

Total No. of Questions : 5]

SEAT No. :

P4753

[5176]- 101

[Total No. of Pages : 2

P. G. D. B. M.

**101 : ORGANISATIONAL BEHAVIOUR
(2013 Pattern) (Semester - I)**

Time :2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) “Behaviour is Predictables, so there is no need to study organisational behaviour formally”. Elaborate. **[10]**

OR

b) How OB is evaluated over a period of time? State the scope and importance of OB? **[10]**

Q2) a) You are a manager at ABC Ltd. You identify that one of your subordinates is being rowdy, disrupting other’s work and generally making nuisance of him. What would you do to change his behaviour? Write specific steps you would like to take? **[10]**

OR

b) What are content theories of motivation? Discuss with suitable example? **[10]**

Q3) a) You must have experienced group think in some situation. What did you learn from the experience? Was it good or bad for team? Discuss. **[10]**

OR

b) What do you mean by group behaviour? Explain five stage model of group development. **[10]**

P.T.O.

Q4) a) “A strong culture affects on organisation’s effort to improve diversity’.
Discuss. **[10]**

OR

b) Write short notes (Any two) **[10]**

i) Strong vs weak culture

ii) Hard vs soft culture

iii) Work place spirituality

Q5) a) Why do employee resist change? Explain seven stage model of change
with suitable example. **[10]**

OR

b) What is organisation change? Discuss the various methods of
implementing organisation change. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4754

[5176]-102

[Total No. of Pages : 3

P.G.D.B.M.

102 : ACCOUNTING FOR BUSINESS DECISION

(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 calculator is allowed.*

Q1) Management accounting plays an important role in helping management in decision making' Do you agree? Justify your answer. **[10]**

OR

Write short notes on:

- a) Convention of Full Disclosure.
- b) Going Concern Concept.

Q2) Write the Format of Financial Statements of Sole Proprietorship Firm. **[10]**

OR

Write short notes on any two:

- a) Limitations of Financial Statements.
- b) Objectives of Financial Statements.
- c) Schedule VI of companies Act.

Q3) Following figures have been extracted from the books of Sai Engineering ltd. For the year ending 31st March 2017. **[10]**

Direct Materials	80,000	Oil and waste	200
Direct Wages	40,000	Rent Factory	2000
Indirect Wages	10,000	Bad debts	2000
Electric Power	1000	Postage and telegraph	500
Lighting-Office	400	Carriage outwards	300
Director's Fees (Mktg)	2000		

From the above figures calculate: Prime cost, Factory cost, Cost of Production and cost of sales.

OR

Explain in details different types of Costs.

P.T.O.

Q4) Hemant Enterprises manufactures a special product “TIM”. The following particulars were collected for the year 2017. **[10]**

Monthly demand of TIM	1000 units
Cost of placing an order	Rs. 100
Annual carrying cost per unit	Rs. 15
Normal usage	50 units per week
Minimum usage	25 units per week
Maximum usage	75 units per week
Re-order period	4 to 6 weeks

Calculate : 1

- a) Re-order quantity
- b) Re-order level
- c) Minimum level
- d) Maximum level
- e) Average stock level

OR

Prepare a store ledger account on the basis of FIFO method

Date	Particulars	Quantity (units)	Rate per unit
March, 1	Materials in hand	300	9.70
2	Purchases	250	9.80
12	Issues	390	--
15	Shortage	10	--
19	Purchases	300	10.05
21	Purchases	150	9.60
23	Issues	210	--
25	Purchases	110	9.90
27	Issues	300	--

Q5) Sales and profit during the two periods for a company were as follows: [10]

Period	Sales(Rs)	Profit(Rs)
I	20,00,000	2,00,000
II	30,00,000	4,00,000

You are required to calculate:

- P/V Ratio
- Fixed Cost
- BEP
- The profit with sales of Rs. 10,00,000

OR

Great Ess Ltd. has prepared its budget at capacity level of 6,000 units of their only product as under:

Find the unit cost of the production level of 3000 units

Raw material	30,000 (100% variable)
Direct wages	18,000 (100% variable)
Direct Expenses	12,000 (100% variable)
Admin Overheads	6,000 (30% fixed, 70% variable)
Adv. & Distribution Overheads	3,000 (40% variable, 60% fixed)
Insurance	3,000 (25% variable, 75% fixed)
Power	1,200 (75% variable, 25% fixed)

x x x

Total No. of Questions : 5]

SEAT No :

P4755

[5176]-103
P.G.D.M.M.

[Total No. of Pages : 1

103:ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
(2013 Pattern) (Semester-I)

Time : 2½ Hours]

[Max.Marks:50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw neat diagrams wherever necessary.*

Q1) Discuss basic Economic problems. **[10]**

OR

Explain objectives of the firm with examples. **[10]**

Q2) How price and output is determined under equilibrium in perfect competition by a firm in short run? **[10]**

OR

Explain determinants of Demand at Industry and firm level. **[10]**

Q3) Discuss various types of costs. **[10]**

OR

Explain Decision Tree Analysis with example. **[10]**

Q4) What are the components of money market in India. **[10]**

OR

Explain role and functions of SEBI. **[10]**

Q5) Explain various concepts of National Income. **[10]**

OR

Critically evaluate performance of WTO. **[10]**



Total No. of Questions :5]

SEAT No. :

P4756

[Total No. of Pages :2

[5176] - 104

P.G.D.B.M.

104: BUSINESS RESEARCH METHODS

(2013 Pattern) (Semester - I)

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) Discuss the factors that have contributed to the growing importance of business research? Give suitable examples. **[10]**

OR

b) Draft a research proposal on A passenger car company is keen to conduct a study on dealers' effectiveness. **[10]**

Q2) a) What are the essential of a research design? Discuss the typical features of qualitative research. **[10]**

OR

b) A nation-wide bank wishes to offer special financial package to its customers who are senior citizens. Describe the steps for conducting exploratory research. **[10]**

Q3) a) What is 'measurement' in research? Explain nominal scale and ordinal scale with relevant examples. **[10]**

OR

b) Develop a questionnaire to assess readers' feedback and preferences for a national English newspaper. **[10]**

P.T.O.

Q4) a) Define the following concept with example. **[10]**

- i) Population
- ii) Sampling
- iii) Sampling Error
- iv) Non Sampling Error
- v) Sample size

OR

b) Explain the term sampling? Discuss any two non probability sampling in detail with merits and demerits. **[10]**

Q5) a) What is hypothesis? How can one test the hypothesis? **[10]**

OR

b) What is data analysis in research methods? Explain bivariate and multivariate analysis. **[10]**

EEE

Total No. of Questions : 5]

SEAT No. :

P4757

[5176]- 105

[Total No. of Pages : 1

P. G. D. B. M.

**105 : MANAGEMENT FUNDAMENTALS
(2013 Pattern) (Semester - I)**

Time :2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Define Management. State the functions of management in detail.

OR

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

Q2) a) Define organization. Explain the principles of organizations.

OR

b) What are the different types of organizational structure.

Q3) a) “Plans are selected courses along with the management desires to co-ordinate group action”. Discuss and explain the importance of planning.

OR

b) Explain the concept of M.B.O. What are its essential features? Discuss the use of M.B.O. in Indian industrial undertaking.

Q4) a) “Control is a fundamental management function that ensures work accomplishment accords to plans”. Analyze this statement and outline the essential steps involved in the control function.

OR

b) Define co-ordination. State the requisites for excellent co-ordination.

Q5) a) Define change. Explain the major forces of change.

OR

b) What are the types of IT and communication devices? State the use of communication devices & IT?



Total No. of Questions : 5]

SEAT No. :

P4758

[5176]- 201

[Total No. of Pages : 1

P.G.D.B.M.

