Total No. of Questions : 5]

SEAT No. :

PD-1586

[Total No. of Pages : 5

[6430]-1001
M.B.A. (Service Management)
101: GC-01: Managerial Accounting
(2021 Pattern) (Semester - I)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions:

1. ***All Questions are Compulsory.***
2. ***Each Question carries equl marks.***

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

a) Define Revenue Expenditure.

b) List out Elements of Cost.

c) How budgetary control helps in business decision making?

d) Explain Accounting Conventions.

e) __________ costs are pre-determined targets against which actual results are evaluated.

i) marginal

ii) standard

iii) actual

iv) budgeted

f) The important objective of ______ accounting is to organize the accumulated financial data into meaningful information.

i) financial accounting

ii) management accounting

iii) corporate accounting

iv) human resource accounting.

P.T.O.

g) Which of the following are tools of management accounting?
   i) Standard costing
   ii) Decision accounting
   iii) Human Resources Accounting
   iv) Budgetary control
      a) i) iii) and iv)
      b) i) ii) and iv)
      c) i), ii), iii), iv)
      d) i),ii) and iii)

h) An accounting approach, in which the expected benefits exceed the expected cost is classified as
   i) Cost-benefit approach
   ii) Benefit approach
   iii) Cost approach
   iv) Accounting approach

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

a) Distinguish between management accounting and financial accounting.
b) Discuss accounting concepts and conventions.
c) Who are the parties or users interested in accounting? Describe their interests.

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

A) The following balances were extracted from the books of Thomas as on 31st March, 2022

Particular	**Amount**	**Particular**	**Amount**
Purchases	75,000	Capital	60,000
Returns inward	2,000	Creditors	30,000
Opening stock	10,000	Sales	1,20,000
Freight inwards	4,000	Return Outward	1,000
Wages	2,000		
Investments	10,000		
Bank charges	1,000		
Land	30,000		
Machinery	30,000		
Building	25,000		
Cash at bank	18,000		
Cash in hand	4,000		
Total	2,11,000		2,11,000

Additional information:

a) Closing stock Rs. 9,000.

b) Provide depreciation @ 10% on machinery.

c) Interest accrued on investment Rs. 2,000.

OR

B) From the following detail, Prepare cost sheet.

Particulars	Amount
Opening Stock of Raw Materials	25,000
Purchase of Raw Materials	70,000
Raw Materials returned to suppliers	2,000
Closing Stock of Raw Materials	18,000
Wages Paid for Productive Workers	2,000
Non-Productive Workers	5,000
Salaries paid to office staff	5000
Carriage on raw materials purchased	500
Carriage on Goods sold	1,500
Rent & Rates of workshop	2,500
Fuel, gas and water etc.	1,000
Repairs to plant	600
Depreciation on Machinery	1,400
Office Expenses	1,500
Direct Chargeable Expenses	8,00
Advertising	1,200
Abnormal Loss of raw materials	1,200

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

A) Fin smart Ltd. Sells its product at Rs.30 per unit. During the quarter ending on 31st March 2023, it produced and sold 16000 units and suffered a loss of Rs. 10 per unit. If the volume of sales is raised to 40000 units, It can earn a profit of Rs. 8 per unit.

You are required to calculate:

i) Break Even Point in Rupees.

ii) Profit if the sale volume is 50,000 units.

iii) Minimum level of Production where the company needs not to close the production if unavoidable fixed cost is Rs. 1, 50,000.

OR

B) X Ltd. Made sales during a certain period for Rs. 1,00,000. The net profit for the same period was Rs. 10,000 and the fixed overheads were Rs. 15,000.

Find out:

i) P/V Ratio.

ii) Required sales to earn a profit of Rs. 15,000.

iii) Net Profit from sales of Rs. 1, 50,000.

iv) Break - even point sales.

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

A) From the following data of product, A and B, analysis the Material & Labour variances:

		Product A	Product B
Material	Standard	600 kgs. @5.00	90 kgs. @ Rs. 3.00
	Actual	580 kgs. @5.50	100 kgs. @ Rs. 2.50
Labour	Standard	80 Hours. @2.00	16 Hours. @2.80
	Actual	92 Hours. @1.75	16 Hours. @2.60

OR

B) A newly started Laxo Company wishes to prepare cash budget from April. Prepare a cash budget for the January to March from the following estimated revenue and expenses :

Month	**Total Sales**	**Purchases**	**Wages**	**Production Overheads**	**Selling & Distribution overheads**
	(Rs.)	**(Rs.)**	**(Rs.)**	**(Rs.)**	**(Rs.)**
January	2,00,000	2,00,000	50,000	50,000	24000
February	2,20,000	2,00,000	70,000	55,000	29000
March	2,80,000	2,50,000	90,000	58,000	35000

Cash balance on 1st January was Rs.50, 000.

New machinery is to be installed at Rs.20, 000 on credit, to be repaid in March.

Period of credit allowed by suppliers - 2 months

Period of credit allowed by customers - 1 months

Delay in payment of wages & overheads 1 month.

Assume cash sales to 50% of total sales.

Total No. of Questions : 5]

SEAT No. :

PD-1587

[Total No. of Pages : 2

[6430]-1002
M.B.A. (All programmes)
102 : GC - 02 : ORGANIZATIONAL BEHAVIOUR
(2021 Pattern) (Semester - I)

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

Instructions to the candidates :

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

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

a) Define Organizational Behaviour.

b) Give any two points indicating the scope of OB.

c) Define Ego state.

d) What is cognitive dissonance.

e) Name 2 formal groups.

f) What is Eustress?

g) What is selective perception?

h) What is the meaning of positive attitude?

Q2) **Answer ANY 3:** **[10]**

a) Explain Maslow's theory of Hierarchy of needs.

b) Explain the components of Emotional Intelligence.

c) Explain Supportive model of OB.

Q3) a) Examine and explain any 4 environmental forces for ‘globalisation’ for the Insurance/IT sector. **[10]**

OR

b) What are the uses of informal groups in an organisation?

Q4) a) What is a complementary transaction? Explain with an example, Why does it continue? **[10]**

OR

b) What are the functions of organisational culture? Why are strong cultures a problem in mergers?

Q5) a) With the help of JOHARI WINDOW explain how interactions between 2 people can be made more effective. **[10]**

OR

b) What is a crossed transaction? Why does it stop? Explain with an example.

Total No. of Questions : 5]

SEAT No. :

PD1588

[Total No. of Pages : 2

[6430]-1003
First Year M.B.A. (All Programmes)
103 GC-03: ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
(2021 Pattern) (Semester - I)

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 graphs wherever necessary.***

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

a) Micro Economics studies at __________.

b) Write full form of DMU.

c) Static and Dynamic models was given by __________.

d) Define law of Supply.

e) Write the formula for Price elasticity of demand.

f) Write full form of BEP.

g) Under price skimming method producer keep the price ________ at entry level.

h) Demand curve cannot slope upward. (True/False)

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

a) Define Indifference Curve.

b) Explain Law of diminishing marginal utility.

c) Write any one method of demand forecasting.

Q3) a) Elaborate the concept of changes or shifts in demand curve. **[10]**

OR

b) Explain the Law of Supply with Graph and schedule.

P.T.O.

Q4) a) Explain the concept of Production Function with suitable graph. **[10]**

OR

b) What are various tools of Government Intervention?

Q5) a) How pricing and equilibrium is achieved under perfect competition? **[10]**

OR

b) What are various measures to control Business Cycles?

ⓘⓘⓘⓘ

Total No. of Questions : 5]

SEAT No. :

PD-1589

[Total No. of Pages : 2

[6430]-1004
M.B.A. (All Programs)
104 : GC - 04 : BUSINESS RESEARCH METHODS (BRM)
(2021 Pattern) (Semester - I) (Theory)

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) Write two example of dependent variable.

b) List the steps in Research Process.

c) List the various Secondary data collection sources with suitable examples.

d) List the Structure of Research Report.

e) List various types of Probability sampling methods.

f) What do you mean by term "Hypothesis"?

g) What is Sample?

h) Write 2 Examples of Ordinal Scale.

Q2) **Solve any two out of the three questions :** **[10]**

a) What type of sample would you draw for the following research Justify your choice. "Problems Faced by Woman Entrepreneurs".

b) Explain the Null and Alternative Hypothesis with 2 Suitable Examples.

c) Explain applications of research in Business.

P.T.O.

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

a) Prepare a questionnaire for the "Customer satisfaction Survey about JIO Mobile"

b) What is Research Proposal ? Discuss the elements of Research Proposal with suitable examples.

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

a) What is Non Probability sampling? Discuss various types of Non Probability sampling.

b) Discuss the various type of "Research Design with Suitable Examples".

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

a) Draw histogram of the following data-

Profit in Lakhs (Rs.)	10-20	20-30	30-40	40-50	50-60	60-70
No.of companies	45	35	100	54	58	46

Also find mode from the graph.

b) A Researcher has collected the data summarizing the number of respondent in his study Under each combination of the "level of income" and the "level of qualification" as shown in the

Level of Income	Diploma	Under Graduate	Post Graduate
Low	25	55	15
Medium	60	70	25
High	50	80	75

Check whether the income is associated with qualification

Given : Chi square table value: Df=04, Significant level 0.01, chi square table value = 13.3, Chi square calculated value 30.47

Comment on whether hypothesis is accepted or rejected /true or false, with justification.

Total No. of Questions : 5]

SEAT No. :

PD-1590

[Total No. of Pages : 2

[6430]-1005

M.B.A. (All Program)

105 : GC - 05 : BASICS OF MARKETING

(2021 Pattern) (Semester - I)

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

Instructions to the candidates :

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

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

a) Define Customer Delight with relevent example.

b) Difference between micro and macro environment.

c) Identify any two types of positioning strategies for "smart watch".

d) Define the zero moment of truth in consumer behaviour.

e) Identify any two elements in process in the marketing mix.

f) List "B to B" and "B to C" market using appropriate example.

g) Describe zero level channel with an example.

h) Define the term service. Name the service where consumer presence is not needed.

Q2) **Answer Any Two (5 marks each) :** **[2 × 5 = 10]**

a) Distinguish between Market Potential and Market share with relevent example.

b) You are a retail store owner. How would you apply the concept of "consumer relationship management" to retain and attract customers?

c) A young couple with double income intends to buy International Tour package. Explain the buying process involved in this purchase scenario.

Q3) **Answer Any One (10 marks each) :** **[1 × 10 = 10]**

a) Develop PESTLE analysis for an Electric Vehicle Dealers.

b) Create a positioning statement for a smartphone brand positioning itself as a premium product. Explain how the statement differentiates the brand from competitors.

Q4) **Answer Any One (10 marks each) :** **[1 × 10 = 10]**

a) Analyze the "MACRO" environment for any one company i) Ola electricals ii) Netflix.

b) Evaluate the positioning strategies adopted by FMCO Brands in India.

Q5) **Answer Any One (10 marks each) :** **[1 × 10 = 10]**

a) Describe the suitable strategies to be adopted at each stage of PLC for khadi clothes in India.

b) Why is it essential for marketers to grasp and adopt to consumer behaviour at each stage of the buying process, and how can a live case or example illustrate this significance?

Total No. of Questions : 5]

SEAT No. :

PD-1591

[Total No. of Pages : 2

[6430]-1006
F.Y. M.B.A.
(All programmes)
106 - GC - 06 : Digital Business
(2021 Pattern) (Semester - I)

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) Define Electronic Commerce (EC)

b) Describe the drivers of EC.

c) Describe the future of e-commerce.

d) Describe the emerging technologies of augmented reality and crowdsourcing.

e) List and describe the major limitations of EC.

f) Understand the elements of the digital world.

g) Describe virtual communities.

h) Describe some EC business models.

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

a) Discuss the value-added attributes, benefits and fundamental drivers of m-commerce.

b) Summarize the benefits and limitations of social commerce.

c) Describe wearable's, Google Glass, smart watches and fitness trackers.

Q3) **Solve any One :** **[1 × 10 = 10]**

a) Define EC order fulfilment and describe the EC order fulfilment process. Describe order fulfilment in Make To Order (MTO) and Mass Customization.

b) Discuss the different categories and potential uses of smart cards. Describe the issues with and solutions to online micropayments. Understand PayPal and third-party payment gateways. Understand the major types and methods of mobile payments. Describe the differences and key characteristics of digital and virtual currencies.

Q4) **Solve any One :** **[1 × 10 = 10]**

a) Blackboard.com is the world's largest supplier of course management system software for educational institutions. An alternative to Blackboard is a mostly free open-source system called Moodle.org.

