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**[5576]-101**

**P.G.D.B.M. (I Semester) EXAMINATION, 2019**

**101 : ORGANIZATIONAL BEHAVIOUR**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions carry equal marks.  
(ii) Answer any *one* from (A) or (B).

**1.** (A) Describe any *two* models of OB, giving suitable examples.[10]

*Or*

(B) Knowledge of Organizational Behavior is important for managers.  
Explain giving suitable examples. [10]

**2.** (A) Write a note on Perception, concept factors influencing perception including perceptual process. [10]

*Or*

(B) Explain Maslow's theory of Motivation. [10]

**3.** (A) Explain five stage model of Group Behavior. [10]

*Or*

(B) Explain any successfully leader of your choice with reasons for his success and traits that made him/her a leader.[10]

P.T.O.

4. (A) Explain the importance of a positive culture in an organization and its effect on productivity and moral. [10]

*Or*

(B) Write a note on workplace spirituality. [10]

5. (A) Explain forces that act as stimulants to change. [10]

*Or*

(B) How can Resistane to change be overcome in an organization ? Explain with help of Kurt Lewin's three step model. [10]

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**[5576]-102**

**P.G.D.B.M. (I Semester) EXAMINATION, 2019  
102 : ACCOUNTING FOR BUSINESS DECISION  
(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**Instructions:**

1. All Questions are Compulsory.
2. All Questions Carries 10 Marks.
3. Use of Simple Calculator is allowed.

Que 1- What are the accounting concepts and conventions? Name them and explain accounting concepts in detail.

**OR**

Que 1- What do you understand by 'Financial Accounting'? Distinguish between Management Accounting and Cost Accounting.

Que 2- State and discuss the Financial statements of an organisation.

**OR**

Que. 2 Write notes on :

- (a) Objectives of Financial Statements
- (b) Schedule VI of Companies Act

Que. 3 From the following particulars of a manufacturing firm, prepare a cost sheet

Stock of raw materials on 1 <sup>st</sup> January 2017	30000
Purchase of raw materials in Jan 2017	650000
Stock of raw materials on 31 <sup>st</sup> January 2017	80000
Productive wages	275000
Finished goods sold	1500000
Works overhead charges	90000
Office and general expenses	70000
Selling and Distribution Expenses	350000
Stock of finished goods on 1 <sup>st</sup> January 2017	35000
Stock of finished goods on 31 <sup>st</sup> January 2017	40000

P.T.O.

**OR**

Que. 3 From the following information supplied for 'R' Ltd, prepare Cost Sheet.

Opening Stock of raw material -	Rs.	4,00,000
Closing. Stock of raw material -	Rs.	3,00,000
Raw material purchased -	Rs.	50,00,000
Wages paid -	Rs.	25,00,000
Factory overhead-	Rs.	8,00,000
Opening Work in progress-	Rs.	1,00,000
Closing Work in progress-	Rs.	2,00,000
Opening Stock of finished Goods-	Rs	8,00,000
Closing Stock of finished Goods-	Rs.	7,00,000
Selling & Distribution Overhead-	Rs.	1,00,000
Administrative Overhead-	Rs.	2,50,000
Sales -	Rs.	1,00,00,000

Find out 1) Prime cost 2) Works cost 3) Cost of Production 4) Cost of sales & 5) Profit.

Que. 4 From the following information prepare a store ledger account under FIFO method:

01/01/2018	Opening stock 1000 units at Rs.8/- each
04/01/2018	Purchased 900 units at Rs.8.50-each
09/01/2018	Issued 1200 units
13/01/2018	Purchased 800 units at Rs.8.20/- each
16/01/2018	Purchased 300 units at Rs.8.40/-each
20/01/2018	Issued 400 units
22/01/2018	Issued 600 units
27/01/2018	Purchased 200 Units at Rs.8.50/- each
31/01/2018	Issued 600 units

**OR**

Que. 4 On 1<sup>st</sup> April 2018 the stock of component in the stores was 500 units@Rs.400 per hundred. During this month the receipts and issues were as follows:

**Purchases**

3 <sup>rd</sup> April	400 units @ Rs.500 per hundred
13 <sup>th</sup> April	500 units @ Rs.550 per hundred
24 <sup>th</sup> April	600 units @ Rs.450 per hundred

**Issued**

12<sup>th</sup> April 300 units  
23<sup>rd</sup> April 400 units  
29<sup>th</sup> April 500 units

When stock was taken on 30<sup>th</sup> April 2017, a discrepancy of 50 units was revealed.  
Prepare stores ledger card under FIFO method in the books of Manpower Ltd, Mumbai.

Que. 5 For the production of 10000 units the following are budgeted expense:

Particulars	Per Unit Cost (Rs)
Direct Material	80
Direct Labour	30
Variable overheads	25
Fixed overheads (Rs.150000)	15
Variable expenses (Direct)	8
Selling expenses (10% Fixed)	13
Administration Expenses (Rs.50000)	5
Distribution expenses (20% Fixed)	6
Total	182

Prepare a budget for the production of

- a) 8000 Units                      b) 6000 Units.

Assume that administrative expenses are rigid (does not change) for all level of production.

**OR**

Que 5. Arjuna Ltd provides the following information for the year 2017-2018

Sales : 20000 Units  
Fixed Costs : Rs. 40,000  
Sales Value : Rs. 2,00,000  
Variable Costs : Rs. 8 per unit

You are required to calculate:

- i) P/V Ratio                      ii) BEP                      iii) Margin of Safety

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**[5576]-103**

**P.G.D.B.M. (I Semester) EXAMINATION, 2019**  
**103 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) Neat diagrams must be drawn wherever necessary.  
(ii) All questions carry equal marks.

1. Explain how economics is useful in managerial decision making ?  
*Or*  
Explain the role of profit in market system.
  
2. Explain how pricing is done under monopolistic competition in the long-run ?  
*Or*  
Explain the concept of product differentiation and price discrimination with suitable examples.
  
3. Explain the concept of Break even point with suitable examples.  
*Or*  
Explain how Risk Analysis is done with suitable examples.
  
4. Explain the concept and features of Balance of Payment.  
*Or*  
Explain the concept of open market operations done by RBI.
  
5. Explain the concept of purchasing power parity.  
*Or*  
Explain the meaning of capital account and revenue account in budget.

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**[5576]-104**

**P.G.D.B.M. (I Sem.) EXAMINATION, 2019**

**104 : BUSINESS RESEARCH METHODS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Scientific calculators are not allowed.

1. Write a research proposal to identify customers perception about Patanjali brand products. [10]

*Or*

2. Define research and explain the following terms : [10]  
Hypothesis, Literature Review, Sample design, Researcher's bias.

3. With examples explain types of research designs. [10]

*Or*

4. Distinguish between cross-sectional and longitudinal research designs. Give *one* example of each type of design. [10]

5. Define and explain the terms in the data context : [10]

(i) Respondent's bias

(ii) Sufficiency

(iii) Adequacy

(iv) Reliability

(v) Consistency.

P.T.O.

*Or*

- 6.** Develop a questionnaire to find out and predict customers intentions towards newly launched buscuit named “Ardino” by Marico Ltd. [10]
- 7.** Define and explain the following sampling techniques : [10]
- (i) Simple random
  - (ii) Systematic
  - (iii) Stratified
  - (iv) Area
  - (v) Cluster.

*Or*

- 8.** Define and explain the following sampling techniques : [10]
- (i) Snowball
  - (ii) Quota
  - (iii) Accidental
  - (iv) Purposive.
- 9.** (i) What are the uses of  $z$ -test ? Explain. [5]
- (ii) What are the uses of  $t$ -test ? Explain. [5]

*Or*

- 10.** What is ANOVA ? What are the uses of ANOVA ? State the assumptions to be true to analyze data with ANOVA. [10]



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**[5576]-105**

**P.G.D.B.M. (I Sem.) EXAMINATION, 2019  
105 : MANAGEMENT FUNDAMENTALS  
(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**Instructions:** 1) All questions carry equal marks.

2) Each question has an internal option.

3) Figures to the right indicate marks in full.

