explain overfitting & underfitting in detail with an example. **[10]**

Q4) Solve any one.

a) Distinguish between supervised & unsupervised learning. Explain with suitable examples. **[10]**

b) Discuss the relation between tuples and lists, tuples and dictionaries in detail. **[10]**

Q5) Solve any one.

a) Suppose 10,000 patients get tested for flu; out of them, 9000 are actually healthy and 1000 are actually sick for the sick people, a test was positive for 620 and negative for 380. For the healthy people, the same test was positive for 180 and negative for 8820. Construct a confusion matrix for the data Compute precision, recall and accuracy of data. **[10]**

b) Write a python program to find mean of following data 11, 21, 11, 19, 46, 21, 19, 29, 21, 18, 3, 11, 11. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2783

[Total No. of Pages : 2

[6430]-319
S.Y.M.B.A.
304-RABM-SC-RABM-01 : AGRICULTURE & INDIAN ECONOMY
(2019 Pattern) (Semester - III)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***There are five question each of 10 marks.***

Q1) Answer any 5 out of 8 (2 marks each): **[10]**

a) Define "food insecurity" in a global context.

b) What is meant by "food self-sufficiency"?

c) Define "economic holding" in the context of Indian agriculture.

d) List the factors determining the crop-patterns.

e) Define "bonded labor" in the context of Indian agricultural labor.

f) What is the contribution of agriculture to India's GDP?

g) What was the primary aim of the Green Revolution?

i) Increase food production

ii) Reduce land reforms

iii) Support cooperative farming

iv) Abolish bonded labor

h) The Public Distribution System (PDS) in India is mainly related to:

i) Fertilizer supply

ii) Food supply

iii) Water conservation

iv) Soil reclamation

P.T.O.

Q2) Write short note on (any two) (5 marks each): **[10]**

a) Targeted Public Distribution System (TPDS).

b) Agricultural Labour and Minimum Wages.

c) National Commission on Rural Labour (NCRL).

Q3) Solve any one: **[10]**

a) Describe the programmes for abolition of intermediaries, tenancy reforms and ceilings on land holdings.

b) Describe the evolution of the Public Distribution System (PDS) in India. How does it help address food security and poverty?

Q4) Solve any one: **[10]**

a) What are the objectives of land reforms in India? Evaluate the success of these reforms in achieving their goals.

b) What is public distribution system? Describe the chief constituents of distribution system in India.

Q5) Solve any one: **[10]**

a) Describe the characteristics of India's informal economy and the role of the unorganized sector within it.

b) Discuss the present situation of agricultural labour in India.

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Total No. of Questions : 5]

SEAT No. :

PD-5224

[Total No. of Pages : 2

[6430]-320

M.B.A.

304-SC - PHCM - 01 : Fundamental of Pharma and Healthcare Management

(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each questions has an internal options.***
3) ***Your answer should be specific and to the point.***

Q1) **Answer any 5 out of 8 (2 marks each) :**

a) What is the primary objective of the National Health policy?

b) Define holistic healthcare approach.

c) Mention any two qualities of an effective healthcare manager.

d) What is the role of NGOs in the Indian healthcare system?

e) Name any two organized formats of healthcare services in India.

f) What is the significance of customer relationship management in pharma?

g) Define alternative systems of medicine.

h) What is organizational learning in the context of healthcare?

Q2) **Answer any 2 out of 3 (5 marks each) :**

a) Describe the key features & functions of primary Healthcare centres.

b) Explain the recruitment process in healthcare organizations.

c) What is telemedicine? Discuss the advantages & disadvantages.

Q3) **Answer 3 (a) or 3 (b) (10 marks) :**

a) Describe the roles and responsibilities of a healthcare manager in today's ever changing healthcare industry.

b) Why training & development in important in Healthcare industry? Propose a plan for meeting training needs of multispecialty hospital.

***Q4)* Answer 4 (a) or 4 (b) (10 marks) :**

a) Explain the role of artificial intelligence & robotics in pharmaceutical industry.

b) Develop a marketing strategies for Over-The-Counter (OTC) pharmaceutical products, with a specific focus on Segmentation, Targeting and Positioning (STP) strategies.

***Q5)* Answer 5 (a) or 5 (b) (10 marks) :**

a) How the growth of medical tourism enhances business opportunities and healthcare delivery in India? Explain benefits of medical tourism & challenges associated with it.

b) As a hospital administrator, how would you apply Maslow's Hierarchy of Needs to improve employee motivation and patient satisfaction in your healthcare facility?

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Total No. of Questions : 5]

SEAT No. :

PD3939

[Total No. of Pages : 1

[6430]-321R

M.B.A. - II

304 THM-SC-THM-01 : FUNDAMENTALS OF HOSPITALITY MANAGEMENT

(2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *Answer all questions.*
2) *Figures to the right indicate full marks.*
3) *All questions carry equal marks.*

Q1) Solve any five : **[5×2=10]**

a) Define Hotels.
b) Recall types of tourist.
c) Enlist any 4 factors affecting hospitality industry.
d) What do you mean by star rating of hotel.
e) Define travel agency.
f) Enlist the advantage of tourism to Indian Economy.
g) State few characteristics of tourism.
h) Mention any one government support related to travel & tourism.

Q2) Attempt any two : **[2×5=10]**

a) Employment opportunities in Hospitality industry.
b) Tourism infrastructure.
c) Travel formalities wrt international travel.

Q3) a) Discuss the evolution & growth of hotels.