**201 : BASICS OF MARKETING
(2013 Pattern) (Semester - II) (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) Define Marketing. Explain Holistic Marketing Orientation and its importance for Organizations. **[10]**

OR

b) Explain the concept of Marketing mix. **[10]**

Q2) a) How does Organizational buying behavior and Consumer buying behavior differ from each other? **[10]**

OR

b) Which are the five steps studied in buyer decision process? **[10]**

Q3) a) Highlight the need for analyzing marketing environment. **[10]**

OR

b) Explain the concept of Market Potential and Market share with suitable examples. **[10]**

Q4) a) What are the levels of Market Segmentation? **[10]**

OR

b) What is the concept of target market? What are the criteria for selection of target market? **[10]**

Q5) a) Explain classification of consumer products with suitable examples. **[10]**

OR

b) Explain Product Mix in detail with suitable examples. **[10]**



Total No. of Questions : 5]

SEAT No :

P 4759

[5176]-202

[Total No. of Pages :4

P.G.D.B.M.

202 : FINANCIAL MANAGEMENT

(2013 Pattern) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Define financial planning? Explain the importance & process of financial planning?

OR

b) Write short notes on:-

- i) CAPM.
- ii) Functions of Financial Management.

Q2) a) Explain the concept, causes and remedies of over capitalization?

OR

b) Write short notes on:

- i) Trading on Equity
- ii) Types of leverages

Q3) a) A company is considering the purchase of a new machine which will carry out some operations which are at present performed by manual labour. The following information related to the two alternative models- X & Y are available:

Particulars	X	Y
Cost of Machine	8,00,000	10,20,000
Expected life	6 years	6 years
Scrap value	20,000	30,000

P.T.O.

Estimated net income before depreciation & tax are as under:

Year	1	2	3	4	5	6
X	2,50,000	2,30,000	1,80,000	2,00,000	1,80,000	1,60,000
Y	2,70,000	3,60,000	3,80,000	2,80,000	2,60,000	1,85,000

Corporate tax rate is 30 % Depreciation will be charged on straight line basis. You are required to calculate-

- i) Pay Back Period ii) ARR

OR

- b) A company proposes to install a machine involving a capital cost of Rs. 3,60,000. The life of the machine is 5 years and its salvage value at the end of the life is nil. The machine will produce the net operating income after depreciation of Rs. 68,000 per annum. The Company's tax rate is 35%. The cost of capital is 15%. Calculate- NPV & PI.

Q4) a) Calculate the following ratios from the given Balance Sheet:

- i) Current Ratio ii) Fixed Assets to Net Worth Ratio
 iii) Debt Equity Ratio iv) Return on Capital Employed

Balance Sheet

Liabilities	Rs.	Assets	Rs.
600 shares of Rs. 100 each	60,000	Land	40,000
General Reserve	35,000	Plant	20,000
Dividend Equalisation Reserve	5,000	Machinery	27,500
Long-term loans	20,000	Investments	25,000
Bills Payable	30,000	Inventories	30,000
Provision for Tax	5,000	Bill Receivable	13,500
Profit & Loss A/C		Cash & Bank	12,000
Balance	1,000	Preliminary	
Current Year	20,000	Expenses	8,000
	1,76,000		1,76,000

OR

- b) Classify the following activities of cash flow statement into-
- i) Operating Activities
 - ii) Financing Activities
 - iii) Investing Activities
 - 1) Cash advances & loans made to third parties.
 - 2) Buy back of equity shares
 - 3) Cash payment of wages & salaries to employees.
 - 4) Cash payments to acquire shares/debentures of other enterprises.
 - 5) Cash receipts from issue of shares & debentures.
 - 6) Cash Receipts from royalties, fees, commission & other revenue
 - 7) Cash payments to acquire fixed assets
 - 8) Cash receipts from loans raised
 - 9) Cash payments or refund of income taxes
 - 10) Cash payments for redemption of preference shares & debentures.

Q5) a) The following information has been extracted from the records of a company:

Raw Materials	45
Direct Labour	20
Overheads	<u>40</u>
Total	105
Profit	<u>15</u>
Selling Price	<u>120</u>

- i) Raw materials are in stock on an average for 2 months.
- ii) The materials are in process on an average for one month. The degree of completion is 50% in respect of all elements of cost.
- iii) Finished goods Stock on an average is for one month.
- iv) Time lag in payment of wages & overheads is 1½ weeks.
- v) Time lag in receipt of proceeds from debtors is 2 months.
- vi) Credit allowed by suppliers is one month.
- vii) 20% of the output is sold against cash.
- viii) The company expects to keep a cash balance Rs. 1,00,000.
- ix) The company is poised for a manufacture of 1,44,000 units in the next year. You are required to prepare a statement showing the working. Capital requirements of the company.

OR

- b) Q. Ltd. sells goods on a GP of 20%. Depreciation is considered in the cost of production. The following are the annual figures given to you:

Sales (at 2 month's credit)	24,00,000
Material consumed (Suppliers Credit 2 months)	6,00,000
Wages paid (one month in arrears)	4,80,000
Administrative Expenses (1 month lag in payment)	1,50,000
Sales Promotion expenses (paid quarterly in advance)	75,000
Cash manufacturing expenses (1 month lag in payment)	6,00,000

The company keeps one month stock each of raw materials & finished goods. It also keeps Rs 80,000 in cash. You are required to estimate the working Capital Requirements of the company on cash basis assuming 10% safety margin. The company has no work in progress.



Total No. of Questions : 5]

SEAT No. :

P4760

[5176]-203

[Total No. of Pages : 1

P.G.D.B.M.

**203 : LEGAL ASPECTS OF BUSINESS
(2013 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Classify and explain different types of agents. Explain in detail duties and rights of agents. **[10]**

OR

b) What is Breach of Contract. Give its remedies. **[10]**

Q2) a) Explain the rules regarding delivery of goods. **[10]**

OR

b) Define the concept of Transfer of ownership under sale of goods act 1930. **[10]**

Q3) a) Define negotiable instrument. Explain its types. **[10]**

OR

b) Explain liabilities of parties of negotiable instrument. **[10]**

Q4) a) Describe in detail 'Prospectus' under Companies Act 1956. Explain the contents of prospectus. **[10]**

OR

b) Write a note on Memorandum of Association and Articles of Association under the Companies Act 1956. **[10]**

Q5) a) Discuss in detail the various consumer dispute redressal agencies under Consumer Protection act 1986. **[10]**

OR

b) Explain digital signature under Information Technology Act. **[10]**



Total No. of Questions :5]

SEAT No. :

P4761

[Total No. of Pages :2

[5176] - 204

P.G.D.B.M.

204 : BUSINESS COMMUNICATION

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *There are five questions.*
- 2) *All questions are compulsory with internal choice.*

Q1) What are the barriers to effective communication? Suggest measures to eradicate these barriers with suitable examples. **[10]**

OR

Explain the role of body language (kinesis) in the process of Communication.

Q2) What are the characteristics of an Executive Summary? Explain its significance in a report. **[10]**

OR

What are minutes of meeting? How minutes should be written?

Q3) Explain the basic considerations while making an audio-visual presentation. **[10]**

OR

What are the basic principles of successful presentation.

P.T.O.

Q4) Explain the role of Internet and Teleconferencing in the process of communication. **[10]**

OR

Discuss the process of conducting an exit interview and discipline interview.

Q5) What are the steps in writing a good report? Explain the essentials of good a report. **[10]**

OR

Explain the criteria that a manager should consider while planning a business report.

EEE

Total No. of Questions :5]

SEAT No. :

P4762

[Total No. of Pages :2

[5176] - 205

P.G.D.B.M.

