Total No. of Questions : 5]

SEAT No. :

PD2814

[Total No. of Pages : 4

[6430]-1
First Year M.B.A.
101-GC-01 : MANAGERIAL ACCOUNTING
(Revised 2019 Pattern) (Semester - I)

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 : **[5×2=10]**

a) Describe Business Entity Concept with suitable example.

b) Write any two objectives of Financial Statements.

c) What are the errors that do not affect trial balance?

i) Which of the following is not an accounting concept.
  1) Matching Concept
  2) True and Fair Concept
  3) Dual Aspect Concept
  4) Going Concern Concept

d) ii) Which of the following is correct accounting equation?
  1) Assets = Liabilities – Capital
  2) Liabilities = Assets – Capital
  3) Capital = Assets + Liabilities
  4) Liabilities = Assets + Capital

e) The term 'Contribution' refers to the _______.
  i) Subscription towards raising capital
  ii) Excess of selling price over variable cost per unit
  iii) Difference between the selling price and total cost
  iv) None of the above

f) Explain Cost Centre and Cost Unit.

g) Match the Columns.

Column A	Column B
i) BEP	1) Established the relationship between contribution and sales
ii) Margin of Safety	2) Marginal Cost
iii) P/V Ratio	3) FC/PV Ratio
iv) Variable Cost	4) Actual Sales - BEP Sales

h) State advantages of standard costing.

P.T.O.

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

a) Explain the importance of Accounting in Business Organization.

b) What do you mean by Budget? State advantages of Budgetary control.

c) Differentiate between Relevant and Irrelevant Cost.

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

a) From the following Trial Balance of M/s Mayur, Mumbai, prepare Trading and Profit & Loss A/c and Balance Sheet as on 31st March 2024.

Particulars	Debit (₹)	Credit (₹)
Capital		2,00,000
Land and Building	87,000	
Plant and Machinery	17,500	
Goodwill	20,000	
Drawings	22,600	
Cash in Hand	2,000	
Opening Stock	27,000	
Wages	10,000	
Purchases	69,000	
Carriage Inward	600	
Traveller's commission	6,000	
Insurance	2,000	
Motor Car	3,000	
Carriage Outward	1,400	
Sales		95,000
Salaries	15,000	
Bank charges	900	
RDD		1,500
Debtors	20,000	
Creditors		7,500
Total	3,04,000	3,04,000

The following adjustments are to be considered :

i) Closing stock was valued at ₹46,000.

ii) Insurance premium amounting to ₹800 is prepaid.

iii) Outstanding salaries amounted to ₹1,000.

iv) Depreciate Motor Care@ 20% and Plant and Machinery @ 10% p.a.

OR

b) Prepare a statement of cost from the following details and calculate the profit for the year 2024. Show the Prime Cost, Factory Cost, Cost of Production, Total Cost separately in the statement.

Particulars	Amount (₹)
Cost of Direct Materials	2,00,000
Sales	4,00,000
Direct Wages	1,00,000
Office Indirect Materials	5,000
Direct Expenses	50,000
Postage and Telegram	2,000
Factory Rent and Insurance	5,000
Carriage Outward	2,500
Interest on Loan	2,150
Printing and Stationery	500
Factory Indirect Wages	3,000
Advertisement Cost	4,000
Salesman's Salary	4,000
Factory Indirect Materials	1,000
General Works Overheads	2,000
Bad Debts Written Off	1,000

Q4) Answer any one question. **[10]**

a) As a Cost Accountant your required to calculate the following :

i) P/V Ratio

ii) Fixed Cost

iii) Break Even Sales

iv) Sales to earn profit ₹8 lakhs

v) Margin of safety

Year	2021(₹)	2022 (₹)
Profit	4,00,000	6,00,000
Sales	16,00,000	21,00,000

OR

b) The following records of Akshay Ltd are available. As a cost accountant you are required to anaylse :

i) Contribution

ii) P/V Ratio

iii) BEP in Units and in ₹

iv) Margin of Safety

v) The sales required to earn a profit of ₹6,000

Fixed Cost ₹4,500

Variable Cost ₹7,500

Sales ₹15,000

Units Sold 5000 Units

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

a) S. S. Enterprises given the following details of 60% capacity Flexible Budget. As a finance executive you are required to evaluate and prepare a budget for 75% and 90% capacity.

Particulars	60% Capacity (₹)
Prime Cost Materials	1,60,000
Depreciation	60,000
Productive Wages	40,000
Rent	12,000
Indirect Materials	48,000
Insurance of Machinery	12,000
Indirect Labour	40,000
Electric Power (40% Fixed)	8,000
Repairs and Maintenance (60% Fixed)	20,000

OR

b) Shrihari Engineering manufactured 100 items of product A. Prime and quantity details are as below;

Standard Qty - 2Kg per item

Actual Qty - 3Kg per item

Standard Price - ₹10 per kg

Actual Price - ₹8 per kg

Calculate :

i) Material Cost Variance

ii) Material Price Variance

iii) Material Usage Variance

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Total No. of Questions : 5]

SEAT No. :

PD2680

[Total No. of Pages : 2

[6430]-2

First Year M.B.A.

102-GC-02 : ORGANIZATIONAL BEHAVIOUR

(2019 Revised 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) *All questions carry equal marks.*

Q1) Attempt any Five. **[10]**

a) What do you understand by Organizational behaviour?

b) What are the five components of Emotional Intelligence?

c) Name in two factors of Herzberg two factor theory.

d) Name two traits of a leader.

e) Define Organizational culture.

f) Name any two sources of Intra personal conflict.

g) What do you mean by workplace spirituality?

h) Define Learning Organization.

Q2) Attempt any two. **[5×2=10]**

a) Explain JOHARI window with suitable diagram.

b) What do you mean by crossed transactions. When it should be used?

c) Explain Kurt Lewin's model of change.

Q3) a) What are the probable individual stressors for an employee who is working from home? How can they be managed? **[10]**

OR

b) Define personality. What are the various determinants of personality. Discuss the difference in reaction/response of internal versus external locus of control when faced with failure.

P.T.O.

Q4) a) What do you mean by Resistance to change? Enumerate any two strategies to overcome the resistance to change. **[10]**

OR

b) Your subordinate Rahul is very committed, intelligent and sincere but is always hesitate in taking decisions. Being his boss how will you motivate Rahul to take decisions.

Q5) a) Explain Autocratic model of organizational behaviour. Discuss where it would be more effective. **[10]**

OR

b) Define leadership. Explain in difference between leader and manager. Discuss which characteristics of Mahatma Gandhi makes him a great leader.

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Total No. of Questions : 5]

SEAT No. :

PD2681

[Total No. of Pages : 2

[6430]-3

M.B.A. - I

103 - GC - 03 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2019 Pattern Revised) (Semester-I)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Economics is a ________ science.

b) __________ is the deciding factor in Macro Economics.

c) Utility can be defined as level of satisfaction that we get from one unit of product. (True/False)

d) Law of Diminishing Marginal utility can be defined as _______________.

e) Two indifference curve cannot ________ each other.

f) Under penetration of pricing technique initially producer keep the price _____________.

g) BEP is where there is ____________.

h) Cost plus pricing is a _____________ price.

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

a) Explain the concept of law of demand.

b) Define any one method of Demand Forecasting.

c) Explain the concept of BEP with graph.

Q3) How price discrimination is done explain with suitable example? **[10]**

OR

How price determination is done under monopoly is the short run?

Q4) Explain any one method of Government Intervention. **[10]**

OR

What are the different phases of Business Cycle?

Q5) Explain the concept of Investment function. **[10]**

OR

What are the importance of Accelerators?

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Total No. of Questions : 5]

SEAT No. :

PD2682

[Total No. of Pages : 2

[6430]-4

First Year M.B.A.

104 - GC - 04 : BUSINESS RESEARCH METHODS

(Revised 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 Business Research.

b) Define Research Design.

c) What is Interval Scale?

d) What is Experimental Research?

e) Median v/s Mode : Differentiate.

f) What is the significance of primary data?

g) Define Concept of Measurement.

P.T.O.

Q2) Solve any two : **[2×5=10]**

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

b) Differentiate between descriptive research and experimental research.

c) Differentiate between Rating & Ranking scale with example.

Q3) a) What is Concept of measurement? Explain in details levels of Measurement with suitable examples. **[10]**

OR

b) Explain types of probability sampling with suitable examples. **[10]**

Q4) a) Explain the sources of primary data and secondary data in detail. **[10]**

OR

b) Explain types of non probability sampling with suitable examples. **[10]**

Q5) a) Explain the Structure of research proposal. **[10]**

OR

b) Develop a questionnaire for collecting data on a survey to estimate usage of Smartphone by senior citizens at your community. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2683

[Total No. of Pages : 2

[6430]-5

First Year M.B.A.

105 - GC - 05 : BASICS OF MARKETING

(Revised 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 neat labelled diagram to support the answers.***
4) ***Make necessary assumptions wherever required.***

Q1) Solve any 5. **[5×2=10]**

a) Outline difference between Growth and Maturity stages of Product life cycle

b) Relate mass marketing with relevant examples

c) Describe PESTLE analysis

d) Define Value proposition

e) The term used where the marketer can't foresee the consequences of the marketing activity practiced by him is called______

i) Marketing myopia

ii) Zero moment of truth

iii) Drop error

iv) Product failure

f) List the various types of PLC

g) Describe Brick and Click Model

h) Which one is not a part of marketing mix

i) Product

ii) Price

iii) Packaging

iv) Physical evidence

Q2) Solve any 2. **[2×5=10]**

a) Distinguish between Customer Satisfaction and Customer Delight in hospitality sector with reference to services offered.

b) Considering Market Segmentation Identify the bases for market segmentation for consumer goods.

c) Holistic Marketing Orientation involves various elements. Explain it.

Q3) Solve any 1. **[10]**

a) Choosing the different buying factors for Tourism as a product demonstrate the comparison chart for organizational buyer behaviour and consumer buying behaviour for tourism industry.

OR

b) Marketing managers have to take and revise their marketing decisions considering the changes in macro environmental forces. Illustrate with regards to various macro environmental factors.

Q4) Solve any 1. **[10]**

a) Appraise various steps Miss Rashi Khanna an aspiring student of engineering will consider while buying Laptop for Personal use.

OR

b) A company producing toothpaste is planning to launch mouthwash as well. Point out micro environment factors for the same.

Q5) Solve any 1. **[10]**

a) Positioning is very important for conversion of the targeted customer into actual customer. Justify it with example of Banking industry.

OR

b) In today's competitive market extended three Ps are very important. Support the statement with reference to hospitality industry.

Total No. of Questions : 5]

SEAT No. :

PD2684

[Total No. of Pages : 2

[6430]-6
M.B.A.-I
106-GC-06: DIGITAL BUSINESS
(Revised 2019 Pattern) (Semester - I)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

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

a) Define facebook commerce (F-commerce)

b) Recall any 2 disadvantages of e-commerce.

c) Identify the meaning of E-catalogs.

d) List any 2 examples of ‘click and mortar’ companies.

e) Recollect the meaning of ‘social media marketing’.

f) Enumerate any 2 examples of G2G model of E-Governance.

g) Memorise any 2 examples of gamification.

h) Define the concept of ‘Dynamic Pricing’.

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

a) Differentiate between ‘Traditional Logistics Vs E-Logistic’.

b) Compare and contrast ‘Brick and Click’ Vs ‘Brick and Mortar’ organisations.

c) Define ‘Social Collaboration’. Also explain its benefits.

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

a) ‘‘A payment gateway is a technology used by merchant to accept debit or Credit card purchase by customers’’.Analyse the statement in context of digital payments.

b) ‘‘ MTO (make to order) is a pull type supply chain management system in which production is triggered by customer order’’. Elaborate MTO as a strategy adopted by E-commerce companies.

Q4) Solve any <u>one</u> **[10]**

a) 'With rapid growth & increasing success, the online, travel industry is becoming very popular'. Appraise the statement.

b) India ''Internet of things'' market size reached us 1 Billion $ in 2022. The market is expected to reach 2.2 Billion $ by 2028. Appraise the significance of IOT in terms of 'wearable computing devices'.

Q5) Solve any <u>one</u>. **[10]**

a) 200 acre is launching its e-business into real estate. As a consultant design the business model for the company.

b) You are planning to launch services as an 'Online cab aggregator'. As a consultant design suitable business model for the company.

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Total No. of Questions : 5]

SEAT No. :

PD2685

[Total No. of Pages : 2

[6430]-7

First Year M.B.A.

(GE-UL-01) 107: MANAGEMENT FUNDAMENTALS

(Revised 2019 Pattern) (Semester -I)

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) Define Manager.

b) What are Global competencies?

c) Define Management By Objectives (MBO)?

d) Explain the importance of controlling.

e) Discuss SMART goal.

f) Define the Planning.

g) What is mean by Virtual organisation?

Q2) Solve any two: **[2×5=10]**

a) Describe the process of Decision-Making?

b) Articulate importance of sustainability to the managers Job.

c) Illustrate the Hawthorne Experiment of human resource approach.

Q3) a) Explain the Factors Affecting on Structural Choice. **[10]**

OR

b) Sketch and discuss various organisation structure. **[10]**

P.T.O.

Q4) a) "Controlling is fundamental function that ensures work accomplishment according to plan" Analyze this statement and outline the various steps involved in Controlling. **[10]**

OR

b) Discuss in details the Types of Decisions & Decision-Making Conditions? **[10]**

Q5) a) Management is regarded as an art by some, a science by others, the truth seems to be somewhere in between. In the light of this statement, Explain the nature of management. **[10]**

OR

b) State and Analyze the factors affecting structural choice of automobile manufacturing organisation. **[10]**

Total No. of Questions : 5]

SEAT No. :

PD2686

[Total No. of Pages : 2

[6430]-8

First Year M.B.A.

108 - GE - UL - 02 : INDIAN ECONOMY

(2019 Pattern Revised) (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 questions has an internal option.***

Q1) Solve any <u>Five</u> out of Eight :(2 Marks each) **[10]**

a) Define Inequality.

b) What is the full form of 'NABARD'?

c) What is the GDP?

d) Which sector contributes the most to Indian GDP?

e) Define unicorn's.

f) Define Inflation. Explain the two type's of inflation.

g) Give any four function's of RBI.

h) Give any two Budget terminology.

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

a) Illustrate the objectives of NITI Aayog.

b) Explain the issue's in Agriculture sector in India.

c) Explain the concept of Hard and Soft Infrastructure.

P.T.O.

Q3) Answer any one (10 marks each) : **[10]**

a) How do you differentiate between primary sector and secondary sector with an example.

OR

b) Define HDI. Explain the key dimensions of human development index.

Q4) Answer any one (10 marks each) : **[10]**

a) Explain the role of Agriculture in Indian economy.

OR

b) Discuss the role of SSI in Indian economy.

Q5) Answer any one (10 marks each) : **[10]**

a) Critically examine the impact of globalization with reference to Industry & trade in 'Indian Economy'.

OR

b) Assess the poverty eradication programmes in India.

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Total No. of Questions : 5]

SEAT No. :

PD2687

[Total No. of Pages : 2

[6430]-9

M.B.A.-I

109-GE-UL-03: ENTREPRENEURSHIP DEVELOPMENT

(Revised 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) Solve any five: **[10]**

a) Define spinoff.

b) What is n-Ach?

c) Describe Intrapreneur.

d) Define ETOP.

e) Explain SWOT analysis.

f) Define Entrepreneurship

g) Enlist forms of ownership

h) Underline the concept of X-efficiency.

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

a) Write a note on 'Start-up Ecosystem?

b) Enlist the characteristics of successful entrepreneurs.

c) Compare and contrast between entrepreneur & Businessman.

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

a) Underline the functions of entrepreneurs.

b) What is Entrepreneurship Development? Elaborate on objectives of E.D.

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

a) The social Entrepreneurs are government's best friend Evaluate the statement.

b) 'Buying an existing business is also lucrative idea'. Do you agree? Explain.

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

a) Elaborate role of DIC, SISI, NIE SBUD, EDII, NEDB, in E.D.

b) "SSI play an important role in the development of economy" Judge the statement.

Total No. of Questions : 5]

SEAT No. :

PD2688

[Total No. of Pages : 2

[6430]-10

First Year M.B.A.