**Q.1 a)** Define management. State the functions of management. [10]

**OR**

b) Explain the contribution of Elton Mayo to management along with the experiments. [10]

**Q.2 a)** Define Organisation? Give the principles of organisation. [10]

**OR**

b) Enumerate the features of good organisational structure. What are the factors that affect the organisational structure. [10]

**Q.3 a)** What do you understand by planning? Define its objectives and assess its importance. [10]

**OR**

b) What do you mean by decision tree? Discuss the decision tree process. [10]

**Q4 a)** What are the different techniques of co-ordination? State the importance of co-ordination. [10]

**OR**

b) Define Controlling. Discuss the process of controlling, in detail. [10]

**Q.5 a)** What is the importance of change management? State the challenges faced in management of change. [10]

**OR**

b) Why does employee resists change? How can resistance are overcome. [10]

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**[5576]-201**

**P.G.D.B.M. (II Sem.) EXAMINATION, 2019**

**201 : BASICS OF MARKETING**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries 10 marks.

(iv) Figures to the right indicate marks for that question/sub-question.

(v) Your answers should be specific and to the point.

(vi) Support your answers with suitable live examples.

(vii) Draw neat diagrams and illustrations supportive to your answer.

- 1 A      What is Marketing Planning? As a manager, how will you use marketing mix for effective marketing planning?      [ 10 ]
- OR
- 1 B      Explain the Following marketing Concepts.      [ 10 ]
1. Needs
  2. Wants
  3. Exchange Process
  4. Product Selling
- 2 A      Define the term 'Consumer Behavior '.Explain the steps in consumer/buyers buying decision process with appropriate examples wherever necessary      [ 10 ]
- OR
- 2 B      1. Consumer wants to purchase 'A Four Wheeler '.Explain the various factors, which would affect the consumer buying behavior?      [ 5 ]
2. What type of decision process would you expect that most of the consumers would follow in their purchase of 'two wheeler'?
- [ 5 ]
- 3 A      Explain the effects of changing environment with reference to macroeconomics, politics, technology and socio-cultural elements on business sector in modern era.      [ 10 ]

P.T.O.

OR

3 B “Marketing managers have to constantly take and revise their marketing decisions considering the changes in micro and macro environmental forces” comment. Explain various types of environmental forces and factors influencing marketing decisions. [ 10 ]

4 A What do you mean by market segmentation? What are the major bases of market segmentation? [ 10 ]

OR

4 B Explain the concept of Differentiation & Positioning. What is ‘USP’ Explain with examples? [ 10 ]

5 A What do mean by the term ‘Marketing Mix’? Explain in detail the concepts of product mix and place mix [ 10 ]

OR

5 B ‘Product can be classified into broad categories based on who will use them & how they will use’. Analyze the statement in context of classification of products.. [ 10 ]

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[5576]-202

**P.G.D.B.M. (II Sem.) EXAMINATION, 2019**

**202 : FINANCIAL MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

Q1) a) “Financial Management is something more than an art of accounting and book-keeping”. Justify.

**OR**

b) Write a Short Note on:

- I. The process of Financial Planning
- II. CAPM

Q2) a) What do You Understand by ‘Capital Structure’? Explain in detail the various factors affecting Capital Structure’.

**OR**

b) Explain follow terms with examples

- I. Trading on Equity
- II. Causes & Remedies for under capitalization

Q3) a) Raj Enterprises is considering to invest in a project that is expected to cost Rs. 15,00,000. The expected cash inflows for the company are as follows

Year	1	2	3	4	5
Cash Inflows (Rs.)	2,50,000	3,80,000	4,70,000	6,00,000	7,10,000

Calculate:

- 1) NPV@ discount rate of 12%
- 2) IRR
- 3) Profitability Index.

**OR**

b) A firm whose cost of Capital is 10%, having following proposal for an investment of Rs. 10,00,000 with given cash inflows (Before tax & depreciation).

Year	1	2	3	4	5
Cash Inflows (CFBTD) Rs.	2,50,000	3,00,000	4,20,000	5,80,000	6,50,000

P.T.O.

If company is using Straight line method of depreciation, calculate

1) Pay Back Period

2) NPV

Q4) a) from the following information, complete Balance Sheet given (assume sales of 36 lakh)

Debt / Equity	1	Sales / Inventories	20
Sales / Total Assets	3	Sales / Debtors	15
Sales / Fixed Assets	5	Current Ratio	2
Sales / Current Assets	7.5	Total Assets / Net Worth	2.5

**Balance Sheet**

Liabilities	Rs.	Assets	Rs.
Net Worth	---	Fixed Assets	---
Long Term Debt	---	Inventories	---
Current Liabilities	---	Debtors	---
	---	Liquid Assets	
<b>Total</b>	---	<b>Total</b>	---

OR

b) From the following Balance Sheet of ABC Ltd. Prepare the statement showing sources & application of Fund for the year ended 31<sup>st</sup> March 2017.

**Balance Sheet**

Particulars	2016 (Rs.)	2017 (Rs.)	Particulars	2016 (Rs.)	2017 (Rs.)
Share Capital	3,00,000	4,00,000	Cash	30,000	90,000
Reserves	1,00,000	50,000	Accounts Receivable	1,05,000	1,50,000
Retained Earnings	30,000	60,000	Inventories	1,50,000	1,95,000
Accounts Payable	45,000	1,35,000	Fixed Assets	1,90,000	2,10,000
<b>Total</b>	<b>475,000</b>	<b>645,000</b>	<b>Total</b>	<b>475,000</b>	<b>645,000</b>

Additional Information:

- I. Company issued bonus shares for Rs. 50,000 and for Cash Rs. 50,000
- II. Depreciation written off during the year Rs. 15,000

Q5) a) The management of Royal Industries has called for a statement showing working capital required to finance a level of activity of 1,80,000 units of output for the year. The cost structure for the company's product for the above mentioned activity level is detailed below.

Cost per Unit (Rs.)	
Raw Materials	20
Direct Labour	5

Overheads (including depreciation of Rs. 5 per unit)	15
	<hr/>
	40
Profit	10
Selling Price	<hr/>
	50

**Additional Information:**

- Minimum desired cash balance is Rs. 20,000.
- Raw materials are held in stock on an average for two months.
- Work in progress (assume 50% completion stage in respect of labour and overheads) will approximate to half a month's production.
- Finished goods remain in warehouse on an average for a month.
- Suppliers of materials extend a month's credit and debtors are provided two month's credit. Cash sales are 25% of total sales.
- There is a time lag in payment of wages of a month and half and a month in case of overheads.

Prepare a statement showing working capital needs.

**OR**

b) Proforma cost sheet of a company provides the following particulars:

Particulars (Elements of cost)	Amount per unit (Rs)
Raw materials	80
Direct labour	30
Overhead	60
Total cost	170
Profit	30
Selling price	200

The following further particulars are available:

- Raw materials in stock, on average, one month; Materials in process (completion stage, 50 per cent), on average, half a month; Finished goods in stock, on average, one month
- Credit allowed by suppliers is one month; Credit allowed to debtors is two months
- Average time-lag in payment of wages is 1.5 weeks and one month in overhead expenses
- One-fourth of the output is sold against cash

v. Cash in hand and at bank is desired to be maintained at Rs 3,65,000

You are required to prepare a statement showing the working capital needed to finance a level of activity of 1,04,000 units of production. You may assume that production is carried on evenly throughout the year, and wages and overheads accrue similarly. For calculation purposes consider 52 weeks in a year.

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**[5576]-203**

**P.G.D.B.M. (Sem. II) EXAMINATION, 2019  
203 : LEGAL ASPECTS OF BUSINESS  
(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) Each question has an internal option.  
(iii) Each question carries **10** marks.

- |      |  |        |
|------|--|--------|
| Q1 A | What is Indian Contract Act 1871? Discuss the elements of Valid Contract.  | [ 10 ] |
|      | OR   |        |
| Q1 B | Define Breach of Contract under Indian Contract Act 1871. Give the remedies for the same.                                      | [ 10 ] |
| Q2 A | Define the concept Transfer of Property of Ownership under Sale of Goods Act 1930.   | [ 10 ] |
|      | OR   |        |
| Q2 B | Describe the Contract of Sale of goods with its essentials and formalities.  | [ 10 ] |
| Q3 A | Define Negotiable Instruments act 1881. What happens in case of Dishonor of Negotiable instruments- its noting and protesting. | [ 10 ] |
|      | OR   |        |
| Q3 B | Give the characteristics, types, parties, holder and holder in due course of Negotiable instruments act 1881.                  | [ 10 ] |
| Q4 A | Define Companies Act 1956. Give the features and types of companies under this act in detail.                                  | [ 10 ] |
|      | OR   |        |
| Q4 B | Write a detailed note on Memorandum of Association and Articles of Association under Companies Act 1956.                       | [ 10 ] |
| Q5 A | Define consumer, unfair trade practices, consumer dispute and complaint under consumer protection act 1986.                    | [ 10 ] |
|      | OR   |        |
| Q5 B | Discuss in detail the various consumer dispute redressal agencies under consumer protection act 1986.                          | [ 10 ] |



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[5576]-204

P.G.D.B.M.