205: BUSINESS, GOVERNMENT & SOCIETY

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

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What are the few macroeconomic crisis explaining the experiences around the world? **[10]**

OR

What is the economic role of government towards our country? **[10]**

Q2) Will Privatization and Regulation help in eradicating poverty and inequality from the society? **[10]**

OR

How will Privatization and Industrial Development help in improving the economic growth of the nation? **[10]**

Q3) Define Privatization with examples under Water and Electricity sector. **[10]**

OR

Discuss the various kinds of Public Private Partnerships. **[10]**

P.T.O.

Q4) Define Globalization of Brands. What are the social responsibility factors faced under globalization? [10]

OR

Globalization is a blend of people, technology and Ethical behavior. Comment. [10]

Q5) Laws under industrial Relation play a major role for globalization. Comment. [10]

OR

Is changing workplace one of the challenges faced by globalization? [10]

EEE

Total No. of Questions : 5]

SEAT No. :

P4763

[5176]- 301

[Total No. of Pages : 1

P. G. D. B. M.

**301 : HUMAN RESOURCE MANAGEMENT
(2013 Pattern) (Semester - III)**

Time :2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Define HRM. What are the future challenges faced by HR Manager?

OR

b) Discuss the linkage between organizational HRM and SHRM.

Q2) a) Explain the concept of Job Description, job enlargement, job enrichment and job rotation.

OR

b) Define Recruitment. Explain the various sources of recruitment in detail.

Q3) a) Differentiate between Training and Development.

OR

b) Define Management Development Programs (MDP). Explain the problems in implementing MDPs.

Q4) a) Explain the requirement of effective appraisal system. State the process of Performance appraisal.

OR

b) Explain the current trends in compensation in detail.

Q5) a) Define the term employee relations. State the importance of employee relation.

OR

b) Explain the various types of organizational exit.



Total No. of Questions : 5]

SEAT No. :

P4764

[5176]-302

[Total No. of Pages : 3

P.G.D.B.M.

**302 : DECISION SCIENCE
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Solve the following transportation problem given the unit transportation costs, demand and supply as below **[10]**

Sources	Warehouses			Supply
	A	B	C	
1	5	1	7	10
2	6	4	6	80
3	3	2	5	15
Demand	75	20	50	

OR

b) Solve the assignment problem where Expected sales (in Rs. '000) is given **[10]**

Salesman	Districts			
	D ₁	D ₂	D ₃	D ₄
S ₁	20	25	22	18
S ₂	25	24	19	21
S ₃	18	20	22	20
S ₄	25	20	17	22

P.T.O.

Q2) a) Patients arrive at a clinic according to Poisson distribution at the rate of 20 patients per hour. Examination time per patient is exponential with mean rate 30 per hour. **[10]**

- i) Find the traffic intensity
- ii) What is the probability that new arrival does not have to wait?
- iii) What is the average waiting time of patient before he leaves the clinic?

OR

b) The rainfall distribution in monsoon season is as follows **[10]**

Rain in cm.	0	1	2	3	4	5
Frequency	50	25	15	5	3	2

Simulate the rainfall for 10 days using following random numbers:

67, 63, 39, 55, 29, 78, 70, 06, 78, 76. Find average rainfall.

Q3) a) Under a sales promotion programme, it is proposed to allow sale of newspapers on the buses during off peak hours. The vendor can purchase the newspaper at a concessional rate of 75 paise per copy against the selling price of 1 Re. Unsold copies are, however a dead loss. The vendor has estimated the following probability distribution of the number of copies demanded. **[10]**

Number of copies demanded	15	16	17	18	19	20
Probability	0.04	0.19	0.33	0.26	0.11	0.07

How many copies should he order so that his expected profit will be maximum?

OR

b) The following is the pay-off matrix of game being played by A & B. Determine the optimal strategies for the players and the value of the game. **[10]**

Player A	Player B		
	B ₁	B ₂	B ₃
A ₁	12	-8	-2
A ₂	6	7	3
A ₃	-10	-6	2

Q4) a)

Activity	Duration (Months)
1 - 2	2
2 - 3	8
2 - 7	4
2 - 4	4
3 - 8	4
4 - 5	6
4 - 6	6
5 - 6	4
6 - 7	2
7 - 8	6

[10]

- i) Draw Network Diagram.
- ii) Determine critical path and project duration.
- iii) Compute earliest start time, latest start time for each activity.

OR

- b)
 - i) What is critical path analysis? What are the areas where this technique can be applied? **[5]**
 - ii) State the limitations of CPM and PERT techniques. **[5]**

Q5) a) A product is manufactured by a company for which it has three machines M_1 , M_2 and M_3 . M_1 produces 50%, M_2 produces 30% and M_3 produces 20% of the total product. Past Experience shows that M_1 produces 4% defectives, M_2 produces 5% defectives and M_3 produces 6% defectives. At the end of the day from the total production, 1 unit of production is selected at random and is found to be defective. What is the chance that machine M_1 has produced it? **[10]**

OR

- b) The mean of binomial distribution is 4 and variance is $\frac{4}{3}$. Find the probability of getting` **[10]**
 - i) No success
 - ii) At least 5 successes.

x x x

Total No. of Questions : 5]

SEAT No :

P4765

[5176]-303

[Total No. of Pages : 2

P.G.D.B.M

**303:OPERATIONS AND SUPPLYCHAIN MANAGEMENT
(2013 Pattern) (Semester-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) *Figures to the right indicate marks for that question/ sub question.*
- 5) *Draw neat diagrams and illustrations supportive to you answer.*
- 6) *Use calculator is permitted (as applicable)*

Q1) a) Define production planning & control. Explain the objectives & scope of production planning & control. **[10]**

OR

b) What is Demand Forecasting? State its objectives. **[10]**

Q2) a) The annual requirement of an item is 12,000 units, each costing Rs.6/-, every order costs Rs.200/- to release and inventory carrying charges are 20% of the average inventory per annum. Find out Economic Order Quantity. **[10]**

OR

b) State the Essentials of Good Inventory.(control) **[10]**

Q3) a) Explain Customer's view & Manufacture's view about quality. **[10]**

OR

b) Explain the importance of ethics & environment friendly practices in Supply Chain functions. **[10]**

P.T.O.

Q4) a) Explain the importance of Supply Chain Management. [10]

OR

b) Explain the various enablers of Supply Chain Management. [10]

Q5) a) What is job order production? Explain its characteristics. [10]

OR

b) Write note on.

i) Batch production. [5]

ii) Mass production. [5]



Total No. of Questions :5]

SEAT No. :

P4766

[Total No. of Pages :2

[5176] - 304

P.G.D.B.M.

304-MKT: CONTEMPORARY MARKETING RESEARCH

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Discuss the role and importance of contemporary Market Research in existing scenario.

OR

b) Discuss th terms in detail:

- i) Depth interviews
- ii) Focus group

Q2) a) Design a questionnaire to study consumer behavior of Holiday Resort.

OR

b) Explain the meaning of scale in Marketing Research. Discuss different types of scales.

Q3) a) Describe the process of sampling in Marketing Research.

OR

b) Discuss different types of probability sampling techniques.

P.T.O.

- Q4) a)** Two salesmen, A and B are employed by company. Recently, it has conducted a sample survey yielding the following.

	Salesmen A	Salesmen B
No.of sales	20	22
Average sales (Rs.)	800	780
Standard deviation (Rs.)	70	60

Is there any significant difference between the average sales of the two salesmen?

OR

- b) Discuss in detail chi-square test with its procedure.

- Q5) a)** Explain cluster analysis with its uses in Marketing and its limitation.

OR

- b) Discuss in detail multi dimensional scaling with suitable example.