110-GE-UL - 04 : ESSENTIALS OF PSYCHOLOGY FOR MANAGERS

(Revised 2019 Pattern) (Semester - I)

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

Instructions to the candidates:

1) *All the questions are compulsory.*
2) *Each question has an internal option.*
3) *Figures to the right indicate full marks.*
4) *Answer should be specific and to the point.*

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

a) Ivan Pavlov is known for explaining learning by _______

i) classical conditioning

ii) operant conditioning

iii) observation

iv) none of the above

b) The concept of Reinforcement was introduced by _______

c) Which of the following is a gestalt principle?

i) intensity

ii) density

iii) proximity

iv) frequency

d) In depth perception, accommodation would be most useful for which activity?

i) playing golf

ii) threading a needle

iii) driving a car

iv) flying a kite

e) During very emotional or stressful situations, the body secretes chemicals called _______

i) sugars

ii) hormones

iii) proteins

iv) lipids

P.T.O.

f) The dendrites of a neuron pass messages away from the cell body. Is this statement - True or False

g) What is dreaming?

h) What is Hereditary?

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

a) Write note on Thinking.

b) Write short note on - Genetics and evolutionary Psychology.

c) Explain - What causes a person to hallucinate?

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

a) Describe sensory adaptation with example.

b) Identify three nonverbal cues and give an example of how each can be used to communicate emotion.

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

a) Explain in detail are the characteristics of consciousness in psychology.

b) Explain During which stage of memory, does memory recall happen?

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

a) Explain how learning can be shaped through the use of reinforcement schedules and secondary reinforcement.

b) "The study of Psychology is essential for Managers" - Justify with examples.

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Total No. of Questions : 5]

SEAT No. :

PD2689

[Total No. of Pages : 2

[6430]-11

First Year M.B.A.

111-GE-UL-05 : LEGAL ASPECTS OF BUSINESS

(2019 Revised Pattern) (Semester - I)

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

Instructions to the candidates:

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

Q1) Solve any five.

a) Define offer.

b) Define consumer.

c) Explain unpaid seller.

d) Explain discharge of contract.

e) Define valid contract.

f) Define future goods.

g) Define undue influence.

h) Define the importance of prospectus.

Q2) Solve any two.

a) Explain the promissory note.

b) What is meaning of contingent contract?

c) What is the meaning of consideration under contract act.

P.T.O.

Q3) Solve any one.

a) Explain about the sale of goods & agreement to sale.

b) Explain the importance of consumer redressal committees.

Q4) Solve any one.

a) What are the rights of consumer explain?

b) Write note on essential of valid contract.

Q5) Solve any one.

a) Define negotiable instruments? Explain different types of negotiable instruments?

b) What do you mean by Company? Explain different types of companies.

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Total No. of Questions : 5]

SEAT No. :

PD2690

[Total No. of Pages : 2

[6430]-12

First Year M.B.A.

112 GE - UL - 06 : DEMAND ANALYSIS AND FORECASTING

(2019 Pattern) (Revised) (Semester - I)

Time : 2 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 Five (2 marks each): **[10]**

a) What is cross-sectional data?

b) What are the weaknesses of forecasting?

c) What is Macro Level and Firm Level Forecasting?

d) Define Short Run Forecast.

e) Define Evolutionary New Product.

f) Define Cyclical Variations.

g) What is Demand Estimation?

h) Define Purpose of Forecast

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

a) Illustrate the Role of forecasting in Supply Chain.

b) Outline the steps involved in New Product Forecasting.

c) Express Determinants of Demand.

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

a) What are the strengths and weaknesses of cross impact analysis? Justify with appro priate example.

OR

b) Explain five techniques of Qualitative research with appropriate example.

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

a) Elaborate 4 components of time series analysis.

OR

b) List different Exponential Smoothing Methods and elaborate it with appropriate examples.

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

a) Tyre demand is estimated to grow by 7-9 per cent over the next five years (FY2019-23) supported by favorable outlook for the domestic automotive industry, analyze 4 components of time series in the light of this statement.

OR

b) Explain reality of constrained and unconstrained forecast.

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Total No. of Questions : 5]

SEAT No. :

PD-5273

[Total No. of Pages : 2

[6430]-21

M.B.A

GC - 07 : 201 : MARKETING MANAGEMENT

(Revised 2019) (Semester - II)

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

Instructions to the candidates:

1) ***Attempt all questions.***
2) ***All questions carry equal marks.***

Q1) Solve any five of the following :

a) Define "Commercialisation stage" in New Product Development.

b) State the concept of Brand Equity.

c) Enlist various types of consumer products.

d) Recall the concept of Freemium pricing.

e) Reproduce the definition of promotional mix.

f) Memorise the concept of Hybrid channel options.

g) Define the term convenience product along with an example.

h) Define the term personal selling.

Q2) Solve any two of the following:

a) Compare and contrast commodity vs Brand.

b) Differentiate between hybrid channel and physical channel.

c) Summarise the classification of Industrial products.

Q3) a) You are appointed as a Marketing manager of an automobile company. Design suitable distribution channels for the company.

OR

b) An eminent FMCG company is planning to enter Tea business by offering new brand of Tea flavours. Design suitable channels of distribution as the Marketing manager of the company.

Q4) a) Develop an integrated marketing communication (IMC) plan for a popular Hindi channel launching "kaun Banega Crorepati" show. Make suitable assumptions.

OR

b) A Japanese company is planning to enter Indian consumer durable market in Television segment. Discuss the New product Development process to be followed by the company. Make suitable assumptions.

Q5) a) An eminent Automobile company is planning to launch an electric vechicle with fascinating features. Develop a Marketing plan for this company.

OR

b) Design a marketing plan for a company planning to launch a health focused food delivery app targeting metro cities in India.

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Total No. of Questions : 5]

SEAT No. :

PD2691

[Total No. of Pages : 6

[6430]-22
First Year M.B.A.
GC-08-202 : FINANCIAL MANAGEMENT
(2019 Revised 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) ***Use of simple calculator is allowed.***

Q1) Solve any Five. **[5×2=10]**

a) Which of the following is considered as complementary to financial Management?
   i) Cost Accounting
   ii) Management Accounting
   iii) Financial Accounting
   iv) Forensic Accounting.

b) Net profit ratio signifies ________ .
   i) Liquidity position of the organisation
   ii) Operational efficiency of the organisation
   iii) Long term solvency of the organisation
   iv) Short term solvency of the organisation

c) IRR of the project is that rate where NPV terids to become ______ .
   i) Zero
   ii) More than zero
   iii) Less than zero
   iv) one

d) Which of the following is not a function of a finance manager?
   i) Procurement of fund
   ii) Allocation of fund
   iii) Risk return payoff
   iv) Maneuvering the share price

P.T.O.

e) Which of the following helps in analysing return to equity shareholders?
   i) Return on Assets
   ii) Earnings per share
   iii) Net profit Ratio
   iv) Return on Investment

f) Define financial management.

g) Write the formula of Interest Coverage Ratio.

h) What is capital Budgeting?

Q2) Answer any Two. **[2×5=10]**

a) Explain the functions of finance manager.

b) Write a note on common size statement.

c) Illustrate the concept of Time value of money.

Q3) a) From the following capital structure of a company, calculate the overall cost of capital using, **[10]**
   i) Book value weight
   ii) Market value weight

Source of capital	Book value (₹)	Market value (₹)
Equity share capital (₹10 each)	45,000	90,000
Retained Earnings	15,000	-
Preference share capital	10,000	10,000
Debentures	30,000	30,000

The after tax cost of different sources of finance is as under-

1) Equity share capital = 14%
2) Retained Earnings = 13%
3) Preference share capital = 10%
4) Debentures = 5%

OR

b) Following information is given by the CS Ltd. for the year ending 31st March 2023. **[10]**

Particulars	1st April 2022 Amount (₹)	31st March 2023 Amount (₹)
Raw material	45,000	65,356
Work in progress	35,000	51,300
Finished Goods	60,181	70,175
Debtors	1,12,123	1,35,000
Creditors	50,079	70,469
Annual purchase of Raw material (All credit)		4,00,000
Annual cost of production		7,50,000
Annual cost of goods sold		9,15,000
Annual operating cost		9,50,000
Annual sales (all credit)		11,00,000

You may take one year as equal to 365 days. You are required to calculate.

i) Net operating cycle period.

ii) Number of operating cycles in the year.

Q4) a) The following are the summarised profit and Loss A/c of HP Ltd. for the year ending 31st March 2023 and the Balance sheet as on that date. **[10]**

Dr. Profit and Loss A/c Cr

Particulars	Amount (₹)	Particulars	Amount (₹)
To opening stock	99,500	BySales (credit)	8,50,000
To Purchases	5,45,250	By Closing stock	1,49,000
To Incidental Expenses	14,250		
To Gross profit	3,40,000		
	9,99,000		9,99,000
To operating expenses	1,95,000	By Gross Profit	3,40,000
To Non-operating expenses	4,000	By Non-operating Income	9,000
To Net profit	1,50,000		
	3,49,000		3,49,000

Balance -sheet

Liabilities	Amount ₹	Assets	Amount ₹
Share capital (2,000 equity shares of ₹10 each)	2,00,000	Land and Building	1,50,000
Reserves	90,000	Plant and Machinery	80,000
Other current liabilities	90,000	Stock in trade	1,49,000
Profit and Loss A/c	60,000	Sundry debtors	41,000
Bills Payable	40,000	Cash and bank balance	30,000
		Bills Receivables	30,000
	4,80,000		4,80,000

Additional Information

i) Average receivables ₹85,000.

ii) Average payables ₹80,000.

Comment on the financial position of the company on the basis of following ratios.

1) Net profit ratio
2) Return on capital Employed
3) Stock Turnover Ratio
4) Receivables Turnover Ratio
5) Working capital Turnover Ratio

OR

b) Progressive company has the following. **[10]**

Capital structure:

Equity capital (₹10 each)	₹10,00,000
15% Debentures	₹8,00,000
Total	₹18,00,000

The company is planning to raise another ₹15,00,000 for modernisation and expansion. The following alternatives are considered.

i) To raise amount by equity capital of ₹10 each.

ii) To raise entire amount by term loan at an interest of 16%.

iii) To raise 50% amount by equity capital and balance by 16% term loan.

iv) To raise ₹8,00,000 by equity capital, ₹4,00,000 by 16% term loan and balance by 14% preference capital.

Assuming income tax rate of 50% and an EBIT of ₹8,00,000 advise the company about the proper alternative on the basis of EPS.

Q5) a) A company is contemplating to invest in a new machine so that the present method of manual production can be changed. The management has two alternatives 'Shakti' and 'Vayu' models, in respect of which the following information is available. **[10]**

Particulars	Shakti	Vayu
Cost of machine (₹)	37,500	60,000
Estimated life (years)	5	6
Estimated savings in scrap p.a.(₹)	2,500	3,750
Estimated cost of Indirect material p.a (₹)	1,500	2,000
Estimated savings in direct wages p.a.		
- Employees not required (Nos.)	30	40
-Wages per employee (₹)	750	750
Additional cost of maintenance (₹)	1,750	2,750
Additional cost of supervision (₹)	3,000	4,000

Depreciation may be taken at straight line method. Assume tax rate at 50%. Evaluate the two alternatives on the basis of -

i) Pay back period

ii) Net present value (cost of capital 15%)

OR

b) A factory produces 96,000 units during the year and sells them at ₹50 per unit. Cost structure of a product is as under- **[10]**

Element of cost	% of selling price
Raw material	60%
Labour	15%
Overheads	10%
Total cost	85%
Profit	15%
Selling price	100%

Additional information-

i) Raw material to one month supply is stored in stores.

ii) The production process takes one month.

iii) Finished goods to three months production carried in stock

iv) Debtors get two months credit

v) Creditors allow one and half months credit.

vi) Time log in payment of wages and overheads half month.

vii) Cash and bank balance is to be maintained at 10% of working capital.

viii) 10% of the sales are mode at 10% above the normal selling price.

Draw a forecast of working capital requirement using Total cost approach.

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Total No. of Questions : 5]

SEAT No. :

PD2692

[Total No. of Pages : 1

[6430]-23

First Year M.B.A.

203-GC-09: HUMAN RESOURCES MANAGEMENT

(2019 Revised Pattern) (Semester - II)

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

Instructions to the candidates:

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

Q1) Attempt any 5 **[10]**

a) Define HRM.
b) List any 4 challenges of HRM.
c) What is Golden Handshake?
d) Name any 2 Traditional methods of Training.
e) List any 4 factors affecting Job Design.
f) What is HRIS?
g) List any 2 examples of Non monetary incentives.
h) What is Termination?

Q2) Attempt any 2 of the following. **[5 each]**

a) Explain various components of salary.
b) Explain the kirkpatrick model for evaluating Training effectiveness.
c) Discuss in detail the internal sources of Recruitment.

Q3) a) Examine 2 traditional methods of performance Appraisal and explain where they can be used. **[10]**

OR

b) Examine the matching model of SHRM.

Q4) a) Mr. Suresh is the HR of a manufacturing company located at Rajan gaon. He is been asked to hire 18 skilled workers for a new unit. Discuss what factors should Mr. Suresh consider for the hiring process. **[10]**

OR

b) Elaborate the current trends in compensation with special reference to IT sector.

Q5) a) You are the HR for a small IT firm. The firm decides to invest in Behavioural training of the employees. Discuss the process you would follow to design the Training programme. **[10]**

OR

b) Write the Job Description and Job specification for a Recruiter in a HR consultancy.

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Total No. of Questions : 5]

SEAT No. : ☐

PD-2815

[Total No. of Pages : 2

[6430]-24

M.B.A

GC - 10(204) : OPERATIONS AND SUPPLY CHAIN MANAGEMENT

(Rev. 2019) (Semester - II)

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

Instructions to the candidates :

1) ***All questions are compulsory.***
2) ***Each question has internal options.***
3) ***Each question carry equal marks.***
4) ***Use of Non-scientific calculator is allowed.***

Q1) **Attempt Any Five out of Eight following questions:** **[10]**

a) Identify and list any four functions of Operation Management.

b) Define Quality in perspective of Manufacture's view.

c) Describe the concept Kaizen.

d) Define Interminttent flow system.

e) Recall the concept of Batch Production.

f) List the types of Plant Layout.

g) State the full form of BOM and MRP.

h) Define Supply Chain Management.

Q2) **Attempt any two out of three from the following:** **[10]**

a) Summarise the phases of production planning and control (PPC).

b) Infer the term Gantt Chart used in production planning and control.

c) Demonstrate and Explain the types of operation processes.

Q3) a) "Primary goal of Lean Management theory is to maximize customer's value while minimising waste"Illustrate the statement with suitable example. **[10]**

OR

b) "Process Layout is generally deployed for job order production activities" Comment. **[10]**

Q4) a) A manufacturing company needs 1200 units of a particular component every year. The order processing cost for This part is estimated at Rs.15 and The cost of carrying a part in stock is 20%. Cost per unit is Rs.25. Calculate the EOQ and Number of order per year. **[10]**

OR

b) Analysis the various Inventory control techniques. Appraise the inventory control policies with respect to ABC Analysis. **[10]**

Q5) a) Design the Service Blue Printing for Travel and Tourism Company (Consider Assumptions) **[10]**

OR

b) Design generalized Supply Chain Model for Automobile Manufacturing Company of your choice. (Consider Assumptions) **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2693

[Total No. of Pages : 3

[6430]-25

F.Y. M.B.A.

205-FIN-SC-FIN-01 : FINANCIAL MARKETS AND BANKING OPERATIONS

(Revised 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) *Draw neat labelled diagrams wherever necessary.*
4) *Figures to the right indicate full marks.*

Q1) Solve any five : **[5×2=10]**

a) Define Derivative Market

b) Explain the term NEFT

c) List out any four functions of the bank.

d) List out the participants in Money Market

e) How can an investor acquire equity shares?

   i) Primary Market only
   ii) Secondary Market only
   iii) Money Market
   iv) Through the Primary Market or Secondary Market

f) Equity shares have mostly _______ all other forms of investments in the long term.

   i) remained neutral when compared to
   ii) outperformed
   iii) underperformed
   iv) given negative returns when compared to

g) Which of the following is true about NBFC?

   i) NBFC cannot accept demand deposits
   ii) NBFCs cannot issue cheques drawn on itself
   iii) deposit insurance facility of DICGC is not available to depositors of NBFCs.

