

Total No. of Questions : 6]

SEAT No. :

**P2017**

**[5169]-11**

[Total No. of Pages : 4

**M.B.S.**

**INTERNATIONAL BUSINESS MANAGEMENT**

**(2008 Pattern) (Semester - I) (CN0101)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Section II is compulsory.*
- 2) *Attempt any three questions from section I.*
- 3) *Each question from section I carries 15 marks and section II (Case Study) carries 25 marks.*

**SECTION - I**

**Q1)** Discuss following theories of International trade

- a) Adam Smith theory of competitive advantage.
- b) David Ricardo's theory of comparative advantage.

**Q2)** Explain the functions of International Monetary Fund & World Bank.

**Q3)** Explain the trade barrier. What are the different types of Tariff & Non-Tariff barrier.

**Q4)** Explain the term globalisation. What is the impact of globalisation on Indian economy.

**Q5)** Write short note (Any three):

- a) Letter of credit.
- b) ADB.
- c) Balance of payment.
- d) WTO structure.
- e) Trade block.

***P.T.O.***

## SECTION - II

### **Q6) Damar International:**

Damar International, a fledgling firm importing handicrafts of chiefly Indonesian origin, was established in Burke, Virginia, a suburb of Washington, DC. Organized as a general partnership, the firm is owned entirely by Dewi Soemantoro, its president, and Ronald I. Asche, its vice president. Their part-time, unsalaried efforts and those of Soemantoro's relatives in Indonesia constitute the entire labor base of the firm. Outside financing has been limited to borrowing from friends and relatives of the partners in Indonesia and the United States.

Damar International estimates that its current annual sales revenues are between \$20,000 and \$30,000. Although the firm has yet to reach the break-even point, its sales revenues and customer base have expanded more rapidly than anticipated in Damar's original business plan. The partners are generally satisfied with results to date and plan to continue to broaden their operations.

Damar International was established to capitalize on Soemantoro's international experience and contacts. As the daughter of an Indonesian Foreign Service officer, Soemantoro spent most of her youth and early adulthood in western Europe and has for the past 18 years resided in the United States. Her immediate family, including her mother, now resides in Indonesia. In addition to English and Malay, Soemantoro speaks French, German, and Italian. Although she has spent the past four years working in information management in the Washington area, first for MCI and currently for Records Management Inc., her interest in importing derives from the six years she spent as a management consultant. In this capacity, she was frequently called on to advise clients about importing clothing, furniture, and decorative items from Indonesia. At the urging of family and friends, she decided to start her own business. While Soemantoro handles the purchasing and administrative aspects of the business, Asche is responsible for marketing and sales.

Damar International currently imports clothing, high-quality brassware, batik accessories, wood carvings, and furnishings from Indonesia. All of these items are handcrafted by village artisans working in a cottage industry. Damar International estimates that 30 percent of its revenues from the sale of Indonesian imports are derived from clothing, 30 percent from batik accessories, and 30 percent from wood carvings, with the remainder divided equally between brassware and furnishings. In addition, Damar markets in the eastern United States sell comparable Thai and Philippine handcrafted items imported by a small California firm. This firm in turn markets some of Damar's Indonesian imports on the West Coast.

Most of Damar's buyers are small shops and boutiques. Damar does not supply large department stores or retail chain outlets. By participating in gift shows, trade fairs, and handicraft exhibitions, the firm has expanded its customer base from the Washington area to many locations in the eastern United States.

In supplying small retail outlets with handcrafted Indonesian artifacts, Damar is pursuing a niche strategy. Although numerous importers market similar mass-produced, manufactured Indonesian items chiefly to department stores and chain retailers, Damar knows of no competitors that supply handcrafted artifacts to boutiques. Small retailers find it difficult to purchase in sufficient volume to order directly from large-scale importers of mass-produced items. More importantly, it is difficult to organize Indonesian artisans to produce handcrafted goods in sufficient quantity to supply the needs of large retailers.