DIFFERENTIATE e-learning and m-learning. Give Benefits and drawbacks of e-learning. List some e-learning tools. Explain virtual university.

b) Discuss online stock-trading services. Explain online banking & Pure Virtual Banks.

Q5) **Solve any One :** **[1 × 10 = 10]**

a) Tripadvisor.com is the world's largest travel site. The company provides trip advice generated from actual travelers. This is a global site with more than 350 million visitors a month.

EVALUATE the benefits, limitations and competition in online travel services.

b) Naukri.com is an Indian employment website operating in India. Naukri.com had a database of about 49.5 million registered job seekers and an average of about 15,000 resumes were added daily. Paid Naukri.com for services like database access, job postings, and advertising/listing on the site amongst others.

ANALYZE the major advantages to the candidate and to employers. List Limitations of the Electronic Job Market.

Total No. of Questions : 5]

SEAT No. :

PD-1592

[Total No. of Pages : 2

[6430]-1007
M.B.A. (All programmes)
107 - GE-UL - 01 : MANAGEMENT FUNDAMENTALS
(2021 Pattern) (Semester - I)

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

Instructions to the candidates :

1) *Attempt all questions. All questions carries equal marks.*
2) *Draw neat diagrams and state examples wherever necessary.*

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

a) Enlist various functions of management.

b) Enlist various benefits of MBO.

c) Define Goals and Plans.

d) What are Mintzberg's 3 managerial roles?

e) What is learning organization?

f) State any 2 contemporary management approaches.

g) Enlist various steps in Management decision making process.

h) Describe organizational structure.

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

a) Difference between centralization and decentralization.

b) Write a note on Managerial competencies.

c) Discuss Benchmarking of best practices in brief.

Q3) a) "Effective control system improves overall quality of the organization" comment this statement. Also explain how to design a effective control system. **[10]**

OR

b) Define planning concept. What is need of planning? Explain how planning enhance overall quality and performance of the organization. **[10]**

Q4) a) Discuss the role of technology in changing the working structure of organization. **[10]**

OR

b) Describe any two decision making approaches in detail. **[10]**

Q5) a) Sketch and discuss various organisation structure. **[10]**

OR

b) "Controlling is a Fundamental Function that ensures work accomplishment according to plan" Analyse this statement. Also write a short note on Financial controls. **[10]**

Total No. of Questions : 5]

SEAT No. :

PD-1593

[Total No. of Pages : 2

[6430]-1008
F.Y. M.B.A.
(All programmes)
108 - GE-UL - 02 Indian Economy
(2021 Pattern) (Semester - I)

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

Instructions to the candidates :

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

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

a) What are the two stages of demographic transition?

b) Explain two challenges associated with an aging Indian population.

c) Explain two roles of fiscal policy in India.

d) How does investment in infrastructure contribute to poverty reduction?

e) Define green infrastructure.

f) What is the quality of population?

g) What is the objective of competition policy?

h) Explain two functions of capital markets.

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

a) Examine any two challenges associated with the functioning of SEZs in India.

b) Discuss the impact of M&A on competition and market dynamics.

c) Discuss the factors influencing demographic transition.

P.T.O.

Q3) a) Evaluate the implications of increasing dominance of tertiary sector on economic development of Indian Economy. **[10]**

OR

b) Explain the transformative impact of the Green Revolution on Indian agriculture. **[10]**

Q4) **Answer any One (10 marks each)** **[10]**

a) Examine the role of Indian MNCs in balancing the demands of globalization with the need to maintain national identity and sovereignty.

b) Critically evaluate the challenges for achieving the status of economic superpower by Indian economy.

Q5) **Answer any One (10 marks each)** **[10]**

a) Discuss any recent trade agreements or trade disputes that have affected India's export-import dynamics.

b) What are the indicators of a balance of payments crisis? Analyze any one instances of such crisis in Indian economy.

Total No. of Questions : 5]

SEAT No. :

PD-1594

[Total No. of Pages : 2

[6430]-1009

M.B.A. (All Program)

109 : GE - UL - 03 : ENTREPRENEURSHIP DEVELOPMENT

(2021 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 5 :** **[10]**

a) State any four functions of DIC.

b) Describe any four importance of Entrepreneurial training.

c) Define Innovative Entrepreneur.

d) What is Mobility of Entrepreneurs.

e) List the four problems of Entrepreneurs.

f) Define the concept "Entrepreneurship".

g) Define Innovative Entrepreneur.

h) Define the term "Entrepreneurial change".

Q2) **Solve any 2 :** **[10]**

a) Discuss the Role of EDII for Entrepreneurship Development.

b) Discuss the functions of DIC for Entrepreneurship development.

c) How can you describe "Innovation and Entrepreneurship?"

Q3) a) Illustrate the role of NIESBUD for Entrepreneurship Development. **[10]**

OR

b) Illustrate the various Training methods for Entrepreneurship Development?

Q4) a) How effective is the role of Government in promoting Entrepreneurship? **[10]**

OR

b) What problems are facing the Indian Entrepreneurs. Explain.

Q5) a) As a Young Entrepreneur, how will you start a new food processing unit in the backward region of Maharashtra. **[10]**

OR

b) Developing countries need Imitative rather than Innovative Entrepreneurs-Comments.

Total No. of Questions : 5]

SEAT No. :

PD-1595

[Total No. of Pages : 2

[6430]-1010

M.B.A. (All Programs)

110 - GE - UL - 04 : Essentials of Psychology for Managers

(2021 Pattern) (Semester - I)

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

Instructions to the candidates :

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

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

a) Define dream.

b) Define sensing and perceiving.

c) During very emotional or stressful situations the body secrets chemicals called________.

i) Lipids   ii) Hormones

iii) Sugar   iv) Proteins

d) Write components of language.

e) Both positive and negative emotional associations are added to memories by an area in the temporal lobe called the______.

i) Hippocampus   ii) Cortex

iii) Amygdala   iv) Hypothalamus

f) Mention any two goals of Psychology.

g) Define urbal learning.

h) What is long term memory?

P.T.O.

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

a) Explain perceptual process with suitable examples.

b) Discuss the measures of memory retention.

c) Explain classical conditioning theory in brief.

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

a) Explain Canon Bard theory of emotion in detail.

b) Explain how does transfer of learning work in the process of learning and describe learning by observing models.

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

a) Analyse in detail how learning and memory work as inter wised process.

b) Define social behaviour and discuss the types of social behaviour.

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

a) Explain in detail how do people form impressions of what others are like and the causes of their behaviour.

b) What is sensory memory? Discuss how memory improvement techniques help in facilitation of short term and long term memory.

Total No. of Questions : 5]

SEAT No. :

PD-1596

[Total No. of Pages : 2

[6430]-1011

M.B.A. (All Program)

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

(2021 Pattern) (Semester - I)

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

a) Define contract.

b) What do you mean by void agreements?

c) Who is a co-surety?

d) Define unpaid seller.

e) What is a bills of exchange?

f) What is a public company?

g) Define undue influence.

h) What is an Memorandum of Association?

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

a) Types of offers.

b) Rights of surety.

c) Noting & Protest.

Q3) a) Explain the essential elements of a valid contract. **[10]**

OR

b) What is a Quazi Contract. Explain the types of Quazi Contract.

Q4) a) Explain all the Implied Conditions & Warranties as per sales of goods Act. **[10]**

OR

b) State the Doctrine of Caveat Emptor. Explain the exceptions of the doctrine.

P.T.O.

Q5) a) The Article of a public company clearly started that Mr. A will be the solicitor of the company. The company in its general meeting of the shareholders resolved unanimously to appoint B in place of A as the solicitor of the company by altering the article of association. Examine whether the company can do 80 by explaining the provisions of Articles of Association. **[10]**

OR

b) Mr. Y is a holder of the cheque which is endorsed by Mr. X in blank Mr. Y writes a name on the cheque but does not mentioned the amount. Does it change the character of the instrument? Explain the above case in reference to types of endorsement of Negotiable Instruments?

Total No. of Questions : 5]

SEAT No. :

PD-1597

[Total No. of Pages : 2

[6430]-1012

M.B.A. (All programmes)

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

(2021 Pattern) (Semester - I)

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

Instructions to the candidates :

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

Q1) **Answer any Five (2 marks each) :** **[10]**

a) Explain the significance of Demand Forecasting?

b) What is Firm Level Forecasting?

c) Describe Expert Opinion Method.

d) What are the different Qualitative Forecasting Methods?

e) What is trend Analysis?

f) Explain Income Elasticity of Demand with suitable example.

g) What is cash flow forecasting?

h) Define simple moving average.

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

a) Summarize qualitative methods of demand forecasting used by Marketing manager.

b) Why do you think forecasting is important?

c) Outline the steps involved in New Product Forecasting.

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

a) What is raw material planning?

OR

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

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

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

OR

b) What are the 5 benefits of forecasting? Explain in detail.

P.T.O.

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

a) Historical demand for a product is :

Month	January	February	March	April	May	June
Demand	13	12	16	13	17	16

Using a simple three-month moving average method, find the July forecast.

OR

b) India's passenger vehicle sales grew 26.7% in the fiscal year 2022-23, as chip shortages eased and demand for sport utility vehicles (SUVs) surged, auto industry body SIAM data showed. Explain this growth in the light of 4 components of time series.

Total No. of Questions : 5]

SEAT No. :

PD-1598

[Total No. of Pages : 2

[6430]-2001
F.Y. M.B.A.
(All programmes)
201 : (GC07) Marketing Management
(2021 Pattern) (Semester - II)

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

Instructions to the candidates :

1) ***Draw neat labeled diagram whenever necessary.***
2) ***All questions carry equal marks.***
3) ***Attempt all questions.***

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

a) Define 'Shopping Goods'.

b) State the meaning of 'New product'.

c) Recall the meaning of 'Geographical pricing'.

d) Reproduce the definition of 'Product Mix'.

e) Define 'Advertising' with example.

f) State the definition or 'Ware housing' with example.

g) Recall the term 'order processing'

h) Reproduce the meaning of 'Efficiency control'.

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

a) Differentiate between 'FMCG and Industrial Product'.

b) Differentiate between 'Advertising and personal selling'.

c) Summarise how companies respond to 'price changes'.

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

a) Explain Booz, Allen and Hamilton (BAH) classification for New products? Where will you classify 'Savlon Hand Sanitizers'.

b) Develop an Integrated marketing communication (IMC) plan for launching a 'New Music Reality Show' on sony television.

P.T.O.

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

a) Suggest suitable channels of distribution for the company offering 'Premium Footware for women'.

b) Suggest suitable channels of distribution for a company starting 'Eyewear chain' in India.

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

a) Design Marketing plan for a company planning to start a 'Medical store chain' in India.

b) Design Marketing plan for a company planning to offer 'Home Furniture'.

Total No. of Questions : 5]

SEAT No. :

PD-1599

[Total No. of Pages : 4

[6430]-2002
M.B.A. (All programmes)
GC-08 : Financial Management (202)
(2021 Pattern) (Semester - II)

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

Instructions to the candidates :

1) ***All Questions are Compulsory & Carry 10 marks each.***
2) ***Use of simple Non-Programmable calculator is allowed.***

Q1) **Answer the following Attempt: (Any 5)** **[5 × 2 = 10]**

a) What is meant by "Operating Cycle"?

b) Enlist the objectives of Financial Management

c) What are Turnover ratios?

d) What is meant by "Negative Working Capital"?

e) Explain in brief I R R (internal Rate of Return)

f) What is meant by Cost of Debt?

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

a) Financing Decisions with Investing Decisions

b) Traditional Techniques of Capital Budgeting with Modern Techniques of Capital Budgeting.

c) Operating Leverage with Financial Leverage

d) Wealth Maximization with Profit Maximization

P.T.O.

Q3) You have been furnished with the financial information of M/s Uddhav Spinning Mills Ltd.

Liabilities	Amount (Rs.)	Assets	Amount (Rs.)
Equity Share Capital of Rs.100 each	10,00,000	Plant & Equipment	6,40,000
Retained Earnings	3,68,000	Land & Building	80,000
Sundry Creditors	1,04,000	Cash	1,60,000
Bills Payable	2,00,000	Sundry Debtors	3,20,000
Other Current Liabilities	20,000	Stock	4,80,000
		Pre-paid Expenses	12,000
	16,92,000		16,92,000

Statement of Profit for the year ended on 31st March (Rs.)

