

Total No. of Questions : 2]

SEAT No. :

PD-5607

[Total No. of Pages : 2

[6438]-1
MBA (SODL)
CR-11: MANAGEMENT CONCEPT AND APPLICATIONS
(Rev. 2021) (Semester-I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7:

[5 × 10 = 50]

- a) Define term of Management. Explain the function of Management.
- b) What is planning? Explain the advantages and disadvantages of planning.
- c) Explain the factors that determine the need of centralization and decentralization in a business organization.
- d) Explain the on-the-job and off-the-job training methods employed in organizations.
- e) Describe the steps involved in the control process.
- f) Explain Henri Fayol's 14 principles of management.
- g) What do you mean by Management by Objectives (MBO)? Explain the advantages and disadvantages of MBO.

P.T.O.

Q2) Attempt any 4 questions out of 6 :

[4 × 5 = 20]

- a) Explain the principles of organising.
- b) Explain the various Factors that affect decision-making.
- c) What is the scope of control?
- d) Explain the Characteristics of Organizational Structure.
- e) Explain the need of Management.
- f) Write a short note on PERT and CPM.



Total No. of Questions : 2]

SEAT No. :

PD-5608

[Total No. of Pages : 1

[6438]-2
M.B.A (SODL)
CR - 12 : ECONOMICS FOR MANAGERS
(Rev. 2021) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) Attempt Any 5 question out of 7: **[5 × 10 = 50]**

- a) Explain the scope and evolution of economics as a social science.
- b) Discuss the basic economic problem in detail.
- c) Explain the law of demand with the demand schedule and demand curve with appropriate examples.
- d) Discuss the meaning and importance of elasticity of demand. How does it impact pricing strategies in businesses?
- e) Describe the law of supply and explain its determinants.
- f) What is consumer's equilibrium under the cardinal utility approach?
- g) Explain the key properties of indifference curves.

Q2) Attempt any 4 questions out of 6: **[4 × 5 = 20]**

- a) Discuss the changes in demand and the factors that lead to a shift in the demand curve.
- b) What is the significance of the budget line in the indifference curve approach?
- c) Explain the concept of the equilibrium of demand and supply with the help of a graph.
- d) Discuss the impact of a change in income on consumer behaviours.
- e) Explain the major issues of development in the Indian economy.
- f) Compare the Indian economy with major economies of the world.



Total No. of Questions : 2]

SEAT No. :

PD-5609

[Total No. of Pages : 2

[6438]-3
M.B.A. (SODL)
CR-13: Organisational Behaviour
(Rev.2021) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7:

[5 × 10 = 50]

- a) Define organisational behaviour. Explain the importance of OB?
- b) Explain the Maslow's need hierarchy theory of motivation?
- c) Define conflicts and also describe the types of conflicts?
- d) What is EI? How EI can be developed at workplace?
- e) Describe in detail various styles of leadership?
- f) Identify and explain various strategies for stress management for employees in the organisation?
- g) Explain the contribution made by Henry Fayol to management?

P.T.O.

Q2) Attempt any 4 questions out of 6 :

[4 × 5 = 20]

- a) Differentiate between manager and leader.
- b) Write a short note on Management by Objectives (MBO)
- c) Explain the sources of conflict.
- d) Explain the scope of OB.
- e) Write a short note on Herzberg's two factor theory of motivation.
- f) Explain essential qualities of a leader.



Total No. of Questions : 2]

SEAT No. :

PD-5610

[Total No. of Pages : 2

[6438]-4

M.B.A.

**CR-14: Elements of Managerial Communication
(Revised 2021 Pattern) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7:

[5 × 10 = 50]

- a) Explain in details the different methods of Communication.
- b) Compare and contrast the features of oral and written communication.
- c) Explain the components of the process of listening.
- d) What do you mean by Agenda? Give the steps to create good agenda.
- e) Explain the points to be considered while making proposals.
- f) Discuss the essentials of good resume
- g) Describe the interview skills required before, during and after the interview.

P.T.O.

Q2) Attempt any 4 questions out of 6 :

[4 × 5 = 20]

- a) What are the advantages of Email.
- b) Mention any 2 categories of Interview questions and describe in brief.
- c) State different barriers of Communications.
- d) What is symbol?
- e) How does mood and receptivity affect communication explain with example.
- f) What do you mean by Web Conferencing?



Total No. of Questions : 13]

SEAT No. :

PD-5611

[Total No. of Pages : 1

[6438]-5

M.B.A. (SODL)

CR - 15 : COMPUTERS APPLICATION FOR BUSINESS

(Revised 2021 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) Figures to the right indicates marks for the question.*
- 2) Read all the instructions carefully.*

Attempt Any Five out of seven from the following.

