

Total No. of Questions : 5]

SEAT No. :

P2034

[5169]-101

[Total No. of Pages : 2

M.B.S.

**101 : STRATEGIC MANAGEMENT
(2013 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 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) Strategic Management Process is ways for business to build strategies that help the company respond quickly to new challenges. Explain with diagram. **[10]**

OR

- b) Discuss Porters five forces model of industry analysis with respect to any one of the following industry. **[10]**
- i) Retailing Industry
 - ii) Entertainment Industry.

Q2) a) What is Value Chain analysis? Explain the role of primary and supportive activities in Value Chain. **[10]**

OR

- b) What do you mean by Portfolio Analysis? Explain BCG matrix and GE9 cell model of portfolio analysis technique. **[10]**

P.T.O.

Q3) a) Write short notes on:

- i) Expansion through Concentration Strategy. [5]
- ii) Expansion through Diversification Strategy. [5]

OR

b) Describe Generic Competitive Strategies with advantages and disadvantages. [10]

Q4) a) i) Explain McKinsey's 7s frame work. [5]

ii) Explain Mintzberg's 5 Ps. [5]

OR

b) Short notes on:

i) MBO. [5]

ii) Importance of Strategic Evaluation. [5]

Q5) a) Short notes on:

i) Blue Ocean Strategy. [5]

ii) Four Action Frame Work. [5]

OR

b) Explain in detail issues in strategic management with respect to social and environmental sustainability. [10]



Total No. of Questions :5]

SEAT No. :

P2035

[Total No. of Pages :2

[5169] - 102

M.B.S.

102:ENTERPRISE PERFORMANCE MANAGEMENT

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) All questions carry equal marks.*
- 3) Use of non programmable calculators is allowed.*

Q1) Discuss in detail 'Balanced Scorecard' as a tool for nonfinancial performance measurement.

OR

P Ltd. has assets of Rs. 70,00,000; invested capital of Rs. 40,00,000 and net operating income of Rs. 6,00,000.

Ignoring taxes:

- a) What is P Ltd.'s Rol?
- b) If the cost of capital is 12%, what is the EVA?
- c) If management uses ROI as a performance measure, would the project be acceptable to management?
- d) If management uses EVA as a performance measure, would the project be acceptable to management?

Q2) "Capital Expenditure Control is crucial for the existence and growth of any organisation'. Do you agree with this statement? Justify your answer with the help of suitable examples.

OR

- a) Write a note on: Post Completion Audit.
- b) Explain the process of capital budgeting in detail.

P.T.O.

Q3) State and discuss various parameters of Performance Evaluation of a Commercial Bank.

OR

Explain the following in the context of Performance Evaluation of a retail organisation:

- a) Gross Margin Return on Investment (GMROI).
- b) Multiple Attribute Method.

Q4) State and elaborate the process of 'Performance Evaluation for the Projects'.

OR

Discuss the following parameters while evaluating the performance of a non-profit organisation:

- a) Governance
- b) Social Audit

Q5) Explain auditing as a Performance Measurement tool in the light of Internal Audit and Cost Audit.

OR

Write a detailed note on: "Financial Audit Vs Management Audit".

EEE

Total No. of Questions : 5]

SEAT No. :

P2036

[5169]-103

[Total No. of Pages : 1

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

**103 - MKT: SERVICES MARKETING
(2013 Pattern) (Semester - I) (Specialisation-I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain what steps a marketing manager can take to overcome the challenges imposed by characteristics or services. **[10]**

OR

b) Explain factors affecting or influencing customer expectation of service with proper example. Also explain concept of “Moment of truth” with example. **[10]**

Q2) a) Explain with suitable example: **[10]**

- i) Cost base pricing
- ii) Competition based pricing
- iii) Value based pricing

OR

b) Design a communication mix for a telecom operator. **[10]**

Q3) a) Explain how “service quality delivery” in financial products is improved by technology. Illustrate with example. **[10]**

OR

b) Explain service quality model with suitable example. **[10]**

Q4) a) Explain concept of “service profit chain” with proper example. **[10]**

OR

b) Explain role of people and physical evidence in any service business with suitable examples. **[10]**

Q5) a) Develop a marketing mix for a student mess outside a college campus. **[10]**

OR

b) Develop a marketing plan for low cost airlines. **[10]**



Total No. of Questions : 5]

SEAT No. :

P2037

[5169]-105

[Total No. of Pages : 1

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

103 - IT: INFORMATION TECHNOLOGY
Software Project Management (Specialisation -I)
(2013 Pattern) (Semester - I)

Time : 2½Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is project planning? Explain contents of project plan. **[10]**

OR

b) What is Software Project Management? Explain software project Vs other project. **[10]**

Q2) a) Explain Cash flow forecasting. **[10]**

OR

b) Extreme Programming. **[10]**

Q3) a) Explain software effort estimation technique. **[10]**

OR

b) Explain COCOMO model. **[10]**

Q4) a) Explain Risk management in software Project **[10]**

OR

b) Discuss PERT as a tool of Risk Management **[10]**

Q5) a) Explain Microsoft Project 2010. **[10]**

OR

b) Explain prince2 **[10]**



Total No. of Questions : 5]

SEAT No. :

P2038

[5169]-106

[Total No. of Pages : 1

M.B.S.

103 OPE: OPERATIONS STRATEGY
Operations Management Specialization
(2013 Pattern) (Semester - I) (Specialisation-I)

Time : 2½Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *For all questions, internal choice within the question is given*
- 3) *All questions carry equal marks.*

Q1) a) Explain the meaning of Operations Strategy. Discuss the role of operations strategy in Corporate strategy. **[10]**

OR

b) How Operations Strategies like strategic alliances and production sharing helps national and international companies to grow fast? **[10]**

Q2) a) Under the Strategic environment, differentiate between Core Competence and core Process. **[10]**

OR

b) Explain the importance of Strategic integration while formulating Operations strategy. **[10]**

Q3) a) Discuss factors considerations in make or Buy decisions. **[10]**

OR

b) Discuss salient features of Lean Manufacturing in context of Operations Strategy. **[10]**

Q4) a) Explain the importance of Quality, Cost and Delivery Time in controlling Operations. **[10]**

OR

b) Make a list of key performance indicators which are required to control various operations in an organization. Explain it in detail. **[10]**

Q5) a) Explain the use of IT in Operations Strategy. **[10]**

OR

b) How ERP (SAP) is helpful for decision making in Operations Management. **[10]**



Total No. of Questions :5]

SEAT No :

P2039

[5169] - 107

[Total No. of Pages :1

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

**103 - HR:STRATEGIC HUMAN RESOURCE MANAGEMENT
(2015 Pattern) (Semester - I) (Specialisation-I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define strategic HRM. Discuss its importance in today's corporate world.

OR

b) What do you mean by SHRM. Discuss the challenges ahead of SHRM.

Q2) a) Discuss in brief types of HR strategies.

OR

b) Discuss the role of top management and role of the line management in SHRM implementation.

Q3) a) Define career planning. Discuss career planning with respect to organisation centered as well as individual centered.

OR

b) What do you mean by competencies and how competencies differ from skill & knowledge.

Q4) a) "Organisational effectiveness can be improved by implementing HR strategies". Discuss.

OR

b) Discuss HR strategies for cross border merges and acquisitions.

Q5) a) What do you mean by global HR strategies discuss its importance?

OR

b) Discuss global HR strategies to train and develop staff.



Total No. of Questions :5]

SEAT No :

P2040

[5169] - 108

[Total No. of Pages :2

M.B.S.

**103 - IB: INTERNATIONAL BUSINESS ENVIRONMENT
(2013 Pattern) (Semester - I) (Specialisation-I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define international business environment. What are its major components? How does the home country environment affect the international business operations of a firm? Give suitable examples in support of your answer.

OR

b) Critically examine that Is tariff protection and other protectionist measures always bad for economy?

Q2) a) State and explain the patterns and structure of foreign investments.

OR

b) Evaluate the impact of international financial environment on Indian trade.

Q3) a) Discuss the rules of origin and benefits of (GSP) Generalized System of Preferences.

OR

b) Explain the WTO agreement on textiles and clothing as well as discuss its impact on Indian textile & clothing industry.

Q4) a) It has been said that MNCs often introduce new efficiency oriented management practices. What can developing host country learn from the MNCs in this respect?

OR

b) Describe the factors responsible for environmental concern giving increasing importance in the global collaborative alliances.

Q5) a) State and explain the effects of regionalism on external trade liberalization.
OR

b) What is significant is the approach by which bilateral trade liberalization has addressed environmental protection.



Total No. of Questions :5]

SEAT No :

P2041

[5169] - 109

[Total No. of Pages :1

M.B.S.

**103 - SCM: STRATEGIC SUPPLY CHAIN MANAGEMENT
(Semester - I) (2013 Pattern) (Specialisation-I)**

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.*
- 4) *Your answers should be specific and to the point.*
- 5) *Support your answers with suitable live examples.*

Q1) a) What is Sustainable competitive advantage through Supply chain? [10]

OR

b) Define Supply Chain Management. Explain Objectives of SCM. [10]

Q2) a) How Strategic fit helps in managing Supply Chain. [10]

OR

b) What is the impact of globalization and competitive changes on Supply Chain? [10]

Q3) a) How to maximize company profit perspective in Supply Chain. [10]

OR

b) How Strategic Scope is expanding in Supply Chain worldwide. [10]

Q4) a) What is Outsourcing. Describe its advantages and disadvantages. [10]

OR

b) What is a Framework for Strategic Alliance? Explain in detail. [10]

Q5) a) Write a short note on Ethical Supply Chain and Intelligent System. [10]

OR

b) What is various Supply chain Challenges. [10]



Total No. of Questions :5]

SEAT No :

P2042

[5169] - 110

[Total No. of Pages :2

M.B.S.

**103- RABM :RURAL MARKETING
(2013 Pattern) (Semester - I) (Specialisation- I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) “A Company changes its Product Strategy as per the change in stage of ‘Product Life Cycle’(PLC).” Discuss with example.

OR

Discuss significance of Product strategy and develop product mix strategy for herbal products for rural market.

Q2) State the factors that influence the decision of pricing. Illustrate with relevant examples.

OR

How ‘Product Life Cycle’(PLC) affects on pricing strategy discuss with suitable example.

Q3) Physical distribution is the backbone of any business-explain with examples.

OR

What are the different distribution practice? Develop distribution strategy for Cosmetic product in rural market.

P.T.O.

Q4) Discuss role of Distributors and Retailers in Rural Marketing. Also comment on whether their role or scope or functions are different than the same in rural Markets.