Damar's policy is to carry little if any inventory. Orders from buyers are transmitted by Soemantoro to her family in Indonesia, who contract production to artisans in the rural villages of Java and Bali. Within broad parameters, buyers can specify modifications of traditional Indonesian wares. Frequently, Soemantoro cooperates with her mother in creating designs that adapt traditional products to American tastes and to the specifications of U.S. buyers. Soemantoro is in contact with her family in Indonesia at least once a week by telex or phone to report new orders and check on the progress of previous orders. In addition, Soemantoro makes an annual visit to Indonesia to coordinate policy with her family and maintain contacts with artisans.

Damar also fills orders placed by Soemantoro's family in Indonesia. The firm, in essence, acts as both an importer and an exporter despite its extremely limited personnel base. In this, as well as with its source of financing, Damar is highly atypical. The firm's great strength, which allows it to fill a virtually vacant market niche with extremely limited capital and labor resources, is clearly the Soemantoro family's nexus of personal connections. Without the use of middlemen, this single bicultural family is capable of linking U.S. retailers and Indonesian village artisans and supplying products that, while unique, are specifically oriented to the U.S. market.

Damar's principal weakness is its financing structure. There are limits to the amount of money that can be borrowed from family and friends for such an enterprise. Working capital is necessary because the Indonesian artisans must be paid before full payment is received from U.S. buyers. Although a 10 percent deposit is required from buyers when an order is placed, the remaining 90 percent is not due until 30 days from the date of shipment F.O.B. Washington, DC. Yet, the simplicity of Damar's financing structure has advantages: To date, it has been able to operate without letters of credit and their concomitant cost and paperwork burdens.

One major importing problem has been the paperwork and red tape involved in U.S. customs and quota regulations. Satisfying these regulations has occasionally delayed fulfillment of orders. Furthermore, because the Indonesian trade office in the United States is located in New York rather than Washington, assistance from the Indonesian government in expediting such problems has at times been difficult to obtain with Damar's limited personnel. For example, an order was once delayed in U.S. customs because of confusion between the U.S. Department of Commerce and Indonesian export authorities concerning import stamping and labeling. Several weeks were required to resolve the problem.

Although Damar received regulatory information directly from the U.S. Department of Commerce when it began importing, its routine contact with the government is minimal because regulatory paperwork is contracted to customs brokers.

One of the most important lessons that the firm has learned is the critical role of participating in gift shows, trade fairs, and craft exhibitions. Soemantoro believes that the firm's greatest mistake was not attending a trade show in New York. By connecting with potential buyers, both through trade shows and "walk-in scouting" of boutiques, Damar has benefited greatly from helpful references from existing customers. Buyers have been particularly helpful in identifying trade fairs that would be useful for Damar to attend. Here too, the importance of Damar's cultivation of personal contacts is apparent.

Similarly, personal contacts offer Damar the possibility of diversifying into new import lines. Through a contact established by a friend in France, Soemantoro is currently planning to import handmade French porcelain and silk blouses.

Damar is worried about sustained expansion of its Indonesian handicraft import business because the firm does not currently have the resources to organize large-scale cottage-industry production in Indonesia. Other major concerns are potential shipping delays and exchange rate fluctuations.

#### Questions for Discussion

- a) Evaluate alternative expansion strategies for Damar International in the United States.
- b) What are the likely effects of shipment delays on Damar? How can these effects be overcome?



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SEAT No. :

**P2018**

[Total No. of Pages :2

[5169] - 12

**M.B.S. (M.M.S.)**

**CNO-102: BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**(2008 Pattern) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks :70*

*Instructions to the candidates:*

- 1) *Question No.6 is compulsory.*
- 2) *Attempt any 3 questions from question No. 1 to Qn. No.5.*
- 3) *Figures to the right indicate full marks.*

**Q1)** Discuss in detail strategic Management process. **[15]**

**Q2) a)** Describe B.C.G matrix. **[7]**

b) Explain GE nine cell model. What are the advantages of GE nine cell over B.C.G matrix. **[8]**

**Q3)** "Leadership style, corporate culture, values and ethics play crucial role in effective implementation of strategy". Comment. **[15]**

**Q4)** "Environmental Appraisal and analysis of current Business Activities would be helpful to a business firm". Discuss with example. **[15]**

**Q5)** What do you understand by Mergers and Acquisitions? What are various types of Mergers. What are the issues in implementing merger strategy. Cite latest Indian and Global examples relevant to the merger strategy. **[15]**

**Q6)** Case Study (enclosed): **[25]**

Note: Analysis of the case and logical reasoning for solving the problems /for answers will carry more weightage.