- | | | |
|-----|---|------|
| Q1) | Explain concept of LAN, MAN, WAN. | [10] |
| Q2) | Write a short note on IT Act. What is need of this act? | [10] |
| Q3) | How HLOOKUP function is used in Excel? | [10] |
| Q4) | Discuss types of network topologies? | [10] |
| Q5) | Explain the terms hardware, software and firmware. | [10] |
| Q6) | Write about word processing concepts. | [10] |
| Q7) | Elaborate different types of optical devices used in computers. | [10] |

Attempt any four out of six from the following.

- | | | |
|------|---|-----|
| Q8) | What is need for PivotTable creation? | [5] |
| Q9) | Explain RAM and ROM. | [5] |
| Q10) | Discuss operating system applications. | [5] |
| Q11) | What are different types of multitasking? | [5] |
| Q12) | What is Wi-Fi? | [5] |
| Q13) | Explain concept of mail merge. | [5] |



Total No. of Questions : 2]

SEAT No. :

PD5612

[Total No. of Pages : 1

[6438]-11

M.B.A. (SODL)

**CR - 21 : Basics of Human Resource Management
(Revised 2021 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 05 questions out of 07.

[5×10=50]

- a) Explain the scope and functions of HRM?
- b) What is Recruitment? Describe the sources of Recruitment in detail?
- c) What is job description? Explain the uses and components of job description?
- d) Define Training. Discuss in detail benefits of Training to organisations and employees?
- e) What is performance appraisal? Explain in detail process of performance appraisal?
- f) What is selection? Write its process?
- g) What do you mean by employee grievance? Explain the need for a grievance handling procedure?

Q2) Attempt Any 04 questions out of 06.

[4×5=20]

- a) Write a short note on job Analysis?
- b) Explain the importance of Collective Bargaining?
- c) What do you understand by strategic HRM?
- d) Write a short note on career planning?
- e) What are the objectives of Human Resource Planning?
- f) What are the levels in the Krikpatrick's Modal of Training evaluation?

Total No. of Questions : 2]

SEAT No. :

PD5613

[6438]-12

[Total No. of Pages : 1

M.B.A. (SODL)

**CR-22 : OPERATIONS MANAGEMENT
(Revised 2021 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7.

[5×10=50]

- a) Analyse the a main activities involved in production planning & control.
- b) Discuss in detail the principles of quality management.
- c) Explain the advantages of technology in service innovation.
- d) Describe the modern approach to SCM with the help of examples.
- e) Explain the project management process in detail.
- f) Describe the steps involved in project planning.
- g) Explain the different types of plant layout.

Q2) Attempt any 4 questions out of 6.

[4×5=20]

- a) Explain the significance of Operations Management.
- b) Write a note on PDCA cycle.
- c) Explain the importance of customer service management.
- d) Explain the concept of supply chain management.
- e) Explain the procedure of post-completion audit (PCA).
- f) Explain the concept and attributes of a project.



Total No. of Questions : 2]

SEAT No. :

PD5614

[6438]-13

[Total No. of Pages : 2

M.B.A. (SODL)

**CR-23 : MANAGEMENT ACCOUNTING
(Revised 2021 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7.

[5×10=50]

- a) Write difference between Financial accounting and management accounting.
- b) What is cost? Explain the classification of cost by Behaviour.
- c) What is marginal costing? Explain the advantages and disadvantages of marginal costing.
- d) Explain the merits and limitations of budgetary control.
- e) Explain the various methods of pricing in detail.
- f) A company producing single article sales at ₹10 each. The marginal cost of production is ₹6 and fixed cost ₹40,000. Calculate-
 - i) P/V Ratio
 - ii) Break-Even point
 - iii) The sales to earn profit of ₹50,000
 - iv) Profit at sales of ₹3,00,000

P.T.O.

- g) For production of 10,000 units the following budgeted expenses are available of Ajay Ltd.

	Per Unit (₹)
Direct Material	60
Direct Labour	30
Variable Overheads	25
Fixed Overheads (₹1,50,000)	15
Variable Expenses (Direct)	5
Selling Overheads (10% Fixed)	15
Distribution Overheads (20% Fixed)	5
Administrative overheads (₹50,000 rigid for all levels of production)	5
Total Cost	<u>160</u>

Prepare a budget for production of 6000, 7000 and 8000 units.

Q2) Attempt any 4 questions out of 6.

[4×5=20]

- Explain the nature of Management Accounting.
- Explain the concept of Cost Management.
- Explain the evolution of Management Accounting.
- Explain the difference between cost control and cost reduction.
- Explain the benefits of relevant costs.
- Ajay Ltd., furnish following information for the year 2024-

Sales-₹2,00,000, Variable cost-₹1,00,000, Fixed cost-₹50,000
Calculate P/V Ratio.