OR

Discuss the role of Government initiated retail outlets in rural market. How Government initiated retail outlets will help for marketing agriculture based product?

Q5) Develop Promotional mix strategy for:

- a) Fertilizer
- b) Talcum Powder

OR

Discuss the IMC strategy with suitable example.



Total No. of Questions : 5]

SEAT No. :

P2043

[5169]-111

[Total No. of Pages : 5

M.B.S.

103- F.B.M: STARTUP AND NEW VENTURE MANAGEMENT

Family Business Management

(2013 Pattern) (Semester - I)(Specialization-I)

Time : 2½Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question is having internal option.*
- 3) *All questions carry equal marks.*

Q1) “Start-ups are not small business.” Comment on this. Also explain the key requirement of Start-ups.

OR

Describe the concept of entrepreneur with suitable example. How it will help in development of Indian economy. **[10]**

Q2) What are the stages in new product development? Explain it with a suitable example.

OR

For buliding a business from the scratch, what are the essential steps to be followed? **[10]**

Q3) Small and Medium Enterprises play a vital role for the growth of Indian economy by contributing 45% of the industrial output, 40% of exports, 42 million in employment, create one million jobs every year and produces more than 8000 quality products for the Indian and international markets. Comment on this.

OR

Write the definition of small scale enterprises in Indian context. Why small scale enterprises are important for growth of Indian economy. **[10]**

P.T.O.

Q4) Write short notes on any two:

- a) SISI
- b) Incubation Centre
- c) Shops and Establishment Act
- d) DGS & DNSIC

OR

Write short notes on any two:

[10]

- a) SIDBI
- b) Khadi & Village Industries Corporation/Board
- c) Director of Industries
- d) Make in India.

Q5) Solve the following case:

Sachin Bansal: Flipkart-The Flying Kart of India

Flipkart is no exception. It is not the idea itself but the conviction to convert ideas into action and action into results is what defines a true success story. Measured by that yardstick, Flipkart has been a hugely successful. Back in 2007, when Flipkart was launched, Indian e-commerce industry was taking its beginner steps. The company is registered in Singapore, but their headquarters are in the city of Bangalore, India. In the first few years of its existence, Flipkart raised funds through venture capital funding. As the company grew in stature, more funding arrived. Flipkart repaid the investors' faith with terrific performances year after year. In the financial year 2008-09, Flipkart had made sales to the tune of 40 million Indian rupees. This soon increased to 200 million Indian rupees the following year.

Their last round of fundraising had increased their value to \$ 15 billion, however, as of February 2016, according to Morgan Stanley, their estimated value stands at \$11 billion. Back at the time when Flipkart was launched, any e-commerce company faced two major difficulties. One was the problem of online payment gateways. Not many people preferred online payment and the gateways were

not easy to set up. Flipkart tackled this problem by introducing cash on delivery and payment by card on delivery in addition to others. Flipkart was the first to implement the popular 'Cash on Delivery' facility, which every online shopping website in India offers as an option today. The second problem was the entire supply chain system. Delivering goods on time is one of the most important factors that determine the success of an e-commerce company.

Flipkart addressed this issue by launching their own supply chain management system to deliver orders in a timely fashion. Today as it stands, Sachin Bansal is the Chairman of the company and Binny Bansal is the CEO of Flipkart. Flipkart also acquired few companies like Myntra.com, Lets Buy.Com etc., to better their presence in the market. With the entry of Amazon.com in India, the competition between the companies has seen many takeovers. Flipkart's journey from a small book e-retailer to India's largest e-commerce platform inspires a generation of start-ups.

Question:

- a) Specify the success story of Flipkart with reference to theoretical perspective of New Venture management.

OR

Baba Ramdev:

Brand Guru of 21st Century and the mind behind the success of Patanjali

Patanjali Ayurveda Limited (PAL) is the fastest growing FMCG brand in India and everyone including me is amazed with PAL's success story. Lot of articles are published and being written about PAL and Baba Ramdev, the man behind the growth /success of Patanjali. Patanjali Ayurveda Limited (PAL) run by a popular Yoga Guru Baba RAMDEV is the fastest growing fast moving consumer products company in India. It is valued at INR 13000 crores (US\$ 1.9 Billion) and the revenue was in excess of INR 5000 crores (US\$ 740 million) for the fiscal year 2015-16. For a company that started as a small Pharmacy in 1997, Patanjali has expanded its reach from 200 outlets in 2014 to 4000 franchisee stores at present and launched more than 2 dozens mainstream FMCG products. In all, the company manufactures 444 products including 45 types of cosmetic products and 30 types of food products. PAL has expanded to sell full range of consumer categories from edible oils, biscuits and noodles to toothpaste, hair and skin care products and groceries. Despite Baba Ramdev being the face of the brand, he does not own any part of PAL. 92% of the company is owned by Acharya Balkrishna who along with Baba Ramdev started the company to manufacture medicines in the 1990's while the remaining share is held by a UK based Indian Origin couple-Sarwan

and sunita podar who provided initial financing for the Haridwar Pharmacy. PAL's annual turnover for the year 2014-15 increased to INR 2500 crores (US\$370 million) as compared to previous turnover of INR 1200 crores (US\$ 180 million) in 2013-14, INR 850 crores (US\$130 million) in 2012-13 and INR 450 Crores (US\$67 million) in 2011-12. The consumers like PAL products due to various factors like superior perceived quality at low price, Faith in Brand and trusted Brand Ambassador Baba Ramdev. Baba Ramdev has an ever growing mass base of Yoga followers who are the influencer in their family. With thousands of dedicated retail shops across India and in small towns, PAL bridges the gap between the intention to buy and the actual buying process. PAL opted for much safer pricing strategy by offering better quality products at lower cost for the benefit of good health of the people and projecting themselves as "No profit company". Most of the PAL products are 15-20% cheaper compared to the leading brands forcing many of its competitor to launch offers and promotions to counter its rising popularity. Instead of outsourcing, PAL has flourished on a "backward integration model" having direct interaction with farmers to cultivate and grow various herbal ingredients as per their requirement. It is expanding into every possible daily use items categories shocking the competitors and impressing investors with rapid growth in its consumer base across income groups. PAL revenues have more than quadrupled in the past three years. Despite undercutting competitors, PAL's operating margin is around 20%, higher than many of its peer which advertises aggressively. Even though PAL has spent very little on branding and advertising, Baba Ramdev's huge Yoga Gatherings at various places and his mass following had a positive effect on the products. In the gatherings attended by thousands of his followers and Baba's interviews with various news channels, he has been outspoken on the evils of MNC's competition in corporates and high usage of chemicals in consumer products. He is talking about making India "Economic superpower" through Swadeshi Movement. PAL aims at economic empowerment and employment generation through promotion of swadeshi goods. PAL foray into FMCG products based on Ayurveda with strong brand communication focusing on quality and swadeshi (Home made). They started with simple level 1 distribution with exclusive Patanjali stores selling their products to consumers most of the retailers are locals and dichard. PAL products fans. Maximum conversion for PAL product portfolio happens at the retail when a consumer approaches to buy a particular product but is sold other products as well with conviction by the retailer.

This confidence/conviction has hugely contributed to consumer loyalty. PAL consumers have developed a unshakable faith in the products they are buying. Trust in the brand has been developed over a period of time having

positive experiences after the usage. This trust has converted many of its consumers to Brand Ambassador. The word of mouth of satisfied consumers is behind the growth of Patanjali Products. Another Reason for the success of PAL Products is strong Distribution Network. The franchisee model has grown exponentially from about 150-200 dedicated outlets in 2012 to almost 4000 stores now. The initial success of franchisee route also prompted PAL to make its FMCG products range available in the open market. Future groups which has tied up with Patanjali sells about INR 30 crores (US\$4.5 million) worth of patanjali Products every month end. Baba Ramdev capitalized on the opportunity of reliable Swadeshi brands (Make in India initiative) Which India consumers were looking for a long time to reduce the dependence on Foreign Brands and will strengthen economy by using the Local/Home grown Brand. In the past, the herbal category has suffered for the lack of credible players and poor labelling of the products as well as low consumer awareness. Baba Ramdev transformed very well from social health Yoga and couple it with Ayurveda to Branding and Product offerings. He gave confidence to the consumer through his product offerings and after using PAL products, people themselves get that kind of confidence.

Questions:

- a) What were the key to success of the Brand Patanjali?
- b) Do the SWOT analysis of Patanjali and suggest appropriate suggestions to the enterprise so that it can become number one FMCG company of India. [10]



Total No. of Questions :5]

SEAT No :

P2044

[5169] - 112

[Total No. of Pages :2

M. M. S.

**TECHNOLOGY MANAGEMENT SPECIALIZATION
(103TM) : System & Technologies for Knowledge Management
(2015 Pattern) (Semester - I) (Specilisation-I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Each question has an internal option and carries 10 marks.*
- 3) Figures to the right side indicate marks for that question/sub-question.*
- 4) Your answer should be specific and to the point.*
- 5) Assume suitable data if necessary.*

Q1) Explain the concept of Expertise in Artificial Intelligence? State space search Method.

OR

What is Fuzzy Logic and Diagrammatic reasoning in AI? Explain it in detail.

Q2) What is a 'Knowledge Engineering'? Discuss its concept with practical applications.

OR

Discuss and explain the term User interface in Knowledge Based System.

Q3) Explain the term 'Repertory Grid' and 'Concept Map' in detail.

OR

Describe the techniques for Using & Organising Organisational Stories in Knowledge Capture system in detail.

P.T.O.

Q4) Explain the term Decision Tree and Induction Trees Give suitable example.

OR

Describe Supervised Learning and Unsupervised learning in detail.

Q5) What is the meaning of Knowledge Sharing Systems? Explain the term Organisational Memory.

OR

What do you mean by troubleshooting explain in detail.



Total No. of Questions : 5]

SEAT No. :

P2045

[5169]-113

[Total No. of Pages : 2

M.B.S.

104-MKT : SALES AND DISTRIBUTION MANAGEMENT

(2013 Pattern) (Semester - I) (Specialisation-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define “Marketing Channels”. Discuss the functions of Marketing Channels.

OR

b) What is Sales Management? Explain Nature & Scope of Sales Management.

Q2) a) Explain the major steps used by the companies for selecting sales force.

OR

b) What do you mean by Sales Organization? Explain the objectives of sales organization.

Q3) a) What is a Sales budget? What are the Purposes of the Sales budget?

OR

b) Short Notes

- i) Online Marketing.
- ii) Sales Forecasting.