204 : BUSINESS COMMUNICATION

(2013 Pattern) (Semester - II)

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

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

- Q1)** a) What is Listening? Explain the principles of good listening. [10]  
b) What are the barriers to effective communication? Suggest measures to eradicate these barriers with suitable example. [10]
- Q2)** a) What are minutes of meeting? How minutes should be written? [10]  
b) Explain in detail the various ways for Internal communications. [10]
- Q3)** a) What are the principles of effective presentation? [10]  
b) What are the principles governing the use of audio - visual media? [10]
- Q4)** a) Explain the role of Internet and Teleconferencing in the process of communication. [10]  
b) What are the various types of interviews studied in business communication? Write a note on appraisal interviews. [10]
- Q5)** a) Explain the criteria that a manager should consider while planning a business. [10]  
b) What is meant by report writing? What are the various types of Reports? [10]



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**[5576]-205**

**PGDBM (Second Semester) EXAMINATION, 2019**  
**205 : BUSINESS, GOVERNMENT AND SOCIETY**  
**(2013 PATTERN)**

**Time : 2½ Hours****Maximum Marks : 50****Instructions to students:**

1. All questions are compulsory
2. Each question has an internal option

1 A What is the role of foreign direct investment on the business in Indian economy? [ 10 ]

OR

1 B Explain in detail the functions of state with reference to regulation of business. [ 10 ]

[ 10 ]

2 A Economic growth will change the scenario of industrial development. Comment.

OR

2 B Population and development is an important aspect for the economic growth. Discuss [ 10 ]

[ 10 ]

3 A Define the Build Operate and Transfer Model (BOT) with reference to Public Private Partnership.

OR

3 B Name the different pricing mechanisms available to ensure universal efficiency. [ 10 ]

[ 10 ]

4 A A business is a blend of people, technology and ethical behavior. Express your views.

OR

4 B What is internationalization? What are the various challenges faced while coping with global competition. [ 10 ]

[ 10 ]

5 A Industrial relation is a major factor for changing workplace. Discuss

OR

5 B Apart from demography and technology, what are the factors that influence resistance to change? [ 10 ]

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**[5576]-301**

**P.G.D.B.M. (III Semester) EXAMINATION, 2019**

**301 : HUMAN RESOURCE MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Each question carries **10** marks.

**1.** (a) Define HRM. What are the objectives and functions of HRM.[10]

*Or*

(b) Explain the linkage of organisational and HR strategies.[10]

**2.** (a) Discuss the concept of Job Analysis, Job Description, Job Enlargement, Job Enrichment and Job Rotation. [10]

*Or*

(b) What are the techniques of forecasting human resources of an organisation ? [10]

**3.** (a) What is training ? Explain the process of training in detail.[10]

*Or*

(b) What is management development programme ? Explain the problems in implementing MDPs. [10]

P.T.O.

4. (a) Define performance appraisal. Explain the process of performance appraisal. [10]

*Or*

- (b) Explain the current trends of compensation in detail. [10]

5. (a) Define employee survey. Explain advantages and disadvantages of employee surveys. [10]

*Or*

- (b) Write short notes on (any *two*) : [10]

- (i) Organisational Entry
- (ii) Flexible work Arrangements
- (iii) Organisational Exit
- (iv) Lay-off.

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[5576]-302

**P.G.D.B.M. (III Semester) EXAMINATION, 2019**  
**302 : DECISION SCIENCE**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

***Instructions to the candidates:***

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be draw wherever necessary.*
- 3) *Use of simple calculator is allowed.*
- 4) *All questions carry equal marks.*

Q1 a) Solve following LPP by using Graphical method

[10]

$$\text{Maximize } P = 5x_1 + 7x_2$$

Subject to

$$x_1 + x_2 \leq 4$$

$$3x_1 + 8x_2 \leq 24$$

$$10x_1 + 7x_2 \leq 35$$

$$x_1, x_2 \geq 0$$

**OR**

Q1 b) The owner of a company has 4 salesmen to be assigned to 5 districts. The expected sales in (₹ '000) are given in the following table. Obtain the optimal assignment of salesmen to the districts and hence total sales

Salesmen	Districts				
	D1	D2	D3	D4	D5
A	62	78	50	73	59
B	87	92	111	101	82
C	71	84	61	71	59
D	48	64	87	77	80

[10]

P.T.O.

Q2 a) In a railway marshalling yard, goods trains arrive at a rate of 30 trains per day. Assuming that the inter arrival time follows Poisson exponential distribution and the service time distribution is exponential with an average of 36 minutes per train, calculate:

- i) The average time the train spends in the yard
- ii) The mean queue size
- iii) Probability that the arriving train does not have to wait

[10]

OR

Q2 b) A market survey is made on three brands of breakfast foods X, Y and Z. Every time a customer purchases new package, he may buy the same brand or switch to another. The following estimates for the shifts in percent are obtained.

		Next		
		X	Y	Z
Present	X	60	30	10
	Y	40	40	20
	Z	20	40	40

At this time it is estimated that 20% of the people buy brand X, 30 % buy brand Y and 50% buy brand Z. What will be the distribution of the customers one and two time periods later?

[10]

Q3 a) Pay-offs of three acts X, Y, Z and the states of Nature of L, M, N are given below

States of Nature	Acts		
	X	Y	Z
L	-20	-50	200
M	200	-100	-50
N	400	600	300

The probabilities of the States of Nature are 0.3, 0.4 and 0.3 respectively. Calculate the EMV for the above data and select the best act.

State the optimal strategies under each criterion.

[10]

**OR**

Q3 b) Determine optimal strategy and find value of game

[10]

		B's Strategy			
		B1	B2	B3	B4
A's Strategy	A1	35	65	25	5
	A2	30	20	15	0
	A3	40	50	0	10
	A4	55	60	10	15

Q4 a) Attempt the following

[10]

- i. Distinguish between PERT and CPM
- ii. Define EST, LST, EFT, LFT and Float

**OR**

Q4 b) The activities involved in a PERT project are as follows:

[10]

Job i - j	Duration( days)		
	a	m	b
1 - 2	3	6	15
2 - 3	6	12	30
3 - 5	5	11	17
7 - 8	4	19	28
5 - 8	1	4	7
6 - 7	3	9	27
4 - 5	3	6	15
1 - 6	2	5	14
2 - 4	2	5	8

- i) Draw a network diagram.
- ii) Find the critical path

Q5 a i) A committee of four, has to be formed among 3 Economists, 4 Engineers, 2 Statisticians and 1 doctor. What is the probability that each of four professions is represented in the committee? [5]

Q5) a ii) It has been found that 80% of the tourists who visit India visit Delhi, 70% of them visit Mumbai and 60% of them visit both. What is the probability that a tourist will visit at least one city? [5]

**OR**

Q5 b) The incidence of certain disease is such that on average, 20% of workers suffer from it. If ten workers are selected at random, find the probability that [10]

- a. Exactly two workers suffer from the disease
- b. Not more than two workers suffer from the disease
- c. At least nine workers suffer from the disease



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**[5576]-303**

**P.G.D.B.M. (III Semester) EXAMINATION, 2019**

**303 : OPERATION AND SUPPLY CHAIN MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions are compulsory.

(ii) *All* questions carry equal marks.

**1.** (A) Define operations. Explain the scope of operations in Retail chain.

*Or*

(B) What do you understand by TQM. Apply TQM policy for the customer satisfaction at Mc.Donald's outlet.

**2.** (A) Briefly explain job production. Design a layout for ship and shoe manufacturing process.

*Or*

(B) Briefly explain the term service Blue-print. Apply this for core banking.