Total No. of Questions : 2]

SEAT No. :

PD5615

[6438]-14

[Total No. of Pages : 1

M.B.A. (SODL)

**CR-24 : MANAGEMENT OF SOCIAL MEDIA
(Revised 2021 Pattern) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7.

[5×10=50]

- a) Define Social Media. Explain the benefits of Social Media.
- b) Discuss the different types of Social Media in detail.
- c) What is social media tools? Explain the steps to implement social media tools.
- d) What is E-Marketing? Explain the types of E-Marketing.
- e) Explain the objective and benefits of IT policy.
- f) Describe the importance of social media task force.
- g) What is business collabration? Explain the types of business collabration.

Q2) Attempt any 4 questions out of 6.

[4×5=20]

- a) Write a note on Diffusion of Innovations Theory.
- b) What is Community Management? Explain the advantages of Community Management.
- c) Differentiate between blog and websits.
- d) Explain the types of online Advertising.
- e) Explain the need of social media training.
- f) Explain the benefits of business ethics.



Total No. of Questions : 2]

SEAT No. :

PD5616

[6438]-15

[Total No. of Pages : 1

M.B.A. (SODL)

CR-25 : RESEARCH METHODOLOGY

(Revised 2021 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7.

[5×10=50]

- a) What is mean by research? Explain the research process with a suitable diagram.
- b) Discuss the features of a good research design.
- c) Explain the concept of hypothesis and distinguish between null and alternative hypothesis.
- d) What is Primary Data? Explain the advantages and disadvantages of Primary Data.
- e) Explain the types and uses of descriptive research designs.
- f) What are the different types of probability and non-probability sampling methods?
- g) What is report writing? Describe the layout and essential components of a good research report.

Q2) Attempt any 4 questions out of 6.

[4×5=20]

- a) Explain the importance of ethics in research.
- b) Write a short note on research question.
- c) Explain the dependent and independent variables with examples.
- d) Write a short notes on Likert scale
- e) Explain the important of Chi-square test in hypothesis testing.
- f) Explain the objectives of research.



Total No. of Questions : 2]

SEAT No. :

PD5617

[Total No. of Pages : 1

[6438]-16

M.B.A. - I (SODL)

CR-26 : MANAGEMENT INFORMATION SYSTEMS

(Revised 2021 Pattern) (Semester-II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt and solve any 5 questions out of 7.

[5×10=50]

- a) What is wireless mobile communication? Explain the basic principles of this mode of communication.
- b) What is a telecommunication system? Explain the principal functions and components of all telecommunication systems.
- c) Describe three challenges to data mining in relation to data mining methodology and user interaction issues.
- d) What are the need and purpose of Management Information Systems?
- e) Discuss the various domain areas of artificial intelligence.
- f) How do information systems affect organization? Explain.
- g) What are the types of Networks?

Q2) Attempt and solve any 4 questions out of 6.

[4×5=20]

- a) Write a short note on information exchange.
- b) What are the different data warehousing building blocks?
- c) Mention the benefits of expert system.
- d) Explain in details types of information.
- e) State the reasons due to which competition has increased.
- f) Differentiate between planning information and control information?



Total No. of Questions : 2]

SEAT No. :

PD5618

[6438]-21

[Total No. of Pages : 2

M.B.A. (SODL)

**CR-31 : STRATEGIC MANAGEMENT
(Revised 2021 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7.

[5×10=50]

- a) Discuss the process of envisioning and its role in defining a company's strategic vision and mission.
- b) Explain Porter's Value Chain Analysis and how it helps in identifying primary and support activities in a company.
- c) What is the significance of focus strategy in a competitive business environment? Discuss with examples.
- d) Describe the concept of organizational structure and explain how different structures like functional, divisional, and matrix structures impact strategy implementation.
- e) Explain the Four Action Framework in Blue Ocean Strategy and how it helps companies create value innovation.
- f) What is Environmental Threat and Opportunity Profile (ETOP)? Explain how companies can use it for external environmental analysis.
- g) Explain the VRIO Framework and its role in assessing a company's resources and capabilities.

P.T.O.

Q2) Attempt any 4 questions out of 6.

[4×5=20]

- a) Discuss the difference between vision and mission with examples.
- b) What is competitive parity and how does it differ from competitive advantage?
- c) Explain the Turn a round Strategy and its relevance for companies facing financial difficulties.
- d) What are the principles of reengineering in Business Process Reengineering (BPR)?
- e) Discuss the strategic importance of collaboration and alliances in a globalized business environment.
- f) Explain the concept of sustainability and the importance of integrating social and environmental issues into strategic management.



Total No. of Questions : 8]

SEAT No. :

PD-5619

[Total No. of Pages : 1

[6438]-22

M.B.A (SODL)

MARKETING MANAGEMENT

MKTG - MJ - 32 : Critical Thinking in Digital and Social
Media Marketing

(Revised 2021 Pattern) (Semester - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) Solve any FIVE from Q.1 to Q.7.
- 2) Each Question carries Equal marks from Q.1 to Q.7.
- 3) Q.8 is Compulsory.