P.T.O.

Q4) a) “Wholesaling, as a function in distribution Channel, has changed a lot in last decade”. Comment.

OR

b) What is Franchising? Explain the importance of Franchisee in channel decision.

Q5) a) What is Retailing? Explain the types of Retailers.

OR

b) Short notes

i) New trends in Retailing.

ii) Retail Merchandising.



Total No. of Questions : 5]

SEAT No. :

P2046

[5169]-114

[Total No. of Pages : 2

M.B.S. (MMS)

**104 - FIN: Strategic Cost Management
(2013 Pattern) (Semester - I) (CBCS) (Specialisation-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 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) Discuss the nature and scope of strategic cost management? **[10]**

OR

b) How does cost management differs from cost reduction? **[10]**

Q2) a) Techniques of strategic cost management leads to cost reduction. Explain **[10]**

OR

b) Explain in detail any two techniques of strategic cost management. **[10]**

Q3) a) What is activity based costing? What are its various steps? **[10]**

OR

b) Write a note on role of activity based management in decision making? **[10]**

P.T.O.

Q4) a) What are five focusing steps of theory of constraints? **[10]**

OR

b) Explain four perspectives of balance score card with respect to cost management. **[10]**

Q5) a) Write a detailed note on learning curve theory. **[10]**

OR

b) What are the steps in transformation to lean cost management. **[10]**



Total No. of Questions : 5]

SEAT No. :

P2047

[5169]-115

[Total No. of Pages : 2

M.B.S.

104-IT: ENTERPRISE RESOURCE PLANNING (ERP)

(2015 Pattern) (Semester-I) (Specialisation-II)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions carry equal marks.*
- 2) Figures to the right indicate full marks.*

Q1) Apple is the leading company in laptop, computer manufacturing company.

This company facing some issues in human resource department. They have problems like, recruitment, Employee performance measurement, project training to new employee, attendance maintainanee etc.

As an ERP consultant suggest a suitable ERP module for this organization. **[10]**

Q2) Attempt the following Questions: (any two)

[2 × 5 = 10]

- a) What is ERP? Explain growth of ERP in detail.
- b) What is BPR? Explain it in detail.
- c) Explain need of ERP vendors in detail.

Q3) Attempt the following Questions: (any two)

[2 × 5 = 10]

- a) Explain ERP Implementation life cycle in detail.
- b) Explain ERP module for finance.
- c) Describe “ERP Market in India”.

P.T.O.

Q4) Attempt the following questions: (Any two)

[2 × 5 = 10]

- a) Explain methods for ERP vendor selection.
- b) What is Data mining? Explain Advantages of it.
- c) Explain ERP Architecture in detail.

Q5) Write Short Notes on (Any two)

[2 × 5 = 10]

- a) Data ware Housing.
- b) C.R.M.
- c) End user Training.
- d) OLAP.



Total No. of Questions : 5]

SEAT No. :

P2048

[5169]-116

[Total No. of Pages : 2

M.B.S.

**104-OPE : TOTAL QUALITY MANAGEMENT
(2013 Pattern) (Semester - I) (Specialisation-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is competitive benchmarking? Explain formulation of quality goals in detail. **[10]**

OR

b) Write a note on Quality Circle. **[10]**

Q2) a) Compare the quality management principles postulated by Crosby and Juran. **[10]**

OR

b) Discuss Deming's 14 point philosophy. **[10]**

Q3) a) Explain cause and Effect diagram and its significance. **[10]**

OR

b) What are the difficulties associated with QFD? **[10]**

Q4) a) What is Sampling plan? Explain in detail AOQL. **[10]**

OR

b) What is Acceptance Sampling? Write a note on OC curve. **[10]**

Q5) a) Discuss Ramkrishna Bajaj Awards and CII. **[10]**

OR

b) Write a note on ISO 9000-2000 **[10]**



Total No. of Questions :5]

SEAT No :

P2049

[5169] - 117

[Total No. of Pages :2

M.B.S.

**104- HR :ORGANISATION DESIGN AND DEVELOPMENT
(2013 Pattern) (Semester - I) (Specialisation- II) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the various dimensions of organisation design. [10]

OR

b) Describe broadly how modern organization theory is different than Neo-classical theory of organization?

Q2) a) Discuss the fundamentals of organization structure. And explain the significance of Line & Staff structure in organizational design. [10]

OR

b) Discuss the approaches to achieving organizational effectiveness through organizational design. [10]

Q3) a) Examine the steps in the rational decision making process. And state the difficulties in decision making process in an environment of uncertainty.[10]

OR

b) Every organization develops its own culture.Discuss and explain the steps in the process of designing/developing the org. culture. [10]

Q4) a) Explain in details the significance of managing inter group interventionsin the process of implementing OD model. [10]

OR

b) Explain STS approach of OD. [10]

P.T.O.

Q5) a) “Organizational culture and performance are interrelated factors” Discuss in detail with suitable examples. **[10]**

OR

b) Present a report on organizational culture and design of an organization of your choice. **[10]**



Total No. of Questions :5]

SEAT No :

P2050

[5169] - 118

[Total No. of Pages :2

M.B.S.

INTERNATIONAL BUSINESS MANAGEMENT SPECIALISATION

104 - IB: International Financial Management

(2013 Pattern) (Semester - I) (Specialisation-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss the nature and scope of International Financial Management.

OR

b) Explain in brief any Four theories of Foreign Investment.

Q2) a) Explain the adjusted present value Approach as a technique of International Capital Budgeting.

OR

b) What do you understand by 'Political Risk' posed to MNC's?

Q3) a) Discuss the functions involved in Cash Management in the International Context.

OR

b) Write short notes on:

- i) Receivables Management.
- ii) Inventory Management.

P.T.O.

Q4) a) What are the techniques adopted for the natural hedging?

OR

b) What is currency risk? Enumerate the different types of currency risks with examples.

Q5) a) What are the characteristics of a tax heavens? Name few tax heavens in the world.

OR

b) Write short notes on:

i) Tax treaties.

ii) International Accounting standards for foreign exchange.



Total No. of Questions :5]

SEAT No :

P2051

[5169] - 119

[Total No. of Pages :1

M.B.S.

**104-SCM: KNOWLEDGE MANAGEMENT IN SUPPLY CHAINS
(2013 Pattern) (Semester - I) (Specialisation-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain “SCIS:Integrated Module” which helps in decision making during SCM. **[10]**

OR

b) Explain the need of Customer Relationship Management in SCM. **[10]**

Q2) a) Write down Benefits of SC Information Systems. **[10]**

OR

b) With diagram of “Supply Chain System Architecture” explain Supply Chain information system design. **[10]**

Q3) a) How technology adoption can lead to Process Improvements in SCM?**[10]**

OR

b) Write and explain about “Pure technology applications in SC”. **[10]**

Q4) a) Explain the term e-Commerce in SCM. **[10]**

OR

b) Write down Benefits of e-Supply Chain to SMEs & MSMEs. **[10]**

Q5) a) State and explain the reasons behind ERP implementation. **[10]**

OR

b) Explain Communication Technology with respect to: **[10]**

- i) Bar Code and Scanning.
- ii) Global Data Synchronization



Total No. of Questions :5]

SEAT No :

P2052

[5169] - 120

[Total No. of Pages :2

M.B.S.

**104 - RABM:AGRISUPPLY CHAINS MANAGEMENT
(2013 Pattern) (Semester - I) (Specialisation-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the conceptual model of Supply Chain Management.

OR

b) Give the evolution of SCM. Discuss the elements in SCM.

Q2) a) Elaborate on the basic principles of manufacturing management.

OR

b) Elaborate on types of demand. Discuss the importance of Demand planning and forecasting.

Q3) a) Write short notes on:

- i) Types of purchases.
- ii) Traditional Inventory Management.

OR

b) Write short notes on:

- i) Material Requirements Planning.
- ii) Vendor Managed Inventory.

P.T.O.

Q4) a) Elaborate on the evolution of logistics. Also discuss elements of logistics.

OR

b) Write short notes on:

i) Third-Party Logistics.

ii) GPS Technology.

Q5) a) Discuss the application of Information Technology(I.T.) in SCM.

OR

b) Elaborate on the importance of performance measurement and controls in Agrisupply Chain Management.



Total No. of Questions :5]

SEAT No :

P2053

[5169] - 121

[Total No. of Pages :1

M.B.S.

**104 - FBM: PROJECT MANAGEMENT
(2013 Pattern) (Semester - I) (Specialisation-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What are some of the key environmental forces that have changed the way projects are managed? [10]

OR

b) What is Project Life Cycle? Explain the project life cycle phases. [10]

Q2) a) What are the Planning Commissions Guidelines for feasibility reports for Industrial Projects? [10]

OR

b) What are the essential elements involved in project planning process?[10]

Q3) a) Explain the tools and techniques of work scheduling development. [10]

OR

b) Explain the two methods of project management for planning and controlling projects. [10]

Q4) a) Discuss the rules of project risk management. [10]

OR

b) Explain the essential of managing risk in a project. Describe the issues in project control. [10]

Q5) a) Explain the project management information system software. What are the characteristics of PMIS software? [10]

OR

b) Explain the procedure of project evaluation and Reporting. What is the process of termination of project? [10]



Total No. of Questions : 5]

SEAT No. :

P2243

[Total No. of Pages : 2

[5169] -122

M.B.S. (Semester -III)

**104: (TM) INNOVATION PRODUCT DEVELOPMENT &
COMMERCIALIZATION (Specialisation)
(2013 Pattern)**

Time : 2.30 Hours]

[Maximum Marks : 50

Instructions:

- 1) All questions are compulsory with internal option.*
- 2) All questions carry equal marks.*

Q1) Explain product Development Goals in detail. **[10]**

OR

Explain types of products & product development projects in detail.

Q2) Explain the 'flexibility' in product development & it's significance. **[10]**

OR

Explain New product development & commercialization process with examples.

Q3) Why product Design & product Reliability is regarded as most important consideration in operations-Explain in detail. **[10]**

OR

Explain the importance of customer participation in product development in detail.

Q4) List out common innovation problems in large companies. **[10]**

OR

Explain leap product development in detail.

P.T.O

Q5) Explain significance, composition & structure of New product development Teams. **[10]**

OR

Explain ROA, ROE, ROI models in detail.



Total No. of Questions :5]

SEAT No :

P2054

[5169] - 123

[Total No. of Pages :2

M.B.S.