**3.** (A) State the functions of PPC. Design a MPS system for MRF tyres for the month of April, 2018.

*Or*

(B) Define the concept of scheduling. Design GAANTS chart for Maruti Swift Desire as per your assumptions.

P.T.O.

4. (A) Explain ABC, HML, VED analysis. Explain with examples how ABC analysis is carried out in an organisation.

*Or*

- (B) Find out the economic order quantity (EOQ) and number of orders in an year if yearly usage is 60,000 units. Cost of placing one order is 30/-. cost of material is 1.50/- and annual carrying cost is 15% of cost.

5. (A) Explain various key issues in Amul Milk supply Chain Management.

*Or*

- (B) Describe the various flows in supply chain management with relevant examples.

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**[5576]-304**

**P.G.D.B.M. (III Sem.) EXAMINATION, 2019**

**304-MKT : CONTEMPORARY MARKETING RESEARCH**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *All questions carry equal marks.*

**1.** (A) Discuss the term Contemporary Marketing Research and discuss the steps of marketing research.

*Or*

(B) Explain the importance of contemporary market research.

**2.** (A) Design a questionnaire to study customer satisfaction of “Two Wheeler Bike”.

*Or*

(B) What is the difference between balanced scale and unbalanced scale ?

**3.** (A) Explain any *two* types of experimental research design.

*Or*

(B) Discuss in detail types of probability sampling techniques.

P.T.O.

4. (A) Explain in detail conjoint analysis and factor analysis.

*Or*

(B) What do you mean by chi square test ? Explain its process.

5. (A) Explain cluster analysis with its uses in marketing and its limitation.

*Or*

(B) Discuss in detail multidimensions scaling with suitable example.

Total No. of Questions—5]

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**[5576]-305**

**P.G.D.B.M. (III Sem.) EXAMINATION, 2019**

**304 (Fin) : FINANCIAL REGULATORY FRAMEWORK**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**Instructions to candidates:**

1. All questions are compulsory with an internal option.
2. Each question carries 10 marks.

Q.1)a) Describe the Structure of Regulatory Framework of India and their major participants. [10]

**OR**

Q.1) b) Explain the role and contribution of NABARD in detail. [10]

Q.2) a) Discuss the role and functions of RBI in detail. [10]

**OR**

Q.2) b) “SEBI is considered as watchdog of securities market’. Explain. [10]

Q.3) a) Define ‘Memorandum of Association’. Explain its clauses in detail. [10]

**OR**

Q.3) b) Define Prospectus’. What are the different contents of prospectus? [10]

Q.4) a) Explain procedure for rising funds through ADR and GDR. [10]

**OR**

Q.4) b) What do you mean by Foreign Direct Investment (FDI)? Explain the need and regulation of FDI. [10]

Q.5) a) Explain the Procedure for Registration of Society as per Societies Registration Act, 1860. [10]

**OR**

Q.5) b) Write Short Note on any two: [10]

- i. Non-Banking Finance Companies (NBFCs)
- ii. Institutional Issues with MFIs in India
- iii. Indian Trust Act 1882

Total No. of Questions—5]

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**[5576]-306**

**P.G.D.B.M. (III Sem.) EXAMINATION, 2019  
304-IT : SOFTWARE ENGINEERING  
(2013 PATTERN)**

**Time : 3 Hours**

**Maximum Marks : 50**

**Instructions to the candidates:**

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

Q1) Attempt the following questions (any one) : [10]

- a) Design a GUI Form for application form of admitting patient in a hospital.
- b) Draw activity diagram for National Conference System with following key processes :
  - i) Registration of participants
  - ii) Abstract uploading
  - iii) Display list of selected papers
  - iv) On-line fees payment
  - v) Schedule uploading for the conference

Q2) Attempt the following questions (any one) : [10]

- a) Explain in detail Prototyping.
- b) Explain in detail RAD and JAD..

Q3) Attempt the following questions (any one) : [10]

- a) Explain System Development Life Cycle in detail.
- b) Explain in detail requirement specification for purchase system.

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

- a) Draw a use case diagram for maintaining saving Account in Bank.
- b) Difference between Activity and State Chart Diagram..

Q5) Attempt the following (any two) : [10]

- a) Waterfall Model.
- b) different types of Requirements
- c) Class Diagram

Total No. of Questions—5]

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[5576]-307

**P.G.D.B.M. (III Sem.) EXAMINATION, 2019**  
**304 (OPE) : INVENTORY MANAGEMENT**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

*Instructions:*

- 1. There are five questions each of 10 marks*
- 2. All questions are compulsory with internal choice*

Q1.	What Is inventory management? What are types of inventory?	10
	<b>OR</b>	
	What is the role of inventory in operations? What are the main elements of inventory?	
Q2.	What is the difference between Continuous Review Control System and Periodic Review control systems?	10
	<b>OR</b>	
	Explain in detail ABC analysis with examples.	
Q3.	What is Production Quantity Model? Explain its application with respect to inventory management.	10
	<b>OR</b>	
	Explain the terms: Maximum Stock Level; Minimum stock Level, Reorder Level.	
Q4.	How KANBAN and vendor managed inventory are effective tools compared to JIT?	10
	<b>OR</b>	
	What are the effects & benefits of JIT?	
Q5.	Which factors should be considered while taking Make or Buy decision? Discuss in detail merits & demerits of Make or Buy Decision?	10
	<b>OR</b>	
	“Materials management function plays an important role in manufacturing companies” Justify this statement based on important parameters.	

Total No. of Questions—5]

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**[5576]-308**

**P.G.D.B.H. (III Sem.) EXAMINATION, 2019**

**304 : PERFORMANCE MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** All questions carry equal marks.

1. (A) Define performance management and explain its historical development of performance management.

*Or*

- (B) Explain the process for managing performance.

2. (A) Explain performance planning setting objectives.

*Or*

- (B) Explain the objectives of performance managing.

3. (A) Explain the strategies for effective implementation of performance management.

*Or*

- (B) Explain corporate culture alignment.

P.T.O.



4. (A) Define and also explain reward system and objectives of reward system.

*Or*

- (B) Explain the components of Reward System.

5. (A) Explain the term Ethical Performance Management.

*Or*

- (B) Explain the objectives and significance of ethics in performance management.

Total No. of Questions—5]

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[5576]-309

**P.G.D.B.M. (III Sem.) EXAMINATION, 2019**

**304 (IB) : INDIAN ECONOMY AND TRADE DEPENDENCIES**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

1. *There are five questions each of 10 marks*
2. *All questions are compulsory with internal choice*

Q1.	Explain the role of Privatization & Disinvestment in the growth of Indian Economy in post Liberalization era.	10
	<b>OR</b>	
	Explain briefly about New Industrial Policy 1991 with recent changes.	
Q2.	What is Human Capital Formation? How Human Capital formation took place in India?	10
	<b>OR</b>	
	State various economic reforms initiated by Government after 1991.	
Q3.	Enumerate Growth & Present state of IT Industries in India.	10
	<b>OR</b>	
	Explain the highlights of Small Sector Industrial Policy	
Q4.	What is the need of Foreign Capital ? How Foreign Capital plays important role in the growth of an economy?	10
	<b>OR</b>	
	Enumerate the composition of India's Foreign Trade in detail	
Q5.	Explain Globalization Strategies in detail .	10
	<b>OR</b>	
	Write Short notes (Any Two) a) WTO & India b) India in Global Trade c) Convertibility of Rupee	

Total No. of Questions—5]

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[5576]-310

**P.G.D.B.M. (III Sem.) EXAMINATION, 2019**

**(304-SCM) : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

<b>Instructions to the candidates:</b>			
1) All Questions are compulsory.			
2) Each Question has an internal option.			
3) Each question carries 10 marks.			
4) Your answers should be specific and to the point.			
5) Support your answers with suitable live examples.			
Q1)	a)	How 21 <sup>st</sup> century supply chain different than traditional supply chain?	[10]
		OR	
	b)	Explain different aspects of Financial sophistication in supply chain?	[10]
Q2)	a)	Explain Agile as supply chain strategy.	[10]
		OR	
	b)	Draw a typical structure of supply chain for four wheeler company to covering Indian market.	[10]
Q3)	a)	How changing business landscape in globalization make impact on supply chain.	[10]
		OR	
	b)	What are the reasons for fundamental shift from linear supply chain to collaborative network?	[10]
Q4)	a)	Explain any two building blocks in supply chain management.	[10]
		OR	
	b)	What are the benefits of Inventory management	[10]
Q5)	a)	What is meant by “customer success”? How it is different from “customer satisfaction”?	[10]
		OR	
	b)	What are the different aspects of customer focused marketing and supply chain service outputs?	[10]

