**P8017**

SEAT No. :

[Total No. of Pages : 1

**[5860]-SODL - 101**
**M.B.A.**
**CR-II: MANAGEMENT CONCEPTS & APPLICATIONS**
**(2021 Pattern) (Semester -I)**

*Time: 3 Hours]*                                                                 *[Max. Marks : 70*
*Instructions to the candidates:*
    *1)    Attempt any 5 questions from section I*
    *2)    Attempt any 4 questions from section II*

## SECTION-I

*Q1)* Define Management. Discuss the functions of Management? **[10]**

*Q2)* Define planning. Explain the nature and importance of planning? **[10]**

*Q3)* Explain the advantages of centralisation and decentralisation in a business organisation. **[10]**

*Q4)* Define Decision-Making also explain the steps involved in Decision-making? **[10]**

*Q5)* Explain on the - job and off the job training methods employed in organisation? **[10]**

*Q6)* Describe the process of controlling in an organisation? **[10]**

*Q7)* Discuss Henry Fayol's principles of Management with suitable example? **[10]**

## SECTION-II

*Q8)* Why planning is considered as an important Managerial Function? **[5]**

*Q9)* Write a short note on MBO. **[5]**

*Q10)* Why do we need Management. **[5]**

*Q11)* Define Recruitment & also state the sources of Recruitment. **[5]**

*Q12)* What is the need for Training in an organisation. **[5]**

*Q13)* Write a short note on PERT & CPM. **[5]**

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**P8018**

## [5860]-SODL-102
## M.B.A.
## CR-12 : ECONOMICS FOR MANAGERS
### (2021 Pattern) (Semester - I)

*Time : 3 Hours]*                 *[Max. Marks : 70*

*Instructions to the candidates:*
1) *Q.1 to Q.5 Attempt any 05 having 10 marks each.*
2) *Q.6 to Q.7 Attempt any 04 having 05 marks each.*

**Q1)** Attempt any 05 out of 07 :

    a)    What are the 10 principles of economics?

    b)    Explain the types of elasticity of demand with graphs.

    c)    Explain the concept of Income effect & substitution effect.

    d)    What do we mean by shift in demand curve with graphs?

    e)    Justify the difference between Indifference Curve & Indifference Map.

    f)    What are the major aims of Liberalization, Globalization and Privatisation with reference to Indian economy?

    g)    Explain the concept of Human development Index.

**Q2)** Attempt any 04 out of 06 :

    a)    Define micro and macro economics.

    b)    Explain the concept of cross elasticity of demand.

    c)    What do we mean by changes in supply with graph?

    d)    Define full employment.

    e)    Define meaning of Budget line with graph.

    f)    Meaning of Indifference curve with features.

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## [5860]-SODL-103
## M.B.A.
## CR -13 : ORGANIZATIONAL BEHAVIOUR
### (2021 Pattern) (Semester-I & II)

*Time : 3 Hours]*                                                    *[Max. Marks : 70*
*Instructions to the candidates:*
  1)   *All questions are compulsory.*
  2)   *Figures to the right indicate full marks.*

*Q1)* Attempt any 5 questions out of 7.                              **[10 Each]**

  a)   Define organizational behaviour. Explain the objectives of OB.

  b)   Discuss the importance of organizational behaviour.

  c)   Discuss the consequences of job dissatisfaction.

  d)   Define motivation. Explain Maslow's need hierarchy theory of motivation.

  e)   Explain in detail styles of leadership.

  f)   Discuss the characteristics of leadership.

  g)   Describe the types of conflict.

*Q2)* Attempt any 4 questions out of 6.                              **[5 Each]**

  a)   Explain the scope of OB.

  b)   Write a short note on job satisfaction.

  c)   Explain importance of goal.

  d)   Differentiate between manager and leader.

  e)   Explain essential traits of a leader.

  f)   Discuss the positive consequences of conflict.