Attempt Any 5 question out of 7.

[5 x 10 = 50]

Q1) What is meant by Email Marketing? Discuss about the Email Marketing.

Q2) Define term SEO. Explain the categories of SEO efforts.

Q3) What is meant by Google Adwords. Explain its different types of Adwords and its Campaign.

Q4) Discuss the various types of Social Media Automation Tools.

Q5) State the basic concept and types of YouTube Campaign and Network.

Q6) Define term Content Marketing. Explain in details of basic concept of Content Marketing with appropriate examples.

Q7) What is meant by Social Media Marketing? Describe various Platforms of Social Media Marketing in brief.

Q8) Attempt the following questions [Any 4 out of 6]

[4 x 5 = 20]

- a) Importance of Digital Marketing.
- b) Objectives of Search Engine details and its Optimization.
- c) Explain in brief concept of Google AdSense.
- d) Facebook Marketing.
- e) Importance of YouTube Advertising.
- f) State in brief of Promotion of Blog Posts.



Total No. of Questions : 8]

SEAT No. :

PD5620

[6438]-23

[Total No. of Pages : 1

M.B.A. - II (SODL)

**HR - MJ - 32 : STRATEGIC HUMAN RESOURCE MANAGEMENT
(Revised 2021 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Solve any 5 questions from Q.1 to Q.7.
- 2) Question No. 8 is compulsory.

Q1) Define Strategic Human Resource Management. Bring out importance of SHRM. **[10]**

Q2) Distinguish between traditional HRM and SHRM. **[10]**

Q3) Explain the features and benefits of SHRM. **[10]**

Q4) Explain with examples how the role of HR professional is changing in SHRM. **[10]**

Q5) Explain organisational Life cycle Theory of SHRM. **[10]**

Q6) Explain the concept of workforce diversity and also state the strategies for managing workforce diversity. **[10]**

Q7) What are the various objectives of Training? Discuss various methods of training in an organisation. **[10]**

Q8) Solve any 4 questions. **[4×5=10]**

- a) Write a short note on 'P' model of SHRM.
- b) Explain best practices in SHRM.
- c) Distinguish between HRM and HRD.
- d) Write a note on Aligning SHRM with organisational objectives.
- e) Describe types of HR strategies.
- f) Explain in detail process of Training.



Total No. of Questions : 2]

SEAT No. :

PD-5621

[Total No. of Pages : 1

[6438]-25

M.B.A (SODL)

HR - MJ - 33 : LABOUR LAW - I

(Rev. 2021) (Semester - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) Attempt any 5 questions out of 7:

[5 × 10 = 50]

- a) Describe the activities and role of the ILO in Indian Labour Legislation?
- b) Define Factory and discuss the Provisions relating to the health of Factory Workers under Factory Act 1948?
- c) Are there any special provisions for employment of children and young persons? If so discuss the relevant provisions?
- d) Discuss what constitutes the 'Standing Orders' as mentioned in the schedule of the Industrial Employment (Standing Orders) Act 1946?
- e) What are Occupational diseases? What are the provisions for the same in the Workmen's Compensation Act?
- f) Explain the salient provision's of the Maternity Benefit Act 1961.
- g) Write a note on the amount of compensation to be paid under Workmen's Compensation Act, 1923?

Q2) Attempt any 4 questions out of 6:

[4 × 5 = 20]

- a) Discuss the provisions relating to the welfare of factory workers?
- b) Write a short note on International Labour Organisation (ILO).
- c) Explain the provisions for working hours under factory Act, 1948?
- d) What is meant by partial disablement as per the Workmen's Compensation Act?
- e) Definition of Worker under Factories Act 1948?
- f) Write a short note on the applicability of the Maternity Benefit Act?



Total No. of Questions : 8]

SEAT No. :

PD5622

[6438]-26

[Total No. of Pages : 2

M.B.A. (SODL)

**FIN - MJ - 33 : MANAGEMENT CONTROL SYSTEM
(Revised 2021 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Solve any 5 questions form Q.1 to Q.7.
- 2) Question No. 8 is compulsory.

Q1) Explain the Management control system? What are the characteristics of Management control system. **[10]**

Q2) Explain the various types of Responsibility centers. **[10]**

Q3) What is budget? What are the types of Budget? Explain the importance of budgetary control as a management control tool. **[10]**

Q4) Distinguish between management control system in service sector and in manufacturing sector. **[10]**

Q5) What is Balance score card? What are the importance and limitations of Balance score card? **[10]**

Q6) Write notes on Financial Audits v/s Management Audit. **[10]**

Q7) An enterprise wanted to give up the transfer price on cost plus 15% Return on investment basis using following information related to its 'A' divison for the year 2021-22. Determine the transfer price for division 'A'.

Fixed Assets Rs. 15,00,000

Current Assets Rs.10,00,000

P.T.O.