Sales	40,00,000
Less: Cost of Goods Sold	30,80,000
Gross Profit	9,20,000
Less: Operating Expenses	6,80,000
Profit before tax	2,40,000
Tax (@ 35%)	84,000
Profit after Tax	1,56,000

Calculate:

1. Current ratio
2. Acid Test ratio
3. StockTurnover ratio
4. Debtors Turnover ratio
5. Gross Profit ratio
6. Net Profit ratio
7. Operating ratio
8. EPS
9. Rate of Return on Equity Capital
10. Market Price of the Share if P/E ratio is 10 times **[10]**

OR

From the following balance Sheets of A ltd. prepare a common size Balance Sheet.

Liabilities	31.03.2018	31.03.2019	Assets	31.03.2018	31.03.2019
Equity	1,00,000	1,65,000	Fixed Assets	1,20,000	1,75,000
Pref. Capital	50,000	75,000	Stock	20,000	25,000
Reserves	10,000	15,000	Debtors	50,000	62,500
P & L A/c.	7,500	10,000	B/R	10,000	30,000
B O D	25,000	25,000	Prepaid Exp	5,000	6,000
Creditors	20,000	25,000	Cash at Bank	20,000	26,500
Prov for Tax	10,000	12,500	Cash in hand	5,000	15,000
Proposed Dividend	7,500	12,500			
	2,30,000	3,40,000		2,30,000	3,40,000

Q4) M/s Namo Namah Innovative Projects Ltd is a Delhi based company. It is contemplating the introduction of a new machine. From the following information given to you calculate the NPV of the project assuming 10 % as the cost of capital

Year	Cash Out Flow	Cash Inflow
0	Rs.40,000	-----------
1	-----------	Rs.20,000
2	-----------	Rs.20,000
3	Rs.30,000	-----------
4	-----------	Rs.40,000
5	-----------	Rs.80,000

[10]

OR

Assuming the corporate tax of 35 % calculate after tax cost of capital in following situations

a) Perpetual 15% debentures of Rs.1000 sold at a premium of 10% with no floatation costs.

b) 10 year 14% debentures of Rs.2000 redeemable at par at 5% floatation costs

c) 10 year 14% preference shares of Rs.100 redeemable at premium of 5% with 5% floatation costs and dividend tax is 10%.

d) An equity share selling at Rs.50 and paying dividend of Rs. 6 per share.

Q5) Estimate NWC (Net Working Capital) for a company on the basis of given data. Add 10% to your computed figure for contingencies.

Estimated cost per unit of Production	(Rs,)
Raw material	80
Direct labor	30
Overheads (Including Rs.5 Depreciation)	65
Total	175

Additional Information:

a) Selling Price Rs.200

b) Level of Activity1,04,000 units of production per annum

c) Raw material in Stock Average 4 weeks

d) WIP (Full unit of raw material required in the beginning other conversion costs 50%)-2 weeks

e) Finished goods in Stock 4 weeks

f) Credit allowed by suppliers 4 weeks

g) Credit allowed to debtors 8 weeks

h) Lag in payment of wages 1.5 weeks

i) Desired Cash balance in Bank Rs.25,000

Assume production is carried evenly throughout the year. (One Year = 52 Weeks) **[10]**

OR

Operating and cost data of M/S Z.Naraharee Stone Crushing Company Pvt ltd is as:

Particulars	Amount (Rs.)
Sales	20,00,000
Variable Costs	14,00,000
Fixed Costs(including 15% interest on Rs.10,00,000)	4,00,000

Calculate company's Operating, Financial & Combined Leverage.

Total No. of Questions : 5]

SEAT No. :

PD1600

[Total No. of Pages : 2

[6430]-2003

First Year M.B.A. (Service Management)

203-GC-09: HUMAN RESOURCES MANAGEMENT

(2021 Pattern) (Semester - II)

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.*

Q1) Answer any Five (2 Marks Each) **[10]**

a) Distinguish between Performance Appraisal & Performance Management.

b) Enlist any four limitations of HRIS.

c) What is golden handshake?

d) _______ may be defined as sequence of separate, but related work activities providing for continuity, order and meaning in a person's life.

i) Occupation

ii) Job

iii) Career

iv) Task

e) Enlist any four external sources of recruitment.

f) Define HRM and Enlist any four functions of HRM.

g) What is Vestibule Training?

Q2) Answer any Two of the following. (5 Marks Each) **[10]**

a) Elaborate the Matching Model of Strategic HRM.

b) How Kirkpatrick model helps to evaluate training effectiveness.

c) Explain in brief about current trends in compensation.

P.T.O.

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

a) Describe various types of errors likely to occur during performance appraisal and suggest the measures to minimize such errors.

OR

b) Discuss the process of HR planning.

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

a) What is meant by HR audit and how it helps in organizational effectiveness?

OR

b) Describe various employee retention strategies considering current scenario.

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

a) Prepare Job description and Job Specification for Recruitment associate working in IT industry.

OR

b) Examine & discuss any three types of Employee separation and their Impact on Organizational Dynamics.

ⓘⓘⓘⓘ

Total No. of Questions : 5]

SEAT No. :

PD-1601

[Total No. of Pages : 2

[6430]-2004

F.Y. M.B.A. (All Program)

GC-10-204 : OPERATIONS AND SUPPLY CHAIN MANAGEMENT

(2021 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

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

Q1) **Answer the following (Any 5 out of 8) :** **[10]**

a) Define Operations Management.

b) Describe the concept of Lean Management.

c) Describe "Decoupling Inventory".

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

e) List any four functions of Production Planning & Control.

f) State the concept of quality with respect to manufacturer's perspective.

g) Define the concept of "Internal Customer".

h) List out key issues in Supply Chain Management.

Q2) **Answer the following (Any 2 out of 3) :** **[10]**

a) Describe Ethical and Environmental Issues in operations management?

b) Distinguish between MRP-I and MRP-II?

c) Differentiate Continuous and Intermittent Operations Process?

P.T.O.

Q3) a) Draw the Product Process Matrix and Map Commercial Printing, Heavy Equipment, Auto assembly & Oil Refinery industry on the same. **[10]**

OR

b) Illustrate how the demand forecasting acts as a production planning tool for the Organization. List out various techniques of demand forecasting. **[10]**

Q4) a) Describe the Significance of Inventory Management. Explain various inventory control techniques. **[10]**

OR

b) A Manufacturing Company need 3000 Kg raw material annually to produce the Products. The cost of Rs.300 incurred to place an order. Cost of raw material is 150 per kg., cost of carrying for 1kg raw material per year is Rs.10. Calculate EOQ, No. of Orders per year & Time interval between two orders. **[10]**

Q5) a) Compose Plant Layout for a high volume and single product line manufacturing unit. Appraise the merits and demerits of the same. **[10]**

OR

b) Hypothesize the collaborations required in Supply Chain Management of company providing online home services in and around Pune. Estimate key issues in collaborations in this case. **[10]**

Total No. of Questions : 5]

SEAT No. :

PD-1602

[Total No. of Pages : 2

[6430]-2005

F.Y. M.B.A.

205 - FINTECH : FINANCIAL MARKETS AND BANKING OPERATIONS

(2021 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) ***Draw neat labelled diagram wherever necessary.***

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

a) Define Bill of exchange.

b) Define MICR.

c) Define SLR.

d) Define Investment Banking.

e) Define Bond market.

f) List out specialised banks in India.

g) List out participants in Indian money market.

h) Define IPO.

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

a) Wrtie a note on capital market Instruments.

b) Write a note on MUDRA.

c) Write a note on SIDBI.

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

a) Explain the primary and secondary functions of commercial banks of India.

OR

b) Explain in detail the classification of development Banks in India.

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

a) 'Financial system in India is well regulated by independent regulators'. Do you agree with the statement? Justify.

OR

b) Explain the concept of stock exchange and state its functions.

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

a) Explain the features of GDR. Discuss in detail the process of issuing of GDR.

OR

b) Explain the following terms :

i) NEFT

ii) RTGS

iii) IMPS

iv) ECS

Total No. of Questions : 5]

SEAT No. : [ ]

PD-1603

[Total No. of Pages : 3

[6430] - 2006

M.B.A. Digital Managemet

205 DM: SC-DM-01: FUNDAMENTALS OF DIGITAL MARKETING (2021 Pattern) (Semester - II)

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

Instructions to the candidates:

1) ***Assume Suitable Data if necessary.***
2) ***All questions carry equal marks.***
3) ***All questions are compulsory.***

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

A) Which of the following is the correct depiction of Digital Marketing?

i) E-mail Marketing

ii) Social Media Marketing

iii) Web Marketing

iv) All of the above

B) Which of the following is incorrect about digital marketing?

i) Digital marketing can only be done offline

ii) Digital marketing cannot be done offline.

iii) Digital marketing requires electronic devices for promoting goods and services.

iv) In general, digital marketing can be understood as online marketing, web marketing and e-mail marketing.

P.T.O.

C) What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems?

i) Internet Marketing

ii) Direct Marketing

iii) Electronic Marketing

iv) Interactive Marketing

D) Which of the following factors are responsible for leaving an impact on the Google PageRank?

i) The text depicting inbound links to a page of a website.

ii) A total number of inbound links to a website's page.

iii) The subject matter of the site providing the inbound link to a page of a website.

iv) The number of outbound links on the page that contains the inbound link to a page of a website.

E) ___________ is responsible for hamper the search rankings.

i) Connecting to your own website from any random website.

ii) Utilizing the same colors of texts as that of your background pages.

iii) Integrating page templates into your page template.

iv) None of the above

F) Specify any four tools for effective digital marketing

Q2) Attempt any TWO from the following **[10]**

a) Write a short note on Affiliate marketing.

b) Explain the difference between traditional marketing and Digital Marketing

c) Explain the meaning and process of Digital Marketing.

Q3) Discuss the SEO benefits and challenges. **[10]**

OR

Discuss different types of websites based on functionality, purpose planning & conceptualizing

Q4) Define the role of Digital Marketing in increase in sales for competitive analysis. **[10]**

OR

Define the tools for effective Digital Marketing

Q5) Discuss the strategies video marketing along with its need and benefits. **[10]**

OR

Case Study

For Any one of the following develop the digital marketing plan for Sustainability and market growth

a) Website of Jewelry Shop

b) Website of Unisex Salon

c) Ecommerce Apparel website.

Total No. of Questions : 5]

SEAT No. :

PD-1604

[Total No. of Pages : 2

[6430] - 2007
M.B.A.
205: PROJECT MANAGEMENT
PRJ-SC-PRJ-01: Fundamentals of Project Management
(2021 Pattern) (Semester - II)

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

Instructions to the candidates:

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

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

a) Describe how projects can be integrated with organizational strategy.

b) What is Project life cycle?

c) Enlist any two projects scope checklist.

d) Explain the term defining the project scope.

e) What are top-down and bottom-up estimating approaches?

f) Give the significance of post-Implementation evaluation in project cost.

g) State the full form of MIS, KPIs and KPMs.

h) Discuss the fundaments of Activity-On-Node (AON).

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

a) Discuss the role of the Work Breakdown Structure (WBS) in project management.

b) Define and differentiate between direct cost, indirect cost and overhead costs in project management.

c) Explain the concept of project portfolio management and its importance in modern project management practices.

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

a) Explain the factors influencing the quality of project time and cost estimates?

b) Discuss the importance of refining estimates throughout the project lifecycle.

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

a) Discuss the strategies for building high performance project teams.

b) Describe the process of managing project stakeholders and their expectations.

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

a) Explain the process of developing a project network from work packages. provide a step by step explanation.

b) Discuss two techniques used in probability analysis for assessing project risks. Provide an examples of each techniques.

Total No. of Questions : 5]

SEAT No. :

PD-1605

[Total No. of Pages : 2

[6430] - 2008

MBA (Fintech Management)

SC 206 FINTECH - BASIC R PROGRAMMING IN FINTECH MANAGEMENT

(2021 Pattern) (Semester - II)

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.***
5) ***Graph paper will not be provided.***

Q1) Solve any five : **[5 × 2 = 10]**

a) Define analytics in the context of Fintech management.

b) List the different types of Analytics commonly used in Fintech Management.

c) State the basic concepts of R Programming relevant to Fintech Operations.

d) List the four commonly used tools for analytics in the Fintech industry.

e) State the different ways to get help in R.

f) What are three debugging tools used in R for code development?

g) List the four key skills of a good business analyst in the context of Fintech Operations.

h) Identify the four characteristics of good questions in analytics decision-making

P.T.O.