      1) Only (i) and (ii)
      2) Only (ii) and (iii)
      3) Only (i) and (iii)
      4) All are true

P.T.O.

h) Which kind of banking refers to single and small banks which provides financial services to the local community?

   i) Branch Banking

   ii) Narrow Banking

   iii) Unit Banking

   iv) Para Banking

Q2) Solve any two : **[2×5=10]**

a) Distinguish between Banking and Non-banking Institutions

b) Explain the types of Specialized Bank

c) Differentiate between Equity and Preference Shares

Q3) Solve any one : **[1×10=10]**

a) Explain the structure of financial system in detail.

b) Illustrate in detail types on Money market instruments in India.

Q4) Solve any one : **[1×10=10]**

a) Identify the type of function of SEBI in the following cases:

   i) Rajeev was unwilling to buy shares in the stock market as he was told by someone that stock market is a place where various malpractices take place. He decides to discuss the matter with his friend who explains to him how SEBI takes care of the interests of the investors.

   ii) Pankaj wants to become a stock broker. When he approaches people and asks them to get started as investor through him they ask for a certificate which the SEBI must have given him. He becomes aware of the fact that in order to function as a stock broker he will have to get registered with SEBI.

   iii) Kirti Steels already has issued shares in the stock market and is a well known name among the people. Recently it issued shares but had to go through the proper audition process and through inspection about the various requirements to be fulfilled as an issuer.

   iv) Recently some people were caught in some of the malpractices like insider trading. The SEBI has decided to take strict action and cancel their candidature. Further penalties are also to be imposed on them.

v) A magazine has published a report on how SEBI is serious about training of the intermediaries and deciding their code of conduct. A lot of research has been going on in various related areas and the information of use is being published so that various participants can get useful results from it.

b) Raman who is a broker in a stock exchange has to face challenging questions from society. His own family sometimes asks him to think about his decision to become a broker. He however, has full faith in the stock exchange. He knows that the membership of a stock exchange is properly regulated abiding the legal system and the public doing investment is safe in making deals. His children one day asked him the reason behind the ups and downs in the stock market. He clarified their doubt by telling them that forces of supply and demand decide the prices of securities in the secondary market. Off late he has decided to write a book on the functioning of stock exchange and its significance in the Indian economy. He is trying to highlight in his book how through the process of investment and disinvestment existing securities are sold and resold and savings are channelized into the most productive opportunities. Definitely Raman is justifying his presence in his job.

i) What is the meaning of Stock Exchange?

ii) Identify and briefly explain the functions of Stock Exchange discussed in the above case.

iii) What is an e-IPO?

Q5) Solve any One : **[1×10=10]**

a) Summarize the Contribution of banking sector in Indian Economy.

b) Explain in detail the different types of banks in India.

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Total No. of Questions : 5]

SEAT No. :

PD2694

[Total No. of Pages : 2

[6430]-26

M.B.A. - I

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

(2019 Revised Pattern) (Semester - II)

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

Instructions to the candidates:

1) *All questions are compulsory. Draw diagrams/Flow charts/Model wherever applicable.*
2) *Write example wherever necessary.*
3) *Figures to the right indicates full marks.*

Q1) Attempt the following (Any 5) **[10]**

a) Define the term competency mapping.

b) Define knowledge and skill.

c) Define the terms key performance area and key performance indicator.

d) Define competency

e) Enlist any four managerial competencies required to work in a service industry.

f) Write any four generic competencies required for the manager in automobile industry.

g) What are the basic components of competency?

h) Define the term performance management.

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

a) Explain the process of competency mapping.

b) Write the difference between performance and competency.

c) Write short note on counselling for better performance.

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

a) Differentiate between transactional, tradition and transformational competency.

OR

b) Describe leadership and functional competencies for Deputy Director.

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

a) Design a competency mapping framework for recruiting and selection of an appropriate candidate for the post of HR executive.

OR

b) Classify competencies required for Managerial Job at various five levels for an organisation.

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

a) Describe leadership and functional competencies for the post of teacher in school under National Education Policy.

OR

b) Develop a competency model for the profile of HR professional at Hospital during COVID-19 situation.

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Total No. of Questions : 5]

SEAT No. :

PD2695

[Total No. of Pages : 2

[6430]-27

First Year M.B.A.

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

(Revised 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.***

Q1) Solve any Five out of Eight following sub questions : **[10]**

a) List distinctive characteristics of service operations.

b) Define service encounter.

c) Define services.

d) Define services blue printing.

e) Define service scapes.

f) Examine the facilitating role of services in an economy.

g) Enlist the environmental dimensions of service scapes.

h) State the stages economic development.

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

a) Write a short note on service package.

b) Differentiate between consumer service experience and business service experience.

c) Write a short note on Gantt chart.

Q3) a) Discuss the role of technology in the service encounter with suitable examples. **[10]**

OR

b) Elaborate “Service Encounter Triad” Describe the encounter dominated by the service organisation and contact personnel dominated encounter.

Q4) a) Describe various strategic location considerations, required for service facility location. **[10]**

OR

b) Discuss Cross-Median approach and Huff model as a facility location techniques with illustrations.

Q5) a) Discuss how nature and objective service organizations, Land availability and space requirements, Asthetic factors has impact on service facility designing. **[10]**

OR

b) Analyse flow process layout and job shop process layout for your choice of services.

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Total No. of Questions : 5]

SEAT No. :

PD2696

[Total No. of Pages : 2

[6430]-28

First Year M.B.A. (Management)

205-BA-SC-BA-01 : BASIC BUSINESS ANALYTICS USING R

(2019 Revised Pattern) (Semester - II)

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

Instructions to the candidates:

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

Q1) Answer the following questions. (any five) **[5×2=10]**

a) Define the roles of a data analyst and a business analyst.

b) What is the use of head ( ) function in R?

c) Define Business Intelligence.

d) List some popular data visualization tools used in the industry.

e) Define prescriptive analytics.

f) List some basic commands used in the R command line interface for data analysis.

g) What are the different data types in R.

Q2) Answer the following : (Any 2) **[2×5=10]**

a) Difference between business intelligence & data science.

b) What are the different types of analytics? Explain descriptive analytics with example.

c) Explain various functions of R in details.

Q3) Answer the following. (Any 1) **[1×10=10]**

a) What is data visualization. Explain the various data visualization tools

b) Discuss the significance of data cleaning and data inspection in the data analysis process. Provide examples of common data cleaning techniques and inspection methods used in R.

Q4) Solve any one : **[1×10=10]**

a) Discuss the applications of business analytics in supply chain and sales analytics.

b) Explain the importance of data in the practice of business analytics. Differentiate between data, information and knowledge and discuss how each contributes to the analytic process.

Q5) Solve any one : **[1×10=10]**

a) How does the analytical decision-making process differ from other decision-making approaches and what are its defining characteristics?

b) Write a program to reverse a number using R.

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Total No. of Questions : 5]

SEAT No. :

PD-2816

[Total No. of Pages : 2

[6430]-29

M.B.A.

205 MKT : SC - MKT - 01 : MARKETING RESEARCH

(Revised 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) **Attempt Any Five :** **[10]**

a) Explain the significance of marketing research in Modern times.

b) Mention the major components of proposal in Marketing Research.

c) What is qualitative research?

d) Enlist various Steps in Marketing Research Process.

e) Mention different types of probability sampling methods.

f) What is brand research?

g) Describe Data collection instruments.

h) Which marketing research tools are extensively used for sales forecasting.

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

a) Demonstrate with example any application of pricing research for a new product advertisement.

b) Describe the recent trends in Marketing Research.

c) Describe data collection methods for research.

P.T.O.

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

a) What is multi-dimensional scale? Discuss at least two applications in Marketing Research.

b) Explain the application of cluster analysis in Marketing for the purpose of customer segmentation

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

a) How will you carry out conjoint analysis for cold drink brand wishing to launch a new variant on the basis of following data.

Brand	A	B	C
Size	1 Liter	2 Liter	330ml Can
Price	75/-	125/-	25/-
Caffeine %	Regular	Low	High

b) Create Research design for International Marketing Research for product of your choice from Aviation Industry.

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

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

b) Design a questionnaire to study online buying behavior of consumers for furniture using appropriate attitudinal scale.

Total No. of Questions : 5]

SEAT No. :

PD2697

[Total No. of Pages : 2

[6430]-30

First Year M.B.A.

206 - FIN-SC-FIN-02 : PERSONAL FINANCIAL PLANNING

(2019 Revised Pattern) (Semester - II)

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

Instructions to the candidates:

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

Q1) Attempt any five questions. **[10]**

a) Define Time value of money.

b) Define perpetuity

c) Define CIBIL score

d) Define STP.

e) Define mutual fund

f) KYC, PAN and Aadhaar are related to

i) Personal financial goals and objectives

ii) Tax planning and filing of income tax returns

iii) Personal identification and verification in financial transactions

iv) Investment strategies for long term financial growth.

g) Madhuri's annual savings are Rs. 1000, which is invested in a bank saving fund account that pays a 5% simple interest. What is his total future value or terminal value at the end of 8 years period.

i) 1200

ii) 1300

iii) 1400

iv) 1500

h) Donations made to charitable institutions and trusts are eligible for deductions under which section of the Income Tax Act?

i) Section 80C

ii) Section 80D

iii) Section 80E

iv) Section 80G

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

a) Explain the investment criteria for personal investment planning

b) Explain responsibilities of a financial planner.

c) Rohan borrows a sum of Rs.1,50,000 to purchase a car from bank at 10% of interest rate for a tenure of 3 years. Calculate EMI under flat interest rate.

Q3) a) i) Mr. Shyam deposited Rs. 1,50,000/- towards PPF for 5 years. Calculate the amount available to him after 5 years considering an interest rate of 7%. **[5]**

ii) A finance Manager of a company wants to buy an asset costing Rs.1,00,000 at the end of 10years. He requests you to find out the annual payment required, if the savings earn an interest rate of 12% per annum. where $(1.12)^{10} = 3.1058$ **[5]**

OR

b) Mr. Raghuwanshi, a 68 years old retired man has an ailing wife, He requires Rs. 20 lakhs for her treatment. His savings include Rs. 5,00,000 in F.D and a house with value Rs. 40,00,000. In the light of the options available to the senior citizen what choice does Mr.Raghuwanshi has? Highlight the benefits of the chosen options. **[10]**

Q4) a) Examine the various insurance covers available in market. **[10]**

OR

b) Analyze the importance of Nomination and will for Estate planning. **[10]**

Q5) a) Critically discuss the gold, equity and mutual fund as investment vehicles with relevant examples. **[10]**

OR

b) Develop an investment strategy that minimizes risk while maximizing profitability for annual savings of Rs. 10,00,000. Justify while making necessary assumptions. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2698

[Total No. of Pages : 2

[6430]-31

First Year M.B.A.

206(HR)SC-HRM-2: EMPLOYEE RELATIONS & LABOUR LEGISLATION-II

(2019 Revised Pattern) (Semester - II)

Time : 2½ 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) Answer any 5 out of 8 **[5×2=10]**

a) What do you mean by spread over.

b) Define employer as per the sexual Harassment of women at workplace Act, 2013.

c) Define worker as per factories Act 1948.

d) Wages for overtime as per Maharashtra shops & Establishment Act 2017.

e) What do you mean by ILO.

f) Define Collective Bargaining.

g) State two importance of Employee Relations.

h) What do you mean by unfair labour Practice.

Q2) Answer any 2 out of 3. **[2×5=10]**

a) Social Action Approch to Employee Relations.

b) Grievance Procedure.

c) Types of Trade Unions.

Q3) a) Explain the role of ILO & its influence on Legislation in India. **[10]**

OR

b) Explain the health provisions as per factories Act 1948.

Q4) a) How have changes in global economic trends, such as rise of service industries & automation, affected the relevance & effectiveness of trade unions. **[10]**

OR

b) Explain the provisions related to Illegal strikes as per MRTU & PULP Act 1971.

Q5) a) Explain the provisions related to licensing of contractors as per the contract labour (Regulation & Abolition) Act 1970. **[10]**

OR

b) How does the Industrial Disputes Act define & classify Industrial disputes, & what are the Procedures for resolving them through conciliation, arbitration or adjudication?

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Total No. of Questions : 5]

SEAT No. :

PD-2817

[Total No. of Pages : 2

[6430]-32
M.B.A.
206-SC-OSCM-02 : SUPPLY CHAIN MANAGEMENT
(2019 Pattern Revised) (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 any 5 out of 8.

a) Define Linear SC

b) Define VMI

c) Define Customer Success

d) Explain JIT purchasing

e) Explain upstream and downstream directions Forecast flows

f) Define Lean SC

g) Define CRM

h) Define KANBAN

Q2) Answer any 2 out of 3 :

a) Explain the difference between Customer focused marketing and SC service outputs.

b) Explain the impact of globalization & technological revolution on Total SCM.

c) Distinguish between operations management and distribution management in SCM.

Q3) Any One :

a) Elaborate " the firms achieving JIT by JIT production, JIT purchasing and JIT transportation achieves greater operational performances compared to competition.

OR

b) Explain Customer Success, achieving customer success and value added services.

Q4) Any One :

a) How can Vendor managed inventory can be applied successfully?

OR

b) "Operational Challenges to make shift from linear SC to Collaborative network in reality "Justify the statement by giving examples.

Q5) Any One :

a) Explain with diagram for identifying appropriate Push Pull strategy for SC.

OR

b) Draw a well labelled diagram explaining the Customer value mapping.

Total No. of Questions : 5]

SEAT No. :

PD2699

[Total No. of Pages : 2

[6430]-33
F.Y.M.B.A.
206-BA-SC-BA-02 : DATA MINING
(2019 Revised Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:
1) ***All questions are compulsory.***
2) ***Figures to the right indicates marks for questions/sub questions.***

Q1) Solve Any five. **[10]**

a) Define Business Intelligence

b) List important Data Mining task.

c) What is fraud detection?

d) What is predictive Modelling?

e) List the methods of clustering.

f) What is big data Analysis?

g) What is Apriori Algorithm?

h) What is classification?

Q2) Solve Any two. **[10]**

a) Explain the process of Data Normalization and its importance in preparing data for analysis.

b) Explain the importance of feature selection with reference to Big Data Scenario?

c) Differentiate between partitional and Hierarchical clustering method.

Q3) Apply Apriori Algorithm to the given dataset to find frequent item sets (Given support = 60% and confidence = 80%) **[10]**

Tid	Item Purchased
T101	M, O, N, K, E, Y
T102	D, O, N, K, E, Y
T103	M, A, K, E
T104	M, U, C, K, Y
T105	C, O, O, K, I, E

OR

Define feature selection. Explain the importance of feature selection with reference to Big data scenario? (Considering Retail Industry)

Q4) "Graph based algorithm in clustering is the best method". Justify the statement with suitable example. **[10]**

OR

With the help of suitable example explain Density-based clustering method.

Q5) Elaborate the use of Data Mining in the Target marketing. **[10]**

OR

Elaborate how Anomaly detection helps businesses to identify unusual behaviour or irreguler pattern.

❋ ❋ ❋

Total No. of Questions : 12]

SEAT No. :

PD2700

[Total No. of Pages : 2

[6430]-34
First Year M.B.A.
206 MKT-SC-MKT-02 : CONSUMER BEHAVIOR
(2019 Revised Pattern) (Semester - II)

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

Instructions to the candidates:

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

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

a) What is the difference between customers and consumer. Give one example.

b) What is the customer loyalty in consumer Behavior.

c) Define Attitude, and explain how it affects consumer Behavior.

d) What do you mean by impulsive buying. Give one example.

e) What is the significance of motivation in consumer Behavior.

f) Identify economics circumstances that affects consumer behavior.

g) What do you mean by Buying motive? Give example.

h) What do you mean by values in consumer behaviour?

Q2) Answer Any two. (5 marks each) **[10]**

a) Differentiate between consumer decision making process and institution decision making process.

b) How you will classify social economic class in Rural and Urban area.

c) Explain the opinion leadership and its characteristics in relation to consumer behavior.