EEE

Total No. of Questions :5]

SEAT No. :

P4767

[Total No. of Pages :2

[5176] - 305

P.G.D.B.M.

304 FIN: FINANCIAL REGULATORY FRAMEWORK

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Discuss the need and importance of regulatory framework in finance field.[10]

OR

Explain the objectives and functions of Small Industries Development Bank of India (SIDBI).

Q2) Explain the guidelines of SEBI for issue of securities and book building. [10]

OR

Explain the role and functions of the following:

- a) Pension Funds Regulatory and Development Authority.
- b) Board for payment and settlement systems.

Q3) What are the various types of directors? Explain the duties and powers of Directors. [10]

OR

Define the Borrowing Power. Explain the power of company to borrow on security of property.

P.T.O.

Q4) What do you understand by FMC? Discuss the functions and power of FMC according to FC(R) Act 1952. **[10]**

OR

Explain the objectives and salient features of Foreign Exchange Management Act (FEMA). Discuss the provisions of FEMA for acquiring property outside India.

Q5) Describe the provision of registration and acceptances of foreign contribution under society registration act 1860. **[10]**

OR

Describe the Registration process of 'Not for Profit Companies' registered under section 25 of the companies Act 1956.

EEE

Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

P4768

[5176] - 306

P.G.D.B.M.

304 IT: SOFTWARE ENGINEERING

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Design a GUI Form for opening e-account on bookread. com.

OR

b) Explain software development process in detail.

Q2) a) Explain prototyping process for software development.

OR

b) Explain Spiral Model.

Q3) a) Explain requirement specification for fixed deposit system.

OR

b) Explain requirement anticipation for fixed deposit system.

Q4) a) Draw a use case diagram for maintaining Fixed deposit Account in Bank.

OR

b) Draw a use case diagram for update the present FD accounts in the bank.

P.T.O.

Q5) a) Draw activity diagram for National Auto Competition with following key processes:

- i) Registration of participants.
- ii) Project brief information uploading.
- iii) Display list of selected participants.
- iv) Schedule for the National Auto Competition.

OR

b) Draw activity diagram for Registration process of National Auto Competition.

EEE

Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

P4769

[5176] - 307

P.G.D.B.M.

(304 OPE): INVENTORY MANAGEMENT

(2013 Pattern) (Semester - III)

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 answers should be specific and to the point.*

Q1) a) Explain the role of inventory in operations in detail. **[10]**

OR

b) Enumerate types of inventory with examples. **[10]**

Q2) a) What is Inventory Control System? Explain the role of 'Continuous Review System'. **[10]**

OR

b) What is 'ABC Classification System'. Give adequate examples. **[10]**

Q3) a) Explain briefly various 'Economic Order Quantity' models. **[10]**

OR

b) Explain following terms - Re-Order Point, Safety Stocks, Service Levels. **[10]**

P.T.O.

Q4) a) What are the principles of 'Just in Time' Also explain core logic of JIT. [10]

OR

b) Discuss the role of 'KANBAN' as a Control Tool. [10]

Q5) a) Discuss the various factors influencing 'Make or Buy' decisions. [10]

OR

b) Explain the following concepts: FSN, HML with suitable examples.[10]

EEE

Total No. of Questions :5]

SEAT No. :

P4770

[Total No. of Pages :2

[5176] - 308

P.G.D.B.M.

304 HR: PERFORMANCE MANAGEMENT

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Define Performance Management. Explain the process for Performance Management.

OR

b) Differentiate between Performance management and Performance Appraisal.

Q2) a) Describe modern methods of Performance Appraisal in detail.

OR

b) Explain the importance of Monitoring. Define the role of Mentor in the organization.

Q3) a) Elaborate the challenges in implementing the Performance Management.

OR

b) Define the role of top management In Performance Management.

P.T.O.

Q4) a) Define 'Reward'. Explain the linkage between Performance Management and Reward.

OR

b) Explain benefits of Performance Based Reward System. Why Performance Management fails in the organization?

Q5) a) Define the term ethical performance Management. Explain the objectives and significance of ethics in performance management.

OR

b) Explain Ethics and dilemmas involved in Performance Management.

EEE

Total No. of Questions :5]

SEAT No. :

P4771

[Total No. of Pages :2

[5176] - 309

P.G.D.B.M.

304 -IB: INDIAN ECONOMY & TRADE DEPENDENCIES

(2013 Pattern) (Semester - III)

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) State various Public sector reforms in India also explain Impact of Privatization & Disinvestments in India after 1991. **[10]**

OR

b) Evaluate the progress of Human Development in India. **[10]**

Q2) a) Critically explain the role of Foreign aid from Indian Business perspective. **[10]**

OR

b) Explain various Economic reforms initiated by Government of India in the past for the reduction of Poverty in India. **[10]**

Q3) a) Elaborate on Industrial growth under 11th Five Year Plan. **[10]**

OR

b) Discuss the impact of Outsourcing on I.T industries in India. **[10]**

P.T.O.

Q4) a) Discuss in detail the direction of Indian Foreign Trade since 1991. [10]

OR

b) Discuss the role of SEZ in foreign trade of India. [10]

Q5) a) Write a detail note on WTO. [10]

OR

b) What are the Global Strategies in the Global Trade with reference to India. [10]

EEE

Total No. of Questions :5]

SEAT No. :

P4772

[Total No. of Pages :2

[5176] - 310

P.G.D.B.M.

304 -SCM: ESSENTIALS OF SUPPLY CHAIN MANAGEMENT

(2013 Pattern) (Semester - III)

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) How 21st century supply chain different than traditional supply chain?[10]

OR

b) Explain different aspects of Financial sophistication in supply chain?[10]

Q2) a) What is Push based Supply chain? Draw a typical structure of push based supply chain with example. [10]

OR

b) What is Pull strategy of Supply chain? Explain with advantages and disadvantages. [10]

Q3) a) “In the modernization of Business growth in outsourcing increased scope of Supply chain management”. Explain the statement with example. [10]

OR

b) What are the reasons for fundamental shift from linear supply chain to collaborative network? [10]

P.T.O.

Q4) a) Explain any two building blocks in supply chain management. **[10]**

OR

b) What are the benefits of Inventory management. **[10]**

Q5) a) What are the different aspects of customer focused marketing and supply chain service outputs? **[10]**

OR

b) What are ‘value added services’? Give suitable examples. **[10]**

EEE

Total No. of Questions :5]

SEAT No. :

P4773

[Total No. of Pages :2

[5176] - 311

P.G.D.B.M.

(304 -RABM): AGRICULTURE AND INDIAN ECONOMY

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain the concept “Looming Crises” with new thrust areas in agriculture.[10]

OR

What is the concept of Green Revolution? Explain the place of Agriculture in India Economy. [10]

Q2) What is Public Distribution System? Explain the recent policy option for reforms of Public Distribution System. [10]

OR

What is the concept of “Food Security” and ‘Food self sufficiency”. [10]

Q3) Explain “Live stock & Daily Development in India”. [10]

OR

What is irrigation for agriculture? “Multipurpose River Valley project a controversy”. Justify the statement. [10]

P.T.O.

Q4) What is Farm? Explain the size of Farm and Productive efficiency? [10]

OR

What is meaning of economic holding? Explain the changing pattern of ownership and operational holdings in India. [10]

Q5) Write Short Notes on (Any 2): [10]

- a) Agricultural Labour.
- b) Bonded Labour.
- c) Self Employed workers in Non Agricultural sector.

OR

What is the unorganized sector in Agriculture in India? What is the estimation of organised & unorganized workers in agricultural sector? [10]

EEE

Total No. of Questions :5]

SEAT No. :

P4774

[Total No. of Pages :2

[5176] - 312

P.G.D.B.M.