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**[5860]-SODL-104**

**M.B.A.**

**CR-14: ELEMENTS OF MANAGERIAL COMMUNICATION**

**(2021 Pattern) (Semester - I)**

*Time : 3 Hours]* *[Max. Marks : 70*

*Instructions to the candidates:*

*1) All questions are compulsory.*

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

*Q1)* Attempt any **five** out of seven from the following : **[5 × 10 = 50]**

a) Explain the steps involved in the communication process.

b) State the principles of successful oral communication.

c) "Human body express itself" comment on the above statement.

d) What are the guidelines to lead an effective meeting?

e) Explain in details various essentials of a Business letter.

f) What do you mean by Communication Networks. Discuss in details different types of communication network.

g) What is communication? Explain various types of communication.

*Q2)* Attempt any **four** out of six from the following :                    **[4 × 5 = 20]**

   a) What is a symbol?

   b) State various definitions of communications?

   c) What do you mean by web conferencing?

   d) What all considerations to be followed while forwarding an e-mail?

   e) Explain in brief the essentials of job application letter.

   f) State the format of writing Memos.

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**[5860]-SODL-105**

**M.B.A.**

**CR-15: COMPUTERS APPLICATION FOR BUSINESS**

**(2021 Pattern) (Semester - I & II)**

*Time : 3 Hours]*                                                                  *[Max. Marks : 70*

*Instructions to the candidates:*

  *1)*   *Figures to the right indicates marks for the question.*

  *2)*   *Read all the instructions carefully.*

**Attempt any five out of seven from the following :**

*Q1)*  What is flash memory? Why it is required?                       **[10]**

*Q2)*  Discuss various types of optical devices used in computers.     **[10]**

*Q3)*  Discuss Word processing concepts giving appropriate example.    **[10]**

*Q4)*  Explain steps required in formatting a document.                **[10]**

*Q5)*  What is the function of VLOOKUP?                                 **[10]**

*Q6)*  What is LAN, MAN, WAN?                                           **[10]**

*Q7)*  Write a note on Information Technology Act.                      **[10]**

**Attempt any four out of six from the following :**

*Q8)*   What is a computer?                                                    **[5]**

*Q9)*   Define the terms RAM and ROM.                                          **[5]**

*Q10)* What is mail merge?                                                     **[5]**

*Q11)* What is Microsoft Excel 2007?                                           **[5]**

*Q12)* What is use of Wi-Fi?                                                   **[5]**

*Q13)* What do you understand by Information Technology?                       **[5]**

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## [5860]-SODL-106
## M.B.A.
## CR-16: BASICS OF MARKETING
## (2021 Pattern) (Semester - I)

*Time : 3 Hours]*                                              *[Max. Marks : 70*

*Instructions to the candidates:*

*1)* *Attempt any 5 questions from Section - I.*

*2)* *Attempt any 4 questions from Section - II.*

### SECTION - I

*Q1)* Define Marketing? Explain the functions of Marketing in brief.        **[10]**

*Q2)* What is Telemarketing? Explain the Roles & Applications of telemarketing.**[10]**

*Q3)* Define Retail Marketing? Discuss the classifications of Retail formats.  **[10]**

*Q4)* What is Marketing Environment? Elaborate the factors influencing on Marketing Environment.        **[10]**

*Q5)* Define Product Life Cycle. Discuss the factors affecting on Product Life Cycle.        **[10]**

*Q6)* Define Marketing Mix. Explain the advantages and limitations of Marketing Mix.        **[10]**

*Q7)* What is Marketing Research? Elaborate it's objectives and scope in brief.**[10]**

## SECTION - II

*Q8)* Explain the relevance of marketing in a developing economy. **[5]**

*Q9)* Discuss the importance of Rural Marketing in brief. **[5]**

*Q10)* Define Digital Marketing. Explain the importance of Digital Marketing. **[5]**

*Q11)* What is pricing? Explain the factors influencing on pricing. **[5]**

*Q12)* Elaborate the essentials of effective market segmentation. **[5]**

*Q13)* Explain the scope and importance of Marketing Planning. **[5]**

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**[5860]-SODL-11**
# M.B.A.
## GC-12: DECISION SCIENCE
### (2019 Pattern) (Semester - IV)

*Time : 3 Hours]*                                                    *[Max. Marks : 70*