Debitors Rs. 5,00,000

Annual Fixed cost of the division Rs. 15,00,000

Variable cost per unit Rs. 40

Budgeted Volume 2,50,000 Units

If the volume and current assets are reduced by 10%. What will be the impact on transfer price? **[10]**

Q8) Write short notes (any 4) **[20]**

- a) Advantages of cost Audit
- b) Non-Financial Performance Measures
- c) Methods of Transfer Pricing
- d) Pay-Back Method of capital Budgeting
- e) EVA Performance Measures
- f) Long Range Planning



Total No. of Questions : 8]

SEAT No. :

PD-5623

[Total No. of Pages : 2

[6438]-27

M.B.A. (SODL)

**Fin - MN-34: International Finance
(Rev. 2021) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

Solve any five questions from Q.1 to Q.7 and Q.No 8 is compulsory.

Q1) Explain the role and importance of International financial Institutions [10]

Q2) Discuss in detail the different kinds of foreign exchange transactions. [10]

Q3) What is Foreign Exchange Dealers Association of India and Explain the functions of FEDAI. [10]

Q4) Describe the terms buyers credit and supplier's credit in export and import financing. [10]

Q5) What is cost of capital? What is its Importance? [10]

Q6) Write a detail note on Double Taxation. [10]

Q7) Write a short note no : [10]

i) Credit System

ii) EXIM Bank

P.T.O.

Q8) Solve any 4 :

[4 × 5 = 20]

- a) Define balance of payments
- b) What are the goals of the world bank group?
- c) Explain the factors Endowments.
- d) Explain in short types of foreign Exchange Market
- e) Define currency convertibility
- f) Advantages of buyers credit to an importer



Total No. of Questions : 2]

SEAT No. :

PD5624

[6438]-28

[Total No. of Pages : 2

M.B.A. (SODL)

**ENR - MN - 34 : WORKING CAPITAL MANAGEMENT
(Revised 2021 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any five questions out of seven.

[5×10=50]

- a) What is Working Capital? Explain the types of Working Capital.
- b) Examine the various approaches of understanding Working Capital.
- c) Explain the types and benefits of factoring.
- d) Discuss the various forms of bank finance.
- e) Explain the basic principles and practices of bank credit.
- f) Describe the different types of credit policies.
- g) Write a detailed note on working capital management practices in India.

Q2) Attempt any 4 questions out of 6.

[4×5=20]

- a) Explain the need of working capital.
- b) Explain any five factors affecting on working capital requirement.

P.T.O.

- c) Explain the concept of operating cycle.
- d) Write a note on cash management.
- e) Explain the concept of Inventory management.
- f) Briefly explain the concept of credit scoring.



Total No. of Questions : 13]

SEAT No. :

PD5625

[6438]-29

[Total No. of Pages : 1

M.B.A. (SODL)

**OSCM - MN 34 : LOGISTICS AND DISTRIBUTION MANAGEMENT
(Revised 2021 Pattern) (Semester - III)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Read all the instructions carefully.***
- 2) Figures to the right indicate full marks.***

Attempt any five out of seven from the following.

- Q1)** Explain the role of logistics in supply chain management. **[10]**
- Q2)** Describe value added logistical services. **[10]**
- Q3)** Discuss various channels of distribution. **[10]**
- Q4)** Describe the critical issues which becomes challenges in third party logistics & distribution. **[10]**
- Q5)** Explain outsourcing value proposition. **[10]**
- Q6)** Explain how logistics is the backbone of e-commerce. **[10]**
- Q7)** Explain how security is becoming an increasing problem in the logistics business? **[10]**

Attempt any four out of six from the following.

- Q8)** Mention the different elements of a logistics system. **[5]**
- Q9)** Define supply chain management and explain the concept. **[5]**
- Q10)** What is assortment? **[5]**
- Q11)** State two advantages of outsourcing **[5]**
- Q12)** Define e-commerce with examples. **[5]**
- Q13)** What are the components of a strategic logistics plan? **[5]**



Total No. of Questions : 2]

SEAT No. :

PD-5626

[Total No. of Pages : 2

[6438]-30

M.B.A. - II (SODL)

FIN-MN-35: Mergers and Acquisitions

(Rev. 2021) (Semester-III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any five of the following :

[5 × 10 = 50]

- a) Define the term Merger; Explain in details the various types of merger.
- b) Explain in details the key provisions of the SEBI takeover code.
- c) Explain in details the meaning and objectives of corporate restructuring.
- d) What do you mean Due Diligence, Explain in details the types of Due Diligence.
- e) Explain in details the factors affecting the valuation of control.
- f) Explain in details the implications in the terms of capital gain tax.
- g) Define the term Take over Strategies; Explain the methods for takeover of the company in details.

P.T.O.