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[5576]-311

**P.G.D.B.M. (III Sem.) EXAMINATION, 2019**  
**(304-RABM) : AGRICULTURE AND INDIAN ECONOMY**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

*Instructions:*

1. There are five questions each of 10 marks
2. All questions are compulsory with internal choice

Q1.	Explain the place of agriculture in the national economy. Describe the progress of agriculture under the Five Year Plans.	10
	<b>OR</b>	
	Explain Green revolution of agriculture with its characteristics	
Q2.	What are the problems and prospects of Food Security Act in India	10
	<b>OR</b>	
	What is public distribution system? Describe the chief constituents of distribution system in India.	
Q3.	Discuss the private sector participation in irrigation, fertilizers & manures.	10
	<b>OR</b>	
	Explain the most appropriate approach for scheduling irrigation in field crops with its merits and demerits.	
Q4.	Discuss the problems of sub division & fragmentation of farm holdings.	10
	<b>OR</b>	
	What do you understand by tenancy reforms? Explain the steps taken by the Government for abolition of intermediaries.	
Q5.	Explain the unorganized sector and India's informal economy.	10
	<b>OR</b>	
	Write short note on (any two) g. National Commissions on Rural Labour (NCRL) h. Agricultural Labour and Minimum Wages i. Abolition of Bonded labour	

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**[5576]-312**

**P.G.D.B.M. (III Sem.) EXAMINATION, 2019**

**(304-FBM) : ESSENTIALS OF FAMILY**

**BUSINESS MANAGEMENT—I**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

*Instructions:*

1. *There are five questions each of 10 marks*
2. *All questions are compulsory with internal choice*

Q1.	What are the dilemma's and challenges faced by family business?	10
	<b>OR</b>	
	What are the features that makes the family business unique?	
Q2.	How to leverage family dynamics in order to improve business performance	10
	<b>OR</b>	
	What is the need to preserve the entrepreneurial spirit and promote a positive-sum dynamic in later generation?	
Q3.	What is conflict and explain with example creative and destructive conflicts in family business.	10
	<b>OR</b>	
	Why you need Emotional Intelligence to run your Family Business?	
Q4.	How to set up the next generation for successful leadership of the family enterprise?	10
	<b>OR</b>	
	What exactly constitutes a family members' compensation? Are salaries scaled and based on the roles and responsibilities of each family member?	
Q5.	How family culture can be extended to non-family managers in family business.	10
	<b>OR</b>	
	Explain the perspective of non-family managers and career opportunities for non-family managers.	

Total No. of Questions—5]

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**[5576]-313**

**P.G.D.B.M. (III Sem.) EXAMINATION, 2019**

**304-TM : TECHNOLOGY COMPETITION AND STRATEGY**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**Instructions to the candidates :**

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

1. Joseph Schumpeter described technological changes as “Creative destruction”. Elaborate this by discussing competitive consequences of technological change.

OR

Explain the term “Competitive domains”. How do competitive domains evolve due to technological change.

2. How does technology intelligence will help organisation to complete with their rival. Give appropriate examples.

OR

Distinguish between external and internal technology intelligence. Explain role of organisational arrangements for gathering data.

3. What is meant by strategy? Explain the business strategy and technology strategy.

OR

Explain the following methods for strategic analysis and decision making of business.

- a. Product Evaluation Matrix used by 3M.
- b. Market Growth Market Share Analysis Matrix (BCG Matrix)

4. What are the key principles underlying the formulation of Technology Strategy.

OR

What are the different types of Technology Strategy? Explain the types with appropriate examples.

5. What is collaborative arrangement? What are the different advantages of inter firm collaboration for small and large firms

OR

What are the different risks of collaborative activity for the firms involved in technology collaborative mode?

Total No. of Questions—10]

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**[5576]-314**

**P.G.D.B.M. (III Sem.) EXAMINATION, 2019**

**305 : MARKETING MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) All questions carry equal marks.

1. Explain significance of 4 Ps of Marketing in competitive environment with an appropriate example of FMCG product. [10]

*Or*

2. What is product life cycle ? How does marketing mix change along with different phases of product life cycle ? [10]

3. State and explain factors of marketing pricing decision with appropriate examples. [10]

*Or*

4. Elaborate importance and role of distribution channels in marketing. [10]

5. “Promotion of a product for good sales turnover is imperative.” Comment. [10]

*Or*

6. What is meant by branding of a product ? Explain its importance for FMCG products. [10]

P.T.O.

7. What are the various methods of promotion ? Write a detailed note on them. [10]

*Or*

8. What are extended P's of marketing ? Why are they required to be considered ? [10]

9. Define branding. Discuss its purpose and significance. [10]

*Or*

10. What do you mean by New Product ? Discuss the types of new products. [10]



Total No. of Questions—5]

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**[5576]-401**

**P.G.D.B.M. (IV Semester) EXAMINATION, 2019**

**401 : GEOPOLITICS AND THE WORLD ECONOMIC SYSTEM**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions are compulsory.

(ii) *All* questions carry equal marks.

**1.** (a) Broadly discuss the governance aspects of the global economy.

*Or*

(b) Describe the Hagemonic stability theory of international relations.

**2.** (a) Discuss social market capitalism with illustrations.

*Or*

(b) Differentiate between Market Oriented Capitalism and Developmental Capitalism.

**3.** (a) What is free trade ? Briefly explain its advantages and disadvantages.

*Or*

(b) Distinguish between GATT and WTO.

P.T.O.

4. (a) Explain the regulations of international finance.

*Or*

(b) Discuss the reforms of International Monetary Affairs.

5. (a) Discuss the pros and cons of economic globalisation.

*Or*

(b) Evaluate the benefits of FDI for the state's economy.

Total No. of Questions—5]

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**[5576]-402**

**P.G.D.B.M. (IV Semester) EXAMINATION, 2019**  
**402 : MANAGEMENT INFORMATION SYSTEM**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question carries **10** marks.

(iii) Draw neat suitable diagram, if necessary.

**1. (a)** Define MIS and write need and objectives of MIS in an organisation. [10]

*Or*

(b) Write with examples characteristics of quality information and its importance in decision-making for a manager in an organisation. [10]

**2. (a)** Define DBMS and RDBMS. Write how RDBMS is useful for a mobile communication industry. [10]

*Or*

(b) Mr. Salman Khan wants to start a five-star hotel and initially wants to start its online booking website. Being a system developer, illustrate the steps of System Development Life-Cycle (SDLC) for the same with the help of appropriate diagram. [10]

**3. (a)** Define data warehousing and data mining and write its importance for a multinational company. [10]

*Or*

(b) Explain how an expert system help a manager as consultant ? [10]

P.T.O.

4. (a) What do you mean by E-business ? Write its models with examples. [10]

*Or*

- (b) Write in detail management issues in MIS for an organisation with relevant example. [10]

5. (a) Hindustan HR consulting is a renowned company in a metrocity that assists recruitment process of various IT companies. They are facing numerous problems like sorting candidates data, scheduling interviews etc. How MIS will help to solve this problem ? [10]

*Or*

- (b) 'Noor' is a newly launched mobile wholeseller's shop is interested to develop MIS for smooth functioning. Discuss in detail its application including online booking, walking, billing, services, order cancellation and sales analysis. [10]

Total No. of Questions—10]

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**[5576]-403**

**P.G.D.B.M. (Sem. IV) EXAMINATION, 2019**

**BOS : MARKETING MANAGEMENT**

**403 (MKT) : Integrated Marketing Communication**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory and carry equal marks.

(ii) Figures to the right indicate full marks.

Q1. What are 'Product-oriented' and 'Consumer-oriented' appeals in Advertising?

Illustrate your answer.

[10]

Or

Q2. Explain the factors considered for measuring the impact of Advertisements.