*Instructions to the candidates:*

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

*2)* *Use of simple calculator and statistical table allowed.*

*3)* *Graph paper will NOT be provided, draw all graphs and sketches on answer paper.*

*4)* *Q.No. 8 is compulsory.*

**Attempt any FIVE out of SEVEN from the following :** **[5 × 10 = 50]**

*Q1)* Find the initial feasible solution by VAM and calculate total cost. **[10]**

|        | W1  | W2  | W3  | W4  | Supply |
|--------|-----|-----|-----|-----|--------|
| P1     | 190 | 300 | 500 | 100 | 70     |
| P2     | 700 | 300 | 400 | 600 | 90     |
| P3     | 400 | 100 | 400 | 200 | 180    |
| Demand | 50  | 80  | 70  | 140 | 340    |

*Q2)* Solve the following assignment for the minimization : **[10]**

|   | 1  | 2  | 3  | 4  | 5  | 6  |
|---|----|----|----|----|----|----|
| A | 12 | 10 | 15 | 22 | 18 | 8  |
| B | 10 | 18 | 25 | 15 | 16 | 12 |
| C | 11 | 10 | 3  | 8  | 5  | 9  |
| D | 6  | 14 | 10 | 13 | 13 | 12 |
| E | 8  | 12 | 11 | 7  | 13 | 10 |

*P.T.O.*

*Q3)* Solve Graphically [10]

Minimize $\quad$ $Z = 6X_1 + 14X_2$

Subject to; $\quad$ $5X_1 + 4X_2 \geq 60$

$\qquad\qquad$ $3X_1 + 7X_2 \leq 84$

$\qquad\qquad$ $X_1 + 2X_2 \geq 18$

$\qquad\qquad$ $X_1, X_2 \geq 0$

*Q4)* The following table gives the arrival pattern at a coffee counter for 1-minute interval. [10]

| No. of persons arriving | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|---|
| Frequency | 5 | 10 | 15 | 30 | 20 | 10 | 5 | 5 |

Simulate the arrival using the following random numbers and find average arrival.

R.No. 5, 25, 16, 80, 35, 48, 67, 79, 90, 19.

*Q5)* A farmer wants to decide which of the three crops he should plant. The farmer has categorized the amount of rainfall as high, medium and low. Estimated profit is given below : [10]

| Rainfall | Estimated Profit (Rs.) | | |
|---|---|---|---|
| | Crop A | Crop B | Crop C |
| High | 8000 | 3500 | 5000 |
| Medium | 4500 | 4500 | 4900 |
| Low | 2000 | 5000 | 4000 |

A farmer wishes to plant one crop. Decide the best crop using

a) Hurwicz criterion ($\alpha = 0.6$)

b) Laplace Criterion

c) Minimax regret criterion

*Q6)* Solve the following game : [10]

Player B

|            |   | A | B | C | D  | E | F |
|------------|---|---|---|---|----|---|---|
|            | 1 | 4 | 2 | 0 | 2  | 1 | 1 |
|            | 2 | 4 | 3 | 1 | 3  | 2 | 2 |
| Player A   | 3 | 4 | 3 | 7 | –5 | 1 | 2 |
|            | 4 | 4 | 3 | 4 | –1 | 2 | 2 |
|            | 5 | 4 | 3 | 3 | –2 | 2 | 2 |

*Q7)* a) Difference between CPM and PERT. [5]

b) Draw a network diagram of [5]

| Preceding Activity | --- | A | A | A | D | B,C,E | D | D | H | F,G,I |
|--------------------|-----|---|---|---|---|-------|---|---|---|-------|
| Activity           |     | A | B | C | D | E     | F | G | H | I | J |

*Q8)* **Attempt any FOUR out of SIX from the following :** [4 × 5 = 20]

a) Distinguish between PERT and CPM.

b) Define EST, LST, EFT, LFT and Float.

c) Decision making under risk.

d) Pure & Mixed Strategy.

e) Transition Probabilities.

f) Concept of project cost and its components.