Q2) Write any Four short notes from the following :

[4 × 5 = 20]

- a) Leveraged BuyOut (LBO).
- b) Sources of information.
- c) Process of Due Diligence.
- d) Sell off and Spin off.
- e) Valuing Corporate Control.
- f) Efficiency theories of mergers.



Total No. of Questions : 2]

SEAT No. :

PD-5627

[Total No. of Pages : 1

[6438]-31

M.B.A. (SODL)

ENR - MN - 35 : INNOVATION AND CREATIVITY

(Revised 2021 Pattern) (Semester - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) All questions are compulsory.*
- 2) Figures on right indicate full marks.*

Q1) Attempt Any 5 questions out of 7:

[5 x 10 = 50]

- a) What is innovation? Explain relationship between Innovation and Creativity.
- b) Discuss the nature of creativity and its characteristics in detail.
- c) Write a role of creativity in current scenario.
- d) Discuss the role of small and medium sized business in the innovation.
- e) Explain the steps involved in the process of technological innovation.
- f) Describe the latest trends in innovation and creativity.
- g) Explain the importance of creative thinking in business.

Q2) Attempt any 4 questions out of 6:

[4 x 5 = 20]

- a) Explain the importance of innovation.
- b) Write a note on Creative Diversity.
- c) Explain how is innovation and Entrepreneurship related.
- d) State the importance of technological based innovation and management.
- e) Write a short note on the MIMIC Programme.
- f) Explain the concept of Managing Innovation.



Total No. of Questions : 13]

SEAT No. :

PD5628

[Total No. of Pages : 1

[6438]-32

M.B.A. (SODL)

OSCM-MN35 : INVENTORY & STORES MANAGEMENT

(Revised 2021 Pattern) (Semester-III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Read all the instructions carefully.*
- 2) Figures to the right indicates full marks.*

Attempt any five out of seven from the following:

- Q1)** How would you manage independent demand in inventory management? **[10]**
- Q2)** What is inventory? What is the nature of inventory? **[10]**
- Q3)** Explain the advantages and disadvantages of continuous review systems. **[10]**
- Q4)** Write a short note on the Economic Production Quantity Model. **[10]**
- Q5)** What is the criteria for the conceptual framework for evaluating make-or-buy decisions? **[10]**
- Q6)** What are the merits and demerits of codification? **[10]**
- Q7)** Discuss the advantages and disadvantages of standardization. **[10]**

Attempt any four out of six from the following

- Q8)** Discuss the important elements or concepts of inventory management. **[5]**
- Q9)** Evaluate the practices of risk management and loss elimination to avoid the pressure of low and high inventory. **[5]**
- Q10)** Discuss how the MRP system serves as an inventory control system? **[5]**
- Q11)** Evaluate the order quantity with variable demand in detail. **[5]**
- Q12)** Explain the inventory measures used for evaluation of inventory management. **[5]**
- Q13)** Explain the concept of spare parts planning and control. **[5]**



Total No. of Questions : 2]

SEAT No. :

PD-5629

[Total No. of Pages : 2

[6438]-41
M.B.A (SODL)
CR - 41 - ENTREPRENEURSHIP DEVELOPMENT
(Rev. 2021) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) Attempt Any 5 questions out of 7:

[5 × 10 = 50]

- a) Explain the concept of an entrepreneur and discuss the various attributes and characteristics of a successful entrepreneur.
- b) Discuss Schumpeter's Innovation Theory and its relevance to modern entrepreneurship.
- c) What are Entrepreneurial Competencies? How can they be developed for entrepreneurial success?
- d) Define a Business Plan. Discuss the process and elements involved in creating an effective business plan.
- e) Explain the role of Small Scale Industry (SSI) units in the economy and discuss the institutional framework that supports SSI units.
- f) Discuss the role of business incubators in promoting entrepreneurship.
- g) What are the major problems faced by entrepreneurs in India? Discuss how these challenges can be overcome.

P.T.O.

Q2) Attempt any 4 questions out of 6:

[4 × 5 = 20]

- a) Differentiate between an entrepreneur and an intrapreneur.
- b) Explain McClelland's Theory of High Achievement in relation to entrepreneurship?
- c) What is the role of District Industries Centre (DIC) in promoting entrepreneurship?
- d) What are the critical risk contingencies to be considered in a business proposal?
- e) Explain the concept of Export-Oriented Units in the context of small-scale industries.
- f) Discuss the concept of social entrepreneurship and its goals.



Total No. of Questions : 2]

SEAT No. :

PD5630

[Total No. of Pages : 1

[6438]-42

M.B.A. (SODL)

FIN-MJ-42 : PORTFOLIO MANAGEMENT

(Revised 2021 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out 7.

[5×10=50]

- a) Analyse the major financial products traded in the secondary market.
- b) What is Price- Earning Ratio? List the advantages of the P/E ratio model over the discounting models.
- c) Analyse the limitations of financial statement.
- d) Analyse the Preferred Stocks Valuation in detail.
- e) Explain single index model in detail.
- f) Discuss the futures in Indian stock market.
- g) Explain the procedure of online trading.