OR

b) What economic benefits tourism bring to local communities. **[10]**

Q4) a) E-Commerce has boosted growth of Hospitality sector. Elaborate with suitable examples.

OR

b) Explain role of various Hotel departments to ensure smooth operations. **[10]**

Q5) a) Describe the components of tourism infrastructure.

OR

b) Technology and science are playing a critical role in catalysing tourism. Analyse the statement. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2784

[Total No. of Pages : 2

[6430]-322

S.Y.M.B.A.

304 IB-SC-IB-01 : IMPORT EXPORT DOCUMENTATION AND PROCEDURES

(2019 Pattern) (Semester-III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***All questions carry equal marks.***
3) ***Figures to the right indicate full marks.***

Q1) Answer any 5 from the following (2 marks each): **[5×2=10]**

a) Explain the meaning of "Imports" and "Exports."

b) Identify any two export marketing organizations.

c) Describe the purpose of obtaining an IEC (Importer-Exporter Code).

d) List and explain any two methods of exporting goods.

e) Analyze the concept of a Letter of Credit and justify its importance in international trade.

f) Enumerate two types of documents required for import-export transactions and outline their roles.

g) Define the term "Duty Drawback" and Illustrate its significance in the context of exports.

h) Examine the role of the EXIM Bank and evaluate its contributions to promoting international trade.

Q2) Answer any 2 from the following (5 marks each): **[2×5=10]**

a) Explain the various methods of exporting and analyze how each method suits different types of international trade scenarios. Provide examples where applicable.

b) Describe the Uniform Customs Procedures for Documentary Credits (UCPDC), and discuss its role in standardizing international trade transactions. Highlight its significance for exporters and importers.

c) Define the concept of a Negative List for Imports and examine its purpose in regulating trade. Discuss how it impacts the categories of goods and importers affected by these restrictions.

P.T.O.

Q3) Attempt any ONE from the following: **[10]**

a) Explain the Exchange Control Provisions for Imports, detailing their purpose in regulating international trade. Discuss how these provisions impact the payment terms, currency exchange, and compliance requirements for importers. Provide examples to illustrate their implementation in trade practices.

OR

b) Describe the Institutional Framework for Export Finance, elaborating on the roles of key institutions such as EXIM Bank, ECGC, and commercial banks. Discuss the various financial services and schemes they offer to exporters, including pre-shipment and post-shipment financing, to facilitate smooth export transactions and reduce trade risks.

Q4) Attempt any one from the following: **[10]**

a) Highlight the key documents necessary for export and evaluate their roles in ensuring smooth international trade transactions.

OR

b) Outline the steps involved in acquiring ISO 9000 and BIS 14000 certifications, and assess their significance for businesses in global trade.

Q5) Attempt any one from the following: **[10]**

a) Evaluate the significance of Star Export Houses and analyze how this recognition enhances an exporter's competitive edge. Assess the impact of the Town of Export Excellence designation on regional export growth and infrastructure development.

OR

b) Critically assess the role of Commodity Boards in facilitating export and import activities. Examine how their Support in areas like market development, quality certification, and financial assistance strengthens the trade ecosystem.

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Total No. of Questions : 5]

SEAT No. :

PD2785

[Total No. of Pages : 2

[6430]-401

Second Year M.B.A.

401-GC-14 : ENTERPRISE PERFORMANCE MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Each question carries 10 marks.*
3) *Figures to the right indicate full marks.*

Q1) Answer the following. (Any 5 out of 8) : **[10]**

a) _____ is a monetary measurement of the amount of resource used by a responsibility center.

i) Sale ii) Cost

iii) Revenue iv) Profit

b) If the head of a hotel's food and beverage operation is held accountable for revenues and cost, the food and beverage operations would be considered as ________

i) Cost Center ii) Revenue Center

iii) Profit Center iv) Investment Center

c) Capital Budgeting is a part of ________

i) Investment Decision ii) Working Capital Management

iii) Capital Structure iv) Marketing Management

d) What is goal congruence?

e) What is cost performance index?

f) What do you understand by project control and its control types?

g) Explain the term financial inclusion.

h) How is churn rate calculate?

Q2) Short Notes (Any 2 out of 3). **[10]**

a) What is balance scorecard? Discuss its merits.

b) Differentiate between Cost Audit and Financial Audit.

c) Explain GMROI with an example.

Q3) Solve any one : **[10]**

a) What are the distinctive characteristics of non-profit institutions as compared to profit seeking institutions, while designing control system.

OR

b) Explain Performance Evaluation Parameters for Banks through Camel approach.

Q4) Solve any one : **[10]**

a) What is NPA? Discuss the asset classification and management of NPA's.

OR

b) Explain the following :

i) Post Completion Audits (PCA)

ii) Sell through analysis

Q5) Solve any one : **[10]**

a) Enumerate the various KPI used by e-commerce industry in detail.

OR

b) What is auditor's report? Discuss its importance. Also give the format of audit report.

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Total No. of Questions : 5]

SEAT No. :

PD-2786

[Total No. of Pages : 2

[6430]-402

M.B.A.

402 GC - 15 : INDIAN ETHOS & BUSINESS ETHICS

(2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates :

1) ***All questions are compulsory.***
2) ***Each question has internal options.***

Q1) **Define Any Five :** **[5 × 2 = 10]**

a) Ethics

b) Values

c) Ethos

d) Triguna theory

e) Utilitarianism

f) Deontological theory

g) Corporate social responsibility

h) IPR

Q2) **Solve any Two :** **[2 × 5 = 10]**

a) Differentiate between eastern management vs western management.

b) Consequentialist vs non-consequentialist theories of ethics.

c) Ethics vs Ethos.