**(304-FBM): ESSENTIALS OF FAMILY BUSINESS MANAGEMENT -I
(2013 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Define Family Business and explain the succession and continuity associated with it. **[10]**

OR

What are the strategies involved for facing the competitive challenges in family business?

Q2) Discuss people involved in family business and what is family Life cycle.[10]

OR

“Managing conflicts in Family firms is an art” . Comment.

Q3) What is conflict and explain with example creative and destructive conflicts in family business? **[10]**

OR

Explain the statement “Families add value in Business”.

P.T.O.

Q4) “Outside Experience is very important for running a family business”, Do you agree with statement. Elaborate your answer. **[10]**

OR

Discuss the policies related to Recruitment, Training and Development in Family Business Management.

Q5) How the external executives and non-family managers are motivated and retained in family business? **[10]**

OR

Discuss the issues of a non-family manager as a bridging president or CEO of Family Business.

EEE

Total No. of Questions :5]

SEAT No. :

P4775

[Total No. of Pages :2

[5176] - 313

P.G.D.B.M.

304 : TECHNOLOGY MANAGEMENT

Technology Competition and strategy.

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

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain the term 'Competitive Domains'. How do competitive domains evolve due to technology change? **[10]**

OR

Describe technological change as "Creative destruction". Elaborate this by discussing competitive consequence of technological change. **[10]**

Q2) What is Technology intelligence? What are the different levels of technology intelligence? What function do they serve? **[10]**

OR

Which are the major trends in the technology environment shaping the competitive domain? And how? **[10]**

Q3) What is meant by Strategy? Explain the business strategy and technology strategy. Explain one of the following methods for strategic analysis and decision making of business. **[10]**

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

OR

What are the different types of Technology Strategy? Explain the types with appropriate examples. **[10]**

P.T.O.

Q4) Explain the role of chief technology officer.

[10]

OR

Explain accountability shareholders, Government and other stakeholders. **[10]**

Q5) What is a collaborative arrangement? What are the different advantages of Inter-Firm collaboration for small and large firms? **[10]**

OR

What are the different risks of collaborative activity for the firms involved in technology collaborative mode? **[10]**

EEE

Total No. of Questions : 5]

SEAT No. :

P4776

[5176]- 314

[Total No. of Pages : 2

P. G. D. B. M.

**305 : MARKETING MANAGEMENT
(2013 Pattern) (Semester - 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) *Figures to the right indicate marks for that question / sub - question.*
- 5) *Your answer should be specific and to the point.*
- 6) *Support your answer with suitable live examples.*
- 7) *Draw neat diagram and illustrations supportive to your answer.*

Q1) a) Explain the need for new product development. **[4]**

b) Discuss the Booz Allen and Hamilton classification scheme for new product. **[6]**

OR

a) What do you mean by new product? **[4]**

b) Explain the method and source of new product idea for a fast moving consumer's goods like an antiseptic bathing soap. **[6]**

Q2) What do you mean by price? **[2]**

As the president of an electronic company decide the pricing of smart watch between penetration or skimming price policy in Indian market. **[8]**

OR

Explain various objectives of pricing policy. Discuss any four methods of pricing with merits and demerits. **[10]**

P.T.O.

Q3) Explain the major consideration in the selection of distribution channel for consumer products give examples. **[10]**

OR

Define marketing channels. What are the important functions of channels?**[10]**

Q4) Explain the role of marketing communication, discuss the various objectives of advertising. **[10]**

OR

Define marketing communication & elaborate the factors affecting on marketing communication. **[10]**

Q5) What do you mean by marketing audit? Discuss the benefits of marketing audit? **[10]**

OR

What is marketing plan? Explain the contain of marketing plan. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4777

[5176]- 401

[Total No. of Pages : 1

P.G.D.B.M.

**401 : GEOPOLITICS AND THE WORLD ECONOMIC SYSTEM
(2013 Pattern) (Semester - IV)**

Time :2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain the distribution of wealth and Economic Activities.

OR

Discuss the politics of International regimes.

Q2) Discuss the national systems of political Economy.

OR

Explain 'Market oriented' and 'Developmental' capitalism.

Q3) What is free Trade? Discuss the functions of WTO.

OR

Discuss the Trade Blocks concerning on such as 'SAARC' countries.

Q4) Discuss the role of International Monetary system.

OR

Explain about the reform of International Monetary Affairs.

Q5) Write short notes on (any two):-

- a) FDI
- b) Consequences of Economic Globalisation.
- c) Difference between 'Domestic Company' and 'Multi National Company'.

OR

Discuss about the role of MNCs for economic development worldwide.



Total No. of Questions : 10]

SEAT No :

P 4778

[5176]-402

[Total No. of Pages :2

P.G.D.B.M.

**402 : MANAGEMENT INFORMATION SYSTEM
(2013 Pattern) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question carries equal marks.*
- 3) *Draw neat and suitable diagram, if necessary.*

Q1) What is networking topology? Describe various types of networking topologies with suitable diagrams. **[10]**

OR

Q2) “Use of information and knowledge is a support system for a company to make decisions in competitive environment”. Justify. **[10]**

Q3) A five star hotel wants to start its online booking website. Being a system developer, illustrate the steps of System Development Life Cycle for the same with the help of appropriate diagram. **[10]**

OR

Q4) Discuss how Prototyping helps in development of business applications. Explain with suitable example. **[10]**

Q5) How a database manager should store, access and distribute data and information about their internal operations and external environment? **[10]**

OR

Q6) Explain how an Expert System acts as a consultant to the Manager. **[10]**

P.T.O.

Q7) What can be done to improve the security of business uses of the Internet?
Give various examples. **[10]**

OR

Q8) Why BPOs and Call Centers have gained importance in India as e-business models towards in recent era. **[10]**

Q9) A wholesale trading firm engaged in business for over 15 years. It has over 100 vendors, about 500 plus retailers'. Being MIS executive, describe the requirements from the information system to enhance the functioning of their business. Justify your answer from the point of view of business. **[10]**

OR

Q10) A renowned HR consulting company that assists the recruitment process of various IT organizations. They are facing numerous problems like sorting candidates ' data, scheduling interviews etc. How MIS will help to solve this problem? **[10]**

→ → →

Total No. of Questions : 5]

SEAT No. :

P4779

[5176]-403

[Total No. of Pages : 2

P.G.D.B.M.

**403 (MKT) - INTEGRATED MARKETING COMMUNICATION
(2013 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions carry equal marks.*
- 2) Each question has internal choice.*
- 3) Figures to right indicates marks of that question.*

Q1) a) Information technology has revolutionized marketing communication. Critically discuss. **[10]**

OR

b) Explain Concept of Integrated Marketing Communication. Explain the IMC Planning Process. **[10]**

Q2) a) What do you mean by fragmentation of media markets? How IMC managers are responding to media fragmentation? **[10]**

OR

b) What are different types of Advertising Agencies? Explain the roles and responsibilities of each department of an Advertising Agency. **[10]**

Q3) a) Write Short Notes on:

i) Personal selling aids. **[5]**

ii) Trade Sales Promotion **[5]**

OR

b) Being IMC Manager of Samsung, Design sales promotion for newly launched series of high end laptop. **[10]**

P.T.O.

Q4) a) How firms create synergy amongst Publicity, PR and corporate advertising? [10]

OR

b) Explain role of internet in Public Relations with suitable examples. [10]

Q5) a) i) Elaborate Testing process in detail. [5]

ii) Explain How to conduct research to measure advertising effectiveness? [5]

OR

b) How marketers measure effectiveness of non traditional forms of advertising? [10]



Total No. of Questions : 5]

SEAT No. :

P4780

[5176]-404

[Total No. of Pages : 3

P.G.D.B.M.