Q2) Solve any two : **[2 × 5 = 10]**

a) Explain the evolution of analytics and its significance in Fintech management.

b) Outline the steps for importing stock market data from a file with columns including date, stock name, open, low, high, close, and volume into R. for analysis. Additionally, demonstrate the process of appending two new records to the file and writing it back.

c) Discuss the process of analytical decision-making in Fintech management

Q3) Solve any one : **[1 × 10 = 10]**

a) Illustrate with examples how different data types in R are utilized to represent and manipulate information.

b) Explain the structure of programs in R, highlighting the usage of flow control statem

Q4) Solve any one : **[1 × 10 = 10]**

a) Elucidate the concept of matrices and provide an example of their application in the fintech sector? Additionally, demonstrate how matrices are combined using the cbind and rbind functions.

b) How do the "apply" family functions in R, such as apply (), lapply (), and sapply (), enable efficient and streamlined data processing and analysis tasks? Demonstrate their practical applications in the context of data manipulation and summarization.

Q5) Solve any one : **[1 × 10 = 10]**

a) Construct a basic R script to conduct exploratory data analysis (EDA) on a provided financial dataset containing parameters like BondID, Issuer, MaturityDate, CouponRate, Yield, and Price.

b) You are appointed as a consultant of leading Analytics Firm. How would you utilize R to effectively create a visual representation that illustrates the distribution of sales data consisting parameters such as Order ID, Date, Product ID, Product Name, Category, Quantity sold, Price per unit, Total amount, Customer ID, and Region.

Total No. of Questions : 5]

SEAT No. : ____

PD-1606

[Total No. of Pages : 2

[6430] - 2009
M.B.A. (Digital Marketing)
206-DM-SC-DM-02: Consumer Behaviour in Digital Era
(2021 Pattern) (Semester - II)

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

Instructions to the candidates:

1) ***All questions are compulsory, carry equal marks and have alternative.***
2) ***Each answer should be supported with suitable example.***

Q1) Compare lifestyle, buying objectives, consume traits and buying process of traditional & digital consumer. **[10]**

OR

Explain how social, cultural, demographic & technological environment has impacted digital buying in consumers **[10]**

Q2) Explain your buying process for buying apparells for a festival. **[10]**

OR

Explain digital buying of a food item across website mobile app and social media. The answer should be in detail. **[10]**

Q3) Social media nowdays drives the online buying devision making. Explain this with social media impact on each step of digital buying **[10]**

OR

Explain changing role of beliefs, volues, lifestyle, personality across Gen X, Gen Y, Gen Z with suitable examples. **[10]**

P.T.O.

Q4) Discuss the B2B buyer characteristics, roles and factors driving B2B digital buying in organisations. **[10]**

OR

Write digital buying process for any industry product for company. **[10]**

Q5) Write any two : **[10]**

i) Which new trend is most used in digital buying today **[5]**

ii) Social media influencer is driving online buying. Explain **[5]**

iii) Explain how rural consumer is buying online **[5]**

Total No. of Questions : 5]

SEAT No. :

PD-1607

[Total No. of Pages : 2

[6430]-2010

M.B.A.

PROJECT MANAGEMENT

PRJ - SC - 02 - 206 : Tools and Techniques in Project Management

(2021 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 question :** **[5 × 2 = 10]**

a) Enlist the steps involved in usage of statistical sampling.

b) Define checklist.

c) Define mind mapping.

d) State the concept of Make or Buy Analysis.

e) Examine the concept of Control Charts for variables.

f) Define Prototypes.

g) State the concept of Analogous Estimating.

h) List any four advanced data analysis tools.

Q2) **Solve any Two of the following sub questions :** **[2 × 5 = 10]**

a) Infer the guidelines of data gathering technique using 'Benchmarking' as a tool.

b) Describe the concept of 'Decision Tree'

c) Compare and contrast Checklists and Check sheets

Q3) a) Parametric estimating uses a mathematical model or statistical relationship to determine cost, duration or resource needs. Assume you have been appointed as a Project Manager for establishing a boys' hostel in a well-known residential school. Illustrate how would you calculate the duration estimate and cos estimate for this project using Parametric Estimating technique. You may consider appropriate assumptions for the same.**[10]**

OR

b) 'Reserve analysis is conducted prior to developing a baseline, after the initial risk identification, analysis and response planning have taken place. The purpose is to account for both the individual and overall risks associated with the project and to allocate a suitable amount of time and/or funding to meet the project objectives.' Infer the statement with suitable examples. **[10]**

Q4) a) Explain the steps involved in Eared Value Analysis with suitable example considering the period of twelve months. **[10]**

OR

b) Compare Flow charts and Histogram used in project data presentation. **[10]**

Q5) a) Appraise the composition of project teams and basic interpersonal and team skills required for a new product development project of a consumer durable company. **[10]**

OR

b) Summarize Three Point Estimating technique used by a project management company to execute the new vaccine development project of well-known pharma company. **[10]**

Total No. of Questions : 5]

SEAT No. :

PD-1608

[Total No. of Pages : 2

[6430]-2011
MBA (All programmes)
207 - Contemporary Frameworks in Management
GE-UL 07 (2021 Pattern) (Semester - II)

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

Instructions to the candidates :

1) *All Questions are Compulsory.*
2) *Figure to right indicate full marks.*

Q1) **Answer any 5.**

a) What are the 5 Dimensions of Trait El Model? **[2]**

b) What habits one should adopt for private victory? **[2]**

c) Recognizing that I have the freedom and ability to choose how I respond to whatever happens to me. As per Covey it indicates the _______ **[2]**

i) Proactiveness

ii) Reactiveness

iii) Enthusiasm

iv) None of these

d) There is a common misperception among people who aren't leaders that leadership is all about position, perks, and power. But the reality is that leadership requires **[2]**

i) Qualification

ii) Sacrifice

iii) Potential

iv) References

e) A team is dysfunctional when it ________ to accept responsibilities and come to any agreements, resulting in negative morale. **[2]**

i) Excels

ii) Encounters

iii) Struggles

iv) Gets motivated

P.T.O.

f) First who, then what is about. **[2]**

   i) Deciding who will lead

   ii) Deciding direction first

   iii) Getting right people on board

   iv) Motivating right people

g) What do you mean by the concept of Inside-out? **[2]**

h) What is the 'EQ brain'? **[2]**

Q2) **Answer any 2**

a) What do you mean by self-awareness? **[5]**

b) Discuss meaning of team'. Explain any 2 dysfunctions of a team. **[5]**

c) What is the Law of magnetism? **[5]**

Q3) **Answer any 1**

a) Evaluate the 5 dimensions of Trait El model. **[10]**

OR

b) How can a leader add value to others as per the Law of addition?

Q4) **Answer any 1**

a) Explain in details the concept of "Stockdale Paradox". **[10]**

OR

b) Briefly introduce seven habits of highly effective people.

Q5) **Answer any 1**

a) Analyze the fundamental causes of organizational team failure. **[10]**

OR

b) If you want to inspire someone or win them over, you must connect with them first. Explain this statement with the help of the Law of connection.

Total No. of Questions : 5]

SEAT No. :

PD-1609

[Total No. of Pages : 2

[6430]-2012

M.B.A. (All Programs)

208 - GC-UL 08 : Geopolitics & World Economic Systems

(2021 Pattern) (Semester - II)

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

Instructions to the candidates :

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

Q1) **Attempt any Five questions (2 marks each).** **[5 × 2 = 10]**

a) Explain the meaning of Global Economy.

b) What are intellectual property rights?

c) What do you mean by international trade Insurance?

d) Write notes on international political economy.

e) What do you mean by Brexit?

f) Explain Bi-lateral Agreement.

g) Write notes on international political economy.

h) Enlist the objective of World Bank.

Q2) **Attempt any two (5 marks each)** **[2 × 5 = 10]**

a) List the impact of the Eurozone crisis on India.

b) Give structure and components of global economy.

c) Explain Trade Agreements.

Q3) **Attempt any one** **[10]**

a) Explain the impact of ILO on labour legislation.

b) Explain Uruguay round. What are the agreements and provisions of Uruguay round for WTO?

P.T.O.

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

a) Explain any two methods of international payment system in trade.

b) Examine the objectives, progress and problems of OPEC.

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

a) "Reforms in international monetary system are brought about by the establishment of International Monetary Fund" Explain.

b) Critically evaluate the impact of trade wars in liberalized Economy.

Total No. of Questions : 5]

SEAT No. :

PD-1610

[Total No. of Pages : 2

[6430]-2013

M.B.A. (All Programs)

GE - UL - 09 - 209 : Startup and New Venture Management

(2021 Pattern) (Semester - II)

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 of the following :** **[2 × 5 = 10]**

a) Name two characters of a successful entrepreneur.

b) What is market analysis?

c) Define sole proprietorship.

d) List the various schemes of ministry of skill development and entrepreneurship.

e) Define the concept of boot strapping.

f) Define target audience.

g) Explain chiff-vesting.

h) Define the concept of lean start up.

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

a) Explain the concept of crowd funding.

b) Explain venture capital.

c) Explain the importance of entrepreneurial behaviour and motivation.

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

a) What is customer validation? How does it contribute to developing a successful business model?

b) Describe the concept of long tail markets and its implications for entrepreneurs.

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

a) Explain the importance of market intelligence in the customer discovery process.

b) What are the key components involved in developing a successful go to strategy for an e-commerce business?

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

a) Discuss the importance of building and managing a strong founder team in the context of entrepreneurial ventures.

b) Formulate a Business Plan for insurance sector.

Total No. of Questions : 5]

SEAT No. :

PD-1611

[Total No. of Pages : 2

[6430]-2014

M.B.A. (All Programs)

210 GE-UL-10: QUALITATIVE RESEARCH METHODS

(2021 Pattern) (Semester - II)

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

Instructions to the candidates :

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

Q1) **Short note on (Any Five) :** **[5 × 2 = 10]**

a) Qualitative Research.

b) Theoritical sampling.

c) Purposive sampling.

d) Observation.

e) Ethics in research.

f) Triangulation.

g) Rehability.

h) Non-participant observations.

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

a) Explain principals of saturation in qualitatives research?

b) Explain interrelationship of qualitative and quantitative research.

c) Elaborate the process of analytic induction in qualitative research.

Q3) a) Explain Grounded theory methodology with examples. **[10]**

OR

b) Design a qualitative research design on a survey on consumer perception of 'E-vehicles with reference to 2 wheeler segment.

Q4) a) Explain the purpose of triangulation in qualitative research. Discuss types of triangulation techniques. **[10]**

OR

b) Explain in detail types of qualitative research design.

Q5) a) Describe Zaltman's, methaphor elicitation technique applied for qualitative research. **[10]**

OR

b) Describe evaluation of qualitative research in detail.

Total No. of Questions : 5]

SEAT No. :

PD-1612

[Total No. of Pages : 2

[6430]-2015

M.B.A. (All programmes)

211-GE-UL-11 : BUSINESS, GOVERNMENT AND SOCIETY

(2021 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) ***All questions have internal options.***

Q1) **Answer Any Five of the following (2 marks each) :** **[10]**

a) Explain the meaning of Economic inequality.

b) Discuss the concept of social responsibilities of business.

c) Explain the meaning of globalization of brands.

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

e) Discuss the concept of privatization.

f) What is macroeconomic crisis?

g) Write any two measures of privatization of Indian railways?

h) Define Poverty line.

Q2) **Write short notes on Any Two of the following (5 marks each) :** **[10]**

a) Characteristics of Multi-National Corporations (MNCs).

b) Interdependence of business and society.

c) Identify the economic role of government.

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

a) Discuss the rationale for Public-Private Partnerships (PPPs) and explain the build operate and transfer (BOT) model.

b) What strategies can be implemented to promote balanced regional development and reduce urban rural inequalities.

P.T.O.

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

a) Explain how industrial development helps to eradicate poverty and inequality.

b) Elaborate the disadvantages of a multinational company to the host country and home country.

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

a) Analyze the globalization of brands and its implications for Indian business and firms.

b) "Indian economy has witnessed a Marco economic crisis". Discuss with relevant example.

Total No. of Questions : 5]

SEAT No. :

PD-1613

[Total No. of Pages : 2

[6430]-2016

M.B.A. (Service Management)

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

(2021 Pattern) (Semester - II)

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

Instructions to the candidates :

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

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

a) Clear understanding of the existing business processes is most important pre-requisite for __________.

i) Redesigning ii) Repositioning

iii) Restructuring iv) Reproducing

b) Business Process Re-engineering aims at________

i) Small Improvements ii) Re-Invention

iii) Strategy Formulation iv) Planning Process Flow

c) Which best describes the process of benchmarking?

i) Comparison of actual performance with budget

ii) Comparison of direct competitors performance

iii) Comparison of the costs of one product with another

iv) Comparison of the performance of one operation or business with another

d) KPI stands for _______

i) Key Process Indication

ii) Key Predictive Indicator

iii) Key Performance Indicators

iv) Key Process Information

e) Define BPR.

f) What is reduced cost?

g) List any two goals of BPR.

h) What is internal business process?