P.T.O.

Q3) a) Elaborate the ethical issues experience inferance and human resource management by organizations. **[10]**

OR

b) What do you mean by depletion of natural resources? Explain causes of depletion of natural resources and also solutions to it. **[10]**

Q4) a) What do you mean by moral development? Explain Kohlberg theory of six stage moral development in depth. **[10]**

OR

b) Discuss the leadership qualities required by a leader according to kautilya's arthashastra. **[10]**

Q5) a) Define ethical decision making. Discuss the models of ethical decision making process. **[10]**

OR

b) Explain the importance of treguina theory with the help of treguna influence on personality and OSHA model for self awareness. **[10]**

Total No. of Questions : 5]

SEAT No. :

PD2787

[Total No. of Pages : 2

[6430]-403

S.Y. M.B.A.

405-GE-UL-19 : GLOBAL STRATEGIC MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carries 10 marks.***
3) ***Figures to the right indicate full marks.***

Q1) Answer the following : (Any 5 out of 8) **[5×2=10]**

a) Define Turnkey Projects?

b) Define Market Intelligence?

c) Define Joint Ventures?

d) Define Strategic Alliance?

e) What is Localisation?

f) Define Mergers and Acquisitions with examples?

g) Define Globalisation?

h) What is Country Attractiveness?

Q2) Answer the following : (Any 2 out of 3) **[2×5=10]**

a) Write short note on the Factors that push Globalisation.

b) What are the various Challenges in Globalization?

c) Explain the Greenfield Investments?

Q3) a) Explain the typology of Global Strategic Alliances and Criteria's for successful Alliance?

OR

b) Explain the effects, benefits and challenges with Cross Border Merger and Acquisitions?

[10]

Q4) a) How Global Organizations are designed and what are the Factors influencing on International Organization Structure?

OR

b) Explain with examples the Multi-Business Global Product Division Model? **[10]**

Q5) a) Elaborate the challenges to Strategic Management. Discuss the impact of globalisation, innovation and sustainability?

OR

b) Explain in detail the various Market Entry Strategies with examples? **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD-2788

[Total No. of Pages : 2

[6430] - 404

M.B.A.

GE-UL 20 (406): Technology Competitions and Strategy

(2019 Pattern) (Semester-IV)

Time : 2 Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carries 10 marks.***
3) ***Each question has an internal option.***

Q1) Solve any five out of eight following sub question : **[10]**

a) List any two entities which can be a Technology Collaborative Partners

b) What is technology?

c) State the concept of technological environment.

d) State any two responsibilities of Chief Technology Officer.

e) State any two areas of Know-How and Know-Why Technology.

f) Enumerate the processes involved in management of technology.

g) Name the term used in predicting the direction and impact of a new technology.

h) Explain creative destruction

P.T.O.

Q2) Solve any two of the following sub questions : [10]

a) Paraphrase the term ‘Collaborative Arrangements’ and express the Strategic and Operational reasons behind the collaborative arrangements

b) Describe tie Competitive Consequences of Technology Change

c) Describe the levels of technology intelligence

Q3) a) Demonstrate the role of Market-Growth-Market-Share Analysis Matrix in Business Strategy. **[10]**

OR

b) You have been asked to research a new business tool. You have come across two solutions. One is an on premise solution; the other is cloud-based. Assuming they are functionally equivalent, why would you recommend one over the other? **[10]**

Q4) a) Classify Technology Strategy Types. Analytics and Reporting Technology Strategy type will help in ‘Discovery of meaningful information in data and visualizing it to support decision making’ Comment. **[10]**

OR

b) Distinguish and contrast deployment of technology in New Product and Value Chain with appropriate examples **[10]**

Q5) a) Integrate Technology Strategy and Technology Leadership in competitive domain of Mobility Solutions using appropriate examples. **[10]**

OR

b) Evaluate the performances of any two products of Apple Inc. using BCG matrix (Market-Growth- Market-Share Analysis Matrix) **[10]**

Total No. of Questions : 5]

SEAT No. :

PD-2789

[Total No. of Pages : 2

[6430]-405

M.B.A.

407 - GE-UL-21 : CYBER LAWS

(2019 Pattern) (Semester - IV)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Assume suitable data if necessary.***
3) ***Figures to the right indicate full marks.***

Q1) Attempt any FIVE. **[5 × 2 = 10]**

a) What is Law.

b) Define Cyber Law.

c) What is misrepresentation.

d) What is CrPC?

e) What is e-commerce?

f) What is e-governance?

g) Why is R symbol used?

Q2) Attempt any Two: **[2 × 5 = 10]**

a) Explain different types of e-commerce.

b) Explain is detail IT Act 2000.

c) Explain in detail cybercrime.

Q3) Attempt any ONE : **[1 × 10 = 10]**

a) What is meant by Intellectual property. Support your answer with suitable examples.

b) Explain copyright with examples.

P.T.O.

Q4) Attempt any ONE : **[1 × 10 = 10]**

a) What is cloud computing in cyber Law. Explain in detail.

b) Explain SPDI in detail.

Q5) Attempt any ONE: **[1 × 10 = 10]**

a) Explain digital signature in detail support your answer with suitable examples.

b) What is Cyber Law? State any two law in brief.