P.T.O.

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

a) What are the different levels of consumer Involvment.Explain the various dimentions of consumer involvment with example.

b) Explain in detail various types of consumer decision with relevant examples (any two)

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

a) Explain in detail "Engel -Black Well-Miniard model" in consumer behaviour, exaplain with suitable example.

b) What are the vauious stages in organisational buying decision making process, explain it with reference to buying of boiler in industry use.

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

a) Analyse the emerging trends in consumer Behavior after increasing the Digital Era.

b) Break Down the concept of Diffussion of Innovation, Also explain how consumer behavior is changing and accepting the change in innovation and technology.

❋ ❋ ❋

Total No. of Questions : 5]

SEAT No. :

PD-2818

[Total No. of Pages : 2

[6430]-35

F.Y.M.B.A.

GE-UL7-207 : Contemporary Frameworks in Management (2019 Revised 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.***
3) ***Draw graphs whenever necessary.***

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

a) Recall the author of the book "Emotional Intelligence".

b) List the author of the book "The 7 Habits of Highly Effective people".

c) Identify the author of the book "The five Dysfunctions of a team".

d) State the author of the book "The 21 Irrefutable laws of leadership".

e) Name the author of the book "Good to Greate".

f) Define private victory.

g) Which is not part of public victory

i) Be proactive

ii) Think win - win

iii) Seek first understand then to be understand

iv) Synergise

h) In the context of the 21 irrefutable laws of leadership by John C. Maxwell, which law emphasizes the importance of credibility & trust in leadership.

i) Law of Influence

ii) Law of solid Ground

iii) Law of process

iv) Law of Respect

Q2) **Solve any two of three.** **[10]**

a) Explain the components of self awareness & how they contribute to personal Development.

b) Analyse the concept of being proactive & provide examples of proactive behaviour in various situations.

c) Evaluate different strategies that leaders can employ to garner respect from their team members & stakeholders.

Q3) a) Explain the importance of understanding and applying the principles of influence in Effective Leadership. How does this relate to the statement "He who thinks he leads but has no Followers is only taking a walk" what distinguishes a real leader from someone who is just "taking a walk". **[10]**

OR

b) How can the principles outlined in "The 7 Habits of Highly Effective people be applied to resolve interpersonal conflicts within a diverse team, considering cultural differences & individual perspectives"?

Q4) a) How does Headghog concept serve as a pivotal feactor in transforming an organisation from being merely good to achieving Greamess? **[10]**

OR

b) In an organisational setting that is multi cultural and undergoing rapid change how can a person processing a high level of emotional intelligence effectively manage their own emotions and impact the groups emotional climate while navigating complex social dynamics and fostering positive relationships?

Q5) a) After analysing patrick lencionis Five Dysfunctions of a Team assess the import a these dysfunctions on team effectiveness and organisational success providing examples. **[10]**

OR

b) With a strong grasp of emotional intelligence, the ideas presented in "The 7 habits of highly effective people knowldge from "The five dysfunctions of a Team" discrement from "The 21 irrefutable laws of leadership" and Tactics from "Good to Great" how can on MBA student combine these disparate viewpoints to create a creative and all - empcompassing leadership approach that can revolutionize performance and organisational culture in quickly charging global business Environment of today?

♦ ♦ ♦

Total No. of Questions : 5]

SEAT No. :

PD2819

[Total No. of Pages : 2

[6430]-36
First Year M.B.A.
MANAGEMENT
208-GE-UL-08 : Geopolitics & World Economic Systems
(Revised 2019 Pattern) (Semester - II)

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

Instructions to the candidates:

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

Q1) Attempt any 5 questions. **[5×2=10]**

a) Which attributes are required to become a Hegemon?

b) Define free Trade.

c) The Headquarter of IMF is situated in _______.

d) How long does a panel have to submit its report to dispute settlement Body under the WTO?

e) What is Social Market Capitalism?

f) Expand OPEC and GATT.

g) What do you understand by copyright?

h) What is Bilateral Agreement?

Q2) Attempt any 2 questions. **[2×5=10]**

a) Differentiate between Developmental capitalism & market oriented capitalism.

b) Explain the Trade Blocs and its objectives of forming trade blocs among countries.

c) Explain "IMF" and its responsibility.

P.T.O.

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

a) What are the social and cultural effects of globalization on Indian society and its economy?

b) Explain the objectives and functions of International labour organization.

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

a) How has Uruguary Round and the WTO impacted international trade patterns and economic development?

b) How did the International Monetary Fund (IMF) emerge from the Bretton Woods Conference and what is its mandate and also explain Role of IMF?

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

a) What is globalization and how has it influenced the Indian economy?

b) How did the Eurozone crisis affect global financial markets, and what were the spillover effects on Indian economy?

… … …

Total No. of Questions : 5]

SEAT No. :

PD2701

[Total No. of Pages : 2

[6430]-37

M.B.A. - I

209-GEUL-09 : STARTUP & NEW VENTURE MANAGEMENT

(Revised 2019 Pattern) (Semester - II)

Time : 2 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 five of the following : **[10]**

a) Define entrepreneur & entrepreneurship.

b) What is bootstrap functioning?

c) Explain longtail markets.

d) List out atleast two differenting factors between manager and entrepreneur.

e) Define fabian & drone entrepreneur.

f) What is concept as entrepreneurial resilience.

g) What is joint stock company?

h) List the government schemes for entrepreneurial development.

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

a) Explain the steps involved in entrepreneurial process.

b) Explain the various dimensions of market analysis.

c) Discuss the typology of entrepreneur.

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

a) Discuss in detail various scheme provided by government for ED.

OR

b) Explain in detail various schemes provided by ministry for skill development and entrepreneurship (MSDE).

P.T.O.

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

a) How entrepreneurial ecosystem helps in entrepreneurship development.

OR

b) Explain the characteristics of entrepreneurial leadership and state the difference between management & leadership.

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

a) Write description of business model and Highlight various components of business model.

OR

b) Describe the four components in financial statement. How this helps in developing financial road map of the company.

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Total No. of Questions : 5]

SEAT No. :

PD2702

[Total No. of Pages : 2

[6430]-38
F.Y.M.B.A.
GE-UL-10-210 : QUALITATIVE RESEARCH METHODS
(Revised 2019 Pattern) (Semester - II)

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

Instructions to the candidates:

1) ***Attempt all the questions.***
2) ***Figures to the right indicate full marks.***

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

a) Define Qualitative Research.

b) What is Theoretical Sampling?

c) What is Case Triangulation in Qualitative Research?

d) Enlist the Quality Criteria in Selecting a sample for Qualitative Research.

e) Define Purposive Sampling.

f) Enlist the Interviews Used in Qualitative Research.

g) Explain Zaltman's Metaphor Elicitation Techniques.

h) Enlist the Characteristics of Qualitative Research.

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

a) Ethnography v/s Grounded Theory Methodology?

b) Explain various techniques of qualitative research with suitable example.

c) Elaborate the process of focus group discussion in details.

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

a) You are conducting a case study on the employee behavior towards code of conduct at SRITI TECHNOLOGIES. You are expected to develop the questionnaires for various types of interviews for conducting qualitative research.

b) What are the various data analysis methods that you can use the analyse the data collected through interview method?

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

a) How can qualitative research methods be used to explore the impact of new technologies and social media on society and culture in opinion of youngsters in Pune city?

b) How can qualitative research methods be used to explore consumer behavior and preferences in the retail industry? Elaborate it with suitable example?

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

a) Imagine you are conducting a qualitative study on the experiences of healthcare workers at SPRI hospital during a COVID pandemic. Create the suitable questionnaire for structured interview of this focused group. What data collection methods would you use, and how would you address potential ethical issues?

b) What ethical considerations should researchers take into account when conducting qualitative research with vulnerable populations. Such as children or individuals with mental health conditions?

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Total No. of Questions : 5]

SEAT No. :

PD-2703

[Total No. of Pages : 2

[6430]-39

M.B.A.

211 GE - UL - 11 : Business, Government & Society

(2019 Revised Pattern) (Semester - II)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***All questions carry 10 marks.***
3) ***All questions have internal options.***

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

a) Brexit.

b) PPP.

c) Globalization.

d) TNC.

e) Ethics.

f) Poverty line.

g) Social justice.

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

a) Dynamics of rural - urban in Economic growth.

b) Pricing mechanism.

c) Build operate & transfer model.

Q3) a) Discuss the intersector linkage and impact of Foreign Direct investment in India's economic growth. **[10]**

OR

b) Explain the role of finance & trade in the development of business in India. **[10]**

P.T.O.

Q4) a) Discuss the issues in regulation due to privatization in India. **[10]**

OR

b) Explain the pros and cons of globalization on Indian business with suitable examples. **[10]**

Q5) a) What are the sectorial linkages in the Indian economy and why they are important for sustainable growth. **[10]**

OR

b) Explain the conflicts between multinational corporations and national states in the context of globalization and also discuss the underlying causes and implications of these conflicts? **[10]**

♦ ♦ ♦

Total No. of Questions : 5]

SEAT No. :

PD-2704

[Total No. of Pages : 2

[6430]-40

M.B.A.

212 (GE - UL -12) : BUSINESS PROCESS RE-ENGINEERING

(Revised 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.***
3) ***Each question carry equal marks.***

Q1) **Answer Any Five out of 8 (2 marks each) :** **[10]**

a) Which of the following is Not an example of a business process.

a) Designing a new product b) Hiring an employee

c) Purchasing service d) Testing software

b) The key element of BPR is ________.

a) Develop a Vision b) Credit approval

c) Proposal development d) Auditing

c) Decision-Making increase the __________ .

a) Centralization b) Organizational

c) Cultural d) None of these

d) Process model is used to _________.

a) Dynamic model types b) Static model types

c) On-page reference d) Define the scope of the project

e) State any 2 objectives of BPR.

f) What planning & scheduling?

g) What is TQM?

h) List any 2 BPR methodologies.

P.T.O.

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

a) Discuss ERP in detail.

b) Explain Just in Time.

c) Define role if IT in engineering.

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

a) What principles are used in BPR?

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

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

a) What is Production Planning? Explain in brief.

b) Point out the relationship between BPR and Information Technology.

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

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

b) Explain different BPR methodologies in detail.

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Total No. of Questions : 5]

SEAT No. :

PD-2705

[Total No. of Pages : 2

[6430]-41

M.B.A.

301 - GC - 11 : STRATEGIC MANAGEMENT

(Revised 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) Define Strategic Management.

b) Strategic Alliance.

c) Vision

d) Merger & Acquisition

e) Key Result Area

f) Portfolio Analysis

g) Red ocean strategy

h) Environmental scanning

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

a) Explain Balance Score card.

b) Explain takeover strategies.

c) Explain McKinsey's 7s framework.

P.T.O.

Q3) a) Explain portfolio analysis with BCG matrix. **[10]**

OR

b) Describe VRIO Framework. **[10]**

Q4) a) Explain General Competation Strategy with examples. **[10]**

OR

b) Explain various grand strategies with example. **[10]**

Q5) a) Differentiate Blue & Red ocean strategy with example. **[10]**

OR

b) Explain porter Five forces model with suitable example. **[10]**

Total No. of Questions : 5]

SEAT No. :

PD-2706

[Total No. of Pages : 3

[6430]-42

M.B.A.

GC - 12 - 302 : DECISION SCIENCE

(Revised 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 option.***
4) ***Use of simple calculator is allowed.***

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

a) Explain PERT.

b) Enlist various criteria of decision making under uncertainty.

c) State the condition for case of degeneracy in transportation models.

d) What is Pure strategy Game?

e) Define the term Markov Chain.

f) Explain Trail and Event.

g) What are the assumptions of single server queuing model?

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

a) Explain role of quantitative techniques in management decision making process.

b) With suitable example elaborate difference between CPM and PERT.

c) Describe Elements of Queuing system in detail.

P.T.O.

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

a) An airline Co. has drawn-up a new flight schedule involving five flights. To assist in allocating five pilots to the flights it has asked them to state their preference scores by giving each flight a number out of 10. The higher the number, the greater is the preference. Certain of these flights are unsuitable to some pilots owing to some domestic reasons. These have been marked with x. What should be the allocation of the pilots to flights in order to meet as many preferences as possible.

	Flight Number					
Pilot		**1**	**2**	**3**	**4**	**5**
	A	8	2	x	5	4
	B	10	9	2	8	4
	C	5	4	9	6	x
	D	3	6	2	8	7
	E	5	6	10	4	3

b) A Company produces two special types of soaps X and Y for which the following data is available :

Per Unit	**X**	**Y**
Selling Price	Rs.18	Rs.25
Direct Material		
A	2 units @ Rs 2/unit	3 units @ Rs 2/unit
B	1 unit @ Rs 4/unit	2 units @ Rs 4/unit
C	-	1 unit @ Rs 1/unit
Direct Labor	1 Man hour @ Rs 2.5/hr	1 Man hour @ Rs 2.5/hr
Variable overhead	Rs.1	Rs.1.5

The fixed Overheads are Rs.1500 per month. The quantities of materials A,B,C available for the production are 500, 400 and 200 respectively per month. There are 2 workers who work for 8 hours a day for 25 days in a month. The per month market demand for X and Y is at least 200 and 150 units respectively. Formulate this as a LPP.

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

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

	Player B	
Player A	B_1	B_2
A_1	11	7
A_2	9	10

b) Obtain the initial solution of the following transportation problem using

i) NWCM ii) LCM

iii) VAM

	D_1	D_2	D_3	D_4	**Supply**
O_1	10	20	5	7	10
O_2	13	9	12	8	20
O_3	4	15	7	9	30
O_4	14	7	1	0	40
O_5	3	12	5	19	50
Demand	60	60	20	10	

Q5) **Solve Any One from the following : [10]**

a) We have five jobs, each of which must go through the two machines A and B in the order AB. The Processing times in hours are given below. Determine an optimal sequence for these five jobs which will minimize the total elapsed time. Find the total time elapsed. If cost of unused machine is Rs. 50 and Rs. 40 per hour for A and B respectively. How much is the total machine idle time cost?

Job Number	1	2	3	4	5
Machine A	10	2	18	6	20
Machine B	4	12	14	16	6

b) **An urn contains 8 white and 3 red balls. If two balls are drawn at random, what is chance that :**

i) Both are white

ii) Both are red

iii) One is of each color

iv) Both are red or both are white

Total No. of Questions : 5]

SEAT No. :

PD-2707

[Total No. of Pages : 2

[6430]-43

M.B.A

306 - GE - UL - 13 INTERNATIONAL BUSINESS ECONOMICS

(2019 Rev. Pattern) (Semester - III)

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

Instructions to the candidates :

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

Q1) **Answer Any Five (2 marks each).** **[10]**

a) Define Foreign Exchange Market.

b) What is WTO?

c) Define Spot Market.

d) Define Special Drawing Rights (SDR).

e) Define Quota.

f) Define Flexible Exchange Rate.

g) What is International Money Fund (IMF).

h) What is FDI & FII.

Q2) **Any two (5 marks each).** **[10]**

a) Write about the Gold Exchange Standard.

b) Write a note on Dumping and Anti-Dumping Duty.

c) Explain the nature and scope of International Business.

P.T.O.

Q3) a) Critically discuss the Hekscher online theory with suitable examples. **[10]**

OR

b) Critically evaluate the economic risk indicators of FDI and FII in International Trade. **[10]**

Q4) a) Through light on the financial crisis and the International Monetory Fund. **[10]**

OR

b) Analyse the role of Tariff and Non Tariff barriers in International Trade. **[10]**

Q5) a) Critically discuss how forward and futures market influence Central Bank Operations and International Trade. **[10]**

OR

b) Through light on the International Finance crisis models with relevent examples. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2708

[Total No. of Pages : 2

[6430]-44

S.Y. M.B.A.