**105-MKT: PRODUCT MANAGEMENT
(2013 Pattern) (Semester - I) (Specialisation-III) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 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.*
- 8) *Use of calculators is permitted.*

Q1) a) Define Product Management. Explain the skills and responsibilities of a Product Manager in a company. **[10]**

OR

b) 'The role of product manager varies across industries'. Do you agree with this statement? Justify your answer with an example. **[10]**

Q2) a) Explain Different levels of market competition for a product and its product strategy implication. **[10]**

OR

b) What is Category Attractiveness Analysis? Explain aggregate market factors impact market attractiveness. **[10]**

Q3) a) Explain how consumers' voice is captured for converting into ideas, concepts and products. **[10]**

OR

b) How QFD (Quality Function Deployment) and Kano diagram is used for new product development. Explain with an example. **[10]**

P.T.O.

Q4) a) 'Positioning of a product entails a specific statement of how the product differs from the competition in the minds of specific set of customers. Comment on the statement. Explain the core strategy of positioning referring to cost/price and non-price strategies. **[10]**

OR

b) What is the role of packaging and labeling in product design? What are the advantages of packaging and labeling for the success of a product. **[10]**

Q5) a) Why Marketing Metrics are used? Explain the customer-based metrics and Marketing-mix metrics. **[10]**

OR

b) Define Marketing Metrics and explain various Marketing Metrics for performance appraisal in product management. **[10]**



Total No. of Questions : 5]

SEAT No. :

P2244

[Total No. of Pages : 2

[5169] -124
MBS (Part -I) (Semester -I)
105: FIN -INCOME TAX
(2013 Pattern)

Time : 2:30 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) *Your answers should be specific and to the point.*
- 5) *Support your answers with suitable live examples.*

Q1) a) Explain the difference between direct tax and indirect tax. **[10]**

OR

b) Explain the concept of Agricultural Income in detail. **[10]**

Q2) a) Explain the concept of Salary as per Income Tax Act 1961. **[10]**

OR

b) Mrs. B was assistant manager of M/S PQR metal Co Ltd; during the financial year 2016-17. She got the following emoluments. **[10]**

Sr.No.	Particulars
1	Basic Salary Rs. 20000 per month
2	Dearness Allowance Rs. 1500 per month
3	Transport Allowance Rs. 2000 per month
4	Contribution to RPF was 15% of basic salary
5	Children education allowance foe two children was Rs. 500 per month
6	City Compensatory allowance Rs. 300 per month
7	Hostel expenses allowance foe two children was Rs. 700 per month
8	Tax paid on employment Rs. 2500

Compute the taxable salary of Mrs. B for the financial Year 2016-17.

P.T.O

Q3) a) Explain the concept of Capital Gain and types of Capital Gain. [10]

OR

b) Mr. Ramesh is the owner of the house property. The particulars are as follows for FY 2016-17. [10]

Municipal Valuation Rs. 318000

Fair Rent Rs. 320000

Standard Rent Rs.330000

Rent Received Rs. 335000

Expenses Incurred by Mr. Ramesh are:

Municipal Taxes paid Rs. 30000

Repairs Rs.12400

Interest on borrowed capital Rs.35000

Calculate income from house property of Mr. Ramesh.

Q4) a) How will you set off your losses in same year & carry forward it. [10]

OR

b) Explain the Deductions applicable to Individual and HUF. [10]

Q5) a) How gross total income & tax liability is computed. [10]

OR

b) Explain the concept of self-Assessment Tax in detail. [10]



Total No. of Questions :5]

SEAT No :

P2055

[5169] - 125

[Total No. of Pages :1

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

105-IT: RDBMS WITH ORACLE

(2013 Pattern) (Semester - I) (Specialisation-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer all questions.*
- 2) *Figures to the right indicate full marks.*

Q1) Explain the architecture of DBMS. **[10]**

OR

Define DBMS? Explain the Data Model. **[10]**

Q2) Explain View and Index in SQL? **[10]**

OR

Explain RDBMS. **[10]**

Q3) Explain SQL Numeric Function. **[10]**

OR

Explain SQL Date Function. **[10]**

Q4) Explain TCL Statement. **[10]**

OR

Solve following queries referring given table structure (Any FIVE) **[10]**

EMPLOYEE (EmpID,Name,Addr,Job,JoinDate,Deptno,MgrID,Sal)

DEPARTMENT (Deptno,DeptName,Location)

- a) Display job titles offered by organization.
- b) Find the total number of employee in each department.
- c) Display name of employees working at Pune.
- d) Find the employees who do not report to anybody.
- e) How many total number departments are there in the organization?
- f) Display location of each employee with their job specification and salary.
- g) Display the employee who are working with the organization for last more than 10 years.

Q5) Discuss different types of Object in Oracle. **[10]**

OR

Explain DDL Statement. **[10]**



Total No. of Questions :5]

SEAT No :

P2056

[5169] - 126

[Total No. of Pages :1

M.B.S.

**105-OPE: PRODUCTIVITY MANAGEMENT
(2013 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss the various ratio related to finance & material with respect to productivity.

OR

b) Discuss the productivity with macro & micro factors with relevant examples.

Q2) a) Discuss the role of productivity with examples.

OR

b) Explain productivity benefit model.

Q3) a) What is work study? Discuss its importance & application.

OR

b) Write in detail about work management & motion study.

Q4) a) Write a note on time study. What is allowance & performance rating?

OR

b) Discuss work measurement & its techniques to measure it.

Q5) a) Write a note on advanced methods of productivity & service level measurement.

OR

b) Discuss about six sigma & lean in productivity.



Total No. of Questions : 5]

SEAT No. :

P2245

[Total No. of Pages : 2

[5169] -127
MBS (Semester -I)
105: (HR) HR AUDIT (Paper -I) (Specialization)
(2013 Pattern)

Time : 2 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 answer 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.*
- 8) *Use of calculators is permitted.*

Q1) a) Define HRD Audit. Explain the objectives of HRD Audit in brief. Why HRD audit is essential for companies? **[10]**

OR

b) What is HR Audit? Explain the elements of good HR Audit. **[10]**

Q2) a) Explain the current status of HRD Audit in India. **[10]**

OR

b) Define and explain HRD structure and competencies. **[10]**

Q3) a) What is the HRD Audit Methodology? Explain the HRD Audit methods in brief. **[10]**

OR

b) What do you mean by HRD score card? Explain its implications in business improvement. **[10]**

P.T.O

Q4) a) Explain in detail the reasons for HRD Audit failures. [10]

OR

b) Enumerate the effectiveness of HRD Audit as an intervention. [10]

Q5) a) What is the objective of HRD audit and which variables are used for the same? [10]

OR

b) Explain the current status of HRD Audit in India. [10]



Total No. of Questions :5]

SEAT No :

P2057

[5169] - 128

[Total No. of Pages :2

M.B.S.

**105-IB: INTERNATIONAL MARKETING
(2013 Pattern) (Semester - I) (Specialisation-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define international marketing. Explain in detail nature and importance of international marketing? **[10]**

OR

b) Explain in detail international marketing management process. **[10]**

Q2) a) In international product planning, what major product related decisions are taken by any company? **[10]**

OR

b) Explain international trade product life cycle. **[10]**

Q3) a) Explain the concept of international dumping; financing marketing transactions with suitable live examples. **[10]**

OR

b) Explain the factors affecting International Price Determination. **[10]**

Q4) a) Explain the various aspects of International supply chain management. **[10]**

OR

b) Discuss in detail the international distribution channels, their roles and functions. **[10]**

P.T.O.

Q5) a) Describe various product-promotion strategies for international markets. Support your answer with suitable examples. **[10]**

OR

b) Discuss the Challenges of International advertising and measures to overcome. **[10]**



Total No. of Questions :5]

SEAT No :

P2058

[5169] - 129

[Total No. of Pages :1

M.B.S.

**105-SCM: PURCHASING AND SUPPLIER RELATIONSHIP
MANAGEMENT**

(2013 Pattern) (Semester - I) (Specialisation-III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Your answer should be specific and to the point.*
- 5) *Support your answers with suitable live examples.*

Q1) a) Explain in detail objectives & responsibilities of purchasing. [10]

OR

b) Explain in detail purchasing process and how purchase process can be improved. [10]

Q2) a) Elaborate the reporting of purchasing function in a big enterprise. [10]

OR

b) What is operational purchasing? Enlist advantages & disadvantages of decentralized purchasing. [10]

Q3) a) Write a note on purchasing strategy and also Explain how purchasing is linked with corporate strategy. [10]

OR

b) Describe in detail In-sourcing and Outsourcing Decision process. [10]

Q4) a) Write a detail note on Supplier Quality Management. [10]

OR

b) How quality is defined in terms of customers and their requirements.Explain using appropriate examples. [10]

Q5) a) Explain phases in face to face negotiation. Also explain objectives of negotiation. [10]

OR

b) Differentiate between P.O.& Contract. [10]



Total No. of Questions :5]

SEAT No :

P2059

[5169] - 130

[Total No. of Pages :1

M.B.S.

**105-RABM: COMMODITY MARKET
(2013 Pattern) (Semester - I) (Specialization-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain in detail about Commodities Market with definition. **[10]**

Q2) a) Discuss in detail types of commodity risk. How can we manage commodity risk as an individual or a enterprise.

b) Define Commodity risk. **[10]**

Q3) Which are the commodity exchanges in India? Explain with the help of electronic spot exchange regulation of commodities market. **[10]**

Q4) What do you mean by derivatives? Discuss with definition,importance and types of derivatives. **[10]**

Q5) “Exchanges facilitate price discovery of a commodity”-comment. **[10]**



Total No. of Questions :5]

SEAT No :

P2060

[5169] - 131

[Total No. of Pages :1

M.B.S.

105-FBM: BUSINESS PLANS

(2013 Pattern) (Semester - I) (Specialisation-III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is a business plan? Explain the qualities of a good business plan. **[10]**

OR

How does Business Plan act as a Changing Agent?

Q2) Explain the following key elements of the business plan: **[10]**

- a) Executive summary.
- b) Business description.

OR

What are the developments within the company that are essential to the success of the business?

Q3) Describe the process of evaluating of data before preparing research plan. **[10]**

OR

“Business Plan is the basic step to start a Company” Elaborate with suitable examples.

Q4) Explain the following factors while evaluating a business plan. **[10]**

- a) Acceptance
- b) Competition
- c) Time
- d) Speed.

OR

Evaluate the components of the business plan from the investors perspective.

Q5) Which uncertainties can be managed so that outcome is more likely to be favorable? **[10]**

OR

Does deal structure ensure appropriate governance? Explain with proper illustration.



Total No. of Questions :5]

SEAT No :

P2061

[5169] - 132

[Total No. of Pages :1

M.B.S.