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Total No. of Questions : 5]

SEAT No. :

PD2790

[Total No. of Pages : 2

[6430]-406
S.Y.M.B.A.
408-GE-UL-22: CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY
(2019 Pattern) (Semester - IV)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question has an internal option.***
3) ***Each question carries 10 marks.***
4) ***Justify your answer with suitable examples & diagrams.***

Q1) Answer the Following. (Any Five) **[10]**

a) What are the four generic strategies of social responsiveness?

b) Who said that the "only one social responsibility of business is to increase profits"?

c) All definitions of Corporate Social Responsibility recognize that:

i) companies have a responsibility for their impact on society and environment.

ii) the natural environment should be the main focus of CSR activities.

iii) business ethics is a complex issue.

iv) companies must pay equal attention to business ethics and sustainability.

d) Which of the following is NOT an example of a genuine business innovation?

i) Development of less polluting fuel

ii) Investment in alternative energy sources

iii) New product targeted at low-income customers

iv) Charitable donation to an ecological organization

e) Opportunities for social innovation are greatest when:________

f) What is a key obstacle to the success of non-traditional partnerships?

g) Outsourcing of innovation globally is more likely where:

i) Innovations are autonomous

ii) Innovations are systemic

iii) Innovations are systemic or autonomous

iv) Innovations are made by service sector firms

h) What is OECD &U Role in CSR.

P.T.O.

Q2) Answer any 2 out of 3. **[10]**

a) CSR & Triple Bottom Line- 3 aspects.

b) Difference between sustainable development and green development.

c) State Natural Resources & Resource Depletion.

Q3) Write or Answer any One of below: **[10]**

Discuss the relationship between different stakeholders and Corporate Social Responsibility.

OR

Explain briefly sustainable development goals mandated by the UN General Assembly.

Q4) Write or Answer any One of below: **[10]**

What is Social accountability standard - ISO 26000: Explain with the concept of Social responsibility guidance standard & Global Compact Principles.

OR

How do individual factors affect business ethics? Discuss some prominent concepts in this context.

Q5) Write or Answer any One of below: **[10]**

Why is ethical decision-making a challenging act? Discuss 'Thomas Jones' four-stage ethical decision-making process, giving appropriate examples.

OR

Discuss business ethics in the context of globalization. How does business ethics education find place in management curriculum ?

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Total No. of Questions : 6]

SEAT No. :

PD-2835

[Total No. of Pages : 2

[6430] - 407
M.B.A.
(403-MKT) SC MKT-05: Marketing-4.0
(2019 Pattern) (Semester-IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***

2) ***Figures to the right indicate full marks.***

Q1) Answer any five questions out of the following (2 marks each) : [5 × 2 = 10]

a) Define Negative advocacy

b) In marketing 4.0 power shifts to the connected customers from exclusive to ________.

1) Social 2) Inclusive 3) Group 4) Collective

c) Define door knob industry archetype

d) What is Netnography

e) State brand affinity

f) Define showrooming

g) Define BAR

h) Recall the concept of 'permission marketing'

Q2) Answer any 2 out of 3 questions (5 marks each) : [2 × 5 = 10]

a) Compare and contrast exclusivity Vs inclusivity

b) Explain the transformation from 4Ps to 4Cs.

c) Driving from awareness to advocacy by using O zone

P.T.O.

Q3) Answer any one question out of the following : [10]

a) Archetypes are central to positioning your company and products in a unique and distinctive way. Describe the consumer behaviour observed in Gold Fish pattern with an appropriate example of an industry.

b) When brands want to influence customers as friends without overpowering them, they must possess the six human attributes. Elaborate with appropriate example.

Q4) Answer any one question out of the following : [10]

a) Discuss in detail the characteristics and collective strength of YWN as most influential segments in the digital era. with examples.

b) "Hashtag is the new tagline" evaluate the statement in the context of any real world example of a product/brand/service.

Q5) Develop customer engagement strategies to create WOW moments with special reference to any one of the following industries/brand **[10]**

a) Online movie booking portals like bookmyshow.com

b) Retail chains like D'Mart/Reliance retail.

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Total No. of Questions : 5]

SEAT No. :

PD-2791

[Total No. of Pages : 2

[6430] - 408
S.Y. M.B.A.
404 MKT/SC-MKT-06: MARKETING STRATEGY
(2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All the questions are compulsory.***
2) ***Figures to the right indicate full marks.***
3) ***Draw neat labelled diagrams wherever necessary.***
4) ***Give suitable examples wherever necessary.***

Q1) Solve any Five : **[5 × 2 = 10]**

a) Describe the term marketing strategy.

b) Define market forecasting.

c) List components of marketing strategy.

d) Describe Marketing Audit.

e) Define use with suitable example.

f) Describe market opportunity analysis.

g) Describe concept of strategic wear out.

h) Describe trend analysis techniques of sales forecasting.

Q2) Solve any two : **[2 × 5 = 10]**

a) Describe various strategies used by market follower.

b) Discuss the process of designing marketing metrics.

c) Explain market forecasting techniques based on buyer's intentions and expert opinion.

P.T.O.

Q3) Solve any one : **[1 × 10 = 10]**

a) Illustrate targeting strategies with suitable examples.

b) Identify various marketing strategies used in all the stages of PLC.

Q4) Solve any one : **[1 × 10 = 10]**

a) Appraise the utility of Strategic Gap Planning model and Family Portfolio Matrix.

b) Outline suitable marketing strategies for leaders with suitable examples.

Q5) Solve any one : **[1 × 10 = 10]**

a) Appraise the utility of BCG matrix with suitable examples.

b) Examine the significance of porter's five forces model suitable examples.