403 (FIN) : CORPORATE FINANCE

Finance Specialisation - II

(New 2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define Corporation. Explain in detail the various goals of corporation. **[10]**

OR

Describe the nature and significance of investment decision of a Firm. **[10]**

Q2) Zeneith Ltd. earned a profit of Rs. 4,78,000 after tax and after preference dividend. The capital structure of the company consisted of **[10]**

1,00,000 equity shares of Rs. 10 each	Rs. 10,00,000
12% Preference share capital	Rs. 3,50,000

Company is going to produce and sell a new product. The details of the revenue and expenditure related to the product are given below:

Sale of new product	Rs. 3,50,000
Less Material cost	Rs. 1,00,000
Less Labour cost	Rs. 1,20,000
Contribution	Rs. 1,30,000
Additional Fixed Cost	Rs. 50,000
Operating Profit before tax	Rs. 80,000
Less tax @ 35%	Rs. 28,000
Profit after tax	Rs. 52,000

Calculate the value of business of capitalisation rate applicable to the company is 15%. Extraordinary items debited to current year's profit include Rs. 45,000.

OR

P.T.O.

- a) Supreme industries have an equity market capitalisation of Rs. 3,400 Cr. in current year. Assume further that its equity share capital is Rs. 2,000 Cr. and its retained earnings are Rs. 600 Cr. Determine the MVA and interpret it.
- b) XYZ Ltd. has equity market capitalisation of Rs. 900 Cr. in the current year. Its equity share capital and accumulated losses are of Rs. 1200 Cr. and Rs. 200 Cr. respectively. Determine MVA of the firm and interpret it.

[10]

Q3) Explain the concept of Value Based Management and also explain its needs and benefits in detail. [10]

OR

Define Corporate Governance. Describe the different models of Corporate Governance. [10]

Q4) The following information has been extracted from the records of Mr. ABC Ltd.

The net earnings of the company after tax are Rs. 80,00,000. Rate of return on investment is 15%. The cost of capital is 18%. Number of shares of the company is 10,00,000. The dividend payout ratio of the company is 25%.

What will be the price of the share as per the Gordon Model of Dividend theory? While the Market price change if the dividend payout ratio is changed to 60% and if yes how much? [10]

OR

The following data relate to a firm of XYZ Ltd. [10]

Earnings per share Rs. 10/-

Capitalisation Rate 14%

Retention ratio 40%

Determine share price using Gordon's Model if

- a) Internal rate of return 15%.
- b) Internal rate of return 10%

Q5) Write short notes on:

[10]

- a) Merger Vs Acquisition.
- b) Concept of Disinvestment and its types.

OR

Corporate restructuring can prove to be double-edged sword.
Comment. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4781

[5176]-405

[Total No. of Pages : 1

P.G.D.B.M.

**403 IT : IT MANAGEMENT
(2013 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Describe the evolution of computers.

OR

b) Explain any five input devices.

Q2) a) Explain different types application softwares.

OR

b) Explain system softwares.

Q3) a) Explain different networking trends.

OR

b) Explain networking types.

Q4) a) What do you mean by Database Management? Explain its features.

OR

b) Explain data warehouse and data mining.

Q5) a) What do you understand by security management? Explain its need.

OR

b) Explain IT employee recruitment process.



Total No. of Questions : 5]

SEAT No. :

P4782

[5176]-406

[Total No. of Pages : 1

P.G.D.B.M.

**403 OPE - PLANNING & CONTROL OF OPERATIONS
(2013 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions carry equal Marks.*
- 2) *Every question is having internal option.*
- 3) *Figures to the right indicate full marks.*

Q1) a) Explain the need of PCO in the manufacturing industry and its impact on oth departmental functions. **[10]**

OR

b) Scheduling is the backbone of PCO. Justify. **[10]**

Q2) a) Why we require demand forecasting? Explain the role of it with example. **[10]**

OR

b) Explain the various demand forecasting methods with their applicability. **[10]**

Q3) a) Explain the concept of APP? Does MPS play any role in APP? **[10]**

OR

b) Explain the factors driving the success of MPS & APP. **[10]**

Q4) a) What is BOM? Explain BOM development Method. **[10]**

OR

b) Explain the CRP concept with example from fast food or Hotel Industry. **[10]**

Q5) a) Explain any scheduling tool with proper example. **[10]**

OR

b) Explain Routing, loading & scheduling. Also explain their role in PCO. **[10]**



Total No. of Questions : 5]

SEAT No :

P 4783

[5176]-407

[Total No. of Pages :2

P.G.D.B.M.

**403-HR : LABOUR LAWS
(2013 Pattern) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain briefly evolution of Labour Laws & its Indian Perspective.

OR

b) “In today’s changing scenario, there is a need for change in labour laws”.
Comment.

Q2) a) “The wages of an employed person shall be paid to him without deduction of any kind except those authorized by or under the payment of wages Act 1936”. Comment.

OR

- b) Write short notes on:
- i) Payment of minimum & maximum Bonus.
 - ii) The minimum wages Act 1948.

Q3) a) Enumerate the provisions of factories Act regarding welfare of workers under the factories Act 1948.

OR

b) Discuss the provisions relating to employment of ‘young persons’ under the factories Act 1948.

P.T.O.

Q4) a) Write Short Notes on:

- i) Objectives & scope of provident fund Act 1956.
- ii) Inspector under Gratuity Act, 1972.

OR

- b) What are the provisions for the employees family under the miscellaneous provision Act, 1956.

Q5) a) Elaborate the employer's liability for the compensation under workmen's compensation Act, 1923?

OR

- b) Explain the various benefits under ESI Act 1948.



Total No. of Questions : 5]

SEAT No :

P 4784

[5176]-408

[Total No. of Pages :1

P.G.D.B.M.

**403-IB : INTERNATIONAL BUSINESS ECONOMICS
(2013 Pattern) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss the challenges and opportunities that are existed for the global business organizations.

OR

b) How companies from rapidly Developing economies challenging the supremacy of companies from developed economies?

Q2) a) Bring out the arguments for and against the Heckscher-Ohlin theory.

OR

b) Write a detailed note on offer curves and the terms of trade.

Q3) a) Explain the different non-tariff barriers? State the Indian government provisions thereto?

OR

b) What are the main differences of fixed and flexible exchange rates?

Q4) a) Pick an Indian corporation with which you are familiar and analyze the reasons why it might be motivated to expand its internationalism.

OR

b) Critically examine the economic theories of exchange rate determination.

Q5) a) Critically examine the impact of euro currency market on Indian economy.

OR

b) List out the causes of break-down of the sold standard.



Total No. of Questions : 5]

SEAT No :

P 4785

[5176]-409

[Total No. of Pages :2

P.G.D.B.M.

**403-SCM : INVENTORY MANAGEMENT
(2013 Pattern) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) State the meaning and types of production strategy & Explain chase production strategy in details with suitable example. **[10]**

OR

b) What do you mean by production plan? Explain in details Aggregate production plan with suitable example. **[10]**

Q2) a) What is demand forecasting? Explain in details the importance and consequences of demand forecasting in details. **[10]**

OR

b) Explain the concept of EOQ in detail and state the various approaches of EOQ available explain any one in details. **[10]**

Q3) a) Explain how the investment in supply chain inventory can be managed using Three 'V' model of inventory management with suitable example. **[10]**

OR

b) Explain in details the concept of perfect customer order and how it can be delivered? Discuss with suitable example. **[10]**

P.T.O.