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**[5860]-SODL-12**

# M.B.A.

# GC - 14 : ENTERPRISE PERFORMANCE MANAGEMENT

## (2019 Pattern) (Semester - IV)

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

*2)* **Each question carries equal marks.**

*Q1)* Solve any Five:

[5×2=10]

a) Responsibility centers include:

    i)    Adjustment centers

    ii)    Call centers

    iii)    Exam centers

    iv)    Profit center

b) What is the term used to describe the value assigned to the goods or services sold or rented from one unit of an organization to another

    i)    Variable cost

    ii)    Fixed cost

    iii)    Transfer price

    iv)    Full service cost

c) ROI can be viewed as a function of the net profit margin times

    i)    Sales

    ii)    EAT

    iii)    The total asset turnover

    iv)    Equity multiplier

d) The term 'EVA' is used for:

    i)    Extra Value Analysis

    ii)    Economic Value Added

    iii)    Expected Value Analysis

    iv)    Engineering Value Analysis

e) In the balanced scorecard approach quality would come under which perspective?

   i) The internal perspective

   ii) The customer perspective

   iii) The financial perspective

   iv) The innovation and learning perspective

f) Capital Budgeting deals with:

   i) Long-term Decisions        ii) Short-term Decisions

   iii) Both (i) and (ii)        iv) Neither (i) nor (ii)

g) Return on Assets and Return on Investment Ratios belong to:

   i) Liquidity Ratios           ii) Profitability Ratios

   iii) Solvency Ratios          iv) Turnover

h) Cost Audit is comprised in which of the following steps?

   i) Verification, Review, Reporting

   ii) Planning, Review, Reporting

   iii) Review, Verification, Reporting

   iv) Planning, Conducting, Reporting

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

a) What is performance management? Why it is needed?

b) What is Balance Score card? Write the advantages of Balance Score card.

c) What are the features of E-Commerce?

*Q3)* Solve any One:                                    [10]

a) Explain various tools & techniques of capital Expenditure control.

OR

b) Elaborate in detail the steps involved in performance evaluation of a project.

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

a) Performance measurement of Non-Profit Organisations in different from profit making Organisations. Do you agree? Justify your answer.

OR

b) Explain the any four performance evaluation Parameters for banks.

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

a) Explain in detail how audit function act as a performance measurement tool.

OR

b) ABC company fixes the inter divisional transfer price for its Products on the basis of cost plus return on investment in the division. The budget for the division A for 2022-23 is as under.

Fixed Assets                         ₹ 2,50,000

Current Assets                       ₹ 1,50,000

Debtors                              ₹ 1,00,000

Annual fixed Cast of division        ₹ 4,00,000

Variable cost per unit of product        ₹ 10

Budgeted Volume 2,00,000 units per year.

Desired ROI - 28%

i) Determine the transfer Price for division A

ii) If the volume (units) can be increased by 10%. What will be the impact on transfer price?

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# [5860]-SODL-13
## M.B.A.
### SC3-2 : ADVANCED FINANCIAL MANAGEMENT
### (2019 Pattern) (Semester - III)

*Time : 3 Hours]*        *[Max. Marks : 50*

*Instructions to the candidates:*

    *1)*   *All questions are compulsory.*

    *2)*   *Each question carries Ten marks*

*Q1)* Fill in the blanks (Any 5) :                 **[10]**

    a)   Objectives of Financial planning are _____

        i)     Determining capital structure

        ii)    Framing Loan polices

        iii)   Determining cash requirement

        iv)   Determining finance ratio

    b)   Retained earning are _____

        i)     Internal sources of funds

        ii)    External sources of funds

        iii)   Both

        iv)   None of the above

    c)   Cost of each component of capital is termed as _____

        i)    Opportunity           ii)    Fixed

        iii)   Specific             iv)   Explicit

    d)   Which of the following is not a feature of an optimal capital structure _____.

        i)    Profitability          ii)    Safety

        iii)   Flexibility           iv)   Control

e)   Which is the main advantage of IRR?

    i)   Consider the whole life of project

    ii)   It is a measure of absolute return

    iii)   It is an accurate calculation

    iv)   It is useful when liquidity is poor

f)   Analysis of fund is rightly called an analysis of _____

    i)   Working capital            ii)   Current Assets

    iii)   Current Liabilities        iv)   None of the above

g)   Dividend can be paid in the form of _____

    i)   Share                 ii)   Security

    iii)   Cash                  iv)   All of the above

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

a)   Fund flow statement.

b)   Economic Value Added (EVA).

c)   Bonus share.