Total No. of Questions : 5]

SEAT No. :

PD-2792

[Total No. of Pages : 2

[6430]-409

M.B.A.

403 FIN : FINANCIAL LAWS

(2019 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory.*

2) *Figures to the right indicate full marks.*

Q1) **Solve Any Five :** **[5 × 2 = 10]**

i) As per provisions of the SARFAESI Act 2002, within how many days of sending of notice in the event of non payment of dues by any borrower, the creditor shall be entitled to exercise his rights ______

a) 45 days b) 60 days

c) 90 days d) 30 days

ii) Any dispute arising between bank or financial institute and ARC or QIB shall be resolved by making on application to

a) Arbitrator b) High court

c) National company law tribunal d) Regional direct

iii) What is the threshold of assets for applicability of SARFAESI Act 2002

a) 500 CR b) 400 CR

c) 200 CR d) 100 CR

iv) RBI may check the condition that the ARC has not incurred any loss in the _________ preceding financial years.

a) 3 b) 2

c) 1 d) 8

v) An injuction granted by the civil court to stop the secured creditor from selling or leasing the secured assets is valid?

a) Yes b) No

c) Both are no d) Both are yes

P.T.O.

vi) SARFAESI Act 2002 does not concern which of the following aspect:

a) Securitisation of financial assets

b) Authority to enforce without intervention of the court

c) Reconstruct of assets

d) None of above

vii) As per provisions of the SARFAESI Act if borrower fails to comply with the notice, the bank may.

a) Take possession of the security for the loan

b) Sale or lease or assign the right over the security

c) Manage the same or appoint any person to manage the same

d) Both 'c' and 'b'

e) All the above

Q2) a) Differentiate between FERA and FEMA. **[10]**

OR

b) Discuss in detail taxation on Foreign income and Foreign investment in India. **[10]**

Q3) a) Evaluate function and composition of council of institute of actuaries under section 12 and section 10 of actuaries Act 2006. **[10]**

OR

b) Analyse need, importance, objectives and incorporation of institute of actuaries of India. **[10]**

Q4) a) Evaluate effectiveness of scheme for sustainable structuring of stressed assets in detail (S4A scheme) **[10]**

OR

b) Analyse difference between CDR and GDR. **[10]**

Q5) Define and discuss concept insolvency. Evaluate voluntry liquidation of corporate person. **[10]**

OR

Write short note on (any two) : **[2 × 5 = 10]**

a) Boiler plate provisions Applicability.

b) Adjudicating Authority Under Bankruptcy Code

c) Corporate Financial Distress.

Total No. of Questions : 5]

SEAT No. :

PD2793

[Total No. of Pages : 2

[6430]-410

S.Y.M.B.A.

404 FIN SC-FIN-06 : CURRENT TRENDS AND CASES IN FINANCE

(2019 Pattern) (Semester-IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Each question has an internal option.*
3) *Figures to the right indicate full marks.*
4) *Use of simple calculator is allowed.*

Q1) Write any five out of eight. (2 marks each) **[10]**

a) State two features of payment bank.

b) Define value chain financing.

c) State two functions of small finance bank.

d) Define e-wallet.

e) State the meaning of SHG.

f) Define microfinance.

g) Enlist the need for rural finance in India.

h) Define Chit Fund Finance.

Q2) Answer any two. (5 Marks each) **[10]**

a) Describe shadow banking in an Indian context.

b) Explain role of small finance bank in India.

c) Discuss importance of Self-Help Group in India.

Q3) Answer any one. **[10]**

a) Demonstrate the fund raising norms for startups in India.

OR

b) Sketch the issues faced by microfinance in India.

Q4) Answer any one. **[10]**

a) Examine functions and Business model of payment banks.

OR

b) Examine the role of Fintech companies in India.

Q5) Answer any one. **[10]**

a) Colors Ltd., is a profit making firm with paid up capital is Rs. 100 lakhs consisting of 10 lakhs equity shares of Rs. 10 each. Currently it is earning an annual pre-tax profit of Rs.60 lakhs. The company's shares are listed and quoted in the range of Rs.50 to Rs.80 in the market. The management wants to diversity production and has approved a project which will cost Rs. 50 lakhs and it is expected to yield an additional pre-tax income of Rs. 40 lakhs per annum to raise this additional capital, the following options are under consideration of the management.

i) To issue equity capital for the entire additional amount. It is expected that the new shares (face value Rs. 10) can be sold at a premium of Rs.15.

ii) To issue equity capital for Rs.25 lakhs (face value Rs.10) and 16% non-convertible debenture for the balance amount. In this case, the company can issue shares at a premium of Rs. 40 each.

iii) To issue 16% non-convertable debenture of Rs.100 each for the entire amount.

You are required to advise the management as to how the additional capital can be raised keeping in mind that the management wants to maximise the earning per share to maintain its goodwill. The tax rarte applicable to the company is 30%.

OR

b) A project will cost Rs. 40,000. Its stream of earnings before depreciation, interest and taxes (EBDIT) during 1st year through 5 years is expected to be Rs.10,000, Rs. 12,000, Rs. 14,000, Rs. 16,000 and Rs.20,000. Assuming a tax rate of 50% expected rate of return is 18% per annum and depreciation is 20% on a straight line basis. Comment on the profitability of the project on the basis of Average (accounting) rate of Return (ARR) and payback period?