307-GE-UL-14 : INTERNATIONAL BUSINESS ENVIRONMENT

(Revised 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 five : (2 Marks Each) **[10]**

a) Mentioned any 2 benefits of the Business Environment.

b) What is International Business Environment?

c) Expand :

i) IPR

ii) TRIP'S

iii) FII

iv) FDI

d) List any 5 Indian MNC.

e) The first phase of globalization started around 1870 and ended with

i) World War I

ii) World War II

iii) The establishment of GATT

iv) In 1913 when GDP was high

f) IBRD (International Bank for Reconstruction and Development) also know as

i) Exim Bank

ii) World Bank

iii) International Monetary Fund

iv) International Bank

g) Which is the right sequence of stages of Internationalization?

i) Domestic, Transnational, Global, International, Multinational

ii) Domestic, International, Multinational, Global, Transnational

iii) Domestic, Multinational, International, Transnational, Global

iv) Domestic, International, Transnational, Multinational, Global

h) Subsideries consider the regional environment for policy/strategy formulation is known as

   i) Polycentric approach

   ii) Regiocentric approach

   iii) Ethnocentric approach

   iv) Geocentric approach

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

a) What is the objective and function of IMF.

b) Distinguish between FDI an FPI.

c) Write a note on the following :

   i) Economic Environment

   ii) Social & Cultural Environment

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

a) Examining the factors affecting International Business Environment.

b) Demonstrate the role of IMF & World Bank in International Business.

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

a) "Foreign direct investment is necessary for growth in International Trade". Analyze the statement.

b) Analyze the impact of Covid-19 pandemic on International trade with suitable examples.

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

a) Evaluate the role of MNC on Indian Economy.

b) "Firms need global orientation even to survive the domestic market" - Elucidate.

☯☯☯☯

Total No. of Questions : 5]

SEAT No. :

PD2709

[Total No. of Pages : 2

[6430]-45

S.Y.M.B.A.

308-GE-UL-15 : PROJECT MANAGEMENT

(2019 Revised 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.***

Q1) Solve any five of the following : **[10]**

a) What are the types of project constraints?

b) List stages of project life cycle.

c) Define work breakdown structure.

d) What project audit?

e) List skills essential for project manager.

f) Write different project team pitfalls.

g) Mention different techniques of risk assessment in project.

h) What is responsibility matrix?

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

a) Define project. What are different characteristics that help to differentiate projects from other functions carried out in daily operations of the organization.

b) What is scheduling resource to project? Discuss any two problems arises while scheduling the resources in multiproject.

c) In project, Explain major types of risks involved.

Q3) Solve any one of the following : **[10]**

a) You have been given responsibility to handle software development project. Discuss different strategies you will adopt to create high performance project team.

b) Explain the role of WBS in successful project management.

Q4) Solve any one to the following : **[10]**

a) Discuss the difference between bottom-up & top-down estimating approaches? Under what conditions would you prefer one over the other?

b) Consider you work for MNC company you are handling virtual team. As a project manager which qualities are essential for handling virtual team effectively.

Q5) Solve any one of the following : **[10]**

a) Critisize the five stage team development model.

b) Priortize between 'Tracking Gantt chart' & 'Control chart' for monitoring time performance.

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Total No. of Questions : 5]

SEAT No. :

PD-2710

[Total No. of Pages : 2

[6430]-46

M.B.A.

309 - GE - UL -16 : KNOWLEDGE MANAGEMENT

(2019 Revised 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.***

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

a) Define 'Knowledge Management'

b) List two characteristics of knowledge.

c) What is the meaning of 'epistemology'?

d) What is information?

e) What do you understand by expertise?

f) Which of the following is an example of tacit knowledge?

a) A written report
b) A mathematical formula
c) Skills in riding a bicycle
d) A company's annual financial statement

g) Which of these is a commonly used tool in Knowledge Management?

a) Typewriter
b) Knowledge maps
c) Cash registers
d) Mechanical calculators

P.T.O.

Q2) **Solve any two out of the three questions (5 Marks Each) : [10]**

a) Discuss the role of 'System Testing and Deployment' in the context of the Knowledge Management Cycle.

b) Write a short note on subjective and objective views of knowledge.

c) Write a short note on Data & Data mining.

Q3) **Answer any One of the following (10 Marks Each) : [10]**

a) Explain in detail types of knowledge.

b) Explain in detail the concept of 'Reservoirs of Knowledge' and how they contribute to organizational learning.

Q4) **Answer any One of the following (10 Marks Each) : [10]**

a) Evaluate the role of organizational culture and structure in Knowledge transfer and sharing. Why are they deemed essential?

b) Discuss the ethical, legal, and managerial issues in Knowledge Management. Why are they essential for KM's success?

Q5) **Answer any One of the following (10 Marks Each) : [10]**

a) Analyze the dimensions of KM impact, including its influence on People, Processes, Products, and Organizational Performance.

b) Define the Knowledge Management cycle and provide an in-depth explanation of the Meyer & Zach KM cycle.

♣ ♣ ♣

Total No. of Questions : 5]

SEAT No. :

PD2711

[Total No. of Pages : 2

[6430]-47

S.Y. M.B.A.

GE-UL-17-310 : CORPORATE GOVERNANCE

(2019 Pattern) (Revised) (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 questions has an internal option.***

Q1) Answer any 5 out of 8 (2 Marks each) :

a) Define Corporate Governance.

b) What do you mean by Audit Committee?

c) Define stakeholder.

d) Define private limited company.

e) List out pillars of corporate governance.

f) Define corporate social responsibility.

g) Define enterprise risk management.

h) List types of directors.

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

a) Explain in detail the concepts of Whistle Blower.

b) Role of board of directors in internal control.

c) Issues and challenges of ICICI bank in corporate governance.

Q3) a) Discuss disclosure that are required to be made in terms of Clause 49 of listing agreement. **[10]**

OR

b) Discuss the different Board's Committee. Explain their role and functions. **[10]**

Q4) a) Identify and discuss problems in corporate governance noticed in different corporate failures. Explain with current example. **[10]**

OR

b) "A good corporate governance requires that the board should comprise of individuals with certain personal qualities such as integrity, a sense of accountability and history of achievement of success" - explain the statement with proper elaboration. **[10]**

Q5) a) Explain in detail effective control mechanism will help in the observance of good corporate governance through internal and management audit point of view. **[10]**

OR

b) Explain corporate social responsibility with the help of best practices adopted by the corporates. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD-2712

[Total No. of Pages : 2

[6430]-48

M.B.A.

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

(2019 Revised) (Semester - III)

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

Instructions to the candidates:

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

Q1) **Define the following (any 5) :** **[5 × 2 = 10]**

a) Memorandum of Association.

b) Society Registration Act.

c) Non-Profit leadership.

d) Mission statement of organisation.

e) Volunteer management.

f) Donor Marketing.

g) Conflict of Interest.

h) Sustainable Business model.

i) Public Relations.

j) Non Profit organisation.

Q2) **Answer any two :** **[2 × 5 = 10]**

a) What is the primary mission of a non-profit organisation & how does differ from profit organisation?

b) What are the primary factors that influence the growth of sustainability of non-profit organisation?

c) Explain the role of excutives in non-profit organisation and how their leadership and management skills contribute to the effectiveness.

P.T.O.

Q3) a) Discuss the essential skills and abilities required for a leader in a non-profit organisation. **[10]**

OR

b) Explain the significance of sales promotion & public relations for non-profit organisation.

Q4) a) Illustrate the importance of decision making leadership & strategic planning abilities that contribute to an organisation long term success. **[10]**

OR

b) What is the role of non-profit organisations board of director's & why is it crucial for the organizational success?

Q5) a) Define Governance and Explain the role of board of Governance in an Indian non-profit organisation. **[10]**

OR

b) Examine the critical aspects of managing financial resources in an Non-Profit organisation.

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Total No. of Questions : 5]

SEAT No. :

PD2713

[Total No. of Pages : 2

[6430]-49

S.Y. M.B.A.

304 MKT SC-MKT-03 : SERVICES MARKETING

(Revised 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) *Include examples wherever necessary.*
4) *Draw neat and labelled diagrams wherever necessary.*

Q1) Solve any five : **[5×2=10]**

a) Explain the concept of goods & services continuum.

b) What is service encounter? Give example.

c) The impact of service failure

d) Enlist bases for segmentation of services.

e) Automation with reference to services marketing.

f) Explain need for study of services marketing.

g) Meaning & concept of service blueprint.

h) Enlist service quality models.

Q2) Solve any two : **[2×5=10]**

a) Explain the characteristics of services with examples.

b) What is vertical & horizontal process mapping? How horizontal mapping differ from vertical mapping in process analysis?

c) Explain in brief the techniques of positioning services.

Q3) Solve any one : **[1×10=10]**

a) Design service blueprint for hospital.

b) Explain critical incident model. Discuss its relevance in service management.

P.T.O.

Q4) Solve any one : **[1×10=10]**

a) What is importance of segmentation, targeting and positioning of services? Discuss the challenges for segmentation, targeting & positioning of services in modern era.

b) Elaborate on the concept of physical evidence in service marketing. Discuss why it is considered significant in shaping customer perceptions and satisfaction?

Q5) Solve any one : **[1×10=10]**

a) Discuss the applications of services marketing in tourism.

b) In service industry, occasional service failures are inevitable. Consider courier service as an example. What can be the effective service recovery strategies in courier service failures, and how do they contribute to maintaining customer satisfaction and loyalty?

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Total No. of Questions : 5]

SEAT No. :

PD2714

[Total No. of Pages : 2

[6430]-50

S.Y. M.B.A.

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

(Revised 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) Solve any five questions. (2 marks each) : **[10]**

a) Explain the process of selling. What are the characteristics of a good seller?

b) What is Sales Forecasting?

c) State various types of distribution channels in sales & marketing.

d) Explain the concept of sales force motivation.

e) What is warehouse management?

f) What do you understand by Sales Force Automation (SFA)?

g) According to you, what are the duties of an ideal distribution manager?

h) What is distribution management, and why is it essential?

P.T.O.

Q2) Solve any two questions. (5 Marks each) : **[10]**

a) Explain in brief selection and training the sales force with suitable example.

b) Explain the differences between marketing and selling with suitable example.

c) What is the impact of Technology on Sales Management? Explain in brief with suitable examples.

Q3) Solve any one question. **[10]**

a) Explain the term sales planning & sales audit in detail with suitable example.

OR

b) What do you understand by Channel Information System? How businesses can use the Channel Information System effectively for their advantage?

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

a) Explain "Vertical Marketing System (VMS)" & "Horithntal Marketing System (HMS)" with suitable real-life examples.

OR

b) Define the term franchising. Explain the process of appointment of Franchisee with suitable example.

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

a) What do you understand by "Retailing?" Explain in brief various types of Retailers and Retailing Formats with the help of real life examples.

OR

b) Explain the terms EOQ and JIT with their practical importance to the industries.

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Total No. of Questions : 5]

SEAT No. :

PD2715

[Total No. of Pages : 4

[6430]-51
S.Y.M.B.A.
304 FIN-SC-FIN-03 : ADVANCED FINANCIAL MANAGEMENT
(2019 Revised 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) ***Use of electronic calculator is allowed.***
4) ***Assume suitable data, if necessary.***

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

a) State any two financial Distress predictors.

b) State any two objectives of cash flow.

c) List any two Real life examples on corporate Restructuring.

d) Give any two reasons for acquiring a company.

e) What do you mean by portfolio restructuring?

f) What is Signaling theory in capital structure?

g) State any two cash management models.

h) What are the two objectives of share buyback.

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

a) What is LBO? Explain its advantages.

b) Define Dividend policy & what are the factors affecting it?

c) Explain in detail any two strategies for managing surplus funds.

Q3) a) From the following balance sheet of Raghav Co.ltd. prepare fund flow statement. **[10]**

Liabilities	31-03-2022 ₹	31-03-2023 ₹	Assets	31-03-2022 ₹	31-03-2023 ₹
Equity share capital	6,00,000	8,00,000	Goodwill	2,30,000	1,80,000
Pref.Capital	3,00,000	2,00,000	Land & Building	4,00,000	3,40,000
General Resevse	80,000	1,40,000	Plant & machinery	1,60,000	4,00,000
Profit & Loss A/c	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 Receivables	40,000	60,000
Bills payable	40,000	32,000	Cash	30,000	20,000
Tax provision	80,000	1,00,000	Bank	20,000	16,000
	13,54,000	16,34,000		13,54,000	16,34,000

Additional Information

i) Proposed Dividend made during 2022 has been paid during 2023.

ii) Depriciation ₹40,000 on land & Building & ₹20,000 on plant & machinery.

iii) Interim Dividend has been Paid ₹40,000.

iv) Income tax ₹70,000 has been paid during 2023.

OR

b) The summary of cash transactions extracted from the books of Rahul ltd. **[10]**

	₹('000)
Balance as on 1st April 2022	140
Receipts from customers	11,132
Issue of shares	1,200
Sale of fixed Assets	512
	12,984
Payment to suppliers	8188
Payment for fixed Assets	920
Payment for overheads	460
Wages and Salaries	276
Taxation	972
Dividends	320
Repayment of Bank loans	1,000
	12,136
Balance as on 31st march 2023	848

You are required to prepare a cash flow statement of the company for the period ended 31st march 2023.

Q4) a) Atharva Ltd. has currently an ordinary equity share capital of ₹50,00,000 consisting of equity shares of ₹100 each. The company is planning to raise another ₹20,00,000 for their major expansion program. Following four options are available. **[10]**

i) Entirely through ordinary equity shares of ₹100 each.

ii) ₹10,00,000 through ordinary equity shares of ₹100 each and balance @ 15% Term Loan.

iii) ₹5,00,000 through ordinary equity shares of ₹100 each and ₹15,00,000 @ 15% Term Loan.

iv) ₹10,00,000 through ordinary equity shares of ₹100 each and ₹10,00,000 through 14% preference shares.

Assume that Income Tax rate is 40% and expected EBIT is ₹8,00,000 calculate EPS and advise beneficial option to the company.

OR

b) Raj Ltd. earned a profit of ₹10,00,000 before providing for Interest and Tax. The company's capital structure is as follows . **[10]**

i) The overall capitalization rate of the company is 15%.

ii) 20,000, 13% secured Redeemable Debentures of ₹100 each.

You are required calculate the value of the company under "Net operating Income Approach". Also calculate overall cost of capital of the company.

Q5) a) Ambika toys Manufacturers dye cast metallic cars for kids. Its present sale is ₹60,00,000 per annum with 20 days credit period. The company is contemplating an increase in the credit period with a view to increasing sales. Present variable costs are 70% of sales and the total fixed costs of ₹8,00,000 per annum. The company expects Pre-Tax return on Inrestment @ 25% some other details are given as under. **[10]**

Proposed Credit Policy	Average collection Period	Expected annual Sales
I	30 days	65,00,000
II	40 days	70,00,000

You are required to advise the company on the Policy to be adopted. Assume 360 days in a year calculations should be made up to two digit after decimal.

OR

b) i) Calculate market price of share using walter model from the following information

- Rate of return on Investment 10%
- Capitalization Rate 8%
- Eearning per share ₹5
- Dividend per share ₹4

ii) From the following information relating to a company, determine the market price of a share using gordon's model.

- Total Investment in assets ₹10,00,000
- No. of shares 50,000
- Total earnings ₹2,00,000
- Cost of capital 16%
- Payout ratio 40%

[10]

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Total No. of Questions : 5]

SEAT No. :

PD2716

[Total No. of Pages : 2

[6430]-52
S.Y.M.B.A.
305 - FIN - SC - FIN-04: INTERNATIONAL FINANCE
(2019 Revised Pattern) (Semester - III)

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

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicates full marks.*
3) *Every question has an internal choice.*

Q1) Answer any 5 out of 8 questions given below. **[5×2=10]**

a) What do you understand by the term 'International finance'?

b) What are swaps?

c) ______ market in which currencies buy and sell and their prices settle on is called the

   i) International Bond Market
   ii) International Capital Market
   iii) Foreign exchange market
   iv) Eurocurrency market

d) International finance mainly discusses the issues related with monetary interactions of at least _____

   i) One country
   ii) Two or more countries
   iii) Five countries
   iv) None of the above

e) List down any four types of Bonds.

f) Define Globalization.

g) What do you understand by the term 'Ask Rate'?

h) Explain country risk analysis.

Q2) Answer any 2 out of 3 questions. **[2×5=10]**

a) Write a note on credit rating agencies.

b) Write a note on 'Global Capital Market'.

c) What do you understand by the term 'Derivatives'.