*Q3)* Describe the need and determinants of working capital in business.    **[10]**

OR

From the following information relating to A Ltd. prepare fund flow statement :

|  | 2021 | 2022 |  | 2021 | 2022 |
|---|---|---|---|---|---|
| Share capital | 3,00,000 | 3,50,000 | Cash | 30,000 | 90,000 |
| G/R | 1,00,000 | 1,00,000 | B/R | 1,05,000 | 1,50,000 |
| P & L A/c | 30,000 | 60,000 | Stock | 1,50,000 | 1,95,000 |
| B/P | 45,000 | 1,35,000 | Fixed Assets | 1,90,000 | 2,10,000 |
|  | 4,75,000 | 6,45,000 |  | 4,75,000 | 6,45,000 |

Additional information :

Depreciation written all during the year Rs. 15,000

*Q4)* Explain in detail factors affecting capital structure. **[10]**

OR

A company is considering to raise additional fund of Rs. 20,00,000 for setting up a project. The company Expects EBIT of Rs. 8,00,000 for the project. Following alternative plans are available :

a)   To raise Rs. 20,00,000 by way of equity share of Rs. 10 each.

b)   To raise Rs. 10,00,000 by way of equity shares and Rs. 10,00,000 by way of debt @ 10%.

c)   To raise Rs. 6,00,000 by way of equity and rest Rs. 14,00,000 by way of preference shares @ 14%.

d)   To raise -

Rs. 6,00,000 by equity shares

Rs. 6,00,000 by 10% debt.

Rs. 8,00,000 by 14% preference share

The company is in 60% tax bracket which option is best?

*Q5)* Define Dividend and Explain the types of Dividend. **[10]**

OR

A company's whose cost of capital 12% is considering project 'A'. The following data are available :

Project 'A' Investment Rs. 1,40,000

| Year | Cash In flow | P.V. @ 12% |
|------|-------------|------------|
| 1 | 20,000 | 0.9 |
| 2 | 40,000 | 0.8 |
| 3 | 60,000 | 0.7 |
| 4 | 1,00,000 | 0.6 |
| 5 | 1,10,000 | 0.55 |

Determine :

a)   Pay back period

b)   Net present value

c)   Profitability Index.

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**[5860]-SODL-201**
## M.B.A.
## CR - 21 : BASICS OF HUMAN RESOURCE MANAGEMENT
### (2021 Pattern) (Semester - II)

*Time : 3 Hours]*          *[Max. Marks : 70*

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

**A)**    **Attempt any five from Q.1 to Q.7.**        **[5 × 10 = 50]**

*Q1)* Explain the various phases of evolution of Human Resource Management.
 **[10]**

*Q2)* What is Selection? Write its process. **[10]**

*Q3)* Discuss the difference between Herzberg & Maslow theory. Which of these theories do you prefer in Indian context explain. **[10]**

*Q4)* What is Job Description & Write JD for Marketing Manager of Hospital?
 **[10]**

*Q5)* What is HR Policy? Why do Organizations adopt the HR Policies? **[10]**

*Q6)* What is Training & Different types or methods of Training? **[10]**

*Q7)* Explain the Process of Employee Retention? Write Practices followed to do it. **[10]**

*P.T.O.*

**B) Write Short Notes (Attempt Any 4) :** [4 × 5 = 20]

*Q8)* "Theory 'X' & Y. [5]

*Q9)* Placement & Induction. [5]

*Q10)* Manpower Estimation. [5]

*Q11)* Career Planning. [5]

*Q12)* Suspension & Layoff. [5]

*Q13)* Rating Errors In Appraisal. [5]