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Total No. of Questions : 5]

SEAT No. :

PD2794

[Total No. of Pages : 2

[6430]-411

M.B.A. - II

403(HR) - SC - HRM - 05 : ORGANISATIONAL DIAGNOSIS & DEVELOPMENT

(2019 Pattern) (Semester-IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All Questions carry equal marks.***
2) ***Draw neat diagrams wherever needed.***

Q1) Answer any 5 out of 8 :

a) List any 2 comprehensive interventions of OD.

b) Define Organizational Development.

c) What is work redesign.

d) What is responsibility charting?

e) What is micro and macro environment?

f) What is parallel learning structure?

g) Name any 4 contributors in the field of OD.

h) What is re-engineering?

P.T.O.

Q2) Answer any 2 out of 3 :

a) Explain the six box model with the help of an example.

b) What is system's theory? Explain the concept with the help of an example.

c) What is Action Research? Explain with example.

Q3) Answer any 1 out of 2 :

a) What are advantages of OD intervention? State with examples the challenges faced for implementation of OD intervention?

b) Explain the role of HR in OD interventions.

Q4) Answer any 1 out of given two :

a) Discuss the importance of getting the diagnostic process right. Describe the importance of 'data' in correct diagnosis.

b) How does the 6 Box Model assist organizations in designing their structure within service industries?

Q5) Answer any 1 out of 2 :

a) PESTEL analysis helps to understand the macro environment affecting any organization. Elaborate the statement with the help of an example.

b) How does the OD consultant contribute to achieve organizational success through their role in improving processes & fostering a positive work culture?

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Total No. of Questions : 5]

SEAT No. :

PD2795

[Total No. of Pages : 2

[6430]-412
S.Y. M.B.A.
404 - HR - SC - HRM - 06 : CURRENT TRENDS & CASES IN HUMAN RESOURCE MANAGEMENT
(2019 Pattern) (Semester - IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question has internal option.***

Q1) Answer any five questions. **[5×2=10]**

a) Define Digital disruption.

b) What is HR analytics?

c) Write any two importance of employee satisfaction.

d) Define Gender pay disparity.

e) Define mentorship.

f) Enlist any two benefits of HR planning.

g) Define employee engagement.

h) Write any two benefits of performance management system.

Q2) Answer any two questions. **[2×5=10]**

a) What are the key drivers of HR transformation?

b) Write short note on Employee wellness Apps.

c) What is decentralized worksite. State its Advantages & Disadvantages.

Q3) Answer any one question. **[10]**

a) Explain the impact of digital disruption on HR trends with an example.

b) Define succession planning & Why is it important to have a well defined succession plan in organization?

P.T.O.

Q4) Answer any one question. **[10]**

a) Elaborate the advantages of cloud enabled & mobile based HR solution with an example.

b) Describe the need & importance of assuring safety at workplace with reference to OSH code.

Q5) Answer any one question. **[10]**

a) Elaborate the role of data analytics in transforming HR.

b) Describe the importance of feedback tool in engaging employees. Do you think they make difference in realizing employee's potential? Support your answer with an example.

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Total No. of Questions : 5]

SEAT No. :

PD3220

[Total No. of Pages : 2

[6430]-413R

M.B.A. - II

403 (OSCM) SC -05 : E-SUPPLY CHAIN AND LOGISTICS

(2019 Pattern) (Semester -IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question has an internal option.***
3) ***Each question carries 10 marks.***
4) ***Figures to the right indicate marks for that question/sub question.***
5) ***Draw neat diagrams and illustrations supportive to your answer.***

Q1) Answer any 5 out of 8 (2 marks each) Remembering. **[10]**

a) Explain Challenges of e-logistics?

b) What are the e-business strategy?

c) Why Warehouses help Industry in logistics?

d) Explain Nature and scope of e-Logistics

e) What is the New trends and technology?

f) What are the Logistics renovation towards E-logistics?

g) What are the basic concepts of E-Supply Chain Management?

h) What are the Application for e-logistics in Business?

Q2) Answer any 2 out of 3 (5 marks each) Understanding. **[10]**

a) Write a note on e-supply chain management as a concept for success

b) Describe the importance of e-Payment in SCM with examples

c) Explain elements of e-supply chain with example

P.T.O.

Q3) Answer 3(a) or 3(b) (10 marks) Applying. **[10]**

a) Write a note on Decision Support System with suitable example.

OR

b) How World Wide Web (WWW) is used in logistics? Explain Web-enabled relational database with suitable example.

Q4) Answer 4(a) or 4(b) (10 marks) Analysing. **[10]**

a) What is Electronic Signature? How Electronic Signature technology has made impact in E-Logistics?

OR

b) Explain the Bar-coding and scanning system? Explain e-tracking system with example.

Q5) Answer 5(a) or 5(b) (10 marks) Evaluating. **[10]**

a) What is Packing and order management? Explain Transport and Delivery management in detail with example.

OR

b) Write a note on e-payment. Explain Transactions along with the e-supply chain with suitable example.

Total No. of Questions : 5]

SEAT No. :

PD2797

[Total No. of Pages : 2

[6430]-414

S.Y.M.B.A.

SC-OSCM-06 : INDUSTRY 4.0

(2019 Pattern) (Semester-IV) (404 OSCM)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All Questions are compulsory.***
2) ***Each Question has an internal choice.***

Q1) Answer any five from 8 questions (2 Marks each) **[10]**

a) List the various industrial revolutions.

b) Describe mechatronics

c) Define Industry 4.0.

d) Identify between Japanese and western approach.

e) Define Digitalization.

f) What are drivers w.r. to Industry 4.0.

g) What are enablers w.r. to Industry 4.0.

h) Comparisons of Industry 4.0 factory & today's approach.