P.T.O.

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

a) Explain Just in Time concept

b) What are the importances of ERD?

c) Discuss the factors related to IT infrastructure.

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

a) What principles are used in BPR.

OR

b) Discuss the key elements of scorecard in detail

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

a) Explain Information Technology & Role of IT in BPR

OR

b) Define steps involved in performing business process reengineering

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

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

b) What do you mean by product design and development? Discuss in brief.

Total No. of Questions : 5]

SEAT No. :

PD-1614

[Total No. of Pages : 2

[6430]-2017

M.B.A. (SERVICE MANAGEMENT)

205 SC - SET - 01 : SERVICES MANAGEMENT

(2021 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) Solve any five : **[5 × 2 = 10]**

i) "Every Business is a service business" - who quoted this sentence.

a) Philip kotler   b) Gary Hamel

c) Ravi Shankar   d) Ramaswamy and Namakumari

ii) Charging customers different prices for essentialy same service is called____

a) Price Discrimination   b) Supply and Demand

c) Complementry   d) Substitutes

iii) Which of the following is not generally accepted as being part of the extended marketing mix for services?

a) Product   b) Price

c) Process   d) Practice

iv) Services are characterised by all of the following characteristics except for______

a) Intangiability   b) Homogeneity

c) Perishability   d) Inseprability

v) The mental energy spent by customer to acquir service is refered to as ___

a) Image cost   b) Monetary price

c) Energy cost   d) Psychic cost

vi) Which of the following is NOT one of the service encounter themes?

a) Spontaneity   b) Adaptability

c) Responsiveness   d) Recovery

P.T.O.

vii) The ______ dimension is an assessment of the firms consistency and depend ability in service performance.

a) Empathy b) Responsiveness

c) Assurance d) Reliability

Q2) a) Elaborate concept of service leadership write in detail note on principles of service leadership. **[10]**

OR

b) Elaborate concept of service Excellance. Highlight role of service excellance in managing service productivity. **[10]**

Q3) a) Analyse emergence of 'self service' concept with example. **[10]**

OR

b) Highlight Role of technology in service encounter with example. **[10]**

Q4) a) Explain in detail challenges faced while distributing service through physical and electronic channels. **[10]**

OR

b) Analyse critically with example genric approaches to service system design. **[10]**

Q5) **Write short note on : (Any two)** **[2 × 5 = 10]**

a) Cross median Approach for single facility.

b) Huff model for retail outlet

c) Regression analysis in location decision

OR

Write short note on (Any two) :

a) Competitive clustring

b) Saturation marketing

c) Facility location modeling considerations

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Total No. of Questions : 5]

SEAT No. : [ ]

PD-1615

[Total No. of Pages : 2

[6430]-2018

M.B.A (Service Management)

SC-SER- 02 (206) : SERVICES OPERATIONS MANAGEMENT

(2021 Pattern) (Semester - II)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) **Answer any 5 out of 8 :** **[2 Marks each]**

a) What is the meaning of services in business?

b) Define strategic services vision.

c) Interpret the need for providing value needed services.

d) List out the important design elements.

e) Define Quality Function Deployment.

f) What do you mean by service quality?

g) Enlist Buyer characteristics.

h) What are the 4ps?

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

a) How would you show your understanding on environmental strategies?

b) Identify why new service development is important?

c) How gaps in service quality can be analysed? Explain.

Q3) a) Analyse why services must be classified? **[10]**

OR

b) Develop a model for service profit chain.

Q4) a) Explain the service blue print for a luxury hotel. **[10]**

OR

b) Develop some capacity management strategies for airline.

Q5) a) How service operations management is related to standard of living of people? **[10]**

OR

b) Give details about retail design strategies.

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Total No. of Questions : 5]

SEAT No. :

PD-1616

[Total No. of Pages : 2

[6430]-3001

M.B.A. (All Programs)

301- GC-11: STRATEGIC MANAGEMENT

(2021 Pattern) (Semester - III)

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

Instructions to the candidates:

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

Q1) Answer the following (Any 5) **[5 × 2 = 10]**

a) S.B.O.

b) Vision

c) Critical Success Factor (CSF)

d) Low Cost Strategy

e) Blue Ocean Strategy

f) Red Ocean Strategy

g) Management by Objectives (MBO)

h) Key Performance Indicator (KPI)

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

a) Differentiate between strategies & tactics

b) Explain merger & Acquisition strategies.

c) Grand Strategies with suitable examples.

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

a) Explain Mintzberg's 5P's in strategies management with suitable examples.

OR

b) Explain B.C.G. Matrix.

P.T.O.

Q4) Answer the following : **[1 × 10 = 10]**

a) Explain with suitable diagram & example Mc Kinseys 7's framework.

OR

b) Explain strategy Canvas & value curves with suitable example.

Q5) Answer the following **[1 × 10 = 10]**

a) Explain role of stakeholders in strategic management.

OR

b) Explain ETOP with suitable example.

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Total No. of Questions : 5]

SEAT No. :

PD-1617

[Total No. of Pages : 3

[6430]-3002
M.B.A (All Program)
GC-12-302 : DECISION SCIENCE
(2021 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***Each question carry an equal marks.***
3) ***All questions has an internal options***
4) ***Use of non-scientific calculator is allowed.***
5) ***Graph paper will not be provided.***

Q1) **Answer any five from the following eight questions :** **[10]**

a) List the stages of LPP.

b) Define unbalanced transportation problem.

c) Describe the concept of Least cost method.

d) State the concept of MODI method.

e) Enumerate the concept of Transition matrix.

f) Define Trial and Event of probability.

g) Discuss the concept of single server queuing model.

h) State the concept of Hurwicz Alpha criterion.

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

a) Describe the assumptions of sequencing problem.

b) Compare Pure Strategy Games and Mixed Strategy Games.

c) Discuss the importance of Markov Chain.

P.T.O.

Q3) a) Solve the following LPP by graphical method **[10]**

Maximize $Z = 125\, x_1 + 100\, x_2$

Subject to :

$$16\, x_1 + 12\, x_2 \leq 100$$
$$8\, x_1 + 16\, x_2 \leq 80$$
$$x_1, x_2 \geq 0$$

OR

b) Solve the following transportation problem using Vogel's Approximation Method (VAM)

Source \ Destination	D_1	D_2	D_3	D_4	Supply
S_1	10	20	5	7	10
S_2	13	9	12	8	20
S_3	4	15	7	9	30
S_4	14	7	1	0	40
S_5	3	12	5	19	50
Demand	60	60	20	10	

Q4) a) A company manufacturing tailor made control modules. The company products these control modules is about 25 per day. There are some variation in production due to work-in-progress rejection. The probability distribution of production per day is given in following table: **[10]**

Production per day	15	16	17	18	19	20	21	22
Probability	0.05	0.08	0.20	0.45	0.10	0.07	0.03	0.02

Calculate average production per day using following random numbers :

14, 02, 93, 99, 18, 71, 37, 30, 12, 10, 88,13, 00, 57, 69, 32, 18, 08, 92, 73

OR

b) Solve the following problem for maximizing the sales. Following data represent sales of a particular product for the given salesman and teritory.

Teritory

		A	B	C	D	E	F
Salesman	S_1	73	91	87	82	78	80
	S_2	81	85	69	76	74	85
	S_3	75	72	83	84	78	91
	S_4	93	96	86	91	83	82
	S_5	90	91	79	89	69	76

Q5) a) The activities of a project an estimated times in days for each activity are given below: **[10]**

Activity :	1-2	1-3	1-4	2-3	2-6	3-5	4-5	4-6	5-6
Duration : (in days)	8	10	8	10	16	17	18	14	9

i) Draw network diagram

ii) Find critical path

iii) What is the minimum time of completion for the project.

OR

b) Solve the following game and Find the value of the game.

		Player B			
		B_1	B_2	B_3	B_4
Player A	A_1	3	2	4	0
	A_2	3	4	2	4
	A_3	4	2	4	0
	A_4	0	4	0	8

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Total No. of Questions : 5]

SEAT No. :

PD-1618

[Total No. of Pages : 2

[6430]-3003

M.B.A (Fintech)

304 FT: SC-FT-03 : GLOBAL FINANCIAL MARKETS

(2021 Pattern) (Semester - III)

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

Instructions to the candidates:

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

Q1) **Answer any five out of eight questions:** **[5 × 2 = 10]**

a) Define concept of Balance of payment.

b) What is Deep Discount Bonds?

c) What is currency options?

d) Enlist Four International Credit Rating Agencies.

e) SWIFT stands for?

f) Enlist challenges in International Finance.

g) FATF stands for?

h) What is Dual Currency Bonds.

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

a) Explain types of currency risks.

b) Elaborate the evaluation of International Monetary system.

c) Explain Intermediaries of the International Security Market.

Q3) **Answer any one out of two questions:** **[1 × 10 = 10]**

a) Explain the concept of International Double Taxation .What are the ways of it's regulation?

b) Elaborate various approaches for fore casting Exchange Rates.

P.T.O.

Q4) **Answer any one out of two questions :** **[1 × 10 = 10]**

a) "Purchasing power parity and fisher's parity are effective tools for international firms". Explain.

b) Elaborate role of International Financial Institutions in Global Financial Markets.

Q5) **Answer any one out of two questions :** **[1 × 10 = 10]**

a) Illustrate International Financial Reporting Standards & Indian Accounting Standards on foreign transactions.

b) Evaluate the hedging techniques for foreign Exchange Risk Management.

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Total No. of Questions : 5]

SEAT No. :

PD-1619

[Total No. of Pages : 2

[6430]-3004

M.B.A (Digital Marketing)

304 DM : SC-DM-03 : SOCIAL MEDIA MARKETING

(2021 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.***

Q1) **Solve any five out of eight following sub-questions:** **[5 × 2 = 10]**

a) What are the advantages of social media?

b) Write any two benefits of Instagram marketing tools?

c) What is social publishing?

d) What are the characteristics of social ads?

e) What is Influencer Marketing?

f) What are the primary motivers that drive social media participation?

g) State any 2 Facebook marketing campaign objectives?

h) What is the engagement rate in SMM?

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

a) "Effective Video marketing is the key to success for digital marketing". Comment.

b) How do you measure social return on investment (ROI)?

c) How can I increase my organic reach on Facebook? Explain.

Q3) a) What are the different techniques adopted by marketers for sales lead generation through social media marketing? **[10]**

OR

b) Explain the pointers required to be taken into consideration while making social media marketing plan. **[10]**

Q4) a) With Facebook, brands have been offered the chance to understand what their consumers want, without deducing or listening to intermediaries. But the first thing they need to do for that information to be availablle is to listen. Comment on this, using Indian Brands as examples. **[10]**

OR

b) Write a short note on social media platforms and B2B marketing. **[10]**

Q5) a) Write a short note on social media marketing metrics. **[10]**

OR

b) Discuss branding strategies of social media. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD-1620

[Total No. of Pages : 2

[6430]-3005

M.B.A

PROJECT MANAGEMENT

304 SC-PRJ-03 : Project estimation, cost & risk management

(2021 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 :** **[10]**

a) Define the term direct costs?

b) Explain the concept of project estimation.

c) Enlist various components of project estimation.

d) Define the term Indirect costs.

e) Explain the concept of project estimation.

f) State the benefits of project.

g) State the challenges of project cost management.

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

a) State the goals of projects Audit.

b) Differentiate between qualitative & quantitative risk analysis methods.

c) Explain the risk assessment steps.