**105-TM: MANAGING INNOVATION - I
(2013 Pattern) (Semester - I) (Specialisation-III) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 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) Explain the myths surrounding Creativity. [10]
OR
b) Differentiate between Innovation and Creativity. [10]
- Q2)** a) Explain Disruptive Technological change Model with examples. [10]
OR
b) Explain Foster's S curve with examples. [10]
- Q3)** a) Differentiate between Assets & Knowledge. [10]
OR
b) Explain relationship between Competencies & Assets. [10]
- Q4)** a) Explain the Concepts of Pioneers, Migrators & Settlers. [10]
OR
b) Explain the concept of Innovation Portfolio in detail. [10]
- Q5)** a) "Organizations need to constantly upgrade value Networks" Explain this statement with illustrations. [10]
OR
b) Explain trajectories of market need versus technology improvement with examples. [10]



Total No. of Questions : 5]

SEAT No. :

P2062

[5169]-201

[Total No. of Pages : 1

M.B.S.

**201: MANAGING FOR SUSTAINABILITY
(2013 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the significance & Scope of CSR activities in the present business scenario. **[10]**

OR

b) Justify the statement “Issues and opportunities for business in socially and environmentally are sustainable.” **[10]**

Q2) a) Discuss Gandhian thought on sustainable development. **[10]**

OR

b) Explain the nature, scope & significance of sustainable development. **[10]**

Q3) a) Discuss the ‘Environmental’ dimension of sustainable development. Discuss the relevance of Carbon credits in today’s world. **[10]**

OR

b) Write short Note on (Any Two) **[10]**

- i) Sustainability Reporting
- ii) Business Model for Sustainable Development
- iii) Social Accountability Standard - ISO 26000

Q4) a) Define the concept of Corporate Governance, Explain the consequence of poor Corporate Governance. **[10]**

OR

b) Explain the OECD principles. Discuss Friedman’s theory of CSR. **[10]**

Q5) a) Discuss the nature, characteristics and needs of business ethics. **[10]**

OR

b) Define the term ‘Value’. Explain the types and importance of value. **[10]**



Total No. of Questions : 5]

SEAT No. :

P2063

[5169]-202

[Total No. of Pages : 3

M.B.S.

202-STARTUP AND NEW VENTURE MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss McClelland's N-Ach theory. Also bring out the relationship between entrepreneurship and economic development.

OR

b) Explain the steps of entrepreneurial process in detail.

Q2) a) Describe the concept of feasibility study. Also enumerate and describe the sources of information for preparing a feasibility study.

OR

b) Discuss the following entry strategies:

- i) Franchising.
- ii) Sponsorship and acquisition.

Q3) a) Define small scale enterprise. Discuss the role of SME in economic development of India.

OR

b) Prepare a specimen of project report. Also discuss project planning and scheduling by using PERT/CPM.

P.T.O.

- Q4) a)** Write short notes on:
- i) SIDBI
 - ii) State financial corporation (SFC)

OR

- b) Explain liabilities of owners under:
- i) Shops & Establishment Act
 - ii) Sale of Goods Act

- Q5) a)** Read the below passage and answer the question.

M.S. Oberoi was born on 15th August 1900 in a small village Bhaun, now in Pakistan. His father died when he was only six months old. He completed his Intermediate Examination from Lahore, but still was unable to get a job. Somehow he later managed to get a job in the Lahore shoe factory. But soon the factory closed down and he returned to his village. Later he was married and also there was a virulent plague epidemic in the village. Soon he went to Simla looking for a government job. But he was unable to pass. One day while he was roaming in Simla he noticed Hotel Cecil. He went up and asked for a job in the hotel, and fortunately he got the job of billing clerk with a salary of Rs.40 per month. He was also provided with a living quarters and his wife joined him in Simla. Later he started working as cashier and stenographer and thus began his journey of acquiring knowledge with respect to running of hotels. After few years he acquired the Clarkes Hotel with the help of a kind uncle.

The Grand hotel in Calcutta (now Kolkata) was closed in 1933 as more than hundred foreign guests died due to the cholera epidemic. M.S.Oberoi decided to take over this closed hotel from liquidators on low leasehold. Because of World War II, the British troops were finding accommodation in Calcutta. He improvised and made space available for the troops.

In 1943 M.S.Oberoi purchased the controlling shareholdings of associated Hotels of India Ltd. And gained control over a big chain of hotels. Gradually he added more hotels to the chain. This constant has been to preserve the reputation of his hotels at the highest possible level. with years of work and innumerable difficulties he was able to open the Oberoi Intercontinental Hotel in 1965.

It is interesting to note that M.S. Oberoi was a member of both Rajya Sabha and Lok Sabha.

Question:

Elaborate on the personality of M.S. Oberoi.

OR

- b) Satyam Computers Services Ltd. was incorporated in 1991 as a public Limited by Ramalinga Raju and his brother-in-law D.V.S. Raju. It was India's 4th largest software exporter company, which was listed on New York Stock exchange. And the 1st Indian internet company listed on NASDAQ.

This company has achieved success in several key areas. However, the Satyam computer services scandal occurred in India in 2009. Mr. Ramalinga Raju, the chairman of company confessed that the company's accounts had been falsified. He had manipulated the accounts by US \$1.47 billion. As a result the stock value of the company crashed by more than 80% on a single day. While doing this all the time Mr. Raju kept his employees and the board of directors in dark. The govt. of India arrested him under SFIO (Serious Fraud Investigation Office).

Question:

Explain in detail what went wrong in the above case.



Total No. of Questions : 5]

SEAT No. :

P2064

[5169]-203

[Total No. of Pages : 1

M.B.S.

**203 MKT : INTERNATIONAL MARKETING
(2013 Pattern) (Semester - II) (Specialisation - IV)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define International Marketing. Explain the nature and Importance of it.

OR

Give an overview of the International Marketing management process.

Q2) Define Product strategy. Explain International Product strategies.

OR

Explain Product standardisation vs Adaptation.

Q3) What is Pricing? Explain pricing for International Markets.

OR

Explain the factors affecting International Price determination.

Q4) Explain International Distribution channels and their roles.

OR

Discuss the aspects of International Supply chain management.

Q5) Explain how to manage the International Promotional mix.

OR

Write short notes on (any two):

- a) Trade fairs and Exhibitions.
- b) Push and Pull Strategies.
- c) Global media Strategy.
- d) Challenges of international advertising.

ζ ζ ζ

Total No. of Questions : 5]

SEAT No. :

P2065

[5169]-204

[Total No. of Pages : 2

M.B.S.

FINANCIAL MGMT SPECIALISATION

203 : International Finance

(2013 Pattern) (Semester - II) (Specialisation - IV)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain World Bank and discuss its role in International Finance. **[10]**

OR

b) Explain nature and scope of International Finance. **[10]**

Q2) a) Explain the participants with their roles in Foreign Exchange market. **[10]**

OR

b) Short Notes (Any two) **[10]**

- i) FEMA.
- ii) Role of RBI in management of foreign Exchange.
- iii) Exchange Rates.

Q3) a) Discuss the various methods of raising resources by borrower in international marks. **[10]**

OR

b) Short Notes on: **[10]**

- i) Globalisation.
- ii) EEFC.

P.T.O.

Q4) a) Explain the rights and duties of managing and agents banks in International Bond market. **[10]**

OR

b) Explain the International Bond market with its different types of bonds. **[10]**

Q5) a) Write a detailed note on IFRS on foreign transactions. **[10]**

OR

b) Describe the concept of International receivables management and explain its importance. **[10]**

ζ ζ ζ

Total No. of Questions : 5]

SEAT No. :

P2066

[5169]-205

[Total No. of Pages : 1

M.B.S. (Management Faculty)
INFORMATION TECHNOLOGY MANAGEMENT Spl. - IV
203 (IT) : Software Quality Assurance
(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instruction to the candidates:

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

Q1) Attempt any one:

- a) What is the difference between Error, Fault & Failure? Explain software Quality Assurance objectives in brief. **[10]**
- b) What is Review? What is its purpose? Explain different types of reviews. **[10]**

Q2) Attempt any one:

- a) Explain Quality Metrics process in brief. **[10]**
- b) Explain the content of Software Quality Assurance plan. **[10]**

Q3) Attempt any one:

- a) What is SEI CMM? Explain levels of CMM in brief. **[10]**
- b) Explain software quality factors in detail. **[10]**

Q4) Attempt any one:

- a) Explain McCall's Quality model in detail. **[10]**
- b) What are CASE tools? Explain impact of CASE tools on quality assurance. **[10]**

Q5) Write short notes on (Any Two) **[10]**

- a) Pre-project SQA components.
- b) Inspection.
- c) ISO/IEC 12207 standard.

x x x

Total No. of Questions : 5]

SEAT No. :

P2067

[5169]-206

[Total No. of Pages : 1

M.B.S.

OPERATION MANAGEMENT (Specialization - IV)

203 OPE : Toyota Production System

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory and carry equal 10 marks.*
- 2) *Draw suitable diagrams wherever necessary.*
- 3) *Support the answers with suitable examples.*

Q1) a) Define Toyota Production System. Explain benefits of TPS to the organization.

OR

b) Differentiate between 'Traditional Process Improvement' and 'Lean Improvement'.

Q2) a) Explain Pull System & Push System. Differentiate between Push & Pull System.

OR

b) Explain the concept of 'Heijunka'. State its objectives and benefits.

Q3) a) Explain the concept of 'Quality Right the First time'. How First Time Right is ensured in any organization practicing TPS?

OR

b) 'Use Visual Control so no problems are hidden.' Do you agree to the statement? Why?

Q4) a) What do you understand by TPS philosophy 'Develop Exceptional People and Teams'? How it is useful and important?

OR

b) Why it is important to grow leaders who thoroughly understand the work? State additional qualities of such leader.

Q5) a) Explain 'Genchi Genbutsu' philosophy in TPS.

OR

b) What is the difference between continuous and continual improvement? Explain various tools used for continuous improvement in TPS.

x x x

Total No. of Questions : 5]

SEAT No. :

P2068

[5169]-207

[Total No. of Pages : 1

M.B.S.

**203 : GLOBAL HR (Specialisation - IV)
(2013 Pattern) (Semester - II) (CBCS)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Each question carries 10 marks.*
- 3) Figures to the right indicates mark for that question.*

Q1) a) What are the variables determining the difference between domestic and international HR?

OR

b) Discuss the importance of talent management in the international HR context.

Q2) a) What are the criteria for selection of expatriates?