Q2) Answer any two. **[2×5=10]**

a) What are the features and uniqueness of the cyber physical system. Explain with examples.

b) Discuss the pillars of Industry 4.0 by giving examples

c) Explain about collaborative management and product life cycle management.

Q3) a) Discuss Big data analytics of software companies with examples. **[10]**

OR

b) How smart cities are playing a key role in the development of the country. **[10]**

P.T.O.

Q4) a) Explain cloud computing for Industry 4.0. **[10]**

OR

b) Discuss automated guided vehicles. **[10]**

Q5) a) How leadership is impacting Industry 4.0 in the current scenario. **[10]**

OR

b) Explain about smart Industry Readiness Index. **[10]**

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Total No. of Questions : 5]

SEAT No. : ______

PD-2798

[Total No. of Pages : 2

[6430] - 415
M.B.A.
(403BA) SC-BA-05: Economics of Network Industries
(2019 Pattern) (Semester-IV)

Time : 2½ Hours] ***[Max. Marks : 50***

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate full marks.***

Q1) Answer any 5 out of 8 (2 marks each) : **[5 × 2 = 10]**

a) Define Gateways.

b) Define software piracy.

c) Short note on Spectrum Allocation.

d) Role of patent in network Industry.

e) Short note of Social Interaction.

f) Short note on networks for ATM.

g) Role of networks in Banking Industry.

h) Role of licensing in network industry.

Q2) Answer any 2 out of 3 (5 marks each) : **[2 × 5 = 10]**

a) Explain the concept of hardware compatibility in upgradation of network bandwidth.

b) Explain characteristics of the cost structure of Information goods.

c) Explain virtual (systems) Networks.

P.T.O.

Q3) a) Explain media of exchange as networks for E-lobbies. **[10]**

OR

b) Explain software pricing and market segmentation. **[10]**

Q4) a) Explain model of switching cost and free competition. **[10]**

OR

b) Explain demand side economics of scale-network externality. **[10]**

Q5) a) Suggest new technology adoption approach for Cooperative Banks **[10]**

OR

b) Evaluate role of code sharing agreements in Airline Industries. **[10]**

Total No. of Questions : 5]

SEAT No. :

PD-2799

[Total No. of Pages : 2

[6430] - 416
S.Y. M.B.A.
(404BA): SC-BA-06: ARTIFICIAL INTELLIGENCE IN BUSINESS APPLICATIONS
(2019 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***Neat diagrams must be drawn wherever necessary.***
2) ***All questions carry equal marks.***
3) ***Figures to right indicates full marks.***

Q1) Answer any 5 out of 8 : **[10]**

a) Define the term Semantic.

b) What is the primary objective of hill-climbing search?

c) What is Backward Chaining?

d) State the term first order logic.

e) Give the full form of DFS and ANN?

f) Define Machine learning.

g) Define the terms Data and Big Data.

h) What is Syntactic Analysis?

Q2) Answer any 2 out of 3 : **[10]**

a) Write a note on Recursive Best First Search.

b) What is Natural Language Processing? What are the stages of NLP?

c) Distinguish between backward and forward chaining?

Q3) Answer 3(a) or 3(b) :

a) Explain Decision trees with an example. **[10]**

OR

b) Explain in detail advantages and disadvantages of AI in Society

Q4) Answer 4(a) or 4(b) :

a) Which steps involved in natural language processing of an English sentence? Explain with an example. **[10]**

OR

b) Define ANN and explain their basic structure. Give one example of a real-world application of neural networks.

Q5) Answer 5(a) or 5(b) :

a) Write applications of NLP in Business Customer Service. **[10]**

OR

b) Explain structure of ANN with an example.

Total No. of Questions : 5]

SEAT No. :

PD-2800

[Total No. of Pages : 2

[6430] - 417

S.Y. M.B.A.

404-SC - RABM - 02-ICT for Agriculture Management

(2019 Pattern) (Semester-IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figures to the right indicate marks for questions/sub questions.***
3) ***Answer to the questions should be specific and to the point***
4) ***Draw sketches wherever necessary with the pencils.***

Q1) Solve any five : **[5 × 2 = 10]**

a) What is the role of ICT in micro-credit services for agriculture?

b) Define the term “Virtual Trading Floor.”

c) Mention two ICT tools used in land management.

d) Explain the significance of tele-education in rural areas.

e) State two advantages of using ICT for agricultural crisis management.

f) Identify two common challenges of implementing GIS in agriculture.

g) What are the benefits of using community radio for agricultural extension?

h) Define the term “holistic trading services” in ICT.

P.T.O.

Q2) Solve any two : **[2 × 5 = 10]**

a) Discuss the role of ICT in enhancing agricultural education and training.

b) Explain the advantages of using ICT for agricultural risk management.

c) Describe the potential of Village Resource Centres (VRCs) in fostering rural development.

Q3) Solve any one : **[1 × 10 = 10]**

a) Evaluate the effectiveness of GIS in enhancing agricultural productivity and sustainability.

b) Analyse the role of ICT in facilitating agricultural insurance services and its impact on farmers.

Q4) Solve any one : **[1 × 10 = 10]**

a) Discuss the benefits and challenges of using e-commerce platforms for agricultural marketing.

b) Examine the role of GIS in precision farming and provide examples of its applications.

Q5) Solve any one : **[1 × 10 = 10]**

a) Assess the impact of integrating remote sensing and ICT in agriculture, considering their benefits and challenges. Provide examples to illustrate your points.

b) As an agricultural policy maker, propose strategies to enhance ICT adoption for improving agricultural productivity and market access in rural areas.