[10]

Q3. Enumerate the factors to be taken care of while designing an Advertisement Copy. [10]

Or

Q4. Explain the various methods of Sales Promotion. What are the limitations of Sales

Promotion in a Seller's Market?

[10]

Q5. Discuss the scope and role of Sales Promotion.

[10]

Or

Q6. Enumerate the factors for designing of Sales Promotion Campaign.

[10]

Q7. Explain the methods of outsourcing National and International Promotion strategies.

Or

Q8. Discuss recent trends in online marketing.

[10]

Q9. Discuss the various forms of promotional activities.

[10]

Or

Q10. What are the economic implications of advertising?

[10]

[5576]-403

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**[5576]-404**

**P.G.D.B.M. (Sem. IV) EXAMINATION, 2019**  
**403 : CORPORATE FINANCE**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions carry equal marks (10 marks each).

(ii) All questions are compulsory.

(iii) Use of simple calculator is allowed.

**Q.1.** Define corporate finance. State the goals of corporation. (10 Marks)

**OR**

**Q.1.** Explain the nature of financial decisions. What are the various types of financial decisions ? (10 Marks)

**Q.2.** Following is the income statement of a firm for the current year: (10 Marks)

Particulars	Rupees in Lakhs.
Sales Revenue	500
less Operating Costs	300
less Interest Costs	12
Earnings Before Taxes	188
less Taxes @40%	75.2
Earnings After Taxes	112.8

The firms existing capital consists of Rs. 150 Lakh equity funds having 15 percent cost and of Rs. 100 Lakhs 12 percent debt.

Determine Economic Value Added (EVA) during the year.

**OR**

- Q.2.**
- a. Supreme industries have an equity market capitalization of RS. 3400 Cr. in current year. Assume further that its equity share capital is Rs. 2000 Cr. and its retained earnings are Rs. 600 Cr. Determine the MVA and interpret it. (10 Marks)
  - b. XYZ limited has equity market capitalization of Rs. 900Cr. In the current year. Its equity share capital and accumulated losses are of Rs. 1200 Cr. And Rs 200 Cr. Respectively. Determine MVA of the firm.

P.T.O.

**Q.3.** What is corporate governance? Briefly explain the models of corporate governance. (10 Marks)

**OR**

**Q.3.** Explain the concept and features of value based management. What are the various benefits of value based management system? (10 Marks)

**Q.4.** Calculate the Market price of a share of ABC company by using: (10 Marks)  
Walter's Formula

the information of the ABC company is as follows:

Earnings per share (EPS) Rs. 10

Dividend per share (DPS) Rs. 6

Cost of capital 20%

Internal rate of return on investment 25%

Retention ratio 60

**OR**

**Q.4.** The following data relate to a firm: (10 Marks)

Earnings per share Rs. 10/-

Capitalization Rate 14%

Retention ratio 40%

Determine share price using Gordon's Model if IRR is 15% and 10%.

**Q.5.** What do you mean by corporate restructuring? What are the various reasons for which the corporate restructuring is done? (10 Marks)

**OR**

**Q.5.** What are the various tools and techniques used in corporate restructuring? (10 Marks)

Total No. of Questions—6]

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**[5576]-405**

**P.G.D.B.M. (Sem. IV) EXAMINATION, 2019**  
**403-IT : IT MANAGEMENT**  
**Specialization-II (Computer Management)**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :-** (i) Question No. 6 is compulsory.

(ii) Attempt any *four* from the remaining questions.

(iii) *All* questions carry equal marks.

- Q1) Explain general purpose application softwares.
- Q2) Explain different networking trends, networking media and processors
- Q3) Explain the role and responsibilities of DBA.
- Q4) What is computer network? Explain the types of network.
- Q5) Explain any two Output Devices.
- Q6) Write a short note on (Any Two) :
- a) Data Warehouse
  - b) Recruitment process
  - c) Cyber law
  - d) E-Commerce



Total No. of Questions—5]

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**[5576]-406**

**P.G.D.B.M. (IV Semester) EXAMINATION, 2019**

**305-OPE : PLANNING AND CONTROL OF OPERATIONS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions carry equal marks.

(ii) Every question is having internal option.

(iii) Figures to the right indicate full marks.

**1.** (A) Explain the functions of PCO in manufacturing industry. [10]

*Or*

(B) Explain in brief process Layout indicating Flowcharts. [10]

**2.** (A) Enlist Demand Forecasting methods and explain any *one* of them. [10]

*Or*

(B) What are the various demand horizons in demand forecasting ? [10]

**3.** (A) Explain need of Aggregate production planning in Automobile industry. [10]

*Or*

(B) Write the basic strategies adopted in aggregate production planning. [10]

P.T.O.

4. (a) What is Bill of materials ? What is the role of BOM in MRP ? [10]

*Or*

- (b) Explain MRP process with an example. [10]

5. (a) ‘Scheduling has an important role in planning and control of operations.’ Justify. [10]

*Or*

- (b) Write a note on operational control issues in mass production systems. [10]

Total No. of Questions—5]

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**[5576]-407**

**P.G.D.B.M. (IV Semester) EXAMINATION, 2019**

**403-HR : LABOUR LAWS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Each question carries equal marks.

1. (a) Write a note on changing scenario of labour laws in context with pre and post-independence in India.

*Or*

(b) Explain in brief labour laws and its objectives. State the role of ILO.

2. (a) Explain the objectives and background of minimum Wages Act, 1948.

*Or*

(b) Explain the minimum and maximum Bonus under payment of Bonus Act, 1965.

3. (a) Discuss the provisions relating to 'Safety' (any 10) under the Factories Act, 1948.

*Or*

(b) Discuss the provisions relating to employment of young persons under the Factories Act, 1948.

P.T.O.

4. (a) What are the provisions of employees under the miscellaneous Provision Act, 1956.

*Or*

- (b) Explain the penalties and offences under Gratuity Act, 1972.

5. (a) Discuss the cases where employer is not liable to pay compensation under Workmen's Compensation Act, 1923.

*Or*

- (b) Explain the constitution of ESI Corporation and discuss its powers and duties.

Total No. of Questions—5]

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**[5576]-408**

**P.G.D.B.M. (Sem. IV) EXAMINATION, 2019  
403-IB : INTERNATIONAL BUSINESS ECONOMICS  
(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.  
(ii) All questions carry equal marks.

Q1. State and explain the difference between the interregional and international trade.

**OR**

Q1. Give detail note on Balance of Payment and its importance in a country's economic transaction.

Q2. Discuss briefly the major limitations of the H O theorem?

**OR**

Q2. What are the implications of comparative advantage as it relates to international trade?

Q3. Compare the effects of non-discriminatory trade liberalization with a preferential trade arrangement and customs union.

**OR**

Q3. Who are the market participants in the foreign exchange market?

Q4. Discuss the concept "Think Global and Act Local", with reference to the existing operations of multinational companies in India.

**OR**

Q4. Discuss the economic theories of exchange rate determination.

Q5. Discuss briefly the Eurocurrency market.

**OR**

Q5. Explain the nature & demand of international reserves.

Total No. of Questions—5]

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**[5576]-409**

**P.G.D.B.M. (Sem. IV) EXAMINATION, 2019  
403 (SCM) : INVENTORY MANAGEMENT  
(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions are compulsory.  
(ii) Each question has an internal option.  
(iii) All questions carry equal marks.

Q 1) a) What is Aggregate Production Plan? Describe Chase Production Strategy. [10]

**OR**

b) Write short notes: [10]

- 1) Bill of Materials (BOM)
- 2) MRP and MRP II

Q 2) a) Define Inventory. What are the Different types of cost that require to be considered in Inventory Decision? [10]

**OR**

b) Inventory Investment –Asset or Liabilities? Discuss [10]

Q 3) a) Explain the Three V Model Inventory investment in managing Inventory. [10]

**OR**

b) Explain Inventory of Multiple Location for delivering perfect customers orders. [10]

Q 4) a) What is Hazardous waste? Describe Storage and Disposal methods [10]

**OR**

b) Explain Hygiene Precautions in case of Chemical and Pharmacy Food storage materials [10]

P.T.O.

Q 5) a) What is JIT? Explain JIT Production with Example.