Q4) a) State & explain in details the various safety and environmental aspects of Inventory Management. **[10]**

OR

b) Explain in details the cross contamination and hygiene precautions in case of pharmaceutical industry. **[10]**

Q5) a) What is lean supply chain? Explain in details with suitable example. **[10]**

OR

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

i) Kan - Ban

ii) Vendor Managed Inventory (VMI)

→ → →

Total No. of Questions : 5]

SEAT No :

P 4786

[5176]-410

[Total No. of Pages :2

P.G.D.B.M.

RURAL MARKETING-I

(2013 Pattern) (Semester-IV) (403-RABM)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) “For becoming a rural marketer, understanding the rural economy is important”. Elaborate this statement with the help of different types of environments affecting rural marketing. **[10]**

OR

- a) Define Rural Marketing. Explain the rural inhibiting factors in brief. **[5]**
- b) Differentiate between rural & urban marketing. **[5]**

Q2) Explain in detail ‘Project Shakti’ implemented by Hindustan Unilever Ltd. (H.U.L.). **[10]**

OR

Write a detailed note on ‘project echoupal’ adopted by I.T.C. to attract rural customers. **[10]**

Q3) Explain various environmental factors influencing the decision making process of rural customers. **[10]**

OR

Write Notes on:

- a) Characteristics of rural buyers **[5]**
- b) Buying behaviour patterns **[5]**

P.T.O.

- Q4)** a) Differentiate between rural & urban marketing research. [5]
b) Explain the challenges in rural marketing research. [5]

OR

- a) Explain sources of information for rural marketing research. [5]
b) Explain the steps involved in rural marketing research. [5]

- Q5)** a) Explain the segmentation bases for rural marketing. [5]
b) Explain the concepts:
i) Targeting &
ii) Positioning. [5]

OR

Explain in detail process for selecting & attracting rural customers in detail. [10]

→ → →

Total No. of Questions : 5]

SEAT No :

P 4787

[5176]-411

[Total No. of Pages :2

P.G.D.B.M.

MANAGING INNOVATION-I
(2013 Pattern) (Semester-IV) (403-FBM)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) What is difference between Invention and Innovation? Explain Innovation to Emergize the system. **[10]**

OR

What is creativity? Explain Myths surrounding creativity. **[10]**

Q2) What is the concept of model of Innovation? Explain 'Foster's s curve'. **[10]**

OR

Explain 'Strategic Leadership view' and 'Familiarity Matrix'. **[10]**

Q3) Discuss Assects and knowledge in Innovative Management. **[10]**

OR

Illustrate Implications for 'Competitions', 'Innovation' and 'Competencies'. **[10]**

P.T.O.

Q4) Explain 'Innovation feelings' and Experience. **[10]**

OR

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

- a) Searching for Innovation opportunities.
- b) Process Innovation.
- c) Identifying 'Feelings and Needs'.
- d) Innovation Portfolios for established organisation.

Q5) What is the concept of 'Innovators'? Explain complementary Innovators. **[10]**

OR

Explain 'Planned Firm Activities' and 'Creative Destruction'. **[10]**



Total No. of Questions : 5]

SEAT No :

P 4788

[5176]-412

[Total No. of Pages :2

P.G.D.B.M.

Specialization : TECHNOLOGY MANAGEMENT
403-TM : Fundamentals of Management of Technology
(2013 Pattern) (Semester-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.*
- 4) *Figures to the right indicates marks of that question/sub question.*
- 5) *Your answer should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*

Q1) a) You are appointed as a manager of technology in a leading bank. Explain the need of management of technology in banking sector. **[10]**

OR

b) Discuss characteristics of technology and different levels of development of technology. **[10]**

Q2) a) Technology driven organizations are making impact on the rankings in Forbes Fortune 500, discuss with wealth creation by technology. **[10]**

OR

b) How does business organizations use production technology and product technology as a business strategy. **[10]**

Q3) a) From your perspective, what is meant by 'Creativity, Innovation, and Invention'? Explain with examples. **[10]**

OR

b) How does a company with innovative product command price for its technological leadership. **[10]**

P.T.O.

Q4) a) Discuss communication and collaboration as a tool to survive in the competitive business scenario. **[10]**

OR

b) What are the new paradigms of management of technology. **[10]**

Q5) a) Compare the competitiveness of India with China. Is there any relationship between national and global competitiveness? **[10]**

OR

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

i) Productivity Index and Investment Index.

ii) Emergence of tigers.

iii) MOT & Global competitiveness.

→ → →

Total No. of Questions : 5]

SEAT No. :

P4789

[5176]- 413

[Total No. of Pages : 2

P. G. D. B. M.

**404 MKT : CONSUMER BEHAVIOUR
(2013 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Answer only one sub question from each main question.*

Q1) Write Short Notes on (any 2)

- a) Consumerism
- b) Demarketing
- c) Relevance of Culture to Marketing Decisions
- d) Buyer Behaviour categories based on degree of buyer involvement.

OR

Elaborate on the different characteristics of social strata and the effect of social class on lifestyles.

Q2) Discuss the relationship between consumer Involvement and buying situations.

OR

How do personality traits affect buying decisions.

Q3) What are the various aspects on which consumers seek information and what are the sources of such information. Elaborate.

OR

What is post purchase dissonance and what can companies do to reduce it?

P.T.O.

Q4) How do Engel, Blackwell & Miniard (EBM) model classify Consumer Behaviour. Discuss.

OR

Explain the Howard Sheth Model with the help of a graphical representation.

Q5) Discuss the nature and characteristics of the BOP market.

OR

Write short notes on : (any 2)

- a) Indian Consumers - characteristics
- b) Demographic profile of Indian consumers
- c) Socio-Economic profile of Indian Consumers.



Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

P4790

[5176] - 414

P.G.D.B.M.

**404-MBFS: MERCHANT BANKING & FINANCIAL SERVICES
(2013 Pattern) (Semester - IV) (Specialization- III) (CBCS)**

Time : 2½ 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) *Figures to the right indicate marks for that questions sub-question.*
- 5) *Support your answers wtih suitable live example.*

Q1) a) Define Merchant Banking & explain its scope & procedure for registration of Merchant Banking.

OR

- b) Write short note:
- i) Commercial paper.
 - ii) ADR & GDR.

Q2) a) Define prospectus & describe various types of prospectus.

OR

- b) Write short note:
- i) Private placement
 - ii) Underwriting.

P.T.O.

Q3) a) Define mergers & explain any two types of merges with current issues.

OR

b) Short notes:

- i) Portfolio manager responsibilities.
- ii) Acquisition.

Q4) a) Explain the role of various financial services in modern economy.

OR

b) Short notes:

- i) Importance of factoring.
- ii) Leasing.

Q5) a) Explain the meaning of credit rating & state the objectives of credit rating.

OR

b) Short notes:

- i) Mutual fund.
- ii) Co-operative Banks.

EEE

Total No. of Questions :6]

SEAT No. :

[Total No. of Pages :1

P4791

[5176] - 415

P.G.D.B.M. - II

404 (IT) : E - BUSINESS

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions carry equal marks.*
- 2) Que. No. 6 is compulsory. Solve any four from remaining.*

Q1) Explain E-business Architecture and usefulness of information publishing technology for E-business. **[10]**

Q2) Illustrate types of E-business models. Explain e- CRM in detail. **[10]**

Q3) What are the steps for launching E- business? Explore your answer with any suitable example of e-marketing domain. **[10]**

Q4) What is m-commerce? Explain m-commerce framework and models in detail. **[10]**

Q5) “Information communication technology (ICT) is the best and self sufficient tool for modern supply chain management business modules”. Justify your answer. **[10]**

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

- a) e- procurement.
- b) Compare Amazon, Snapdeal, Flipcart.
- c) E- business on social media.