#### FLUID CONTROL DEVICE LIMITED

Fluid Control Device Ltd. is celebrating its Golden Jubilee Year in 1998. Fifty years ago, when the company was started in 1948 for manufacturing pumps, it was considered a pioneering venture. It concentrated on consolidating its business till 1968. In 1968 out of the total pump market of Rs. 24 crore, it alone produced pumps worth Rs.8 crore. However, today in 1998 out of total pump market of Rs.120 crore, the company's share is only Rs.16 crore.

**P.T.O.**

This shows that demand has grown much faster and that Fluid Control has missed the bus. Moreover, users carry an image about the company as a producer of agricultural pumps, simple in construction made out of cast iron which three hundred other units can also produce in the country. Though Fluid's R&D dep. has developed alloy steel pumps for industrial applications but company's share of the industrial pumps market is very small.

On the export front to the situation is not at all encouraging as the company has paid little or no attention to the export sector.

This is reflected in reduced profitability for the company and cash balance. In 1968 on a turnover of Rs. 8 crore fluid control had a gross profit of Rs. 1.5 crore while in 1998 the gross profit is only Rs. 60 lakhs on a turnover of Rs. 16 crore. if this trend continues the company will face losses in the coming year. Fluid control has already started facing the problem of working capital and payment to its creditors is also being delayed.

The company still has excellent resources which include perhaps the best manufacturing and testing set up, wide distribution network and trained manpower. Moreover, with 50 years standing it has generated lot of goodwill in the market. Based on the above credentials a complete turnaround may be possible if appropriate strategies are worked out and implemented at all levels.

#### Questions for Discussion

- a) Which do you think could be the areas *viz.* R&D, production, finance, marketing, exports where the company could be failing?
- b) If you are appointed as an advisor to Fluid Control Device Ltd. what comprehensive strategy would you recommend to its Board of Directors?

EEE

Total No. of Questions :7]

SEAT No. :

**P2019**

[Total No. of Pages :1

**[5169] - 13**

**M.M.S./M.B.S.**

**103-(A): SERVICES MARKETING AND BRAND MANAGEMENT  
(Marketing Management Specialisation)  
(2008 Pattern) (Semester - I)(New)**

*Time : 3 Hours]*

*[Max. Marks :70*

*Instructions to the candidates:*

- 1) Answer any five questions.*
- 2) All questions carry equal marks.*

**Q1)** Explain the Nature, Importance and characteristics of services.

**Q2)** Discuss the 7 Ps of Services Marketing Mix in detail with special reference to restaurants.

**Q3)** What are the factors which affect location decision for services?

**Q4)** Define brand. Explain various steps in the process of brand building.

**Q5)** Explain the concept, merits and demerits of celebrity endorsement' with the help of suitable examples.

**Q6)** What is brand equity? Explain the methods for measuring brand equity.

**Q7)** Write short notes (any two):

- a) SERVQUAL.
- b) E-Services.
- c) Role of technology in service marketing.
- d) Brand Audits.

*EEE*

Total No. of Questions :6]

SEAT No. :

**P2020**

[Total No. of Pages :1

[5169] - 14

**M.B.S.**

**FINANCE SPECIALISATION**

**103(B): Merchant Banking and Financial Services**

**(2008 Pattern) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks :70*

*Instructions to the candidates:*

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

**Q1)** Discuss in detail various developments taken place after 1991 in Indian financial system.

**Q2)** Explain the role of stock exchanges in India for the smooth functioning of financial system.

**Q3)** Define Bills of Exchange? Explain in detail various types of Bills of Exchange.

**Q4)** Elaborate the need and importance of factoring services in detail.

**Q5)** Explain SEBI guidelines for mergers and acquisitions of company.

**Q6)** Write short notes on (any - 2):

- a) Various financial intermediaries.
- b) Treasury bill.
- c) Role of DFHI.
- d) Credit rating.