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**[5860]-SODL-202**

**M.B.A.**

**CR - 22 : OPERATIONS MANAGEMENT**

**(2019 Pattern) (Semester - II)**

*Time : 3 Hours]* *[Max. Marks : 70*

*Instructions to the candidates:*

    *1)*   *All questions are compulsory.*

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

*Q1)* Attempt any 5 out of 7 from the following: **[10 Each]**

    a)   What is service blueprinting? Draw the service blueprinting for Railway station.

    b)   Explain the role and functions of production planning and control.

    c)   Explain the elements & key principles of TQM.

    d)   Find EOQ and determine total cost

        Annual Demand    -       12,000 units

        Ordering cost     -       ₹ 10/ order

        Carrying cost     -    40% of unit cost

        Unit cost         -        ₹ 25

    e)   Explain the SERVQUAL Model in detail.

    f)   Explain the types of layouts.

    g)   Explain the drivers of SCM.

*Q2)* Attempt any 4 questions out of 6: **[5 Each]**

    a)   Explain ABC Analysis.

    b)   Explain the types of project constraints.

    c)   Explain the classification of inventory based on various criterion.

    d)   Explain the quality from:

        i)    Customers perspective

        ii)   Manufacturer's perspective

    e)   Explain the key issues in supply chain management.

    f)   Explain the main causes of project failure with suitable example.

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**[5860]-SODL-203**

# First Year M.B.A.
# CR - 23 : MANAGEMENT ACCOUNTING
## (2019 Pattern) (Semester - II)

*Time : 3 Hours]*                                                          *[Max. Marks : 70*

*Instructions to the candidates:*

1) *Section - A contains <u>Seven</u> questions. Attempt any <u>five</u> questions carrying <u>Ten</u> marks each.*

2) *Section - B contains <u>Six</u> questions. Attempt any <u>Four</u> questions carrying <u>Five</u> marks each.*

## <u>SECTION - A</u>

*Q1)* Define Management Accounting. What is the relationship between Cost Accounting and Management Accounting?

*Q2)* What is the meaning of the term Costing? Explain classification of cost by function.

*Q3)* XYZ Company has given the following information,

| | | |
|---|---|---|
| Total Sales | - | 20,000 units |
| Selling Price | - | Rs. 150 per unit |
| Variable Cost | - | Rs. 90 per unit |
| Fixed Cost | - | Rs. 6,00,000 |
| Desired Profit | - | Rs. 5,00,000 |

Calculate :

a) Contribution

b) PV Ratio

c) Break Even Point

d) Margin of Safety

*P.T.O.*

*Q4)* The expenses budgeted for production of 1,000 units in a factory are furnished below:

| Particulars | Per Unit Rs. |
|---|---|
| Material Cost | 700 |
| Labour Cost | 250 |
| Variable Overheads | 200 |
| Selling expenses (20% fixed) | 130 |
| Administrative expenses (Rs. 2,00,000) | 200 |
| Total Cost | 1,480 |

Prepare a budget for production of 600 units and 800 units assuming administrative expenses are fixed for all levels of production.

*Q5)* What are Pricing Decision? What are the major factors influencing pricing decisions?

*Q6)* Write short notes on:
a) Cost - Volume - Profit Analysis.
b) Flexible Budgets.

*Q7)* ABC Ltd. produces 40,000 units of 4 product and works at 80% capacity. It receives an order from a foreign dealer for a quantity of 10,000 units at Rs. 50 per unit although the local price is Rs. 90 per unit. The present cost sheet is given as under.

|  | Rs. (per unit) |
|---|---|
| Material | 20 |
| Labour | |
| Skilled (Fixed) | 10 |
| Unskilled | 10 |
| Variable Overheads | 10 |
| Fixed Overheads | 15 |
|  | 65 |

a) Suggest the management whether to accept the order or reject it.
b) Had the order been from a local merchant what will you advice the management?
c) If there is a temporary fall in demand, what should be the minimum price to be charged?

## SECTION - B

*Q8)* Differentiate between Direct and Indirect Costs.

*Q9)* Explain the scope of Management Accounting.

*Q10)* What is Marginal Costing? Explain its advantages.

*Q11)* Write a note on Cost Control.