Total No. of Questions : 5]

SEAT No. :

PD2801

[Total No. of Pages : 2

[6430]-418

S.Y. M.B.A.

PHARMA & HEALTHCARE MANAGEMENT

SC - 404 - PHCM - 02 : Pharma & Healthcare Regulatory Environment in India

(2019 Pattern) (Semester-IV)(Minor Specialization)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *All questions are equal marks.*
3) *Each question have an internal option.*

Q1) Answer 5 out of 8 questions :

a) State Marketing environment in PHCM Context.

b) Recall copyright.

c) Define concept of "Patent".

d) State term "Design".

e) Explain the term "Drugs".

f) Enlist PESTEL Factor's.

g) Recall "Contract".

h) Explain Void Agreement in brief.

Q2) Answer any 2 out of 3 :

a) Compare & contrast between Legal contract & Void contract.

b) What do you understand by International environment in Pharma Marketing?

c) Compare & Contrast between PESTLE & SWOT for todays pharma industry in India.

P.T.O.

Q3) Answer any 1 out of 2 :

a) Write in details the essentials of contract for selling scheduled drugs at chemist counter.

OR

b) Explain in details the dynamics of IPR in Pharma & Healthcare Business.

Q4) Answer any 1 out of 2 :

a) Analyse the current Pharma & Healthcare Market Scenario in Indian context.

OR

b) Globalization leads to Exchange of API's - Comment.

Q5) Answer any 1 out of 2 :

a) Design a strategy for company entering a new international market with specific economic & political challenges.

OR

b) How Pharma & Healthcare sector of India impacting due to Russia & Ukrain War?

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Total No. of Questions : 5]

SEAT No. : [ ]

PD-2802

[Total No. of Pages : 3

[6430] - 419
M.B.A.
404 : SC - THM -02: TOURISM & TRAVEL MANAGEMENT
(2019 Pattern) (Semester-IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Figure to the right indicate full Marks.***

Q1) Attempt any 5 out of below mentioned MCQs : **[5 × 2 = 10]**

1) Tourism sector creates more _________ opportunities.
   a) Job b) Fund raising
   c) Profit making d) Attractive
2) Eco tourism relates to ______
   a) Economic system b) Financial system
   c) Nature d) E-commerce
3) International tourism helps to earn _____________
   a) Goodwill b) Foreign exchange
   c) Image building d) Collaborative'Business
4) __________ is the cultural capital of India
   a) Mumbai b) Delhi
   c) Nagpur d) Bangalore
5) Availability of trained _______________is essential for tourism.
   a) Manpower b) Candidates
   c) Caterers d) Hoteliers

P.T.O.

6) Shilp-Gram mela is organized in ________

a) Ajmer b) Agra

c) Delhi d) Rajasthan

7) _____________ country in Asia is emerging as the leading tourist destination

a) Indonesia b) Thailand

c) China d) Nepal

8) _______________holidays are one of the type of tourism.

a) Wellness and health b) Music and Recreation

c) Sports d) Entertainment

Q2) Attempt any TWO short questions : [2 × 5 = 10]

a) Problems in Tourism

b) Sports tourism In India

c) Religious tourism in India

OR

Attempt any TWO short questions : [2 × 5 = 10]

a) Contribution tourism

b) Education's value in Tourism

c) Medical Tourism

Q3) Brief about Agents and its functions In tourism industry. What are the preparations required in order to fulfill tourist's expectation. **[10]**

OR

"Travel Insurance is very essential while any one starts the travel". Define this statement with suitable example. **[10]**

Q4) Tour package means what? Is it recommended to go for a tour package instead of segregated plan, explain your answers with suitable examples? **[10]**

OR

What are the components of tours package? Also define the pricing strategy In tourism industry **[10]**

Q5) "Visiting Friends and relatives (VFR) is a kind of tourism". Explain this statement and describe the problems are faced while visiting relatives. **[10]**

OR

Explain Eco tourism and its principals, trends and Functions with suitable examples. **[10]**

Total No. of Questions : 5]

SEAT No. :

PD2803

[Total No. of Pages : 2

[6430]-420

S.Y. M.B.A.

404 IB SC - IB - 02 : GLOBAL TRADE & LOGISTICS MANAGEMENT

(2019 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 35*

Instructions to the candidates:

1) *Q.1 is compulsory.*
2) *Solve any three questions from Q.2 to Q.5.*
3) *Question 2 to 5 carry equal marks.*

Q1) Any 5 out of 8 (2 marks each) **[10]**

a) Define import.

b) Define ICD.

c) Define Third party Logistics.

d) Enlist two features of Hecksher - Ohlin theory.

e) What is a CHA?

f) Define FFA.

g) What is FOB?

h) What is containerization?

Q2) Answer any 2 out of 3 (5 marks each). **[10]**

a) Identify the concept of Mercantalism with examples.

b) Write a note on global trade with suitable examples.

c) Elaborate the meaning of the term NVOCC with suitable examples.

Q3) a) Throw light on the Absolute advantage theory with relevant examples. **[10]**

OR

b) Comment on the different modes of transport with suitable examples.

P.T.O.

Q4) a) Critically discuss the Hecksher ohlin theory with suitable examples. **[10]**

OR

b) Commen on Globalization, trade and its economic significance post covid-19 with suitable example.

Q5) a) Critically discuss the theories of international trade with relevant examples. **[10]**

OR

b) Comment on the term incoterms. Elaborate on Incoterms for export and import with suitable examples.

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