Q3) Answer any 1 out of 2 questions below. **[10]**

a) Write a detail note on 'Anti money laundering' with suitable examples.

OR

b) Write a difference between ADR and GDR.

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

a) Explain the challenges of globalization in detail.

OR

b) Analyse the role of IMF in promoting financial stability and monetary cooperation.

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

a) Explain in detail about 'Tax Haven countries' with suitable examples.

OR

b) Explain in detail 'Interest Rate Parity'

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Total No. of Questions : 5]

SEAT No. :

PD2820

[Total No. of Pages : 2

[6430]-53
M.B.A. - II
304-HR-SC-HRM-03 : STRATEGIC HUMAN RESOURCE MANAGEMENT
(2019 Revised 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. (2 marks each) **[10]**

a) Define Human Resource Planning.

b) Distinguish between career planning and strategic planning (mention 2 points each.)

c) Define strategic fit.

d) State any two objectives of job analysis.

e) Define talent management.

f) State any two limitations of OCTAPACE framework.

g) Enumerate any two issues in implementations of strategic HR polices.

h) Define HR cost.

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

a) How does HR functions differently in a knowledge based economy compared to a traditional manufacturing environment?

b) Discuss the impact of technological advancements on SHRm practices and the future of strategic HRm.

c) How does effective career planning contribute to employee motivation and retention?

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

a) Critically assess the effectiveness of investing in HR initiatives on organizational performance.

OR

b) Evaluate the effectiveness of different forecasting techniques in predicting HR demand and supply in rapidly changing technological dynamics industry.

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

a) Discuss the strategies that a HR Professional can use to develop cross cultural sensitivity within the work force with suitable examples.

OR

b) Explain what shall be the ethical considerations for MNCS regarding HR practices for employees in different countries.

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

a) Discuss converting global SHRM practices into global competitive advantages.

OR

b) Explain how can HR practices, such as talent development and engagment programs be leveraaged to create sustainable global competitive advantage.

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Total No. of Questions : 5]

SEAT No. :

PD2717

[Total No. of Pages : 2

[6430]-54

S.Y. M.B.A.

305-HR-SC-HRM-04 : HR OPERATIONS

(2019 Revised 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) ***Use of simple calculator is allowed.***

Q1) Answer any five out of eight : **[2 each]**

a) Explain the theory of "Doctrine of Notional Extension".

b) Explain the term minimum and maximum bonus.

c) Explain the term "Contineous Service".

d) Explain the provisions regarding nomination under the Gratuity Act.

e) Explain the term PF contribution.

f) Explain the importance of personnel file.

g) Explain the term professional tax.

h) What is CTC? How to calculate it?

Q2) Solve any two : **[5 each]**

a) What are the elements on which gratuity becomes payable under the payment of gratuity Act? Can gratutity be forfeited?

b) Explain 'set on & set off' allocable surplus.

c) Draft a 'offer letter' for the position of "HR Executive" in manufacturing industry.

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

a) Explain HRA. State it's nature, objectives and scope.

b) Discuss the various benefits under the ESIC Act, 1948.

P.T.O.

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

a) Explain the term 'Disablement' When does the employee become liable to pay compensation under the workmen's compensation Act, 1923.

b) Draft a 'Warning letter' to an employee for misbehavior at workplace.

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

a) Mr. Ram was working in the organization from Jan.2010 and resigned in sept. 2023. His basic salary was 16,500 and DA was 12,000. Calculate Gratuity payable to him.

b) Draft an "Appreciation Letter' to Mr. Uday who achieved his targets contineously from last 6 months.

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Total No. of Questions : 5]

SEAT No. :

PD2718

[Total No. of Pages : 2

[6430]-55
S.Y.M.B.A. (Management)
304-OSCM-SC-OSCM-03: SERVICES OPERATION MANAGEMENT - II
(2019 Revised 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]**

a) Discuss competitive service strategies.

b) What are the features of complaint Handling policy?

c) Attributes or Features of professional services.

d) What is meant by service supply relationships?

e) State four principles of service Design.

f) Define service composition.

g) What is customer value?

h) Define customer Delight.

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

a) Define Service Quality. What are the dimensions of service Quality?

b) Explain 'Service Capacity Is Analogous to Inventory'.

c) Discuss the scope & flow of Service Design with examples.

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

a) Illustrate Service Recovery? What are the Basic Approaches to service Recovery?

b) What is customer-supplier Duality and the meaning of how to measure service-supply Relationships are Hubs, not chains.

P.T.O.

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

a) Describe the implementation of policy and strategy for IT services.

b) "Holistic service design contribute growth of organization" Justify the statement.

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

a) Draw 7-S framework and explain the Application of Mc-kinsey 7s Model.

b) What are the Advantages and challenges of customer lifetime value? Discuss how to measure customer lifetime value?

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Total No. of Questions : 5]

SEAT No. :

PD-2821

[Total No. of Pages : 2

[6430]-56
M.B.A.
305 - OSCM-SC-04 : LOGISTICS MANAGEMENT
(2019 Revised Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

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

Q1) **Solve any five:** **[5×2=10]**

a) Define distribution Logistics.

b) List out functions of Logistics management.

c) What is pipeline Transport.

d) Define logistics service provider.

e) What is Warehousing?

f) What is procurement logistics?

g) Define Transport system.

h) Define picking & Handling.

Q2) **Solve any two:** **[2×5=10]**

a) Discuss significance of Logistics.

b) Describe need of logistics infrastructure.

c) Explain the role of IT in Logistics.

Q3) **Solve any one:** **[1×10=10]**

a) Explain modes of Transport with suitable example.

b) Compare sea Freight Transport & Air Freight Transport.

P.T.O.

Q4) **Solve any one :** **[1×10=10]**

a) Evaluate role of system service provider & contract logistics provider.

b) Describe role of service provider in Logistics with suitable example.

Q5) **Solve any one :** **[1×10=10]**

a) Describe in detail about ware housing handling & picking system.

b) Why storage Facilities are Essential in Logistics management?

Total No. of Questions : 5]

SEAT No. :

PD2719

[Total No. of Pages : 2

[6430]-57
S.Y. M.B.A.
304-BA-SC-BA-03 : ADVANCED STATISTICAL METHODS USING R
(Revised 2019 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Make appropriate assumptions whenever required.***

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

a) What is Regression?

b) Write down the syntax for calculating median in R. Also explains the parameter.

c) What is the use of head( ) function in R.

d) Define Predictive Analysis.

e) Explain unlist ( ) function in R.

f) What is the use of Pbinom ( ) function in R.

g) Define Null & Alternate hypothesis.

h) What is the basic probability distribution in R.

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

a) What is the difference between F & T test?

b) State the assumption of regression model?

c) What is the trade off between bias & variance.

P.T.O.

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

a) Explain the ARIMA model. How ARIMA model is used for time series analysis.

b) Examine Anova in R? State the assumptions & explain one way Anova in details & also write benefit of ANOVA.

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

a) What is data mining? What are the applications of data mining in education?

b) Differentiate between supervised learning & unsupervised learning?

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

a) Explain descriptive analysis in R. State advantages & disadvantages of descriptive analysis.

b) What are the types of probability? Explain in details with examples.

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Total No. of Questions : 5]

SEAT No. :

PD-2720

[Total No. of Pages : 2

[6430]-58

M.B.A. (Business Analytics)

SC-04 : 305 BA - MACHINE LEARNING & COGNITIVE INTELLIGENCE USING PYTHON

(2019 Revised Pattern) (Semester-III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

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

Q1) **Solve any five.**

a) Enlist any 4 features of Numpy package. **[2]**

b) Write any 4 naming conventions of variables. **[2]**

c) Define unsupervised learning. **[2]**

d) Explain conditional statement IF- Statement in python with example. **[2]**

e) Differentiate between list and type. (any 2) **[2]**

f) Enlist core components of pandas (any 4) **[2]**

g) Differentiate between function over loading and operator over loading. (any 2) **[2]**

h) Recall the concept of decision tree. **[2]**

P.T.O.

Q2) **Solve any two.**

a) What are classes and objects? Explain its relevance in python. **[5]**

b) Explain all the built in data types in python with example. **[5]**

c) Describe SEMMA process model of machine learning. **[5]**

Q3) a) Describe K-mean clustering algorithm with example. **[10]**

OR

b) Discuss in detail any 5 core libraries in python. **[10]**

Q4) a) Discuss application of regression in stock prediction. **[10]**

OR

b) What is data visualization? Draw and explain different types of plots. **[10]**

Q5) a) Write a Python program to find whether the entered number from the user is odd or even. **[10]**

OR

b) Discuss application of unsupervised learning in any 5 domains. **[10]**

Total No. of Questions : 5]

SEAT No. :

PD-2721

[Total No. of Pages : 3

[6430] - 59
M.B.A.
SC-RABM-01: Agriculture and Indian Economy
(2019 Revised 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) Answer any five out of following : **[5 × 2 = 10]**

i) Which of the following state was chosen as the initiation site in India for green revolution?

a) Punjab b) Tamil Nadu

c) Gujarat d) Bihar

ii) In which year the Hyderabad prevention and eviction ordinance Act was passed?

a) 1951 b) 1952

c) 1953 d) 1954

iii) Which of the following schemes are responsible for rural road connectivity development in India.

a) PMGSY b) MGNERGA

c) PMRDF d) SGRY

e) Other

iv) In which state of India 'Grain Banks' set up by NGO

a) Haryana b) Maharashtra

c) Gajrat d) Punjab

P.T.O.

v) In which 5 year plan period slogan 'Garibi Hatao' given?

a) Fith b) Third

c) Fourth d) Sixth

vi) What is the crop ratio of Kharif to rabi crops?

a) 1:2 b) 1:4

c) 1:3 d) 2:1

vii) Who started zamindari system in India?

a) John shore b) L cornwalis

c) Lord minto d) Bruik CR

Solve any two out of following : **[10]**

Q2) a) Explain looming crisis in detail

b) Discuss major recommendations of national commission on rural labour (NCRL)

c) Critically evaluate success and implications of food security Act.

Q3) Analyse factors responsible for low agricultural productivity in India.What policy measures would you suggest to remedy the situation? **[10]**

OR

Elaborate critically progress and achivements of major schemes implemented under five year planning for development of Indian Agriculture. **[10]**

Q4) Discuss need and scope of land reforms in developing economy explain India as example also paint out institutional contribution in land reforms **[10]**

OR

Analyse pattern of ownership and operational holding of land in India. Also comment on fragmentation and subdivision of holdings as challenge for land reforms. **[10]**

Q5) Explain various types of irrigation system in India. How can efficiency of applied water be in increased in agriculture. Explain with example. **[10]**

OR

Write a detail note on any two **[2 × 5 = 10]**

i) Private sector participation in irrigation

ii) irrigation in 12th plan

iii) Mechanisation of agriculture

Total No. of Questions : 5]

SEAT No. :

PD2722

[Total No. of Pages : 2

[6430]-60

S.Y. M.B.A.

1-SC-PHCM-01 : FUNDAMENTALS OF PHARMA AND HEALTHCARE MANAGEMENT

(Revised 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 role Asha worker in healthcare systems?

b) Highlight any two factors that contribute to the growth of medical tourism in a country.

c) What are the functions of community health centers in India?

d) Give any two qualities of effective healthcare managers.

e) What is meant by the Holistic Approach to healthcare delivery?

f) What are the challenges of Healthcare management?

g) Which of the following Classical Management principles is most directly associated with ensuring that hospital operations are organized, with clear roles, responsibilities, and authority structures?

i) Planning

ii) Organizing

iii) Leading

iv) Controlling

h) Which of the following is an essential element of Human Resource Management (HRM) in the pharmaceutical and healthcare sectors?

i) Regular product launches

ii) Efficient recruitment and training processes

iii) Strict government regulations

iv) Marketing strategies for new drugs

Q2) Answer any 2 out of 3 : **[5 Marks each]**

a) Write a short note on CRM in pharmaceutical industry.

b) Discuss the National Health Policy of India and the health goals set under it.

c) Describe concept of alternative system of medicine in the healthcare sector.

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

a) Explain role of various committees in Health Planning in India.

b) Discuss the role of Human Resource Management in Pharma and Healthcare organizations. How do organizational learning, innovation, and change management contribute to the success of healthcare institutions?

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

a) Evaluate the impact of Medical Tourism on the healthcare sector, considering economic and Healthcare perspectives.

b) Develop a marketing mix strategy for promoting an Ayurvedic medicine. Identify and explain various promotional techniques that would be most effective for this product, and outline how they can be implemented in the market to attract consumers?

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

a) Analyze the factors that could lead to demotivation among healthcare professional in rural areas. Develop a plan to improve staff morale and performance. Explain the significance of motivation in healthcare institutions.

b) A pharmaceutical company is introducing a new medication for diabetes management. As the Marketing Manager, develop a comprehensive marketing strategy focusing on the Segmentation, Targeting, and Positioning (STP) approach.

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Total No. of Questions : 5]

SEAT No. :

PD-2723

[Total No. of Pages : 2

[6430]-61
S.Y. M.B.A.
HOSPITAL & HEALTHCARE MANAGEMENT
SC-THM - 01 - Fundamentals of Hospitality Management
(Rev. 2019 Pattern) (Semester - III)

Time : 2 ½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

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

Q1) **Answer Any 5 out of the below 8 :** **[5 × 2 = 10]**

a) Enlist any two importance of tourism.

b) Enlist any two tourist operators in India.

c) What are the tourism products?

d) What are the types of tourist?

e) Define Budget Hotel's

f) What is Pilgrimage tourism?

g) Define "Star Ratings" of Hotels

h) Enlist any four places of adventure tourism in India.

Q2) **Attempt any two out of three :** **[2 × 5 = 10]**

a) What are the industries related tourism. Explain

b) Describe the major departments of Hotel.

c) What are the challenges faced by hospitality industry during covid-19 Pandemic? Explain

P.T.O.

Q3) **Attempt any one :** **[1 × 10 = 10]**

a) Consider yourself as a Hotel Manager develop the promotional strategies for target customers with suitable justification.

b) Identify recent trend in hospitality and discuss how it impacts customer expectation.

Q4) **Attempt any one :** **[1 × 10 = 10]**

a) Compare and contrast different types of Hotels with suitable examples.

b) Summarise the impact of science and technology on travel and transport industry with suitable example.

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

a) Evaluate the contribution of tourism industry to employment in the hospitality sector.

b) Propose a strategy to improve employment opportunites in the hospitality industry within a specific region.

Total No. of Questions : 5]

SEAT No. :

PD2724

[Total No. of Pages : 2

[6430]-62

S.Y.M.B.A.

1-SC-IB-01 : IMPORT EXPORT DOCUMENTATION & PROCEDURE

(Revised 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) Attempt any five out of eight: **[10]**

a) Exporter has to register with one of the following authorities.

i) RBI ii) Exim Bank

iii) DGFT iv) ECGS

b) Policy about exports and imports are called

i) Commercial policy ii) Fiscal policy

iii) Monetary policy iv) Finance policy

c) International trade and domestic trade differs because of

i) Different Government policy ii) Immobility of factors

iii) Trade restriction iv) All of the above

d) Exim policy aims to _____

i) Encourge export

ii) Resolve trade related grievances

iii) Increase India's share in global trade

iv) All the above

e) Bill of lading issued by ______ company.

i) Transport ii) Shipping

iii) Warehousing iv) Outsourcing

P.T.O.

f) The IEC number is a number with _______ digit.

i) 6 ii) 3

iii) 10 iv) 9

g) Advance Authorization is issued generally _____ export.

i) before ii) after

iii) any time iv) never

h) Mate's receipt is issued by _____.

i) Customs ii) Captain of the ship

iii) Importer iv) Inspection agency

Q2) Attempt any two questions from the following: **[10]**

a) Define certificate of origin and mention its significance.

b) Differentiate mate receipts and bill of lading.

c) State the objectives of the present EXIM policy.

d) What are the benefits of import incentive schemes.

Q3) a) Explain the export and import policy in India. **[10]**

OR

b) What is commercial invoice? State its key importance in export documentation. **[10]**

Q4) a) What are the insurance documents used in imports? **[10]**

OR

b) State the present foreign trade policy's import relaxation. **[10]**

Q5) a) Analyse the Merits and Demerits of letter of credit. **[10]**

OR

b) Write in details the role of "cleaning and forwarding agents". **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD-2822

[Total No. of Pages : 2

[6430]-71

M.B.A.