*Q12)* From the following information calculate P/V Ratio

    Sales            - Rs. 4,00,000

    Variable cost    - Rs. 2,40,000

    Fixed cost      -    Rs. 60,000

*Q13)* Determine the amount of actual sales from the given information:

    Margin of safety - 60%

    Fixed cost - Rs. 4,20,000

    Variable cost ratio to sales - 70%

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**[5860]-SODL-204**
# F.Y. M.B.A.
## CR - 24 : MANAGEMENT OF SOCIAL MEDIA
### (2021 Pattern) (Semester - II)

*Time : 3 Hours]*                                                    *[Max. Marks : 70*

*Instructions to the candidates :*

1) *Section - A contains seven questions carrying ten marks each. Attempt any five questions.*

2) *Section - B contains six questions carrying five marks each. Attempt any four questions.*

## SECTION - A

*Q1)* State the goals of Social Media. How are the Social Media goals chosen?

*Q2)* Define Social Media. Explain it's various types of Social Media.

*Q3)* Explain the stages of diffusion of Innovation Theory.

*Q4)* What are the legal and ethical issues of Social Media?

*Q5)* Discuss, Social Media CRM enables organizations to engage with their customers.

*Q6)* Write a note on :

   a) E-Marketing.

   b) Social Media dangers.

*Q7)* Explain, 'Social Media Platforms can cause infringement of Certain Intellectual Property Rights'.

# SECTION - B

*Q8)* What is Social bookmarking? How is it useful to Marketers?

*Q9)* Explain how Electronic Word of Mouth impacts product & acceptance amongst customers.

*Q10)* State the reasons for providing Social Media training.

*Q11)* Distinguish between e-advertising and e-marketing.

*Q12)* What is the purpose of using Disclaimer in Social Media?

*Q13)* Write a note on Social Media Monitoring.

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**[5860]-SODL-205**

**M.B.A. - I**

**CR-25 : RESEARCH METHODOLOGY**

**(2021 CBCS Pattern) (Semester - II)**

*Time : 3 Hours]*            *[Max. Marks : 70*

*Instructions to the candidates:*

     *1)*    *All questions are compulsory.*

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

*Q1)* Attempt any 5 out of 7 from the following.          **[50]**

     a)    Define research? Explain types of research.

     b)    Explain importance of research design.

     c)    Explain features of a good research design.

     d)    What do you mean by primary and secondary data? Explain Advantages of Primary data.

     e)    Define and explain universe and sampling. Explain characteristics of good sample.

     f)    Explain mean, medium and mode with formula.

     g)    Explain guidelines of Report writing.

*Q2)* Attempt any four out of six from the following.          **[20]**

     a)    Write a note on ethics and research

     b)    Write a note of exploratory research design.

     c)    Write a note on layout of research paper.

     d)    Write a note on probability sampling.

     e)    Explain meaning and importance of hypothesis.

     f)    Explain any 5 scaling techniques.

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**[5860]-SODL-206**
## M.B.A.
## CR - 26 : MANAGEMENT INFORMATION SYSTEM
### (2021 Pattern) (Semester - I)

*Time : 3 Hours]*        *[Max. Marks : 70*

***Instructions to the candidates :***
> *1)*   *Figures to the right indicates marks for the question.*
> *2)*   *Read all the instructions carefully.*

**Attempt any five out of seven from the following :**

*Q1)*   What are various characteristics of MIS?      **[10]**

*Q2)*   How does GDSS support meetings?      **[10]**

*Q3)*   Explain Herbert-Simon's model.      **[10]**

*Q4)*   What are some of the common uses of IT?      **[10]**

*Q5)*   Discuss the main concept of multiprogramming.      **[10]**

*Q6)*   Explain various characteristics of information.      **[10]**

*Q7)*   Describe the applications of expert system.      **[10]**

**Attempt any four out of six from the following :**

*Q8)* What are functions of MIS? **[5]**

*Q9)* State benefits of MIS. **[5]**

*Q10)* What is the role of DSS in business? **[5]**

*Q11)* Discuss the use of IT in railways. **[5]**

*Q12)* Who are hackers? **[5]**

*Q13)* Mention the benefits of expert system. **[5]**

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