[10]

**OR**

b) Write short notes:

10]

1) Lean Supply chain

2) Kan-Ban

Total No. of Questions—5]

[Total No. of Printed Pages—2

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**[5576]-410**

**P.G.D.B.M. (IV Semester) EXAMINATION, 2019**  
**403 (RABM) RURAL AND AGRIBUSINESS MANAGEMENT**  
**(Rural Marketing—I)**  
**(2013 PATTERN)**

**Time : 2.15 Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.  
(ii) Each question carries **10** marks.

1. (a) Explain taxonomy of the rural market. What are the contributing factors behind attractiveness of the rural market ? What are the factors creating hurdles in rural marketing ?

*Or*

(b) What are the key areas for the marketers for taking rural marketing approach decisions ? Explain with examples the successful rural marketing approaches adopted by some companies.

2. (a) How an initiative like 'Project Shakti' could help rural women in financial empowerment and creating livelihood opportunities ?

*Or*

(b) What is your opinion about initiative like e-choupal in tackling the challenges posed by Indian agriculture ? Take a critical review.

P.T.O.



3. (a) “Consumption growth in rural India has outpaced urban consumption.” What could be the factors that have brought this change in rural consumption pattern ?

*Or*

- (b) Explain with appropriate examples, the environmental factors influencing decision-making process of the rural consumers.
4. (a) Explain the significance of information in rural marketing research.
- (b) What are the sources of information in rural marketing research ?

*Or*

At present three out of four country's consumers are in rural market and one half of national income is generated there. While getting a grip on rural market what problems and challenges do corporate face in rural marketing research ?

5. By using demographic variables do the segmentation of the rural market for :
- (a) Utility Vehicles
- (b) LED Television Set.

*Or*

Explain the bases for segmentation from the context of rural market.

Total No. of Questions—5]

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**[5576]-411**

**P.G.D.B.M. (Sem. IV) EXAMINATION, 2019  
403-FBM : MANAGING INNOVATION-I  
(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*  
(ii) *All questions carry equal marks.*

Q.1 a) How do you differentiate between Innovation and Creativity? Support your answer with relevant examples. (10)

OR

b) Discuss Innovation for Growth and Innovation for Survival. (10)

Q.2 a) Explain in detail Clark model and Cycle model. (10)

OR

b) Discuss in detail Fosters S curve. (10)

Q.3 a) Explain in detail Assets and Knowledge for innovation. (10)

OR

b) Discuss Profit chain and Value chain. (10)

Q.4 a) What is to innovate? Discuss the Innovation Portfolio in detail. (10)

OR

b) Discuss the concepts of Creating emotional appeals and Process innovation. (10)

Q.5 a) Discuss the concept of Internal Value Chain and Complimentary Innovators (10)

OR

b) Explain in detail functional and circumstantial sources of Innovation. (10)

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Total No. of Questions—5]

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**[5576]-412**

**P.G.D.B.M. (Sem. IV) EXAMINATION, 2019**  
**403 (TM) : FUNDAMENTALS OF MANAGEMENT OF TECHNOLOGY**  
**Specialisation : Technology Management**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *Each question has an internal option.*

(iii) *All questions carry equal marks.*

Q 1) a) Explain the Need for Management of Technology in the Present Global Context. [10]

**OR**

b) What are the Characteristics of Technology? Explain the various levels of Development of Technology. [10]

Q 2) a) Explain Evolution of Production Technology over the Past Century [10]

**OR**

b) Explain Role of Technology in Wealth Creation with Example. [10]

Q 3) a) What are the Types of Innovation? Describe the Linkage of Creativity and Innovation [10]

**OR**

b) Explain Critical Factors affecting Business in bringing Innovation to Market [10]

Q 4) a) What do you mean by Management of Technology? Discuss various changes in Business Environment. [10]

P.T.O.

**OR**

b) Explain Management of Technology Guiding Principles for Managing Enterprises. [10]

Q 5) a) Explain Various Indicator of Competitiveness in Management of Technology. [10]

**OR**

b) Discuss Case of Japan for Global Competitiveness [10]

Total No. of Questions—5]

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**[5576]-413**

**P.G.D.B.M. (IV Semester) EXAMINATION, 2019**

**404 : CONSUMER BEHAVIOUR**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question carries **10** marks.

(iii) Draw neat suitable diagram, if necessary.

**1.** Discuss the influence of marketing mix variables on Consumer Behaviour.

*Or*

Define culture and sub-culture and discuss its characteristics and relevance in marketing decisions.

**2.** Define what is personality. How does it influence Consumer Behaviour ?

*Or*

How do attitudes affect consumer behaviour ? What strategies can you use for changing attitudes ?

**3.** Explain problem recognition and information search. What are types and sources of information ?

*Or*

Discuss the purchasing process for a 2-wheeler.

**4.** Explain the Howard Sheth model with examples.

*Or*

Discuss the Engel-Blackwell-Miniard model with examples.

**5.** Discuss the Demographic and socio-economic profile of Indian Consumers.

*Or*

How would you measure the social classes in the Indian Urban and Rural Markets using SEC i.e. socio-economic classification.

Total No. of Questions—5]

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[5576]-414

**PGDBM (Fourth Semester) EXAMINATION, 2019**  
**MERCHANT BANKING AND FINANCIAL SERVICES**  
**(404 : Finance Specialization)**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**Instructions to students:**

1. All questions are compulsory
2. Each question has an internal option
3. Each question carries 10 marks
4. Figures to the right indicate marks for that question/sub-question.
5. Your answers should be specific and to the point.
6. Support your answers with suitable live examples.
7. Draw neat diagrams and illustrations supportive to your answer.

**Q1 A** 'Money Market Instruments provides liquidity funding for the financial system'. Discuss. [10]

**OR**

- B** (a) Discuss the development of Merchant banking in India. [05]  
(b) Explain the various activities undertaken by Merchant bankers. [05]

**Q2 A** Explain following Pricing Model. (any two) [10]

- i) Net Asset value
- ii) Profit Earning Capacity Value
- iii) Average Market Price.

**OR**

**B** What is meant by Public Issue Management? Explain its activities involved in public issue. [10]

**Q3 A** Do you agree with the statement - 'Mergers and Acquisition can generate cost efficiency through economies of scale and enhance the revenue through gain in market share'. Elucidate. [10]

P.T.O.

**OR**

**B** What is 'Portfolio Management Services'? Explain general responsibilities of a portfolio manager in detail. [10]

**Q4 A** What do you understand by Factoring? What are the types of factoring? [10]

**OR**

**B** Short notes on; (any two) [10]

- (a) Venture Capital
- (b) Insurance
- (c) Consumer Finance

**Q5 A** (a) State SEBI requirements for Asset Management Company [05]

(b) Explain the origin of Credit Rating? [05]

**OR**

**B** Explain the major institute involved in housing finance and its types. [10]

Total No. of Questions—5]

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[5576]-415

**PGDBM (Fourth Semester) EXAMINATION, 2019**

**404-IT : E-BUSINESS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**Instructions to candidates:-**

- 1. All questions are compulsory.**
- 2. Each question has an internal option**
- 3. Each question carries 10 marks.**
- 4. Your answers should be specific and to the point.**
- 5. Support your answers with suitable live / real time examples.**
- 6. Draw neat and labeled diagram.**

Que1. A) Explain E-Business enabling technologies. 10 Marks

**OR**

B) Explain E-Business Architecture with reference to Information Publishing Technology. 10 Marks

Que2. A) What are the issues related to implementation of E-SCM? 10 Marks

**OR**

B) Explain in detail the E-Business model. 10 Marks

Que3. A) What are the new trends in E-CRM in E-Business? 10 Marks

**OR**

B) Explain the possible threats and corresponding security measures involved in E-Payments. 10 Marks

Que4. A) What are the steps for launching E-Business? Explain with suitable real time example. 10 Marks

**OR**

B) Explain in detail the challenges and legal issues with respect to business plan? 10 Marks

P.T.O.



**Que5. A) Write short notes on: (5\*2=10 Marks)**  
1. Recent Trends in E-Business.  
2. E-Business Design plan.

**OR**

**B) Write short notes on: (5\*2=10 Marks)**  
1. E-Marketing.  
2. E-Business Security.

Total No. of Questions—5]

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**[5576]-416**

**P.G.D.B.M. (IV Semester) EXAMINATION, 2019**

**404 OPE : MRP-I AND MRP-II**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** All questions carry equal marks.

1. If you are appointed as Production head in an automobile company, explain all the functions of MPS you need to perform.