*EEE*



Total No. of Questions :6]

SEAT No. :

**P2021**

[Total No. of Pages :1

**[5169] - 15**

**M.B.S. (M.M.S.) (Management Faculty)**

**COMPUTER SPECIALISATION**

**103-C: Software Engineering**

**(2008 Pattern) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks :70*

*Instructions to the candidates:*

- 1) *Q.1 and 6 are compulsory.*
- 2) *Attempt any three from the remaining.*

**Q1)** Star Scooter Limited has issued an advertisement calling application for various posts. After receiving applications, scrutiny will be made and interview letters will be sent. Deserving candidates will be selected through interviews and will be appointed as regular employees.

- a) Draw context level and first level DFD. [10]
- b) Prepare the SRS for the same. [10]

**Q2)** Describe the phases of SDLC in detail. [10]

**Q3)** What is maintenance? Explain different types of maintenance. [10]

**Q4)** What are CASE Tools? Explain its advantages and disadvantages. [10]

**Q5)** Explain the features of a modern GUI form with a suitable example. [10]

**Q6)** Write short notes (any four): [4×5=20]

- a) RAD
- b) Prototyping.
- c) Role of System Analyst.
- d) Data Dictionary.
- e) Agile process.

*EEE*

Total No. of Questions :7]

SEAT No. :

**P2022**

[Total No. of Pages :1

[5169] - 16

**M.B.S. -I**

**PRODUCTION & MATERIALS SPECIALIZATION**

**Operation & Materials Management**

**103-D: Quality Management**

**(2008 Pattern) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks :70*

*Instructions to the candidates:*

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

*Q1)* Define Quality. "Quality is a new competitive weapon". Justify the statement.

*Q2)* Explain Deming's 14 point for quality management.

*Q3)* What is "Customer relationship management"? Explain it wrt TQM.

*Q4)* Draw and explain OC curve. What do you understand by the term producer and consumer risk.

*Q5)* What is the role of statistical process control charts in manufacturing sector? Explain 'P' chart, 'np' chart and 'c' chart.

*Q6)* With suitable example, draw and explain Ishikawa fish bone diagram.

*Q7)* What are the various stages in the quality auditing work?

*EEE*

Total No. of Questions :6]

SEAT No. :

**P2023**

[Total No. of Pages :1

[5169] - 17

**M.B.S. (MMS)**

**103-E: ORGANISATIONAL DEVELOPMENT -(HR- Specialization)  
(2008 Pattern) (New) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks :70*

*Instructions to the candidates:*

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

*Q1)* Define organisational development, what are the important characteristics of OD?

*Q2)* What is TQM? Explain the principles of TQM.

*Q3)* What is meant by OD interventions discuss.

*Q4)* What are the stages of OD process?

*Q5)* Explain system theory as the foundation of organisational development?

*Q6)* Explain stages of team development and discuss importance of effective team.

*EEE*

Total No. of Questions : 7]

SEAT No. :

**P2024**

**[5169]-21**

[Total No. of Pages : 1

**M.B.S.**

**201-ENTREPRENEURSHIP DEVELOPMENT & PROJECT  
MANAGEMENT**

**(Semester-II) (2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1)** Distinguish between entrepreneur and entrepreneurship with its need and importance?

**Q2)** Discuss the theory of profit put forth by Frank Knight to promote entrepreneurship?

**Q3)** Explain the different entrepreneurial traits put forth by management thinkers?

**Q4)** Explain the achievements of woman entrepreneurs along with 2 role models.?

**Q5)** What are the features and qualities to be considered while preparing the project feasibility report?

**Q6)** Explain the role played by SISI in enhancing entrepreneurship development?

**Q7)** Write short notes on any 2 :

- a) DIC.
- b) Changing role of entrepreneur.
- c) IDBI
- d) Entrepreneurial Venture.