OR

b) Enumerate the factors involved in predeparture training programme.

Q3) a) Define HCN, PCN and TCN. What are the differences in the compensations for PCN's and TCN's?

OR

b) What are the objectives of international compensation?

Q4) a) What are the components of international compensation programme?

OR

b) How is the appraisal of international employees done?

Q5) a) Discuss the role of trade unions in multinationals.

OR

b) How is the performance management of international employee done?

x x x

Total No. of Questions : 6]

SEAT No. :

P2069

[5169]-208

[Total No. of Pages : 2

M.B.S.

**203 - IB : GLOBAL LOGISTICS & SUPPLY CHAINS
(2013 Pattern) (Semester - II) (Specialisation –IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is air transportation. Explain the importance of Air Cargo in logistics.

OR

- b) Write a note on:
- i) 7R's of Logistics Management.
 - ii) Mode of Transportation.

Q2) a) What is Transportation. Explain in detail Merits & Demerits of Railway transportation.

OR

- b) Define the concept of common carrier. Explain in detail Freight surcharge & Freight Adjustments.

Q3) a) Describe Shipping Corporation of India.

OR

- b) Write a note on:
- i) Role of Shipping Agent.
 - ii) Conference & Non Conference Shipping.

P.T.O.

Q4) a) What is International chamber of Shipping. Explain in detail major seaports of world.

OR

b) Explain in detail Privatization policy and Indian port policy reform.

Q5) a) Write a note on:

i) Origin of Containerization.

ii) Container classification.

OR

b) Explain the function & benefits of Inland container depots and container freight stations.

x x x

Total No. of Questions : 5]

SEAT No. :

P2070

[5169]-209

[Total No. of Pages : 2

M.B.S.

SUPPLY CHAIN MANAGEMENT SPECIALIZATION - IV

203-SCM : Supply Chain Planning

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Your answers should be specific and to the point.*
- 5) *Support your answer with suitable live examples.*

Q1) a) Explain forecasting? What is importance of forecasting in business?[10]

OR

b) Explain each in brief the traditional forecasting in techniques. [10]

Q2) a) Explain the importance of demand management in supply chain management. Also discuss about collaborative planning. [10]

OR

b) What is customer service level? “Should company go for maximum customer service level or bear stock out cost?” Comment. [10]

Q3) a) Explain aggregate planning in manufacturing organization? Explain role of aggregate planning in supply chain. [10]

OR

b) “In modernized supply chains, planning is gaining more importance.” Justify the statement. [10]

P.T.O.

Q4) a) “Supply chain management is one of the dynamic decision making area because of uncertainties in supply chain.” Discuss in detail. **[10]**

OR

b) “Managing demand is the most critical part of supply chain management.” Discuss the strategies of managing demands and seasonality in supply chains. **[10]**

Q5) a) Explain in the various challenges faced in network configuration. **[10]**

OR

b) Explain trade off between service and cost due to network decisions. Discuss role of network decisions on responsiveness of SC. **[10]**

x x x

Total No. of Questions : 5]

SEAT No. :

P2071

[5169]-210

[Total No. of Pages : 1

M.B.S.

SPECIAL AREAS IN RURAL MARKETING

203 : RABM

(2013 Pattern) (Semester - II) (Specialisation - IV)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal options.*
- 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) What are the Characteristics of FMCG industries as per rural perspective? **[10]**

OR

b) Write a detail note on rural Marketing in FMCG. **[10]**

Q2) a) Compare marketing of Consumer Durables goods and FMCG goods? **[10]**

OR

b) What are the Challenges related with Consumer durables in rural Market? **[10]**

Q3) a) How marketing of banking Services spreading in rural Indian market? **[10]**

OR

b) What the Marketing situation of Mutual Funds in rural areas? **[10]**

Q4) a) Describe Indian Fertilizer industry in detail. **[10]**

OR

b) Describe 'Global Agrochemical market' and its influence in rural market. **[10]**

Q5) a) Explain Nature of 'Indian Handicrafts industry.' **[10]**

OR

b) How Indian rural cottage industries are developing or under developing? Write a brief note. **[10]**

x x x

Total No. of Questions : 5]

SEAT No. :

P2072

[5169]-211

[Total No. of Pages : 2

M.B.S.

INTRAPRENUERSHIP

203 : Family Business Management

(2013 Pattern) (Semester - II) (Specialisation - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory with internal choices within the questions.*
- 2) *Figures to the right side indicate full marks.*

Q1) a) What is an intrapreneur and what are the responsibilities of an intrapreneur? Discuss with examples. **[10]**

OR

b) What are the responsibilities of an intrapreneur? How an intrapreneur is different from entrepreneur? **[10]**

Q2) a) How the idea creation of intrapreneur helps in development of an organization and intrapreneur himself. Discuss with suitable examples. **[10]**

OR

b) What is idea generation and mobilization? How the role of intrapreneur and manager differs? **[10]**

Q3) a) Diffusing and implementing ideas given by intrapreneur is most difficult task for organization. Justify the statement. **[10]**

OR

b) How valuing the experimental culture helps the organizational growth. Discuss with suitable examples. **[10]**

P.T.O.

Q4) a) What is the process of idea commercialization? Discuss in details with suitable examples. **[10]**

OR

b) Negotiating Compensation for Idea and Effort is the most difficult task for intrapreneur. Justify the statement. **[10]**

Q5) a) What should be the ideal feedback mechanism in organization for intrapreneurship development? Discuss in details. **[10]**

OR

b) How the concept of intrapreneurship helps in sustained competitive advantage? What should be the ideal feedback mechanism in organization for intrapreneurship development? **[10]**

x x x

Total No. of Questions : 5]

SEAT No. :

P2073

[5169]-212

[Total No. of Pages : 2

M.B.S.

TECHNOLOGY MANAGEMENT

**203 TM : Technology Transfer and Commercialization
(2013 Pattern) (Semester - II) (Specialisation - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the role of intellectual property in protecting innovation. **[10]**

OR

b) Explain various steps in technology commercialization process. **[10]**

Q2) a) What is market assessment and alignment of technology? **[10]**

OR

b) “Innovation and Risk management are two sides of same coin” elaborate this statement. **[10]**

Q3) a) Discuss the business plan of any automobile industries by considering the factor of Finance, Human Resource, Technology and Success for Business. **[10]**

OR

b) Discuss the business plan of any service industries by considering the factors of Finance, Human Resource, Technology and Success for Business. **[10]**

P.T.O.

Q4) a) What is role of Government in technology policy? **[10]**

OR

b) What is significance of science and Technology in commercialization?[10]

Q5) a) A food chain Firm in china wants to enter into license with Indian firm. Elaborate on how Indian firm should Negotiate and monitor licensing Agreement? **[10]**

OR

b) New Technology Home Appliances has to be introduced by leading electric company, elaborate how market Assessment and Alignment of Technology the company should do for successful introduction of product. **[10]**

x x x

Total No. of Questions :5]

SEAT No :

P2074

[5169] - 213

[Total No. of Pages :1

M.B.S.

**204-MKT: Customer Relationship Management
(2013 Pattern) (Semester-II) (Specialisation-V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is a relationship? Explain the various relationship management theories?

OR

b) Discuss the misunderstandings about CRM. Also explain the CRM constituencies.

Q2) a) Discuss KPI of a customer acquisition programme. Also explain the concept of customization.

OR

b) What is customer retention? Which strategies companies use for customer Retention.

Q3) a) What is customer portfolio management (CPM). Give the basic disciplines for CPM.

OR

b) What is 'Experiential Marketing'. Discuss the strategies used for experiential marketing.

Q4) a) Discuss: Supplier Accreditation Programmes; E procurement.

OR

b) What is a Network? Discuss Business Networks and CRM.

Q5) a) Discuss:CRM. What are the organisational issues with respect to CRM.

OR

b) Bring out the difference between Empowerment and Internal Marketing.



Total No. of Questions :5]

SEAT No :

P2075

[5169] - 214

[Total No. of Pages :2

M.B.S.

**204 - FIN:INCOME TAX (Part - II)
(2013 Pattern) (Semester-II) (Specialisation-V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Use of simple calculator is allowed.*

Q1) a) Define the following terms:

- i) Assessment year
- ii) Gross Total Income

OR

b) Differentiate between Direct Tax and Indirect Tax.

Q2) a) Mr.X is the owner of a business. He has submitted his P&L A/c for the year ending 31-3-2016. Compute business income of Mr.X.

P&L A/c

Particulars	Amount	Particulars	Amount
To Salary to Proprietor	10,000	By Gross profit	50,000
To Staff salary	15,000	By profit on sale of	
To General expenses	7,000	car (capital gain)	15,000
To Interest on capital	2,000	By bad debts recovered	5,000
To Bad debts	1,000	By Interest on government	
To Advertisements	2,700	securities (gross)	4,000
To Fire Insurence	1,000	By dividends (gross)	4,000
To Depreciation	3,000	By Interest on post	
To Provision for		office savings A/c	4,000
Doubtful debts	1,000		
To Income Tax	4,000		
To Donation to school	3,000		
To Car expenses	3,000		
To Net profit	29,300		
	82,000		82,000

P.T.O.

Additional Information:

- i) Depreciation allowed as per income tax rules Rs.2,500/–only
- ii) General expenses included Rs.500/– spent on printing calendar
- iii) Advertisement include Rs.1,000/–paid for distribution of pamphlets
- iv) General expenses include Rs.3,000/– Banking cash transaction tax.

OR

- b) Explain the basic principles governing deductibility of expenses U/S 30 to 44 DB.

- Q3)** a) Explain the concept of capital gain? Also describe the types of capital gain.

OR

- b) Mr.Pankaj Thakkar owns a house municipal valuation of which is Rs.72,000. 2/3rd portion of the house is self occupied & remaining portion is let out for Rs.3,000/–per month. Municipal Taxes paid are Rs.12,000/–, other expenses are repairs Rs.13,000/–, Ground Rent Rs.3,000/–,insurance premium Rs.4,500/– and interest was Rs.27,000/–. Calculate his income (taxable) from House Property.

- Q4)** a) Write short notes on:

- i) Minimum Alternate Tax
- ii) Deferred Tax

OR

- b) Discuss the provisions under the Income Tax Act relating to set off & carry forward of losses.

- Q5)** a) Explain tax planning for setting up of a new unit.

OR

- b) Explain the tax planning for mergers and acquisitions.



Total No. of Questions :5]

SEAT No :

P2076

[5169] - 215

[Total No. of Pages :1

M.B.S.