EEE

Total No. of Questions :5]

SEAT No. :

P4792

[Total No. of Pages :2

[5176] - 416

P.G.D.B.M.

404-(OPE): MRP- I & MRP- II

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) If you are appointed as production head in a food processor Industry, explain all the functions of MPS you need to perform.

OR

b) Explain MPS process with an example.

Q2) a) Explain BOM in brief. Develop BOM for

i) Table

ii) Computer

OR

b) Explain the role of MRP - I in industry with an example.

Q3) a) Explain CRP process for a fast food chain.

OR

b) Explain the backward & forward scheduling strategies with example.

P.T.O.

Q4) a) Explain the MRP - II framework.

OR

b) Explain the MRP - II functions.

Q5) a) Discuss the problems & benefits of MRP - II.

OR

b) Distinguish MRP- I & MRP - II on their roles & functions.

EEE

Total No. of Questions :5]

SEAT No. :

P4793

[Total No. of Pages :2

[5176] - 417

P.G.D.B.M.

404-HR: INDUSTRIAL RELATIONS

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instruction to the candidates:

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

Q1) a) What do you mean by Industrial Relation. What is the role of Government & Society.

OR

b) What do you understand by IR. Explain the approaches to IR?

Q2) a) What are the duties of labour courts tribunals & National Tribunals?

OR

b) Define following terms under the Industrial Dispute Act 1947.

- i) Appropriate government
- ii) Arbitrator
- iii) Industries
- iv) Industrial Dispute

P.T.O.

Q3) a) Define trade union. Explain the provision for illegal strikes & lock outs under the trade union Act?

OR

b) What are the power of labour court & industrial court to try offences under the MRTU & P Act?

Q4) a) Explain the provisions for Welfare & Heath of Contract Labour Act - 1970.

OR

b) Explain the procedure for registration of establishments employing contract labour Act & what are the effects of Non-Registration.

Q5) a) Define collective bargaining. State the various alternatives to collective bargaining.

OR

b) Define workers participation in management what are the challenges to the worker's participation management?

EEE

Total No. of Questions :5]

SEAT No. :

[Total No. of Pages :2

P4794

[5176] - 418

P.G.D.B.M.

FOREIGN TRADE

404-IB: Export & Import Procedures

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to candidates:

- 1) Attempt Five questions.*
- 2) All questions carry equal marks (10).*

Q1) Explain the Term 'International Trade'. Explain the Procedure & documentation as trade barriers.

OR

What is WTO? Explain the provision of WTO regarding International Trade.

Q2) Define the Forward agent. Explain the role of forward agent.

OR

Write Short Notes (Any Two):

- a) Export Order Processing
- b) Cargo Insurance
- c) Export Contracts

Q3) Explain the Role of EXIM Bank & ECGC in International Trade.

OR

Give details about the Pre-Shipment & Post Shipment Finance.

P.T.O.

Q4) Explain the various Export Promotion Schemes in India.

OR

Define the Role of Export Promotion Council in International Trade.

Q5) Discuss the Provision of Pre-shipment Inspection & Quality Control Act, 1963.

OR

Explain the Major Laws governing India's Export-Import Trade.

EEE

Total No. of Questions :5]

SEAT No. :

P4795

[Total No. of Pages :2

[5176] - 419

P.G.D.B.M.

404 (SCM): LOGISTICS MANAGEMENT

(2013 Pattern) (Semester - IV) (Specialization - 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.*

Q1) a) What is Logistic Management? Discuss the scope & importance of logistic management. **[10]**

OR

b) Define logistic & explain the various activities involved in logistic management. **[10]**

Q2) a) Discuss the interface of logistic management with other functions of an organization. **[10]**

OR

b) What is the meaning of fragmented logistics & discuss the problems related with fragmented logistics. **[10]**

Q3) a) What is meant by logistic outsourcing? Explain with example. **[10]**

OR

b) Explain the integrated logistic system. And explain the benefits of integrated logistic system against fragmented logistic system. **[10]**

P.T.O.

Q4) a) What is the meaning of Logistic Relationship? Explain the types of logistic Relationship with example. [10]

OR

b) Explain the various approaches to analysing logistic system. [10]

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

a) Nodes Vs links.

b) Value added role of logistic management.

c) Distinguish between 3 PL & 4 PL.

d) Global service issues.

EEE

Total No. of Questions :5]

SEAT No. :

P4796

[Total No. of Pages :2

[5176] - 420

P.G.D.B.M.

404 (RABM): RURAL CREDIT AND FINANCE

(2013 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Discuss the importance of Agriculture in the economic development of the country.

OR

b) Give the characteristics of Indian agriculture.

Q2) a) Give the classification of Agricultural Finance in India.

OR

b) Discuss the functions, structure and performance of Financial Intermediaries in agriculture.

Q3) a) Give the structure of co-operative credit system in India. Also explain its special features.

OR

b) 'There has been a tremendous impact of liberalization on Co-operative Banks'- Explain.

P.T.O.

Q4) a) Discuss the productive Vs consumption theory. Also give the 3R's of credit.

OR

b) Explain kind loans Vs Cash loans. Also give the concept of 3C's and 7P's of credit.

Q5) a) 'The role of BDS in Rural Finance is important' - Explain.

OR

b) Explain the concept of Rural Finance. Discuss the delivery channels and actors involved.

EEE

Total No. of Questions : 5]

SEAT No. :

P4797

[5176]- 421

[Total No. of Pages : 2

P.G.D.B.M.

404 (FBM): ESSENTIALS OF FAMILY BUSINESS

MANAGEMENT - II

(2013 Pattern) (Semester - IV)

Time :2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) What do you mean by shareholders in Family Business and discuss shareholders responsibilities.

OR

b) Discuss the terms: 'Advisory Board' and 'Board of Directors'. Also discuss roles of advisory Board and Board of Director in Family Business.

Q2) a) Explain the "Concept of cousin companies. Discuss in detail various complexity in it.

OR

- b) Write short notes on
- i) The Family council
 - ii) Family Assembly

Q3) a) Explain the factors resist to succession planning.

OR

b) Discuss the different challenges ahead of new generation leadership in Family Business.

P.T.O.

Q4) a) Elaborate the sentence “ The CEO as architect of governance”.

OR

b) Discuss the role types of CEO spouse in the light of transfer of power.

Q5) a) Explain the three states of evolution.

OR

b) Discuss the concept of “ Intrapreneurship” in Family Business.



Total No. of Questions : 5]

SEAT No. :

P4798

[5176]- 422

[Total No. of Pages : 2

P. G. D. B. M.

**404 TM: TECHNOLOGY FORECASTING
(2013 Pattern) (Semester - 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.*
- 4) *Figures to the right indicate marks for that question / sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) Explain interview techniques. Discuss Long wave analysis with example. **[10]**

OR

b) Explain the monitoring and intelligence method. Discuss environmental scanning. **[10]**

Q2) a) i) Write short note on Scenario simulation. **[5]**

ii) Write short note on science fiction analysis. **[5]**

OR

b) Explain the Nominal Group Process Discuss creativity workshop with examples. **[10]**

Q3) a) What is modeling? State the steps involved in modeling process for a managerial decision making. Discuss. **[10]**

OR

b) What is simulation? Describe the simulation process with example. **[10]**

P.T.O.

Q4) a) Elaborate the concept of Decision Tree State the various applications of decisions tree in the field of technology forecasting. [10]

OR

b) “The best quantitative analysis models are the ones that are more elaborate and complex Mathematically”. Discuss the statement in context of decision making in technology Management. [10]

Q5) a) Explain the multiple perspectives assessment. Discuss organization and requirement analysis. [10]

OR

b) i) Write short note on check list for impact identification. [5]

ii) Write short note on Mitigation analysis. [5]