Total No. of Questions : 7]

SEAT No. :

**P2025**

[5169]-22

[Total No. of Pages : 1

**M.B.S./M.M.S**

**MARKETING MANAGEMENT SPECIALIZATION**

**202 A:Retail and Distribution Management**

**(2008 Pattern) (Semester - II)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1)** What is merchandising? How it is important in retail and distribution management?

**Q2)** Discuss factors to be kept in mind while selecting a location for a gift shop. Suggest and justify a best location for the gift shop.

**Q3)** What are the components of supply chain management? Discuss its significance.

**Q4)** “For increasing foot-falls of customers to retail outlet, effective retail communication is a must”. Discuss.

**Q5)** Write notes on any two of the following:

- a) Types of store layouts
- b) The Internet store
- c) Resolution of channel conflicts.

**Q6)** Elaborate difference between marketing channels for consumer goods, Industrial goods and services, with appropriate examples.

**Q7)** Explain role and importance of different types of wholesalers.



Total No. of Questions : 7]

SEAT No. :

**P2026**

**[5169]-23**

[Total No. of Pages : 2

**M.M.S./M.B.S**

**FINANCIAL SPECIALIZATION**

**202 B: International Finance**

**(2008 Pattern) (Semester - II)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Q.1 is compulsory and carries 10 marks.*
- 2) *From Q.2 to Q.7 attempt any four questions and carries 15 marks each.*
- 3) *Use of Non-programmable calculator is allowed.*

**Q1)** You have called your foreign exchange trader and asked for quotations on the Belgian franc spot. One month , three month and six month. The trader has responded with the following:

\$0.02479/81 3/5 8/7 13/10

- a) What does it mean in terms of dollars per Belgian franc?
- b) If you wished to buy spot Belgian francs, how much would you pay in dollars?
- c) If you wanted to purchase spot U.S. Dollars.how much would you have to pay in Belgian Franc?
- d) what is the premium or discount in the one-, three, and six-month forward rates in annual percentages?(Assume that you are buying Belgian francs.)

**Q2)** Write note on Risk Management. What is internal and external Risk? Write note on hedging.

**Q3)** What is Globalization? What are its disadvantages for India? Write note on WTO.

***P.T.O.***

**Q4)** Write note on any three:

- a) External Commercial Borrowings
- b) European Central Bank
- c) Export Finance
- d) Foreign Direct Investments
- e) IAS 21- The Effects of Changes in Foreign Exchange Rates

**Q5)** Is 'Indian Rupee' emerging or declining? What are the pros and cons of current monetary system followed in India?

**Q6)** Why it is important for potential Finance Manager to know subject "International Finance". Write note on nature and scope of international finance.

**Q7)** Write note on both:(A carries 8 marks and B carries 7 marks)

- a) Write note on International Bank for reconstruction and development(IBRD). What are its functions?
- b) write note on impact of Special Economic Zones on Indian Economy.



Total No. of Questions : 6]

SEAT No. :

**P2027**

**[5169]-24**

[Total No. of Pages : 1

**M.B.S.(M.M.S.)**

**COMPUTER SPECIALIZATION**

**202- C:Business Applications**

**(2008 Pattern) (Semester - II)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Q.6 is compulsory.*
- 2) *Solve any four from Q.1 to Q.5.*

**Q1)** Explain in detail recruitment procedure, draw layout of paysheet. **[15]**

**Q2)** Explain fund management of financial system in detail. **[15]**

**Q3)** Explain supply chain management in detail. **[15]**

**Q4)** Explain various methods of stock accounting entries. How to prepare trial balance. **[15]**

**Q5)** Explain various factors that are considered while evaluating and implementing an ERP package. **[15]**

**Q6)** Write short notes on any two: **[10]**

- a) CRM.
- b) Capacity planning.
- c) Accounts payable.