Q3) a) Write a detailed note on Risk Indentification. **[10]**

OR

b) Explain the process of project Risk management. **[10]**

Q4) a) Expalin the concept of project control & monitoring along with techniques of monitoring & control. **[10]**

OR

b) Analyze the feed - forward Technique with its advantages & disadvantages. **[10]**

Q5) a) Explain the concept of project risks & illustrate various types of project risks. **[10]**

OR

b) Discuss various techniques of project estimating. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD1621

[Total No. of Pages : 3

[6430]-3006

Second Year M.B.A.(Fintech)

305-FT-SC-FT-04 : FINANCIAL MODELLING WITH EXCEL

(2021 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) ***Use of scientific calculator is allowed.***

Q1) Solve any five : **[5×2=10]**

a) _____ is the correct formula of finding average in excel.

i) = Avg (AB) ii) = Average (A1 : B1)

iii) AVERAGE (A1 : B1) iv) = Average (A1 B1)

b) Which of the following formula is to be used to calculate EMI?

i) FV(rate, nper, PMT (PV), (type))

ii) PV (rate, nper, PMT(FV), (type))

iii) PMT (rate, nper, PV (FV), (type))

iv) Intrate (Settlement, maturing, Investment, Redumption, (Basis))

c) Write any 4 kinds of financial ratios.

d) Define expense models.

e) Which of the following function should be used when either row or column is to be freezed?

i) ∈$5 ii) $∈$5

iii) ∈5 iv) $∈5$

f) What do you mean by conditional counting?

g) State any two components of financial model.

h) State the purpose of toggle.

P.T.O.

Q2) Solve any 2 : **[2×5=10]**

a) Discuss the type of functions given in a standard spreadsheet. Explain with examples and their syntax.

b) Explain steps involved in building a financial model to understand financial health of the company.

c) Write the difference between NPV & XNPV with syntax & suitable example.

Q3) Calculate the internal rate of return (IRR) for the following cash flows and show the steps to be followed while calculating using excel. **[10]**

Year 1 - Rs. 50,000

Year 2 - Rs. 20,000

Year 3 - Rs. 25,000

Year 4 - Rs. 30,000

Year 5 - Rs. 35,000

OR

What is meant by valuation model? Explain any 5 assumptions to build a valuation model.

Q4) You are analysing the financial statement of a company. Calculate the following ratios for the year 2023 using the provided financial data showing your layout of excel spreadsheet. **[10]**

a) Current ratio

b) Debt-to-equity ratio

c) Return on equity

Financial data of a company for 2023.

Current assets Rs. 5,00,000

Current liabilities Rs. 2,00,000

Total Debt. Rs. 3,00,000

Share holders equity Rs. 6,00,000

Net Income Rs. 1,50,000

OR

Following are two tables showing employee name & department and another is showing. Department list & their respective managers. Find out using Vlookup function manager name of each employee based on their department.

Table 1

	Employee name	Department
i)	Ram	Sales
ii)	Sham	Marketing
iii)	Ramesh	HR

Table 2

	Department	Managers
i)	Sales	Sarah
ii)	Marketing	Anish
iii)	HR	Ravi

Q5) Analyse from the following three different sales growth scenarios for a retail store over the next five years showing steps that will be followed in the spreadsheet using scenario manager.

a) Base care :- Sales grow at a steady rate of 5% annually.

b) Optimistic case :- Sales grow at an accelerated rate of 8% annually.

c) Pessimitic case :- Sales grow at a conservative rate of 2% annually.

[10]

OR

A Company manufactures two products P&Q. Their production costs are 15% & 20% of its turnover respectively. Marketing costs are 10% and 8% respectively. Show the steps to be followed in excel to analyse costs for the above two products. Turnover of product P may be, Taken as Rs. 6,00,000 and for product Q is Rs. 3,50,000.

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Total No. of Questions : 5]

SEAT No. :

PD1622

[Total No. of Pages : 2

[6430]-3007

S.Y. M.B.A.(Digital Marketing)

305 DMSC-DM-04 : DIGITAL MARKETING RESEARCH

(2021 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) *Each question has internal options.*

Q1) Attempt any five. **[5×2=10]**

a) Which of the following is not a primary goal of Digital Marketing Research?

i) Understanding consumer behaviour

ii) Enhancing brand visibility

iii) Maximizing profit margins

iv) Identifying market trends

b) Explain website reviews.

c) Define market segmentation.

d) What is pop up surveys.

e) What is Accessible survey.

f) Regression analysis is a statistical method used to model the relationship between a dependent variable and one or more independent variables.(True/False)

g) Define social media.

h) List any two uses of online research committee.

P.T.O.

Q2) Attempt any two. **[2×5=10]**

a) Explain the pros and cons of online focus group.

b) Defferentiate between qualitative and quantitative research.

c) Differentiate between correlation and regression.

Q3) a) Describe the concept of cluster analysis and its use in market segmentation, supported by a relevant business example. **[10]**

OR

b) Examine the ethical considerations inherent-in online marketing research and explain the challenges posed in digital environments.

Q4) a) Prepare an online depth interview questionnaire for a Health & Wellness product of your choice. **[10]**

OR

b) Elaborate the growth of Marketing Research Industry in India.

Q5) a) Explain the role of Marketing Inforamtion System (MIS) and marketing research in modern business practices. **[10]**

OR

b) Discuss multimedia and its implications of different sections of society.

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Total No. of Questions : 5]

SEAT No. :

PD1623

[Total No. of Pages : 2

[6430]-3008

S.Y.M.B.A. (Project Management)

305-PRJ-SC-PRJ-04 : PROJECT MANAGEMENT, EXECUTION & MONITORING

(2021 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 5 out of 8. (2 marks each) **[10]**

a) Enlist any four tools & techniques for conducting the procurements.

b) Explain in short any 2 tools for directing and managing project work.

c) What is project execution? Enlist various strategies for project execution.

d) Define project management.

e) How do you manage project knowledge.

f) What is project monitoring?

g) Comment on project resources.

h) Describe direct cost with respect to project.

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

a) Discuss conducting procurements for executing the projects.

b) Describe stakeholders engagement with respect to executing the project.

c) Explain project management life cycle.

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

a) Describe how to choose effective channels for the team communication.

OR

b) Explain various tools, templates & processes to monitor & control the project.

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

a) Describe various phases of project life cycle.

OR

b) Motivating your team is extremely important for the successful execution of project. Comment.

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

a) Evaluate the triple constraints for any real time project of your choice.

OR

b) With the help of "Input, tools and technique, output describe monitor & control of project work.

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Total No. of Questions : 5]

SEAT No. :

PD-1624

[Total No. of Pages : 2

[6430]-3009
M.B.A. (All Program)
306 - GE-UL-13 : INTERNATIONAL BUSINESS ECONOMICS
(2021 Pattern) (Semester - III)

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

Instructions to the candidates :

1) *All questions are compulsory.*
2) *Answer all questions, draw diagrams wherever necessary.*

Q1) **Answer any five: (2 marks each)** **[5×2=10]**

i) Who gave the theory of Comparative Advantage?
   - a) Porter
   - b) Heckscher - Ohlin
   - c) Ricardo
   - d) None of these

ii) The difference of Ask price and Bid price is termed as ______.
   - a) Mid rate
   - b) Cross rate
   - c) Spread
   - d) Inverse rate

iii) The study of groups and broad aggregates of the economy is known as ____.
   - a) Micro-economics
   - b) Macro economics
   - c) International Economics
   - d) None of these

iv) Meaning of International Trade.

v) Define spot market.

vi) Write any two assumptions of comparative cost advantage theory.

vii) Define Dumping duty.

viii) Meaning of Foreign Exchange Market.

Q2) **Answer any two (5 marks each)** **[2×5=10]**

a) Explain the major participants of foreign exchange market.

b) Identify and explain the advantages of Foreign Direct Investment.

c) Explain the Eurocurrency market.

P.T.O.

Q3) a) Demonstrate the product market approach to determination of exchange rate. **[10]**

OR

b) Illustrate the factors influencing foreign exchange market.

Q4) a) Critically evaluate the objectives and functions of IMF. **[10]**

OR

b) Critically discuss any one international financial crisis model.

Q5) a) Evaluate the role played by G-20 in India for Economic Integration. **[10]**

OR

b) "The covid-19 pandemic has impacted the foreign exchange transactions". Critically evaluate the statement with special reference to volatility management by government.

Total No. of Questions : 5]

SEAT No. :

PD-1625

[Total No. of Pages : 2

[6430]-3010

M.B.A. (All Programs)

(GE - UL - 14) 307 - INTERNATIONAL BUSINESS ENVIRONMENT

(2021 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) **Answer any Five (2 marks each) :** **[10]**

a) Define foreign Direct Investment.

b) What is outsourcing

c) What is Brown Field Investment.

d) What is an Export Subsidy.

e) What does the term "Brexit" mean?

f) What is globalisation.

g) What is a current account in balance of payment.

h) Define digitalization.

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

a) International Business success depends on "Ethics & Corporate social responsibility. "Do you agree with the statement"?

b) Distinguish between FDI & FPI.

c) Explain the features & dynamics of multi national corporations.

Q3) a) Demonstrate the role of Tariff & Non-tariff barriers in International Business. **[10]**

OR

b) Critically Discuss the growing concern for ecology in the current International Business environment with relevent examples.

P.T.O.

Q4) a) "The Political Legal & Cultural Environment plays a very important role in International Business". Discuss. **[10]**

OR

b) Critically Discuss the impact of Covid-19 pandemic on International Trade with relevant examples.

Q5) a) Sketch the modes of entry in International Market & the Internationalization process. **[10]**

OR

b) Critically evaluate the impact of Foreign Investments on International Business & Trade.

Total No. of Questions : 5]

SEAT No. :

PD-1626

[Total No. of Pages : 2

[6430]-3011

M.B.A. (All Programs)

308 - GE - UL - 15 : PROJECT MANAGEMENT

(2021 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) **Answer any five.** **[10]**

a) What is the purpose of Gantt chart in project management.

b) Define critical path method (cpm).

c) Explain the concept of resource leaveling in project management.

d) Define the term project baseline.

e) What are the key components of a project communication plan.

f) How do you define project scope?

g) How do you manage project risk effectively?

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

a) Explain the activities carried during the project closure.

b) Explain project management process groups.

c) Draw the stakeholder power Vs Interest Grid & explain the stakeholders of project.

Q3) a) Explain the project management audit process. **[10]**

OR

b) Elaborate code of Ethics & professional conduct for project manager.**[10]**

Q4) a) Comment on conflict in project teams. **[10]**

OR

b) Draw the project management golden triangle & explain the components of it. **[10]**

P.T.O.

Q5) a) Compare & contract positive risk response & negative risk response & draw the probability & impact matrix. **[10]**

OR

b) A survey conducted in the year 2021 by project management Institute highlights 12% of projects have failed in the recent years. Elaborate the statement & explain the common causes of project failure. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD-1627

[Total No. of Pages : 2

[6430]-3012

M.B.A. (All Programs)

309 GE-UL-16 : KNOWLEDGE MANAGEMENT

(2021 Pattern) (Semester - III)

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

Instructions to the candidates:

1) ***All questions are compulsory.***
2) ***All questions carry 10 marks.***

Q1) Answer any five of the following [2 marks each] **[10]**

a) What do you mean by the term data mining in KM?

b) Why knowledge center is important?

c) Define the concept of knowledge.

d) What is information?

e) What do you mean by knowledge Transfer in the organization?

f) What do you mean by common/shared knowledge?

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

Q2) Answer any two of following [5 marks each] **[10]**

a) Write a note on "system testing and deployment" in the knowledge management cycle.

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

c) What is the role of culture in knowledge transfer? Explain in brief.

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

a) What is knowledge transfer and knowledge sharing? Explain.

b) Describe in detail knowledge management innovations and its effect on learning organization.

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

a) What are the features of knowledge audit?

b) Design a knowledge Team for an organization. Enlist various participants and describe their roles.

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

a) What is the importance of KM assessment?

b) How do you measure effectiveness of knowledge management?

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Total No. of Questions : 5]

SEAT No. :

PD1628

[Total No. of Pages : 2

[6430]-3013
M.B.A. - II (All programmes)
310-GE-UL-17 : CORPORATE GOVERNANCE
(2021 Pattern) (Semester - III)

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

Instructions to the candidates:

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

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

a) What is Risk management?

b) Define ESG stands for in corporate Governance.

c) Define service sector.

d) What is internal control in risk management?

e) Define institutional investor in corporate Governance.

f) Enlist the pillars of corporate governance.

g) What is Audit committee?

h) What is good corporate Governance?

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

a) Discuss the scope of good corporate governance.

b) Discuss the contribution by Board Committee to Board Governance.

c) Explain the legal protection for small shareholders.

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

a) Discuss challenges in exercising shareholder's rights ownership structure.

OR

b) Describe the risk management in different ways.

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

a) Discuss the role of corporate Governance in PSU.

OR

b) Analyse an International perspective of corporate governance with respect to united kingdom.

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

a) Evaluate the impact on corporate governance in Tata Group and Cyrus Mistry dispute case.

OR

b) Evaluate the main factors contributing to the corporate governance failure at Ricoh India.