Q2) Attempt Any 4 questions out 6.

[4×5=20]

- a) Explain the evolution of stock market in India.
- b) Explain the concept of External Business Risk.
- c) State the four stages of the industry life cycle.
- d) Explain the concept of time value of money.
- e) Explain the difference between options and futures.
- f) Describe the features of risk- free assets.



Total No. of Questions : 2]

SEAT No. :

PD-5631

[Total No. of Pages : 2

[6438]-43
M.B.A. (SODL)
MKTG -MJ-43: Marketing Strategy for Growth and
Defense
(Rev. 2021) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7:

[5 × 10 = 50]

- 1) Write a detail note on customer bonding.
- 2) Discuss Partnership Marketing and its types.
- 3) Discuss the various elements and requirements of Brands.
- 4) What is Marketing Plan? Explain the types, Characteristics and Importance of Marketing Planning
- 5) Explain Market Segmentation in detail.
- 6) Explain the three levels of Strategy Development.
- 7) Describe various types of Research Design and their importance.

P.T.O.

Q2) Attempt any 4 questions out of 6 :

[4 × 5 = 20]

- 1) Write a short note on the Commercialization phase.
- 2) What is importance of Defensive Strategy?
- 3) Write a short note on Customer Complaint Management?
- 4) What are the roles of Marketing Strategy?
- 5) What do you understand by SWOT Analysis.
- 6) What do you mean by Trademark?



Total No. of Questions : 2]

SEAT No. :

PD5632

[6438]-44

[Total No. of Pages : 2

M.B.A. (SODL)

**FIN-MJ-43 : THE GOODS AND SERVICES TAX
(Revised 2021 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7.

[5×10=50]

- a) Explain the indirect taxation structure of India.
- b) Explain the process of cancellation of GST Registration.
- c) What is Input Tax Credit? Discuss the requirements for Input Tax Credit under GST.
- d) Explain the types of custom duties chargeable after implementation of GST.
- e) What is GST composition scheme? What is the GST composition scheme limit?
- f) Explain the meaning and scope of supply under the GST Act.
- g)
 - i) An Audit firm based in Delhi undertakes an audit assignment of his client based in Gurgaon. The contract mentioned about the audit fee of Rs. 1,00,000 and arrangement of taxi by the client who is which may be worth Rs. 5,000. Determine value of supply.
 - ii) Admission to Mangala Theater is Rs. 90 per ticket for a Marathi movie as well as for a Hindi Movie plus entertainment tax 10% on Marathi Movie and 20% on other languages. In the month of November, Mangala Theater sold 2000 tickets of Marathi Movie and 1500 tickets of Hindi Movie. Find the value of taxable supply of service. Applicable rate of GST 18% and 28%. Find the GST liability if any?

P.T.O.

Q2) Attempt any 4 questions out of 6.

[4×5=20]

- a) Explain the benefits of Goods and Services Tax.
- b) Explain the concept of casual taxable person.
- c) Write a note on place of service.
- d) What is Imported Goods under Custom Act?
- e) Write a note on Non-Resident Taxable person.
- f) Explain the advantages of GST Registration.



Total No. of Questions : 2]

SEAT No. :

PD-5633

[Total No. of Pages : 3

[6438]-45

M.B.A. (SODL)

FIN-MN-44 : COST ACCOUNTING

(Rev. 2021 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7 :

[5 × 10 = 50]

- a) Discuss the Scope of Cost Accountancy and Differentiate between Financial and Cost Accounting
- b) Discuss in detail the classifications of overheads.
- c) Examine the methods used for determining Economic Order Quantity
- d) Examine some of the important points to be considered in contract costing
- e) The standard labour employment and the actual labour engaged in a week for a job are as under :

	Skilled	Semi-skilled	Unskilled
Standard no. of workers in the gang	32	12	06
Actual no. of workers employed	28	18	04
Standard wage rate per hour	3	2	1
Actual wage rate per hour	4	3	2

During the 40 hours working week, the gang produced 1,800 standard labour hours of work.

Calculate :

- i) Labour Cost Variance
- ii) Labour Rate Variance
- iii) Labour Efficiency Variance
- iv) Labour Mix Variance
- v) Labour Yield Variance

P.T.O.