Total No. of Questions : 6]

SEAT No. :

**P2029**

**[5169]-26**

[Total No. of Pages : 1

**M.M.S./M.B.S.**

**202- E: TRAINING AND DEVELOPMENT**

**(HRM-Specialisation)**

**(2008 Pattern)(Semester-II)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Q.No.1 is compulsory.*
- 2) *Attempt any THREE from remaining.*

**Q1)** Design a training programme for newly joined marketing officer in manufacturing Industry. **[25]**

**Q2)** Why evaluation of training is important? Explain CIRO model of Evaluation of Training. **[15]**

**Q3)** Define learning. Explain in detail the principle of learning and social learning theory. **[15]**

**Q4)** What are the methods of Identification of training needs? Explain any THREE methods. **[15]**

**Q5)** Differentiate between Training and Development. **[15]**

**Q6)** Write short notes on any TWO: **[15]**

- a) Training Budget
- b) Sensitivity Training
- c) Resistance to training
- d) Functions of training



Total No. of Questions : 7]

SEAT No. :

**P2030**

**[5169]-27**

[Total No. of Pages : 1

**M.B.S.**

**203 A : MARKETING STRATEGY AND RELATIONSHIP  
MANAGEMENT**

**( 2008 Pattern) (Semester - II) (Marketing Specialization)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1)** Explain the concept of marketing strategy? Elaborate various steps in formulating marketing strategies.

**Q2)** Why new products are developed? How would you organise new product development? Give suitable example.

**Q3)** Do you believe that e-marketing is an effective tool to achieve leadership position in business for a developing country like India? Discuss.

**Q4)** Discuss the Recency, Frequency Monetary value (R.F.M. Model) in detail.

**Q5)** Define and explain the meaning of customer satisfaction? How do you measure customer satisfaction of a software company? Explain.

**Q6)** Explain the importance of data base marketing and data ware housing in C.R.M.

**Q7)** Write Short Note- (Any two)

- a) Harvesting strategies.
- b) Marketing strategy in Introduction stage.
- c) Life time customer value.
- d) Service competition.

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Total No. of Questions : 7]

SEAT No. :

**P3579**

[Total No. of Pages : 1

**[5169]-28**

**M.B.S. M.M.S. - II**

**203 B : Legal Procedural Aspects of Finance**

**(2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Attempt any 5 questions.*
- 2) *All questions carry 14 marks.*

**Q1)** Explain the provisions regarding Mergers & Acquisitions as per Companies Act.

**Q2)** Discuss the provisions regarding responsibilities of the Director under Companies Act 1956.

**Q3)** Explain in detail Inter Corporate Deposits & Inter Corporate loans.

**Q4)** What is Wage under Payment of Wages Act? What are the deductions allowed from Wages?

**Q5)** What are the qualifications required for the appointment of Auditor under Companies Act 1956? Explain the duties of the Auditor?

**Q6)** State & Explain the aims & objectives of Employees Provident Fund Act.

**Q7)** Write Short Notes on :(any 2)

- a) Disqualification of a Director
- b) Corporate Governance
- c) Liability of a Employer about payment of Gratuity



Total No. of Questions : 8]

SEAT No. :

**P2031**

**[5169]-29**

[Total No. of Pages : 2

**M.B.S. / M.M.S.**

**COMPUTER SPECIALIZATION**

**203 - C : OOD Concepts and Basic Java  
( 2008 Pattern) (Semester - II)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Question 1 and 8 are compulsory.*
- 2) *Figures to right indicate marks.*

**Q1)** Answer in short.

**[10]**

- a) What is applet life cycle?
- b) What are interfaces in java?
- c) What is thread?
- d) What is Math class in java?
- e) Types of Exceptions in java, explain with example.

**Q2)** Design GUI for player registration for 20-20 cricket matches participation. Show accepted details in text area after clicking “register” button (Assume structure with at least four fields). **[10]**

**Q3)** What is multithreading? Explain with example.

**[10]**

**Q4)** Explain Overloading & overriding in java with suitable example.

**[10]**

**Q5)** Write java application to read content of file & count the occurrence of “this” word in the file. **[10]**

**Q6)** Explain event handling in java.

**[10]**

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**Q7)** Explain Arrays in java with example.