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Total No. of Questions : 5]

SEAT No. :

PD-1629

[Total No. of Pages : 2

[6430]-3014

M.B.A. (All programmes)

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

(2021 Pattern) (Semester - III)

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

Instructions to the candidates:

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

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

a) Non profit organization.

b) Volunteers management.

c) Mission of Non profit organization.

d) Conflict of interest.

e) Memorandum of Association.

f) Public Relation.

g) Donor Marketing.

h) Sustainable business model.

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

a) Differentiate between profit and Non profit organization.

b) Explain values and goals of Non profit organization.

c) Ethical decision making in non profit organization.

Q3) a) Explain concept of non profit leadership and the function of board in organizational governance. **[10]**

OR

b) Explain objectives, legal procedures formalities and documentation required for registration of non-profit organization.

P.T.O.

Q4) a) Elaborate Roles of non-profit organization in the public policy framing process. **[10]**

OR

b) Explain Tax benefits and Exemptions for Non-profit organization under different acts.

Q5) a) Discuss Ethical issues in non profit organization. Develop a sustainable Business model based on social needs. **[10]**

OR

b) Define the role of volunteers in non profit organization Describe Incentives and control in the non profit context with example.

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Total No. of Questions : 5]

SEAT No. :

PD1630

[Total No. of Pages : 2

[6430]-3015
S.Y.M.B.A. (Service Management)
304 SER - SC - SER - 03 : SERVICES MARKETING
(2021 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 & labelled diagrams wherever necessary.***

Q1) Solve any five. **[5×2=10]**

a) What is zone of tolerence in services?

b) Enlsit bases for segmentation of services.

c) Define market penetration.

d) Explain need for study of services marketing.

e) List the importance of communication.

f) Explain branding of services.

g) Explain the term franchising.

h) Define service penetration.

Q2) Solve any two. **[2×5=10]**

a) What is product life cycle in detail.

b) Explain the different types of physical evidence.

c) What are the various approaches to pricing in services.

Q3) Solve any one. **[1×10=10]**

a) Explain the elements of promotions.

b) Define Branding? Explain the various types of Branding in services.

Q4) Solve any one. **[1×10=10]**

a) Illustrate suitable mix plan for newly launched product of existing company.

b) Explain the phyiscal evidence with significance? Describe the elements also.

Q5) Solve any one. **[1×10=10]**

a) Design the services blue print for 5 star hotel?

b) Discuss the role of E-commerce platform in services marketing for tourism industry?

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Total No. of Questions : 5]

SEAT No. :

PD1631

[Total No. of Pages : 2

[6430]-3016

S.Y. M.B.A. (Service Management)

305 SER SC-SER-04 : CONSUMER BEHAVIOUR IN SERVICES MANAGEMENT

(2021 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 5 **[10]**

a) Define Consumer Behaviour.

b) Differentiate between consumer & customer.

c) What are the roles played by an 'Initiator' & 'Influencer' in consumer behaviour studies?

d) Define consumer perception.

e) Define 'Social Class'.

f) What is 'Diffusion of Innovation'?

g) Define motivation.

h) What are the types of consumer involvement?

Q2) Solve any 2. **[10]**

a) Explain socio economic classification and its impact on lifestyle of consumers.

b) What do you mean by consumer service perception? Explain the factors that influence consumer perception of service with relevant examples.

c) Explain the marketing implication of culture, sub-cultures and values in service sector.

P.T.O.

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

a) Discuss the emerging trends in Indian market with reference to changing consumer behaviour.

OR

b) What are the opportunities and challenges of consumer behaviour in e-market? Support your answer with suitable examples.

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

a) What is meant by personality? Discuss influence of personality on purchase decisions.

OR

b) Describe types of Buying motives, Hierarchy of motives and Dimension of involvement.

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

a) What are the various types of reference groups? Explain their effect on service and brand purchase with suitable examples.

OR

b) What are the three stages of service consumption process? Describe how the three stage model of service consumption could explain consumer behaviours in a law-contact service like investing.

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Total No. of Questions : 5]

SEAT No. :

PD-1632

[Total No. of Pages : 2

[6430]-4001
M.B.A (All Programs)
401 : GC-14 : ENTERPRISE PERFORMANCE MANAGEMENT
(2021 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) *All questions have internal options.*

Q1) **Answer the following (Any 5)**

a) Financial inclusion as performance measure of bank-how?

b) Explain Goal Congruence.

c) GMROI

d) Time and cost over run.

e) Explain MVA

f) Du Pont Analysis

g) Internal Rate of Return - Define.

h) Transfer pricing conflict.

Q2) 'A profit center enables a veal evaluation of performance of a responsibility centre in terms of efficiency and effectiveness'. Elaborate in detail.

OR

Write Short Notes - (Any 2)

a) Responsibility centres.

b) Malcom Balbridge framework

c) Technical performance measurement.

P.T.O.

Q3) Emcure Ltd. is a manufacturing organisation. There are two divisions A & B Division A produces goods at a cost of Rs. 20 per unit and transfers it to division B, which requires further cost of Rs. 10 per unit for the processing. Division B sells it to the customer at Rs 36 per unit. The company has a set policy of transfer price at cost Plus 20%. The same goods produced by Div A can be purchased from outside market at Rs. 26 per unit.

Calculate:

i) Profit of each division and overall profit of the company.

ii) Comment whether division B should purchase it from outside.

OR

Explain and highlight need of capital expenditure decision and elaborate pre sanction and post sanction control of capital expenditure.

Q4) Explain performance of Retail store in detail.

OR

Discuss and explain performance evaluation of banks.

Q5) Elaborate process of performance evaluation of projects.

OR

"Auditing is one of the important tools for performance measurement" Comment,

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Total No. of Questions : 5]

SEAT No. :

PD-1633

[Total No. of Pages : 2

[6430]-4002

S.Y. M.B.A (All Program)

GC - 15 : 402 : INDIAN ETHOS & BUSINESS ETHICS

(2021 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) Attempt any five of the following : **[5 × 2 = 10]**

a) Which are the three gunas according to Triguna theory?

b) List the Indian heritage scriptures which have given management lessons.

c) List the steps of Kohlberg's six stage moral development.

d) Define Business Ethics.

e) Which are the types of Business Ethics?

f) Define the term Corporate Social Responsibility.

g) What is VEDA model?

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

a) Describe OSHA model.

b) Differentiate between Eastern Management vs Western Management.

c) Differentiate between Ethics vs Ethos.

Q3) a) List out management lessons from 'Ramayana'. Describe how you can relate the same in current day scenario through relevant examples. **[10]**

OR

b) List out management lessons from 'Mahabharata'.

Q4) a) Discuss Intellectual Property Rights (IPR) and WTO agreement. **[10]**

OR

b) Evaluate Kohlberg Six stage moral development of business ethics.

Q5) a) Design a 10 pointer 'Code of Conduct' as per your choice of industry. **[10]**

OR

b) Discuss Leadership Pointers from Kautilya's Arthashastra. As a manager explain how you can implement the same in banking organization.

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Total No. of Questions : 5]

SEAT No. :

PD-1634

[Total No. of Pages : 2

[6430]-4003
S.Y. M.B.A. (FINTECH)
403 SC - FINANCIAL REPORTING & ANALYSIS
(2021 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) :** **[10]**

a) ______ provide a summary of the accounts of a business organization.

i) Financial Accounting ii) Cost Accounting

iii) Management Accounting iv) Financial Statement

b) ______ are created out of undistributed profits (on the liabilities side of a Balance Sheet)

i) Gross Loss ii) Net Profit

iii) Reserve iv) None of the above

c) Indian Accounting Standards 33 deals with ________

i) Assets ii) Liabilities

iii) Earnings Per Share iv) Market Per Share

d) Indian Accounting Standards 108 deals with ______

i) Borrowing Cost ii) Impairment of Assets

iii) Tangible Assets iv) Operating Segments

e) Define the Concept of Indian AS-19?

f) Define the term Going Concern?

g) Define the Concept of Neutrality?

h) Define the Concept Prudence?

Q2) **Short Notes (Any 2 out of 3) : [10]**

a) Explain the Qualitative Aspects of Financial Statements?

b) Explain the Indian AS-07 Statement of Cash Flows?

c) Explain the Provisions relating to the Contingent Liabilities and Contingent Assets?

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

a) Explain the format of Part I: Balance Sheet and Statement of Changes in Equity?

b) Explain the format of Part II – Statement of Profit and Loss and Notes to Financial Statements?

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

a) Explain in details Indian AS-08 Accounting Policies, Changes in Accounting Estimates and Errors with relevant Examples?

b) Explain in details Indian AS-115 Revenue from Contract with Customers with relevant Examples?

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

a) Analyses the Revenue Recognition using relevant Indian Accounting Standards?

b) Evaluate the various underlying assumptions with relevant Examples?

Total No. of Questions : 5]

SEAT No. :

PD1635

[Total No. of Pages : 2

[6430]-4004

M.B.A. - II (Digital Marketing)

403 DM-SC-DM - 05 : DIGITAL MARKETING CHANNELS

(2021 Pattern) (Semester - IV)

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

Instructions to the candidates:

1) ***All question are compulsory.***
2) ***Figures to the right indicates.***
3) ***Neat diagrams must be drawn wherever necessary.***

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

a) What is the defination of "omni-channel marketing"?

b) What are digital channels?

c) What is an infomediary?

d) What do you mean by auditing marketing channels?

e) What is downstream channel relationship?

f) What are the different key channel functions?

g) What are the four pillars of an omni-channel strategy?

h) What is the importance of relationships in marketing channels?

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

a) Describe the difference between a "gray market" and "black market"?

b) What are the implications of channel conflicts on customer loyality?

c) What are the various components of an omni-channel system?

Q3) Answer any 1 out of 2. (10 marks each) **[10]**

a) How can a company use the channel trust and relationship cycle to build relationships with its customers?

OR

b) How can a business create a strong bond between the customer and the company through marketing channels?

P.T.O.

Q4) Answer any 1 out of 2. (10 marks each) **[10]**

a) Create a flowchart showing how the relationship between an upstream & downstream channel affects the flow of data.

OR

b) What specific problems do channel management transactional intermediaries & infomediaries solve?

Q5) Answer any 1 out of 2. (10 marks each) **[10]**

a) What factors should a product & service company consider when implementing an omni-channel strategy?

OR

b) Assess the strength & weaknesses of a marketing channel strategy for launching a new business?

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Total No. of Questions : 5]

SEAT No. : [ ]

PD-1637

[Total No. of Pages : 2

[6430] - 4006

S.Y. M.B.A. (Fintech)

404 SC: CURRENT TRENDS IN FINTECH

(2021 Pattern) (Semester-IV)

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

Instructions to the candidates:

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

Q1) Solve any five : **[5 × 2 = 10]**

a) Define the Application Process Interface

b) Define Natural Language Processing

c) Define Insurtech

d) What is IMPS?

e) What is Regulatory Sandbox?

f) Define Digital Lending

g) Applications of Fintech

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

a) Explain the role of blockchain in digital transformation.

b) What is the UIDAI and how does it play a role in digital transactions in India?

c) Explain various payment systems in details.

P.T.O.

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

a) State the issues which can be resolved with the help of Business process Reengineering?

b) Discuss the need for digital transformation in businesses.

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

a) How Artificial Intelligence is making contribution in success of real estate sector.

b) Describe the importance of Fintech in the modern banking landscape.

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

a) Discuss the future of Fintech and its potential to disrupt traditional financial services.

b) Analyze the role of the Regulatory Sandbox in fostering innovation within the Fintech industry.

Total No. of Questions : 5]

SEAT No. :

PD1638

[Total No. of Pages : 2

[6430]-4007
S.Y.M.B.A. (Digital Marketing)
404-DM-SC-DM-06: MARKETING 5.0
(2021 Pattern) (Semester - IV)

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

Instructions to the candidates:

1) ***Attempt all questions.***
2) ***Make suitable assumptions.***
3) ***All questions carry equal marks.***

Q1) Solve any <u>FIVE</u> of the following.

a) Define Market polarisation.

b) What is 'Customer Experience'.

c) What is 'Human centric Marketing'.

d) Define the term 'Natural Language Processing' (NLP).

e) Recall the term 'Artificial Intelligence'.

f) Enlist any two characteristics of Baby boomers.

g) Summarise the terms 'UI-User Interface'.

h) Define 'Marketing 5.0'.

Q2) Solve any <u>TWO</u> of the following.

a) Differentiate between 'Gen Y and Gen Z'.

b) Elaborate the journey or 5A's in the customer path.

c) In todays competitive market many companies are preferring the use of 'Data Drive Marketing'. Discuss.