401 : GC-14 : ENTERPRISE PERFORMANCE MANAGEMENT
(2019 Revised Pattern) (Semester - IV)

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

Instructions to the candidates :

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

Q1) **Answer the following (Any 5 out of 8) :**

a) Define internal Audit.

b) Explain concept of transfer pricing.

c) What is profit center.

d) Define Spread.

e) Explain Gross Margin Return on investment.

f) Define ROA.

g) What is Goal Congruence.

h) What is Profitability Index.

Q2) **Short notes (Any 2 out of 3) :**

a) What is post completion Audit. Explain the objectives.

b) Explain Malcom Balbridge Framework.

c) Explain concept, need of Capital Budgeting.

Q3) a) What are the different parameters to measure financial & non financial performance of an enterprise.

OR

b) Explain various parameters to measure performance of Banks.

Q4) a) Explain project control process in detail.

OR

b) Discuss performance of retail store on following parameters. i) sell through analysis & ii) multiple attribute method.

Q5) a) Alpha industries has two shops ie welding shop and paint shop. welding shop assembles 50,000 purchased items and 1,50,000 internal items converted into 40,000 assemblies and forwards 3/4th of the same to paint shop. variable cost of one assembly is Rs. 200/piece and market price is Rs. 300/piece. The transfer price decided is equal to market price. fixed cost of welding shop is Rs. 10 lacs and of paint shop is Rs. 12lacs. variable cost (including transfer price) is Rs. 500/piece. The sales price for paint shop is Rs. 750/piece.

Calculate-

i) Profit of individual cost center and overall profitability.

ii) What should be done if paint shop wishes to purchase assemblies @ Rs 200 from outside due to reduced market price?

OR

b) Explain the role of Audit as control system. Differentiate between statutary audit, cost audit & internal audit.

Total No. of Questions : 5]

SEAT No. :

PD2725

[Total No. of Pages : 2

[6430]-72

S.Y.M.B.A.

402-GC-15 : INDIAN ETHOS & BUSINESS ETHICS

(2019 Revised Pattern) (Semester - IV)

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) Solve any Five. **[5×2=10]**

a) Define Indian Ethos.

b) What is the role of Indian Ethos in managerial practices?

c) What are the dimensions of Work Ethos?

d) What is the significance of Values in business?

e) Ethics v/s Ethos: Differentiate.

f) What is the significance of Eastern Management v/s Western Management?

g) Briefly explain Trans-Cultural Human Values.

Q2) Solve any two. **[2×5=10]**

a) Explain the Evolution of Indian Ethos and its relevance in contemporary workplaces.

b) Discuss the Role of Indian Ethos in managerial practices.

c) Analyze the impact of Value Based Management on global change.

Q3) a) Discuss the Laws of Karma and its relevance business settings. **[10]**

OR

b) Explain the Leadership Pointers derived from Kautilya's Arthashastra.

P.T.O.

Q4) a) Develop a plan for a business to implement transparency and accountability measures in the era of Social Media and E-Platforms.**[10]**

OR

b) Analyse the essence of Business Ethics and highlight various types of Business Ethics.

Q5) a) Analyse the difficulties faced in practicing ethics within organizations, provide suitable examples. **[10]**

OR

b) Evaluate the ethical challenges for managers in different functional areas of Business, with a focus on HRM.

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Total No. of Questions : 5]

SEAT No. : [ ]

PD-2823

[Total No. of Pages : 2

[6430]-73

M.B.A.

GE-UL-19 - 405 : GLOBAL STRATEGIC MANAGEMENT

(2019 Pattern) (Revised) (Semester - IV)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***All questions carry equal marks.***
3) ***All questions contain internal options.***

Q1) **Solve any five of the following :** **[5 × 2 = 10]**

a) Define Global Strategic Management.

b) Define Market Intelligence.

c) What is ‘Licensing’?

d) Define ‘Piggybacking’.

e) Explain Competitive Advantage.

f) List Elements of External Environment Analysis.

g) Define Globalization.

h) What is Country Attractiveness?

Q2) **Answer any two of the following :** **[2 × 5 = 10]**

a) What do you understand by learning organization?

b) What are the various factors that globalization?

c) What are the various criteria for successful alliance?

Q3) a) Define Strategic Alliance. Explain the typology and Framework of Strategic Alliance. **[10]**

OR

b) Explain the various ways of designing the global organization. **[10]**

Q4) a) What is market intelligence? What are the Key Success Factors of World Class Market Intelligence? **[10]**

OR

b) Explain in detail the various theories of organizational adaptation. **[10]**

Q5) a) Design Suitable Market Entry strategy for OTIS Elevators. **[10]**

OR

b) Explain global mergers and acquisitions. Explain the rationale for cross-border M&As with suitable example. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2726

[Total No. of Pages : 2

[6430]-74
S.Y. M.B.A.
406-GE-UL-20 : TECHNOLOGY COMPETITION AND STRATEGY
(Revised 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.*

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

a) Define competitive Rivalry.

b) What is institutional milieu?

c) Define technology intelligence?

d) Define core competencies.

e) What is performance measurement?

f) Define Linking Technology.

g) What is Outsourcing Alliances?

h) Define Global Technology Alliances.

Q2) Answer the following. (Any 2 out of 3) (5 marks each) **[10]**

a) Discuss the changes in the Value Chain.

b) Explain the External versus Internal Technology Intelligence.

c) Discuss the role of Chief Technology Officer?

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

a) Explain the formulation of technology strategy with suitable example.

OR

b) Explain the Linkages between technology choice and competitive advantage with suitable example?

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

a) Analyse the organizational arrangements and key principles for Data Collection.

OR

b) Analyse the collaborative arrangements in the domain of Technology Strategy.

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

a) Evaluate the cases on R & D Collaborations and Risks of Collaborative Activity.

OR

b) Evaluate the key principles underlying technology strategy in current scenario.

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Total No. of Questions : 5]

SEAT No. :

PD2824

[Total No. of Pages : 2

[6430]-75
S.Y.M.B.A.
407 GE -UL-21-CYBER LAWS
(2019 Revised 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 Misinterpretation?

b) Define Cyber Regulations.

c) What is Copyright in Computer Programmes?

d) What is E-Governance?

e) Define SPDI

f) Define Intellectual Property Rights (IPR)

g) Define Cloud Computing.

h) What is Appellate Tribunal?

Q2) Attempt any Two: **[2×5=10]**

a) Explain various authorities under IT Act and their powers.

b) Explain Electronic Signature Law's of any two Countries.

c) What do you understand by offence in Cyber Crime? Support your answer with suitable examples.

Q3) Attempt any One: **[1×10=10]**

a) Explain Concept of Patent Right and its relevant Provisions of Patent Act 1970.

b) What is meant by Intellectual Property? Explain with examples.

Q4) Attempt any One: **[1×10=10]**

a) Explain International perspective about reasonable security practices applicable to Sensitive Personal Data.

b) Explain Domain Names and Trademark Disputes with suitable example.

Q5) Attempt any One: **[1×10=10]**

a) Explain Cyber Regulations & Appellate Tribunal with suitable examples.

b) Explain digital Signature in Indian Laws with suitable examples.

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Total No. of Questions : 5]

SEAT No. : ____

PD-2727

[Total No. of Pages : 2

[6430] - 76

M.B.A.

408 - GE-UL - 22: Corporate Social Responsibility & Sustainability (2019 Revised) (Semester-IV)

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

Instructions to the candidates:

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

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

a) Define ecological footprint

b) What do you mean by corporate philantropy

c) Name two primary aims of CSR

d) Give any two objective of CSR

e) What is ESG report

f) Define CSR Annual Report

g) State the meaning of NGO

h) Define ethics in work life

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

a) Discuss the role of public sector in CSR.

b) State the role of stakeholders in CSR.

c) Give the difference between sustainable development and green development

P.T.O.

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

a) Explain the nature as to why board of corporate governance in India was established with its structure and establishment.

b) Illustrate the effect of globalisation in the context of CSR practices adopted by various MNC's.

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

a) State dimension of sustainable development. Explain social factors or parameters which help in inclusive growth of a economy and society.

b) Appraise the measures taken by various organization to reduce the ecological footprint with examples.

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

a) What are various 7-point charter under united nations agenda for global peace and sustainable development-2030 how it is important & helpful for India's long term growth and development.

b) Indian values and ethics are considered to be one of best in the word Explain with few illustrations as to it's applicability in airline & food industry.

Total No. of Questions : 5]

SEAT No. :

PD2728

[Total No. of Pages : 2

[6430]-77

M.B.A. - II

403 MKT SC-MKT-05 : MARKETING 4.0

(Revised 2019 Pattern) (Semester -IV)

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 are market archetypes?

b) What is the paradox of marketing?

c) State any 2 attributes of Human-Centric Brands.

d) Explain the term PAR?

e) Explain the term CRM?

f) What are the three main components of digital economy?

g) Recall the concept Social Listening.

h) Define the term Brand Advocacy?

Q2) Solve any two. **[2×5=10]**

a) Describe the process of content marketing in details.

b) How did we go from marketing 1.0 to marketing 4.0 explain in details.

c) Compare and constrast informed customers Vs. distracted customers.

Q3) Solve any one. **[1×10=10]**

a) In Marketing 4.0 how do digital technological advancements affect marketing activities.

b) Discuss the consumers behaviour and industry characteristics exhibited by 'Door Knob' archtype with example.

Q4) Solve any one. **[1×10=10]**

a) How can your business acquire greater mind share by leveraging youth's roles by early adopters and trendsetters? Explain in details?

b) Explain with suitable example the term "Breaking the Myths of Connectivity".

Q5) Solve any one. **[1×10=10]**

a) How can your Business trigger favourable customer conversation in order to drive awareness without increasing the marketing budget significantly?

b) Explain about how consumers are getting enhancing Digital experience with mobile apps of Digital payment.

Total No. of Questions : 5]

SEAT No. :

PD-2729

[Total No. of Pages : 2

[6430] - 78

M.B.A.

404 MKT: Marketing Strategy

(2019 RevisedPattern) (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]**

a) Explain the term marketing plan.

b) What do you mean by term marketing audit.

c) What is STP analysis.

d) How to select niche market.

e) Explain the importance of marketing strategy for a start-up.

f) What do you mean by marketing for casting

g) How do you define the term relationship marketing strategy.

h) What strategies are important when product reach to growth stage.

Q2) Solve any two : **[2 × 5 = 10]**

a) What factors are important to select a specific target market.

b) Explain the term porter's five force.

c) How does unique value proposition support the organization to create best position in statement.

P.T.O.

Q3) Solve any one : **[1 × 10 = 10]**

a) What is market strategy explain the process of market opportunity analysis?

b) Construct a BCG product portfolio matrix for airtel telecom service provider.

Q4) Solve any one : **[1 × 10 = 10]**

a) What do you mean the term competative advantage, explain the answer with suitable example.

b) Analyse the competition in toothpaste market and suggest relevance strategies to vico-toothpaste and Himlaya toothpaste to retain their market share.

Q5) Solve any one : **[1 × 10 = 10]**

a) Design the required market strategies for a product reached at decline stage of PLC, explain the answer with suitable example.

b) What are the strategies to enter the new market and strategies for growth for a e-vehicle manufacturing company.

Total No. of Questions : 5]

SEAT No. :

PD2730

[Total No. of Pages : 2

[6430]-79

S.Y. M.B.A.

403 - FIN - SC- FIN - 05 : FINANCIAL LAWS

(2019 Revised Pattern) (Semester-IV)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Draw neat diagrams wherever necessary.***
3) ***Figures to the right indicates full marks.***

Q1) Attempt any five : **[5×2=10]**

a) What are modes of recovery (only names) under SARFAESI Act 2002.

b) Mention any two objectives of corporate Debt Restructuring.

c) Write any two advantages of FEMA over FERA act.

d) Define 'Actuary' and 'Actuarial Society' as per section 2 in The Actuaries Act 2006.

e) Write any two objectives of Insolvency and Bankruptcy code.

f) List out any two rules for prosecution of Director under The Actuaries Act.

g) Define special purpose company under SARFAESI Act 2002.

Q2) Attempt any two : **[2×5=10]**

a) List out transactions exempted under SARFAESI Act 2002.

b) Write note on Taxation of foregin income.

c) Explain concept of 'Corporate Financial Distress' under CDR process.

Q3) a) Critically analyse role of SARFAESI act in promoting financial stability and credit discipline in the economy. **[10]**

OR

b) Compare and contrast SARFAESI Act with other legal mechanisms for debt recovery in India. **[10]**

Q4) a) Evaluate role of different stakeholders in corporate debt restructuring. **[10]**

OR

b) Critically evaluate challenges and limitations associated with strategic debt restructuring including legal, regulatory and operational barriers. **[10]**

Q5) a) Explain the reasons behind the repeat of FERA and introduction of FEMA. Elaborate objectives of FEMA. **[10]**

OR

b) Analyse incorporation of institute of Actuaries of India. Critically list out composition and functions of council under The Actuaries Act. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD-2825

[Total No. of Pages : 3

[6430] - 80

M.B.A.

404-Fin-SC-Fin-06: Current Trends & Cases in Finance

(2019 Revised) (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) ***Use of sample calculator is allowed***

Q1) Write any five out of eight (2 marks each) : **[10]**

a) Define value chain financing.

b) Mention two objectives of self-help groups.

c) Define briefly any one type of e-wallets.

d) What is the main aim of small finance bank?

e) Which microfinance institution is known as the universal bank?

i) Arohan Financial Services Private Ltd.

ii) Bandhan Financial services Private Ltd.

iii) Disha Micro Finance Pvt. Ltd.

iv) SKS Microfinance Pvt. Ltd.

f) In India, NABARD does not provide refinance to

i) Scheduled commercial Banks ii) Regional rural banks

iii) Export-import bank iv) State development banks

P.T.O.

g) Which of the following is not the part of organised sector of Indian money market?

i) Mutual funds ii) Chit funds iii) NBFCS iv) R.B.I.

h) E-wallet has mainly______ components

i) 2 ii) 3 iii) 4 iv) 5

Q2) Answer the following (any 2) : **[2 × 5 = 10]**

a) Describe the various functions of NABARD.

b) Explain the SEBI regulations on startup listing.

c) Describe the business model of payment banks in India.

Q3) a) Develop a plan to deal with the issues faced by microfinance in India.**[10]**

OR

b) Enumerate the different schemes available for new startups by government of India. **[10]**

Q4) a) 'Amar' is an angel investor is seeking an ainnual return of 25% on the Investment of Rs. 500000 in a business.

Calculate & analyze the following.

i) What is the angel's Investment worth after 5 years?

ii) If the investor and the enterpreneur have agreed that based on the financial projections the value of the business at the end of 5 years would be Rs. 1050670. Calculate the angel investor's equity percentage. **[10]**

OR

b) How do "Phone Pay" achieve the good market share in India? Analyse the working model with suitable facts & figures. **[10]**

Q5) a) A company is contemplating to raise additional funds of Rs. 40,00,000 for setting up a project. The company expects EBIT of Rs. 18,00,000 from the project following alternative plans are available:

i) To raise Rs,40,00,000 by way of equity shares of Rs.l00 each.

ii) To raise Rs.20,00,000 by way of equity shares of Rs. 100 each, and Rs.20,00,000 by way of debt @ 10%.

iii) To raise Rs.25,00,000 by way of equity of Rs. 100 each and rest Rs. 15,00,000 by way of preference shares @ 14%.

iv) To raise - Rs.12,00,000 by equity shares of Rs.100 each; Rs.12,00,000 by debt @ 10%; Rs.16,00,000 by 14% preference shares.