**[10]**

**Q8)** Write short notes on (any 2).

**[10]**

- a) Grid Layout.
- b) Thread priorities.
- c) Try-catch block.
- d) Vector.

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Total No. of Questions : 8]

SEAT No. :

**P2032**

**[5169]-30**

[Total No. of Pages : 2

**M.B.S. - II**

**OPERATIONS & MATERIALS MANAGEMENT**

**203 D : Modeling Techniques and IT for Operations Management  
( 2008 Pattern) (Semester - II) (Specialization)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions carry equal marks.*
- 2) *Solve any five questions.*

**Q1)** The Indian Electric company manufactures two popular brands of fans, cool Home and Al Bahar. Each fan is processed through two main departments: machine shops, assembly and testing shop which have respectively 1200 machine hours and 1600 machine hours of available capacity per day. Each cool home fan requires 3 hrs of capacity of machine shop and one hour capacity of assembly and testing shop. Similarly each Al Bahar fan requires 2 hours of machine shop and 2 hours of assembly shop capacity.

The market for the two models has been surveyed recently which suggests that a maximum of 250 nos. of cool home and 200 nos. of Al Bahar can be sold per day.

If the profit of fan is Rs. 60/- on a cool Home and 80/- on a Al Bahar, what quantity of each fan be produced to maximize profit?

**Q2)** Rinky Toys P. Ltd is considering the addition of new toy to its existing product line. The alternative courses of action are available:

- a) Work overtime to meet the demand of the new toy. Overtime expenses are estimated at Rs. 20,000 per month.
- b) Install a new equipment for which fixed expense per month are expected at Rs. 80,000.
- c) Lease (Rent) a machine at the rate of Rs. 35,000 per month.

Variable costs associated with the above three alternatives are Rs. 9, Rs. 7 and Rs. 8 per toy respectively. The price per unit of the toy, which is independent of the manufacturing alternative, is fixed at Rs. 15. The expected demand for the toy are as given below:

***P.T.O.***

10,000 pieces with a probability of 0.5

20,000 pieces with a probability of 0.3

50, 000 pieces with a probability of 0.2

Should the company undertake the manufacture of new toy? If yes, which alternative should it adopt?

**Q3)** With suitable example, explain processing of 'n' jobs on Two machines. Write principal assumptions and procedural steps.

**Q4)** What is simulation? Write down advantages and limitations of simulation.

**Q5)** Explain role of IT in

- a) Design.
- b) Production Planning.
- c) Logistical operations.

**Q6)** Write down characteristics and key features of softwares for

- a) Supply chain management.
- b) Quality management.

**Q7)** With suitable example explain ERP implementation process.

**Q8)** Explain the concept of Dynamic Programming in detail.

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Total No. of Questions : 6]

SEAT No. :

**P2033**

**[5169]-31**

[Total No. of Pages : 1

**M.M.S. / M.B.S.**

**203 E : PERFORMANCE MANAGEMENT SYSTEMS  
( 2008 Pattern) (Semester - II) (HRM - Specialisation)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Q.No 1 is compulsory.*
- 2) *Answer any THREE from the remaining.*

**Q1) a) Define Performance Appraisal System and Explain its Objectives. [10]**

**b) Why Performance Appraisal fails in Certain Circumstances? Explain.[15]**

**Q2) Explain the goal setting procedure in detail. [15]**

**Q3) How “Training need assessment” assists in designing Performance Management systems? [15]**

**Q4) Design a 360° Appraisal for a “front office sales person” of a medium size Industry. [15]**

**Q5) Explain in detail any Two traditional methods of appraisal. [15]**

**Q6) Write short notes on any Two. [15]**

- a) Counselling for better performance.
- b) MBO.
- c) Employee Coaching.
- d) Assessment Centres.

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