INFORMATION TECHNOLOGY MANAGEMENT

204-IT: Information Security and Audit

(2013 Pattern) (Semester - II) (Specialization-V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Analyze Risks involved in Information Security [10]

OR

Explain the importance of Physical Security for protecting information system assets.

Q2) Why Network Security requires auditing? Explain. [10]

OR

Explain overview of Network Security in Digital Communications.

Q3) Explain various Cryptographic Techniques to enhance the security. [10]

OR

Define Virtual Private Networks? Explain how Security is managed in Virtual Private Networks.

Q4) What is the need of Information Security Auditing? How it helps to increase the performance? [10]

OR

Explain steps and methodologies involved in ISA.

Q5) What is the Objective of ISA Controls? How it helps in Auditing? [10]

OR

Explain different types of ISA Controls with Risks involved in it.



Total No. of Questions :5]

SEAT No :

P2077

[5169] - 216

[Total No. of Pages :1

M.B.S.

**204-OPE: QUALITY MANAGEMENT STANDARDS
(2013 Pattern) (Semester - II) (Specialisation-V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer all questions. Options are given in each question.*
- 2) *All questions carry equal marks.*

Q1) Describe E.F.Q.M excellence model 2013. Explain the fundamental concepts of excellence.

OR

Explain E.F.Q.M implementation requirements for certification.

Q2) What are the duties and responsibilities of Management Representative (M.R)

OR

Explain the importance of process details and documentation of QMS standards.

Q3) Explain various objectives and targets to reduce organisation impact on the general environment.

OR

Describe the key clauses of ISO14001-2004 standards. What this standard requires from organizations.

Q4) Describe the measures taken by an organisation to prevent hazards and related risk identification for employees / sub contractors and visitors.

OR

Describe the implementation and operation process for occupational health and safety management system of an organisation.

Q5) Describe the study of Apex manual and procedural manual for Quality Management System standards.

OR

Explain various issues in implementation of E.R.P (Enterprise Resource Planning



Total No. of Questions :5]

SEAT No :

P2078

[5169] - 217

[Total No. of Pages :2

M.B.S.

**204-HR: EMPLOYEE REWARD MANAGEMENT
(2013 Pattern) (Semester - II) (CBCS) (Specialisation-V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figure 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) Explain in detail the elements of reward system and the factors affecting to reward management policy and practice. **[10]**

OR

b) Define Reward Management, state the aims of Reward Management. **[10]**

Q2) a) Explain the steps of developing pay structure for organization performance. **[10]**

OR

b) Discuss in details the different types of grade & pay structure. Give suitable examples. **[10]**

Q3) a) Describe the following concept/terms of Reward Management system **[10]**

- i) International Rewarding
- ii) Shop floor pay

OR

b) "Organization need to opt different Reward Management System for different groups" Discuss by giving suitable examples. **[10]**

P.T.O.

Q4) a) Discuss in details the Govt. and Legal issues in Reward System. [10]

OR

b) Define Reward Management, explain the impact of Trade Union on reward determination. [10]

Q5) a) What is meant by Rewarding Knowledge Workers? Explain the approaches to rewarding knowledge workers with suitable examples. [10]

OR

b) Write a detail note on, “Reward Management System practiced by Govt. Organizations” [10]



Total No. of Questions :5]

SEAT No :

P2079

[5169] - 218

[Total No. of Pages :1

M.B.S.

**204-IB: FOREIGN EXCHANGE MANAGEMENT
(2013 Pattern) (Semester - II) (Specialisation-V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Answer 5 Questions.*
- 2) All questions carry equal marks(10).*

Q1) Discuss Exchange rate and types.

OR

Explain fixed-flexible Exchange rate system.

Q2) Write short notes on (any two):

- a) The Balance of Payment (BOP).
- b) Determination of rate of exchange.
- c) Purchasing power parity.
- d) Overvalued and undervalued currency.

OR

Explain India's Forex scenario.

Q3) Discuss 'exchange rate overshooting' and the J-curve effect.

OR

Explain central banking intervention for exchange rate stability.

Q4) Explain the functions and participation of 'Foreign Exchange Market'.

OR

Discuss "Forward Markets" and "Forward premium".

Q5) Explain currency options and determination of their market value.

OR

Discuss 'Foreign exchange risk' and 'exposure'.



Total No. of Questions :5]

SEAT No :

P2080

[5169] - 219

[Total No. of Pages :2

M.B.S.

**204-SCM: SUPPLY CHAIN COORDINATION
(2013 Pattern) (Semester - II) (Specialisation-V)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) What is the importance of Coordination of Supply chain with R&D.[10]

OR

b) Explain the importance of Coordination of Supply chain with order processing and Inventory management? [10]

Q2) a) Explain in detail Incentive obstacles and information processing obstacles to coordination in supply chain. [10]

OR

b) What is Bull Whip effect impact on manufacturing cost and inventory cost? [10]

Q3) a) How is building strategic partnerships and Trust valuable within a supply chain? [10]

OR

b) Explain in detail how Operational performance can be improved with examples. [10]

Q4) a) Explain in detail Deterrence based view and process based view in building strategic partnerships in SC. [10]

OR

b) Elaborate on creating effective contracts. [10]

P.T.O.

Q5) a) What are the different CPFR scenarios and how do they benefit supply chain partners? **[10]**

OR

b) Explain in detail Retail event Collaboration and DC replenishment Collaboration with examples. **[10]**



Total No. of Questions :5]

SEAT No :

P2081

[5169] - 220

[Total No. of Pages :1

M.B.S.

ICT FOR AGRICULTURE MANAGEMENT
204-RABM: Rural & Agribusiness Management
(2013 Pattern) (Semester - II) (Specialisation-V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Explain leapfrogging technology and its ramifications for rural economics. **[10]**

OR

What is Village Resource Center (VRC)? Explain various ICT enabled rural service related to education & marketing. **[10]**

Q2) Explain Short-term & Long-term productivity information services. **[10]**

OR

Explain the advantages of opportunities for information services. **[10]**

Q3) Explain the downstream & upstream administration. **[10]**

OR

Explain virtual trading floors & holistic trading services. **[10]**

Q4) Explain the advantages & opportunities for financial inclusion. **[10]**

OR

Explain the ICT for financial inclusion. Explain in detail transfer & payments services. **[10]**

Q5) Explain how Geographical Information System (GIS) is helpful in field of Agriculture management? **[10]**

OR

What are the issues & concerns in land & water management? **[10]**



Total No. of Questions :5]

SEAT No :

P2082

[5169] - 221

[Total No. of Pages :1

M.B.S.

**204-FBM: MANAGING, GROWING AND EXITING NEW
VENTURE**

(2013 Pattern) (Semester - II) (Specialisation-V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) In case of new entry exploitation. What strategies can be made?

OR

- b) Explain what is new entry exploitation & what are risk reduction strategies for new entry exploitation.

Q2) a) What are different pressures arise at the time of Growth?

OR

- b) Explain the different types of Growth strategies.

Q3) a) Discuss the concept of “Franchising” with suitable example, Also discuss Advantages of Franchising to the Franchisee.

OR

- b) Explain the concept of Acquisition with its advantages and disadvantages.

Q4) a) Discuss the term “Going Public” with its advantages and disadvantages.

OR

- b) Write short note on:
i) Timing of Going public.
ii) Underwriter selection.

Q5) a) Discuss the exit strategies at time of ending the Venture.

OR

- b) Discuss the different strategies during reorganisation.



Total No. of Questions :5]

SEAT No :

P2083

[5169] - 222

[Total No. of Pages :2

M.B.S.

TECHNOLOGY MANAGEMENT
204(TM): Technology Use and Assessment
(2013 Pattern) (Semester - II) (Specialisation-V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Each question carries 10 marks.*
- 4) *Figure to right indicate marks for that question/sub question.*
- 5) *Support your answer with suitable examples.*

Q1) a) Define technology Assessment and explain the purpose of technology Assessment. **[10]**

OR

b) Explain the various technology Assessment criteria. **[10]**

Q2) a) Describe the technology & its influence on Government and Politics. **[10]**

OR

b) Discuss in detail the influence of technology on Environment. **[10]**

Q3) a) Describe in detail the Risk and Impact Assessment Technique for selected Technology. **[10]**

OR

b) Write short notes on: **[10]**

- i) Probabilistic Techniques.
- ii) Simulation models.

Q4) a) Define Technology use and explain the purpose of it's study. **[10]**

OR

b) Describe various Usability Research Methods. **[10]**

P.T.O.

- Q5) a)** Explain the importance of conducting research on Technology use.[10]
OR
- b) Describe the importance of setting standards for varitiability, Validity and Reliability. [10]



Total No. of Questions : 5]

SEAT No. :

P2084

[5169]-223

[Total No. of Pages : 2

M.B.S.

205 - MKT: RETAIL MARKETING

(2013 Pattern) (Semester - II) (CBCS) (Specialisation - VI)

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.*
- 4) *Figures to the right indicate marks for that question/sub-question.*
- 5) *Your answer 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) Explain the role of retailer in a distribution channel. What are the functions of a retailer? **[10]**

OR

b) Define retailing? Also classify Retailers by Ownership along with examples. **[10]**

Q2) a) Explain steps involved in choosing a retail location and methods of evaluating a trading area. **[10]**

OR

b) Elaborate strategic Profit Model considering GMROI. **[10]**

Q3) a) Variety (breadth), Assortment (Depth) and product availability are the corner stones of the assorted planning process. Provide examples of retailers that have done an outstanding job of positioning their stores on the basis of one or more of these issues. **[10]**

OR

b) Compare between the top management's merchandising strategy and merchandise planner's merchandising approach. **[10]**

Q4) a) Explain the role of communication in retailing and how do we implement and evaluate the retail communications programs. **[10]**

OR

b) Explain in detail concept of Merchandise pricing. **[10]**

P.T.O.

Q5) a) Discuss the major players nationally and internationally in the retail world. **[10]**

OR

b) Explain the impact of FDI in overcoming the challenges in India retail market. **[10]**



Total No. of Questions : 5]

SEAT No. :

P2085

[5169]-224

[Total No. of Pages : 1

M.B.S.