Q3) a) Discuss the digital opportunities and challenges faced by Tourism sector.

OR

b) How Artifical Intelligence (AI) improve the content personalisation and segmentation strategy of a business entity. Elaborate in context to a 'Online Fashion Retailer'.

P.T.O.

Q4) a) Design the chatbot marketing strategy for a online Job portal in India.

OR

b) 'Predictive Marketing' can be used to build successful brands. Analyse the statement in context to a football club.

Q5) a) Develop 'Agile Marketing strategy' for a 'Multinational Bank'.

OR

b) Create Augmented Marketing strategy to provide right digital tools in supporting frontline sales for a consumer durable company.

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Total No. of Questions : 5]

SEAT No. :

PD1639

[Total No. of Pages : 2

[6430]-4008
S.Y.M.B.A. (Project Management)
404-PRJ-SC-PRJ-06: GOVERNANCE, CONTINUITY AND ETHICS IN PROJECT MANAGEMENT
(2021 Pattern) (Semester - IV)

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

Instructions to the candidates:

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

Q1) Solve any five: **[5×2=10]**

a) Define project governance and its two significance.

b) Recall two elements of project continuity planning.

c) List any two ethical principles that guide decision-making in project management.

d) Explain the meaning "RISK MANAGEMENT".

e) Explain the meaning of "PROCUREMENT MANAGEMENT".

f) Write two characteristics of an "ETHICAL MANAGER".

g) Write two benefits of maintaining professional ethics".

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

a) Explain the difference between "Governance" and "Management" in the context of project execution.

b) Describe the process of developing a project continuity plan and its relationship with risk management.

c) Discuss the ethical dilemmas that project managers may encounter during the project life cycle.

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

a) Evaluate the strengths and weaknesses of different project governance frameworks."

OR

b) Explain the framework of "Ethical Decision making process" and also elaborate the barriers of Ethical Decision making process.

P.T.O.

Q4) a) Formulate recommendations for enhancing project governance and ethics within an organisation. **[10]**

OR

b) Elaborate “Business Continuity process” along with its 7 steps.

Q5) Critically evaluate the impact of un ethical behaviour on project outcomes and organizational reputation. **[10]**

OR

Explain the key “skill sets” a project managers needs to acquire in order to maintain the ethics in project management. Recomond some tools for developing these skill sets.

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Total No. of Questions : 5]

SEAT No. : ____

PD1640

[Total No. of Pages : 2

[6430]-4009

S.Y. M.B.A. (Service Management)

405 - GE - UL - 19 : GLOBAL STRATEGIC MANAGEMENT

(2021 Pattern) (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) Answer any five out of the following: **[5×2=10]**

a) Define glocalization.

b) What is a Strategic Alliance?

c) What is Country Attractiveness?

d) Quantitative restrictions refer to limit set by countries to curb _____ (Choose One).

i) Imports

ii) Exports

iii) Imports & exports

iv) None of the above

e) The PEST analysis is used to represent: (Choose One).

i) Multiple dimensions of the external environment.

ii) The company's place in the marketplace.

iii) A country's political and economic environment.

iv) The institutions and processes which determine a country's level of development.

f) Define Piggybacking.

g) Define Greenfield Investments.

h) Schumpeter' s notion of "creative destruction" covers all but which one of the following? (Choose One).

i) New products

ii) New ways of doing things

iii) New organizational forms

iv) New cultural values

P.T.O.

Q2) Answer ANY TWO out of the following: **[2×5=10]**

a) What do you understand by learning organization?

b) What are Resources? How resources can lead to Competitive Advantage?

c) Compare Global versus Local Alliances with suitable example.

Q3) a) Explain the key success factors of world class market intelligence. **[10]**

OR

b) Explain the rationale for cross-border mergers and acquisitions. **[10]**

Q4) a) Analyze how Cultural factors impact Globalization process. **[10]**

OR

b) "Benefits of globalization include access to larger markets, better allocation of resources, increased business opportunities, improved product quality and consumer benefits - Justify. **[10]**

Q5) a) Suggest a suitable global structural model for OTIS Elevator Company. Justify your answer. **[10]**

OR

b) Design a global entry strategy for a shoes manufacturing company. **[10]**

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Total No. of Questions : 5]

SEAT No. :

PD-1641

[Total No. of Pages : 2

[6430]-4010
M.B.A.
(All programmes)
GE - UL - 20 : 406 - Technology Competition & Strategy
(2021 Pattern) (Semester - IV)

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

Instructions to the candidates :

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

Q1) **Answer any 5 out of 8 :** **[5 × 2 = 10]**

a) Define the term "Technology".

b) What is Technology Intelligence?

c) Explain "Market Growth" & "Market Share".

d) Enlist any 2 Global Technology Alliances.

e) Who are customers & suppliers.

f) Define Market Growth.

g) What does the word "SWOT" stands for?

h) List any 2 principles for Data collection.

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

a) Explain the Role of chief Technology officer.

b) How a technological strategy is formulated & what are its core competencies?

c) What are the contempory challenges in mapping the technology environment?

Q3) **Answer any 1 out of 2 :** **[10]**

a) What are the various strategic & operational reasons for collaborative arrangements & why it is necessary in the domain of technology strategy?

b) Explain key principles & various mechanisms used for data collection in detail

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

a) Explain how technological environment is mapped? What are the steps involved in the same & how macro-level & Industry-level is mapped?

b) Explain Intellectual Property Right Risk involved in a collaborative technological strategy?

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

a) Explain :- i) X-Y coordinating methods

ii) M by N matrix

b) Explain the frame work for analysis of technology emergence & influence of environmental trends on competition.

Total No. of Questions : 5]

SEAT No. :

PD1642

[Total No. of Pages : 1

[6430]-4011

S.Y. M.B.A. (All programmes)

407-GE-UL-21 : CYBER LAWS

(2021 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) Attempt any five : **[10]**

a) Explain the concept of Domain name.

b) What is trademark in internet era.

c) What is cyber space jurisdiction.

d) Explain any two cyber crime.

e) What is Tribunal

f) What is cyber squatting.

Q2) Write short note (Any two) : **[10]**

a) E-Governance

b) E-Taxation issues

c) Penalties for cyber offences.

Q3) What is E-signature & what are various basic laws of E-Signature in India. **[10]**

OR

What is Reverse hijacking cyber law? How it is useful when domain name misuse.

Q4) As a project manager how you will protect sensitive personal data or information of your project. **[10]**

OR

What is cloud computing? What are various possible attacks & how to protect them.

Q5) Explain UNCITRAL model with example. **[10]**

OR

What are various issues related to EDI? Explain with example.

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Total No. of Questions : 5]

SEAT No. :

PD1643

[Total No. of Pages : 2

[6430]-4012

S.Y. M.B.A. (Service Management)

408-GE-UL-22 : CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY

(2021 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Make necessary assumptions, wherever required.*
3) *All questions carry equal marks.*

Q1) Solve any 5 out of 8 : **[5×2=10]**

a) Four components of CSR

b) Point out the objectives of CSR policy.

c) Four domains in evaluating corporate philanthropy

d) Criticism levelled against CSR

e) The three pillars of sustainability in CSR.

f) Three methods of social legitimacy

g) The drivers of CSR in India?

h) Who is eligible for CSR funds?

Q2) Solve any 2 out of 3 : **[2×5=10]**

a) Explain various reason for CSR must, endorse in favour of CSR in detail.

b) What do you understand by CSR discuss the provisions under Section 135 and Schedule VII of Companies Act, 2013?

c) Have the CSR initiatives of corporation been suspect?

P.T.O.

Q3) Solve (a) or (b) : **[10]**

a) The Strategic CSR model craft societal value for social enterprises.

b) Explain the forces which are responsible for increasing concern of business enterprises towards corporate social responsibility.

Q4) Solve (a) or (b) : **[10]**

a) Illustrate significance role and linkage with corporate strategy. Discuss with examples.

b) "The business case model approach to CSR is driven by creating positive business results" If companies following this approach are often responding to other external drivers, such as the threat of regulation.

Q5) Solve (a) or (b) : **[10]**

a) The strategic guide to aligning corporate responsibility and unique aspects present in healthcare branding.

b) It has been put to you that one of the merits of ethics is that it provides an understanding for the principles of corporate governance? What do you make of that argument? If it is rejected; what other principles should under lie corporate governance, if they are not ethical ones? Discuss.

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Total No. of Questions : 5]

SEAT No. :

PD-1644

[Total No. of Pages : 2

[6430]-4013
M.B.A
SERVICE MANAGEMENT
403 SER - 05 SC : - Service Analytics
(2021 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) *Attempt all questions.*
2) *Make suitable assumptions wherever necessary.*
3) *All questions carry equal marks.*

Q1) **Solve any 5 out of 8.** **[5 × 2 = 10]**

a) Recall the primary objective of analytics in services marketing.

b) Define Service Analytics.

c) Define Customer Analytics.

d) Enlist the four types of analytics to enhancing services marketing.

e) Describe Targeting & Positioning of Services.

f) State Service Marketing Mix Elements.

g) What type of analytics, gain insight from historical data with reporting, scorecards, clustering etc.

i) Prescriptive

ii) Decisive

iii) Descriptive

iv) Predictive

h) What type of analytics, supports human decisions with visual analytics the user models to reflect reasoning.

i) Prescriptive

ii) Decisive

iii) Descriptive

iv) Predictive

P.T.O.

Q2) **Solve Any 2** **[2 × 5 = 10]**

a) Explain the need of Analytics in Services Marketing.

b) Differentiate between data,information, and knowledge within the realm of service analytics.

c) Identify the key functionalities and features of Tableau pertinent to service analytics strategies.

Q3) a) Analyze how analytics can be applied to enhance marketing segmentation strategies for a hospitality industry chain. Provide examples of specific data-driven approaches. **[10]**

OR

b) Explain the Tools and Software used for Customer Analytics.

Q4) a) Analyze the use of Tableau in implementing service analytics strategies for enchancing customer touchpoints in the healthcare sector. Provide insights into how data visualization can improve patient experience. **[10]**

OR

b) Elaborate the Use of Analytics in improving Service Marketing Mix Elements.

Q5) a) Apply customer analytics techniques to a case study in the financial services sector to identify patterns in customer behavior and suggest strategies for customer retention and acquisition. **[10]**

OR

b) You are working as a marketing manager and working with service industry of your choice. How do you wish to build a value for improving services marketing by linking analytics?

Total No. of Questions : 5]

SEAT No. :

PD1645

[Total No. of Pages : 2

[6430]-4014

S.Y.M.B.A. (Service Management)

404-SER-SC-SER-06: E-SERVICES

(2021 Pattern) (Semester - IV)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

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

Q1) Answer any 5 of the following questions. **[10]**

a) What are the factors driving the emergence of E-services?

b) The shift from fixed price to dynamic pricing is a characteristic of ______.

c) How has changing consumer lifestyle contributed to the rise of digital services? Discuss at least two aspects.

d) _______ is a type of E-services that operates through websites.

e) Define:

B2B E-services

f) The role of ________ is digitizing services during the Industrial Revolution was pivotal.

g) Which of the following is not a type of E-service?

i) Web - based

ii) App - Based

iii) Traditional Based

iv) Omni - Channel

h) Explain how traditional services have evolved into E-services?

Q2) Answer any two of the following questions. **[2×5=10]**

a) Discuss the role of E-CRM in managing digital services. Provide examples to illustrate your points.

b) Explain the characteristics of E-services with example.

c) Differentiate between traditional and E-services.

P.T.O.

Q3) a) From the prespective of service provider and consumer, analyse the transformation from traditional to digital service marketing mix. Discuss the challenges and opportunities associated with this transformation. **[10]**

OR

b) Evaluate the influence of social media and word of mouth on promotion of digital services. Provide examples to support your evaluation.

Q4) a) Evaluate the role of physical evidence in the operational perspective of managing E-services. Discuss how the elements of physical evidence have evolved in websites and mobile application. **[10]**

OR

b) Identify and explain the impact of interactive human technologies, such as chatbots, on enhancing the people element in E-services. Provide arguments of both advantages and disadvantages.

Q5) a) Design a comprehensive B2B E-services strategy for a logistics company. Include considerations for understanding customer buying roles, processes & environments. Provide step-by-step plan for implementation. **[10]**

OR

b) Develop a case study showcasing the successful implementation of B2B E-services in a global context. Highlight the challenges faced and the strategies employed to overcome them.

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