*Or*

Explain the impact of various time horizons of demand on MPS process with example.

2. Explain BOM in brief. Develop BOM for :
  - (1) Table
  - (2) Chair.

*Or*

What is role of MRP-I in industry ? Explain with example.

3. Explain the term capacity. Explain CRP process for a Management Education Institute.

*Or*

Explain the backward and forward scheduling strategies with example.

P.T.O.

4. Explain the MRP-II framework.

*Or*

Explain the MRP-II functions with example.

5. Explain the problems and benefits of MRP-II.

*Or*

Compare MRP-I and MRP-II on their roles, functions, benefits and limitations.

Total No. of Questions—5]

[Total No. of Printed Pages—2

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**[5576]-417**

**P.G.D.B.M. (IV Semester) EXAMINATION, 2019**

**404 HR : INDUSTRIAL RELATIONS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) Attempt *all* questions.

(ii) *All* questions carry equal marks.

**1.** (a) Discuss the theoretical foundation and legal framework of IR in India. [10]

*Or*

(b) Explain the importance of Industrial Relations and its role and impart on Employer, Trade Union.

**2.** (a) What is Industrial Dispute ? Explain the causes of Industrial Disputes. [10]

*Or*

(b) Explain the machineries to solve Industrial Dispute Act, 1947.

**3.** (a) Define Trade Union. Explain the provisions for illegal strikes and lookouts under the Trade Union Act, 1926. [10]

*Or*

(b) What are the weaknesses of Trade Unions ? How can these be removed ?

P.T.O.

4. (a) Explain the procedure for certification and submission of draft under Industrial Employment (Standing order) Act, 1946. [10]

*Or*

(b) Explain the provisions for Welfare and Health under Contract Labour Act, 1970.

5. (a) Define 'Workers' Participation in Management.' What are the challenges to the workers ? participation in Management.[10]

*Or*

(b) Explain the process of collective bargaining. Further discuss the causes of failure of collective bargaining.

Total No. of Questions—5]

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**[5576]-418**

**P.G.D.B.M. (IV Semester) EXAMINATION, 2019**  
**404-IB : EXPORT AND IMPORT PROCEDURE**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) Attempt all the *five* questions.

(ii) *All* questions carry equal marks i.e. **10**.

1. Explain the documentary procedure and their significance in International Trade.

*Or*

Write short notes on (any *two*) :

- (a) WTO Provision
- (b) Aligned Documentation System
- (c) Role of ICC.

2. Explain Role of Exporter regarding Export Document Procedure in detail.

*Or*

How does Cargo Insurance work ? Explain its claim procedure.

3. What is International Trade ? What are the various methods of payment in International Trade ?

*Or*

Explain the role of EXIM Bank and ECGC in International Trade.

P.T.O.

4. Discuss the export promotion schemes in India and their applicability on Indian economy.

*Or*

Explain the impact of export Promotion Institutions on Trade.

5. What is the concept of foreign exchange ? Discuss the provisions of Foreign Exchange Management Act, 2000.

*Or*

What is Customs Act, 1962 ? Explain the provisions of Customers Act, 1962.

Total No. of Questions—5]

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**[5576]-419**

**PGDBM (Fourth Semester) EXAMINATION, 2019**

**404-SCM : LOGISTICS MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

Instructions to the candidates;

- 1)All questions are compulsory
- 2)Each questions carry 10 marks
- 3)Each question as an internal choice

Q1 a ) Explain the role of logistics in growing economy of any country? Discuss with examples the role of logistics management in manufacturing company.

OR

b)State the objectives of logistics management in business and discuss various activities of logistics .  
Q2.a)Explain the value added role of logistics on macro and micro level.

OR

b)"Logistics and supply chain works in Hand" Describe in detail with suitable examples.  
Q3 a)Discuss the importance of logistics management in inventory reduction and effective & efficient distribution management.

OR

b)Discuss the various concerns of service response logistics .

Q4 a) Explain the relationship between logistics and other important functional areas of the organization.

OR

b)"Outsourcing of logistics practices brings more productivity and profitability in business" Discuss

P.T.O.



**Q5 Write short notes on (any two)**

- a) **Need of Collaborative relationship.**
- b) **Concept of 3pL & 4PL.**
- c) **Aim of Logistics.**
- d) **Various approaches to analyse logistics system**

Total No. of Questions—5]

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**[5576]-420**

**P.G.D.M.B. (IV Semester) EXAMINATION, 2019**

**404-RABM : RURAL CREDIT AND FINANCE**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) Attempt *all* questions.

(ii) *All* questions carry equal marks.

**1.** (A) Discuss the role of agriculture in economic development.

*Or*

(B) Briefly explain characteristics of Indian Agriculture.

**2.** (A) Write short notes on :

(i) Role of credit in Agriculture

(ii) Classification of Agricultural Finance.

*Or*

(B) Explain the functions, structure and performance of financial intermediaries in agriculture.

**3.** (A) Elaborate on the impact of liberalization on Co-operative Banks with particular reference to de-regulation of interest rates and prudential norms.

P.T.O.

*Or*

(B) With respect to Primary Level Credit Institutions (PACs, LAMPs, MPCS, FSS) their functioning and problems.

4. (A) In relation to agricultural finance discuss - Risk and Uncertainty Theory; Demand and Supply Theory.

*Or*

(B) Write short notes on :

(i) Principle of Supervised Credit

(ii) Principle of Better Credit.

5. (A) In relation to Rural Finance discuss the delivery channels and actors involved.

*Or*

(B) Discuss triangle of microfinance and the role of BDS in rural finance.

Total No. of Questions—5]

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**[5576]-421**

**P.G.D.B.M. (IV Semester) EXAMINATION, 2019**

**404 FBM : ESSENTIALS OF FAMILY BUSINESS MANAGEMENT-II  
(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions are compulsory.

(ii) *All* questions carry equal marks.

1. (A) “Effective governance of shareholder. Discuss the concept in relation with Family Business Firm.

*Or*

(B) Explain the impact of Sarbanes-Oxley on the Family Business and its Board.

2. (A) Discuss different types of policies to face complexities in cousin companies.

*Or*

(B) Discuss setting up a Family Business governance process.

3. (A) Discuss the resistance shown by the founder by the family by the employee and by the environmental factors towards succession planning in Family Business.

*Or*

(B) Explain with example the succession in order Family Business i.e. second to third generations and so on.

P.T.O.

4. (A) “The CEO as architect of succession and governance.” Discuss.

*Or*

(B) Discuss the unique roles of the CEO spouse in transfer of power.

5. (A) Explain intergenerational growth in entrepreneurial families with example.

*Or*

(B) Explain the term ‘Evolution. Discuss the three states of Evolution.

Total No. of Questions—5]

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[5576]-422

**PGDBM (Fourth Semester) EXAMINATION, 2019**

**TECHNOLOGY MANAGEMENT**

**(Specialization)**

**(404-TM : Technology Forecasting)**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**Instructions to the candidates:**

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.
- 4) Figures to the right indicate marks for that question/sub question.
- 5) Draw neat diagrams and illustrations supportive to your answer.

*Q1. A. Explain Expert Opinion Methods. Discuss Interview and Participatory Techniques. [10]*

**OR**

*Q1. B. Explain the Monitoring and Intelligence method. Discuss Technology Watch. [10]*

*Q2. A. i) Write short note on Vision Generation. [05]*

*ii) Write short note on Field Anomaly Relaxation Method. [05]*

**OR**

*Q2. B. “Write a note on NGP. Explain in details NGP process with suitable example. [10]*

*Q3. A. What is Technology Forecasting? Explain Statistical methods and Correlational analysis with suitable example. [10]*

**OR**

*Q3. B What is Simulation Describe the Simulation process with suitable example [10]*

*Q4. A. What is the Technology Forecasting Methods? Explain meaning of Relevance tree various applications of decision analysis with example. [10]*

P.T.O.

**OR**

*Q4. B. Explain the Economics base modeling. Discuss input output analysis* [10]

*Q5. A. Explain the multiple perspectives assessment. Discuss Organization and Mitigation*

*Analysis.* [10]

**OR**

*Q5. B. i) Write short note on Requirements Analysis.* [05]

*ii) Write short note on Morphological analysis.* [05]