The company is in 60% tax bracket. Which option is best? **[10]**

OR

b) "Rashmika" after acquiring a degree in Hotel management and Business Administration, Took over her family business of food accession Company of Manufacturing Spices. The business had been established by her great grandmother and was doing reasonably well. However, the fixed operating costs of the business were high and the cash flow position was weak She wanted to undertake modernization of the existing business to introduce the latest manufacturing processes and diversify in to the market of chocolates and candies. She was very enthusiastic and approached to a financial consultant who told her that approximately Rs. 1cr. would be required for undertaking the modernization and expansion programme. He also informed by consultant that the stock market was going through a bullish phase.

i) Keeping in mind the above considerations, identify' the source of finance that should not be chosen by Rashmika for financing the modernization and expression of her food processing business. Give one reason in support of your answer.

ii) Explain any two factors, a part from those stated in the above situation, which she should keep in mind while taking this decision. **[10]**

Total No. of Questions : 5]

SEAT No. :

PD2731

[Total No. of Pages : 2

[6430]-81

M.B.A. - II

403-HR-SC-HRM-05 : ORGANIZATIONAL DIAGNOSIS AND DEVELOPMENT

(2019 Pattern Revised) (Semester-IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicates full marks.*
3) *Draw neat labelled diagrams wherever necessary.*

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

a) Define the term double loop learning.

b) _______ teams are typically comprised of individuals who have a functional home base.

i) Effective teams

ii) Cross functional

iii) High performance team

c) Expand the term PESTEL.

d) Quality circles.

e) A _______ list contains the things the group does not like about other group.

i) empathy

ii) positive feedback

iii) bug

f) Shed Light on Trust issue in client consultant relationship _______ in short.

g) Gestalt approach.

h) Define OD.

P.T.O.

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

a) Managerial Grid.

b) Role of consultant in OD intervention.

c) What do you understand by Parallel learning structures?

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

a) Kurt Lewin suggested a systematic manner in which change can be brought about - Shed high on it.

b) What are T - groups and how will they play an important role in overall development of the organization.

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

a) Walton's approach to Third-Party Peacemaking.

b) Write short note on ;

i) Organization union and Partnering

ii) Sisc-Bosc Model

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

a) Jim is the CEO a newly setup manufacturing company, which of the leadership style he should exhibit - answer with the help of managerial grid.

b) Discuss the crucial elements of action research which managers should consider while solving the problems in an organization.

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Total No. of Questions : 5]

SEAT No. :

PD2732

[Total No. of Pages : 2

[6430]-82

S.Y.M.B.A.

404 -HR SC-HRM-06 : Current Trends and Cases in Human Resource Management

(2019 Revised Pattern) (Semester-IV)

Time : 2½ 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) Solve any five: **[5×2=10]**

a) What does HR trends primarily focus on?

i) Historical HR practices

ii) Future HR developments

iii) Current HR regulations

iv) Talent management

b) What is the main impact of digital disruption on HR trends?

i) Simplifying HR processes

ii) Maintaining traditional HR practices

iii) Isolating HR from technological advancements

iv) Promoting traditional HR practices.

c) Explain inclusive leadership.

d) Define talent analytics (U2)

e) Define employee engagement

f) Define the term of workforce diversity.

g) Define Digital Disruption

h) Define organizational culture

P.T.O.

Q2) Write short note (Any 2) **[2×5=10]**

a) Benefits of Technology-Enabled Training methods.

b) Employee experience platforms.

c) Establishing Gender parity & pay equality.

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

a) Discuss Digital Disruptions & its impact on HR trends.

b) Elaborate cloud & mobile-enabled HR solutions.

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

a) Explain the strategies organizations can adopt to address changing skill requirements & promote family work life balance in the workplace.

b) Provide a comprehensive overview of how current HR trends enhance organizational culture & effectiveness, employee performance & satisfaction.

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

a) XYZ corporation, a leading tech company, is facing challenges in atracting & retaining top talent due to out dated HR processes. The HR department is considering implementing technological interventions to streamline their HR processes.

i) How can Artificial Intelligence be utilized in recruitment to improve efficiency & effectiveness

ii) How might cloud & mobile-enabled HR solutions enhance accessibility & flexibility in HR management for XYZ corporation?

b) NETCO is IT software development company. If has total 50 branches in 10 countries in various cities. The company was at its top position one year back but due to continous changes in hardware, software & AI technologies, employees need to learn continously & adopt new changes to keep business growing. As a HR manager of Global company can you suggest suitable technology enables training & development strategies for its employees to sustain the business. Discuss also kind of technologies to be used to train the employees.

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Total No. of Questions : 5]

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PD2733

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[6430]-83

M.B.A. - II

403 OSCM-SC-OSCM-05 E SUPPLY CHAINS & LOGISTICS

(Revised 2019 Pattern) (Semester -IV)

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

Instructions to the candidates:

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

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

a) What is e-logistics

b) Forward Logistics

c) Reverse Logistics

d) What is full form of ERP

e) What is EDI

f) What is full form of RFID

g) What is an ASN used for

h) What is an electronic signature

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

a) Explain the elements of e-supply chains.

b) What are benefits of GPS and GIS.

c) What is E-procurement?

Q3) What is the role of e-commerce in SCM? **[10]**

OR

Explain the challenges of E-logistics?

Q4) Discuss competitive advantages through e-supply chain management? **[10]**

OR

Explain-E-logistics documentation.

Q5) Explain-Application of E-logistics in Business to Business and Business to Consumer. **[10]**

OR

Explain E-Tracking system with real-time examples?

Total No. of Questions : 5]

SEAT No. : [ ]

PD2734

[Total No. of Pages : 2

[6430]-84

S.Y. M.B.A.

404 - SC - OSCM - 06 : INDUSTRY 4.0

(2019 Pattern) (Revised) (Semester - IV)

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

Instructions to the candidates:

1) ***All questions are compulsory as mentioned.***
2) ***Assume suitable data if necessary.***
3) ***Draw neat, labelled diagram wherever necessary.***

Q1) Answer any 05 out of 08. **[5×2=10]**

a) Define Mechatronics

b) Present a Chart on developments in Industrial revolution

c) Distinguish between Sensing and Actuation

d) What is Automated Guided Vehicle (AGV)?

e) Explain in brief Mobile Computing

f) Distinguish between Internet of Things (IoT) & Industrial Internet of Things (IIoT)

g) Describe the term: Smart Logistics

h) Define Horizontal and Vertical Integration

Q2) Answer Any 02 out of 05. **[2×5=10]**

a) Distinguish between Japanese and Western approaches towards achieving manufacturing excellence.

b) Explain in brief the pillars of Industry 4.0

c) Compelling Forces and Challenges for Industry 4.0

d) Features and uniqueness of the Cyber-physical Systems

e) Overview of Software Defined Network (SDN)

Q3) AnswerAny 01 out of 02. **[1×10=10]**

a) Discuss in detail the various evolution of Industrialization and indicate the path towards Industry 4.0

OR

b) Discuss the four types of Analytics: Descriptive, Diagnostics, Predictive, and Prescriptive Analytics.

Q4) Answer Any 01 out of 02. **[1×10=10]**

a) Explain in detail: Artificial Intelligence and Cloud Computing Basics.

OR

b) Illustrate with Examples the Ecosystem comprising of Industry 4.0

Q5) Answer Any 01 out of 02. **[1×10=10]**

a) Evaluate the concept of Smart Industry Readiness Index (SIRI) in context of Challenges and Preparedness of Industry 4.0

OR

b) Determine the case uses of Industry 4.0 for Healthcare, Automobile, Banking and Power Industry.

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Total No. of Questions : 5]

SEAT No. :

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[6430]-85

S.Y. M.B.A.

(SC-BA-05) 403 BA : ECONOMICS OF NETWORK INDUSTRIES

(Revised 2019 Pattern) (Semester-IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Neat diagrams must be drawn wherever necessary.***
3) ***Figures to the right indicate full marks.***
4) ***Assume suitable data, if necessary.***

Q1) Answer any 5 out of 8 : **[2 Each]**

a) Role of Network in Airline Industry.

b) What is demand - side economics of scale?

c) Define software variety under hardware competition.

d) Explain outline Information goods.

e) Short note on Software Pricing.

f) Short note on spectrum allocation.

g) Define Digital Convergence.

h) Role of Licensing in network Industries.

P.T.O.

Q2) Answer any 2 out of 3 : **[5 Each]**

a) Explain dynamic approach to technology Revolutions.

b) Explain characteristics of Network industries for cost structure.

c) Explain Hardware compatibility.

Q3) a) Explain media of exchange as network. **[10]**

OR

b) What is mean by the of zero pricing business model? Explain with example.

Q4) a) Explain Demand side economics of scale Network externality. **[10]**

OR

b) Explain pricing information goods network hardware and software.

Q5) a) Evaluate the Role of code sharing agreements in Airline Industry. **[10]**

OR

b) Analyze the role of patents, licensing and standardization in network industries.

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Total No. of Questions : 5]

SEAT No. :

PD2736

[Total No. of Pages : 2

[6430]-86
S.Y.M.B.A.
404BA-SC-BA-06 : ARTIFICIAL INTELLIGENCE IN BUSINESS APPLICATIONS
(2019 Revised Pattern) (Semester - IV)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Neat diagram must be drawn wherever necessary.***
3) ***Assume suitable data, if necessary.***

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

a) Define the term entropy in decision tree learning.

b) What is the primary objective of hill-climbing search?

c) What are the elements of predicate logic?

d) Define first order logic.

e) State uniform-cost search.

f) Define Complexity of Analytics.

g) Define Data and Big Data.

h) What is PROLOG?

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

a) What is the difference between Depth-First Search and Breadth-First Search?

b) What is the common way to represent and parse Grammars for natural language processing?

c) Explain in detail A* searching technique with an example.

Q3) Answer 3 (a) or 3 (b) :

a) Explain Clustering with an example. **[10]**

OR

b) Discuss the Machine Learning Workflow. **[10]**

Q4) Answer 4 (a) or 4 (b) :

a) What is Artificial Intelligence? Explain applications of Artificial Intelligence. **[10]**

OR

b) What is NLP? What are the stages in NLP? **[10]**

Q5) Answer 5 (a) or 5 (b) :

a) What are the applications of neural network? **[10]**

OR

b) Explain any two informed searches. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD2737

[Total No. of Pages : 2

[6430]-87

S.Y.M.B.A.

404 RABM-SC-RABM-02 : ICT FOR AGRICULTURE MANAGEMENT

(Revised 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) Define the term "ICT" in the context of agriculture.

b) What is Leapfrogging Technology?

c) Name two ICT tools used in agricultural extension activities.

d) Identify the categories of ICT services used for market access.

e) State the two advantages of e-commerce in agriculture over the traditional market.

f) Recall the types of financial inclusion initiatives specific to agriculture.

g) Define GPS and its significance in agriculture.

h) Name two GIS applications specifically used for micro resource mapping.

Q2) Solve any two: **[2×5=10]**

a) Discuss the potential impact of ICT on rural economies.

b) Enumerate the advantages and opportunities offered by market access ICT services and provide illustrative examples.

c) Discuss the impact of the PMJJY scheme on rural financial inclusion.

P.T.O.

Q3) Solve any one: **[1×10=10]**

a) Assess the significance and effectiveness of Village Resource Centres (VRCs) and Common Resource Centres (CRCs) in fostering rural development.

b) Analyse the role of ICT in improving the efficiency of agricultural production systems and examine the impat of ICT tools on risk management in agriculture.

Q4) Solve any one: **[1×10=10]**

a) Discuss the potential of e-auction in agricultural marketing. Explore how farmers can leverage e-commerce platforms to effectively market their produce.

b) Discuss the issues and concerns in land management using GIS and provide strategies for mitigation

Q5) Solve any one: **[1×10=10]**

a) Examine the integration of remote sensing and image processing technologies with ICT in agricultural practices, considering their impact, challenges, and potential opportunities. Provide examples to illustrate your points.

b) As the manager of a prominent agriculture firm, elucidate the importance of micro resource management and elaborate on the strategies for employing ICT to enhance micro resource management.

Total No. of Questions : 5]

SEAT No. :

PD2738

[Total No. of Pages : 2

[6430]-88
M.B.A.-II
404-PHCM-SC-PHCM-02 : PHARMA & HEALTHCARE REGULATORY ENVIRONMENT IN INDIA
(Revised 2019 Pattern) (Semester-IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Neat diagrams must be drawn wherever necessary.***
3) ***Figures to the right indicate full marks.***
4) ***Assume suitable data, if necessary.***

Q1) Solve any Five out of Eight :

a) Define Environmental Scanning.

b) Write four element of void argument & contingent contract.

c) State any two legal problems in relation to health administration.

d) State 3 points of Indian medical council act 1956.

e) Which of the following is NOT part of PESTLE.

i) Ecological ii) Environmental

iii) Nature iv) Technological

f) Which of the following is NOT part of IPR in Pharma Business.

i) Patent ii) Trademark

iii) Commissioning of Hospital iv) Copyright

g) In standardized contract :

i) The individual has no choice but to accept & sign on the dotted line

ii) The individual must be protected in contract

iii) The agreement is without consideration

iv) None of the above

h) Which of the following is NOT an essential of a valid contract.

i) Agreement ii) Adequate consideration

iii) Lawful object iv) Not barred by Law

P.T.O.

Q2) Solve any Two out of Three :

a) Compare & contrast between Political & Socio cultural environment with example.

b) What do you mean by Narcotic drugs & Psychotropic drugs?

c) Compare & contrast between Patent & Copyright.

Q3) Solve any One out of Two :

a) "Nano Technology is one of the reason for advancement in pharma & healthcare management - Comment.

b) Write in details the essentials of contract for selling the scheduled drugs at chemist counter.

Q4) Solve any One out of Two :

a) Analyse in details the dynamics of healthcare industry to cater the nation with all line of treatment.

b) Analyse CDRA - Consumer Disputes Redressal Agencies - procedure with suitable example.

Q5) Solve any One out of Two :

a) Demonstrate Patent Act - 2005 for the product (API) of your choice in Indian context.

b) List down all latest amendments to the drugs & cosmetic Act.

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Total No. of Questions : 5]

SEAT No. :

PD2739

[Total No. of Pages : 2

[6430]-89

Second Year M.B.A.

404-THM-SC-THM-02 : TOURISM AND TRAVEL MANAGEMENT

(Revised 2019 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Solve any 5 questions : **[5×2=10]**

a) Explain “Incredible India Campaign”.

b) Define - IATA accreditation.

c) Explain - Sports tourism

d) Two functions of travel agents.

e) Two contribution of Indian Railway in tourism.

f) Explain “Medical Tourism”.

g) Write two geographical components of tourism.

Q2) Solve any two : **[2×5=10]**

a) Define “Ecotourism” and explain one key principle associated with this form of tourism.

b) Describe the concept of “over tourism” and provide an example of a destination affected by it.

c) Define tourism and distinguish between domestic & International tourism.

Q3) Solve any one : **[1×10=10]**

Describe the economic impacts of tourism on a local community considering example of J & K.

OR

Develop a crisis management plan for a tourist destination Vulnerable to natural disasters.

Q4) Elaborate how has Globalisation influenced the development of the tourism industry world wide? **[10]**

OR

Elaborate "Tour package" is it recommended to go for a tour package instead of a segregated plan?

Q5) Analyse the role of Indian Railways in the development of tourism in India. **[10]**

OR

Elaborate the concept of "Travel Motivator" and explain "VRF" (Visiting Friends and Relatives) as a kind of tourism.

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Total No. of Questions : 5]

SEAT No. :

PD-2740

[Total No. of Pages : 2

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M.B.A.

SC- IB -02: Global Trade & Logistics Management

(2019 Revised Pattern) (Semester-IV) (404 IB)

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 (2 marks each) : **[10]**

a) Write Elements of International Business.

b) Write Significance of trade.

c) Write Elements of Logistics Management.

d) Importance of Globalisation.

e) Write challenges in shipping.

f) Write types of logistics.

g) Write Importance of warehousing.

h) Write role of VTMS.

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

a) Explain product life cycle theory

b) Porter's diamond model

c) Explain trade with significance

P.T.O.

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

a) Write notes on: Economic Environment, Political Environment, Demographic Environment and Legal Environment.

OR

b) Write short note on :

i) Foreign Trade Policy

ii) Export Incentives and Facilities.

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

a) Write name and explain in brief different modes of shipment.

b) Explain containerization and third party logistics in detail

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

a) Define INCOTERM also explain selection process of INCOTERM.

b) Application of Information Technology in global logistics and it's positive impact on logistics. Discuss in brief.