**205 - FIN: FINANCIAL RISK MANAGEMENT
(2013 Pattern) (Semester - II) (Specialisation - VI)**

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.*
- 4) *Your answers should be specific and to the point.*
- 5) *Support your answers with suitable live examples.*

Q1) a) Explain the concept of risk and the various types of risks. **[10]**

OR

b) Explain the risk and return theory in detail. **[10]**

Q2) a) “The risk and volatility measurement is one of the important managerial function”. Explain. **[10]**

OR

b) Explain the extreme value theory with its use in measuring financial risks. **[10]**

Q3) a) “Currency risk analysis is necessary while investing globally”. Explain. **[10]**

OR

b) Explain the concept value at risk for fixed income portfolio. **[10]**

Q4) a) Explain the credit ratings and transition matrix analysis. **[10]**

OR

b) Explain the various RBI guidelines for credit and market risk management. **[10]**

Q5) a) Explain various integrated approaches to risk management. **[10]**

OR

b) Write short notes on: **[10]**
i) Risk Reporting.
ii) Role of risk management office.



Total No. of Questions : 5]

SEAT No. :

P2086

[5169]-225

[Total No. of Pages : 1

M.B.S.(Management Faculty)
INFORMATION TECHNOLOGY MANAGEMENT
205-IT: Data Warehousing & Data Mining
(2013 Pattern) (Semester - II) (Specialization - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Attempt Any one: **[10]**

- a) Define Data mining. List out steps in Data mining process.
- b) What is Data compression? Explain Discretization and concept Hierarchy generation.

Q2) Attempt Any one. **[10]**

- a) Define OLAP. Explain types of OLAP servers in brief.
- b) Explain classification of Data mining in detail.

Q3) Attempt Any one. **[10]**

- a) Explain cluster Analysis in brief.
- b) What is Data cube? Explain indexing of OLAP Data.

Q4) Attempt Any one. **[10]**

- a) Define Data Pre-processing. Explain various steps in Data Pre-processing.
- b) Explain Data warehousing in brief with suitable diagram.

Q5) Write short notes on (Any Two): **[10]**

- a) Data Mining in financial Data Analysis
- b) Schemas.
- c) Classification of Data Mining.



Total No. of Questions : 5]

SEAT No. :

P2087

[5169]-226

[Total No. of Pages : 2

M.B.S.

**205 - OPE : WORLD CLASS MANUFACTURING
(2013 Pattern) (Semester - II) (Specialization - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Answer five questions.*
- 2) All questions carry equal marks - 10.*

Q1) Discuss the emergence and the challenges of the information Age.

OR

What is the concept of world class manufacturing? Explain the Business challenges of the Information Age.

Q2) Explain 'Gunn's model' of world class manufacturing.

OR

How to gain competitive Advantage through world class manufacturing.

Q3) Explain Information Management tools in world class manufacturing.

OR

Write short notes on (any two):

- a) Kanban
- b) Lean Production Tools
- c) Bar code system
- d) Poka yoke

P.T.O.

Q4) Explain strategic use of IT in Indian Manufacturing.

OR

Discuss performance and planned strategies of Indian manufacturing firm.

Q5) Explain Business strategies and global competitiveness.

OR

Discuss Human Resource Dimensions in world class manufacturing.

x x x

Total No. of Questions : 5]

SEAT No. :

P2088

[5169]-227

[Total No. of Pages : 1

M.B.S.

HUMAN RESOURCE MANAGEMENT

(205) Change Management

(2013 Pattern) (Semester - II) (Specialisation - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define change. Explain in detail seven phases of change.

OR

Enlist the various phases of change. Emotional acceptance is a very important phase while coping with change. Comment.

Q2) Define organisational change. Is organisational change a managerial necessity. Discuss.

OR

Explain the role of manager in organisational change.

Q3) Discuss in detail the organisational change model.

OR

Elaborate on the concept of learning organisation.

Q4) Explain with the help of suitable example how leaders have helped in change management.

OR

Discuss on any CEO you know who has been successful in managing change.

Q5) What are the challenges involved in executing change in an organisation.

OR

Explain with the help of suitable example how execution of change has led to success.

x x x

Total No. of Questions : 5]

SEAT No. :

P2089

[5169]-228

[Total No. of Pages : 2

M.B.S.

INTERNATIONAL BUSINESS MANAGEMENT

Global Competitiveness and Strategic Alliances

(2013 Pattern) (Semester - II) (205IB) (Specialization - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 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) State Various approaches towards national competitiveness study. **[10]**

OR

b) Explain the various factors that determine the international environment. **[10]**

Q2) a) What is the role of quality and productivity in achieving world class competitiveness advantages? **[10]**

OR

b) Describe the importance of technology & Innovation in building competitiveness study. **[10]**

Q3) a) How to build global competitiveness of Indian food processing companies? **[10]**

OR

b) Write the status of Global Competitiveness of Indian companies. Even after more than 60 years of Independence India could not be able to produce many MNC. Why? **[10]**

P.T.O.

Q4) a) A leading Two-wheeler company in India has broken its alliance with its foreign partner. Analyse the business scenario post react to its plan?[10]

OR

b) Define joint venture. Explain the benefits and scope of strategic Alliance and its limitations. [10]

Q5) a) A leading Shoe manufacturer specialized in sports shoe have short listed Australia and china for the first overseas market entry. Which country would you suggest for the venture. [10]

OR

b) World leading car manufacturer intend to launch its luxury high-end model in India. How do you think other car manufacturer should react to its plan? [10]

x x x

Total No. of Questions : 5]

SEAT No. :

P2090

[5169]-229

[Total No. of Pages : 2

M.B.S.

**205 - SCM : SUPPLY CHAIN PERFORMANCE MEASUREMENT
(2013 Pattern) (Semester - II) (Specialisation - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What do you understand by measuring the supply chain performance along the supply chain?

OR

Discuss modern & contemporary measures of supply chain performance and how they can be useful in managing supply chain effectiveness.

Q2) An engineering firm manufacturing wind turbine wishes to select vendors for its major raw materials and engineering component supplies prepare a plan of action for this purpose and develop a detailed list of background information and performance indicators/metrics that you would seek from all perspective vendors to assist in your vendor assessment and selection.

OR

Emphasize the importance of customer service and set out the elements of customer service.

Q3) What is EVA? What are the advantages claimed for EVA? What are its limitations?

OR

Compare & contrast Activity based costing and target based costing methods as tools for cost-reduction. Illustrate your answer with suitable examples.

P.T.O.

Q4) Discuss SCOR model with reference to supply chain performance.

OR

What are the advantages and disadvantages of EFQM model.

Q5) Few organizations know the true length of their end to end supply pipeline. One useful overall measure is the cash to cash cycle time. What is its significance considering the various elements of a supply chain? How does tracking of these individual elements help to monitor and improve their performance?

OR

Quality is a vital performance measure which has several dimensions and with internal and external implications. Why do we say so? Elaborate your answer using the example of a high class multi - cuisine restaurant and identify at least 6 different metrics to assess its quality performance.

x x x

Total No. of Questions : 5]

SEAT No. :

P2091

[5169]-230

[Total No. of Pages : 2

M.B.S.

RURAL AGRI BUSINESS MGT. (Specialisation - VI)

RABM - 205 : Millennium Development Goals

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Discuss the fundamental concept of MDG (Millennium Development Goals). How the MDG originated? How India's MDG (Millennium Development Goals) is aligned strongly with international commitments. **[10]**

OR

Explain in detail the eight Millennium Development Goals. Explain the issues involved in Indian Agriculture with respect to Millennium Development Goals. **[10]**

Q2) Explain the importance of role of agriculture in meeting Millennium development Goals. What is marginalization of agriculture. Explain in details. **[10]**

OR

What do you mean by marginalization of poverty under structural adjustment? Do you find the prospect of reducing poverty with the help of MDG (Millennium Development Goal)? Explain in detail. **[10]**

Q3) Explain in detail how poverty & hunger could be eradicated with the help of Millennium Development Goals. **[10]**

OR

What is the contribution of MDG (Millennium Development Goal) towards eradicating poverty and Hunger? Do you find the role of MDG (Millennium Development Goal) in assessment of investment option? Explain. **[10]**

P.T.O.

Q4) What are the various approaches towards the achievement of MDG (Millennium Development Goal)? How the food aid policy contributed to MDG? Give examples. **[10]**

OR

How rural infrastructure would contribute to agricultural growth and also in achieving MDG (Millennium Development Goals)? How policy actions and trade policies impact on Millennium Development Growth? Discuss in details. **[10]**

Q5) Does foreign private direct investment contribute to rural infrastructure development? Explain with relevant examples. **[10]**

OR

Explain the role of private sector in supporting agriculture in achieving Millennium Development Goals. **[10]**

x x x

Total No. of Questions : 5]

SEAT No. :

P2092

[5169]-231

[Total No. of Pages : 1

M.B.S.

205 - FBM : PRIVATE EQUITY

(2013 Pattern) (Semester - II) (Specialisation - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the Development of fund strategy and Managing crises in Emerging markets. **[10]**

OR

b) Discuss the role of Private Equity (PE)/Venture Capital (VC) in economic development.

Q2) a) Explain the differences between fund development through private equity in India, Brazil and China. **[10]**

OR

b) What is the role of Government in building of a venture capital base in emerging markets?

Q3) a) Describe the approaches to building deal flow in emerging markets. **[10]**

OR

b) Describe the special issues in setting up a system for deal processing of private equity.

Q4) a) Explain the basic universal PE/VC valuation methods. **[10]**

OR

b) Discuss the Country limitations in VC deal structure.

Q5) a) Explain the inherent problems of illiquidity of Private Equity in emerging markets. **[10]**

OR

b) Discuss the strategies for domestic and offshore trade sales of PE.

x x x

Total No. of Questions : 5]

SEAT No. :

P2093

[5169]-232

[Total No. of Pages : 2

M.B.S.

**205 - TM : MANAGING INNOVATION - II
(2013 Pattern) (Semester - II) (Specialisation - VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss the following methods of Globalisation

- i) Acquisitions and mergers
- ii) Strategic Alliances

OR

b) Explain the following strategies for innovation.

- i) The Block strategy
- ii) The Run strategy
- iii) The Team-up strategy

Q2) a) In the context of innovation for emerging economies discuss technology transfer and commercialization.

OR

b) Elaborate on the techno-economic factors associated with innovation for emerging economies.

Q3) a) Elaborate on the role of government actions of :

- i) Financing R & D
- ii) Provider of Public complementary Assets

OR

b) Discuss the importance of role of government as Regulator, Baby sitter and Godfather and provider of political stability.

P.T.O.

Q4) a) In the context of innovation in services discuss Brand Asset monitoring, Customer satisfaction & Loyalty measurement and Customer Blending.

OR

b) Elaborate on the CI-3 framework. Also describe its benefits.

Q5) a) Give the overview of National Innovation Systems in USA and Japan.

OR

b) Give the overview of National Innovation Systems in Denmark and Singapore.

x x x