- f) From the following information for the month of Dec.2023, prepare a cost sheet to show the following components :

- i) Prime Cost,
- ii) Factory Cost,
- iii) Cost of Production,
- iv) Total Cost

Direct material	114,000
Direct wages	57,000
Factory rent and rates	5,000
Office rent and rates	1000
Plant repairs and maintenance	2,000
Plant depreciation	2500
Factory heating and lighting	800
Factory manager's salary	4,000
Office salaries	3200
Director's remuneration	3000
Telephone and postage	400
Printing and stationery	200
Legal charges	300
Advertisement	3000
Salesmen's salaries	5000
Showroom rent	1000
Sales	232000

- g) From the following transactions, prepare a Stores Ledger Account using LIFO method :

Year 2024

1 July Opening stock	500 units @ 20 each
4 July Purchased GRN 574	400 units @ `21 each
6 July Issued SR 251	600 units
8 July Purchased GRN 578	800 units @ `24 each
9 July Issued SR 258	500 units
13 July Issued SR 262	300 units
24 July Purchased GRN 584	500 units @ `25 each
28 July Issued SR 269	400 units

Q2) Attempt any 4 questions out of 6 :

[4 × 5 = 20]

- a) The annual demand for a product is 6,400 units. Inventory carrying cost is Rs. 1.50 per unit per annum. If the cost of one procurement is Rs. 75, determine :
- i) Economic order quantity;
 - ii) No. of orders per year;
- b) Briefly mention the different types of cost centre.
- c) Differentiate between allocation and apportionment.
- d) Differentiate between process costing and job costing
- e) Briefly mention the different types of fixed costs

f)

	<i>Material A</i>	<i>Material B</i>
Opening stock	25,000	87,500
Closing stock	15,000	62,500
Purchases	1,90,000	1,25,000

Calculate stock turnover ratios of A and B.



Total No. of Questions : 2]

SEAT No. :

PD5634

[6438]-46

[Total No. of Pages : 2

M.B.A. (SODL)

**FIN-MN-45 : SMALL BUSINESS AND CORPORATE FINANCE
(Revised 2021 Pattern) (Semester - IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 5 questions out of 7.

[5×10=50]

- a) Analyze the problems of medium and large scale industries.
- b) Explain various economic development services provided by SISIs.
- c) Define venture capital. Describe the various sources and opportunities of venture capital financing
- d) Explain the different types of debt securities.
- e) Discuss the factors influencing the working capital level.
- f) A project requires initial investment of Rs. 50,000. Life of the project is 4 years, scrap value is negligible. Cash flows before tax for four years are Rs. 15,000, 15,000, 20,000 and 25,000 respectively. Find out cash flows after tax and Payback Period. Tax rate is 30%.
- g) Following is the information of Shri Aruna Industries Ltd. Latur for the year 30th June 24. Their plan is to sell 30,000 units in the year 2023-2024. The expected cost of goods sold is as under you are required to calculate the working capital requirements.

Particulars	Rs. (Per Unit)
Raw material	100
Manufacturing expenses	30
Selling, administration and financial expenses	20
Selling price	200

P.T.O.

The duration at various stages of the operating cycle is expected to be as follows:

Raw material stage 2 months

Work-in-progress stage 1 month

Finished goods stage 1/2 month

Debtors stage 1 month

Assuming that the monthly sales level of 2,500 units, estimate the gross working capital necessity. Expected cash balance is 5% of the gross working capital necessity, and work in progress is 25% complete with respect to manufacturing expenses.

Q2) Attempt any 4 questions out of 6.

[4×5=20]

- a) Briefly state the classification of industries.
- b) State the structure of DIC.
- c) What is receivables finance?
- d) State the importance of working Capital.
- e) What are the possible solutions to the capital rationing problem?
- f) State the different situations for capital rationing decisions.



Total No. of Questions : 2]

SEAT No. :

PD-5635

[Total No. of Pages : 2

[6438]-47

M.B.A. (SODL)

**THM–MN–45: International Tourism
(Rev.2021 Pattern) (Semester-IV)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt Any five questions out of seven :

[5 × 10 = 50]

- a) Explain the long-term tourism growth trends and their impact on the global economy.
- b) Discuss the key challenges and strategies involved in promoting global tourism through proper marketing knowledge and techniques.
- c) Examine the factors affecting global and regional tourist movements, and analyze the demand and origin factors.
- d) What are the principles of sustainable tourism, and how have the Cape Town Declarations (2002) influenced the tourism industry?
- e) Discuss the role of the International Air Transport Association (IATA) in facilitating international tourism.
- f) Describe the characteristics and classification of adventure tourism, focusing on activities such as rock climbing and trekking.
- g) Explain the importance of promotional techniques in establishing a global presence for tourism businesses.

P.T.O.

Q2) Attempt any 4 questions out of 6 :

[4 × 5 = 20]

- a) Explain the role of foreign language understanding in promoting international tourism.
- b) What is the role of green marketing in the tourism industry?
- c) Discuss the concept of outbound tourism and the major outbound tourism countries.
- d) Define Agenda 21 for the travel and tourism industry and its role in sustainable tourism.
- e) Briefly explain the Bali Declarations (2005) and their significance in the tourism sector.
- f) Discuss the significance of motor car rallies and camel safaris in adventure tourism.

